

## SHIFTING INTO CARBON NEUTRAL DRIVES EXHIBITION LEADER FORWARD

Australasia's largest independent exhibition organiser dmg world media, today announced a major initiative to create carbon neutral shows in Australia and New Zealand, significantly reducing the company's footprint on the global environment by eliminating greenhouse emissions.

Leading by example, dmg world media signed an agreement with Australian climate change company, Carbon Planet Pty Ltd, to drive a successful green strategy to assess, reduce and offset carbon emissions on their large-scale exhibitions. This process will systematically cease each targeted exhibition's contribution to global warming.

"As our business increases and we introduce new consumer and trade exhibitions in Australia and New Zealand, we want to make sure we minimise our impact on the environment. We have taken this first step as part of a long-term business commitment to take a responsible approach to our energy usage and increase efficiency within our operations," says Managing Director of dmg world media, Ben Brougham.

dmg world media have embraced the task ahead of them and nominated an initial target of ten consumer and business-to-business events in Australia and New Zealand to become carbon neutral in 2008. These include HIA Home Ideas Show Melbourne; Melbourne at Home; the HIA Sydney and Adelaide Home Show; HIA Building and Renovation Expo (Brisbane); DesignEX / Form & Function; Foodpro; Emex (New Zealand); Foodtech Packtech (New Zealand); and Big Boys Toys (New Zealand).

"It's great to see event organisers like dmg world media not only considering the carbon issue, but actually acting on the opportunity to enact change and reduce their carbon footprint," says Carbon Planet Co-Founder and Director, Dave Sag.

Carbon Planet will help facilitate dmg world media's move to carbon neutral exhibitions through a three-step action plan that begins with an assessment of exhibitions to locate the causes of greenhouse gases and the amount of emissions generated. The next step actively pursues increased energy efficiency which will be implemented through a combination of technology, education programs and modified business practices. Finally, where emissions cannot be naturally reduced, carbon credits will be purchased to negate the impact of greenhouse emissions.

dmg world media's decision to create and run carbon neutral exhibitions is an investment into the company's future business and the world's environment. With many of the targeted exhibitions focused on the home, the company hopes to lead by example and engage others to undertake valuable energy saving initiatives.

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For further information or to arrange an interview with a spokesperson from dmg world media, please contact:

Michelle Hampton / Susan Wood

Magnum PR

Phone: (02) 9439 9316 Mobile: 0402 308 305

Emails: [michelle@magnumpr.com.au](mailto:michelle@magnumpr.com.au) / [susan@magnumpr.com.au](mailto:susan@magnumpr.com.au)

**About dmg world media**

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**About Carbon Planet Pty Ltd**

[www.carbonplanet.com/](http://www.carbonplanet.com/)