



Having a carbon Canopy is easy to achieve

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SENSIBLE economics can help businesses achieve carbon and cost neutrality, Adelaide firm Canopy says.

The not-for-profit organisation is helping governments, businesses and individuals make sense of all the noise on climate change and environmental sustainability.

“Large organisations lack legislative direction on climate change . . . and the lack of legislative cues makes it difficult for them

to determine the best way forward,” said Canopy chief executive Noel McArdle.

Several major organisations were already taking the initiative and gaining a variety of first-mover corporate reputation and marketing advantages, Mr McArdle said.

Founder and director Leonard Cohen believes companies are showing significant social conscience in addressing sustainability issues.

Services offered by Canopy include carbon

emission audits, consultation and advice on reducing emissions, policy initiatives and carbon offsets through tree plantations.

Greening Australia (SA) manages Canopy’s plantation programs at Taillem Bend, Langhorne Creek, Millbrook, Kangaroo Creek, Jockwar and Hartley.

“Every tree we plant is registered on the land title and lodged with the Lands Titles Office. We are risk-averse and we want our offsets to be auditable and legally se-

cure,” Mr McArdle said.

“But trees are the last stage,” said Mr Cohen, adding that companies should focus on auditing and containing emissions and offset only those that can’t be contained.

“Our goal is to help each company we work with to achieve carbon neutrality and to do ourselves out of business,” Mr Cohen said.

Some of Canopy’s clients include Mitsubishi, CMI Toyota, SA Water, and ETSA.



EXPERTISE: Noel McArdle and Leonard Cohen at the Greening Australia nursery.

Picture: CHRIS MANGAN