

Measure your carbon footprint with Avis

Fittingly, Avis Rent a Car South Africa announced on 1 September 2009 that at the end of an exhaustive two-year CO₂ emissions programme, it has achieved CarbonNeutral® accreditation for the offset of its internal fuel and energy usage CO₂ emissions.

CarbonNeutral® is the registered trademark of The CarbonNeutral Company and is one of the leading brand marks and quality standards for action on climate change. Permission to display the mark is only given to clients when CO₂ emissions have been measured and reduced to net zero through a programme implemented in accordance with the company's protocol.

"For Avis South Africa, becoming carbon neutral is an important step not only for our business, but for the industry as a whole. By committing to reduce its measured internal business CO₂ emissions of 11,000 tons to net zero through carbon offsetting, Avis has set the benchmark within the industry, and this we hope will encourage more businesses and also our customers to start taking action for their own carbon footprint," states CEO, Wayne Duvenage.

Every ton of CO₂ that Avis South Africa produces is counterbalanced with a ton saved by a validated emission reduction project, which has met international standards. The two projects Avis has selected to support are the Hufu Waste heat recovery project in China and the Govindapuram Wind Power plant in the Tamil Nadu state in India. There were no African clean energy initiatives, which have received verified accreditation as per the international carbon offset protocol.

Getting clients' greener

Avis has already invested R1.9-million in the introduction of water recycling plants at its three new main depot car wash facilities in Johannesburg, Durban and Cape Town. These plants together save and recycle 95-million tons of water every year. In addition, the new Cape Town facility has activated its 180,000 litres underground water reservoir designed to catch and redistribute rain water.

Currently, Avis is embarking on an internal carbon reduction programme, which includes energy audits; installing lower electricity consumption technology; installing motion senses into lighting systems in certain areas of the business; and appointing "Green Champions" recycling initiatives.

The next phase will be to include customer rental carbon offset opportunities. From September 2009, all Avis invoice will reflect carbon emissions for each rental, enabling customers to measure their own carbon footprint. For corporate customers, Avis will be able to provide management information on CO₂ for their entire rental account with Avis. In the future, Avis plans to allow customers to offset their rental carbon emissions through Avis.

Duvenage concludes, "Avis' commitment is for the long term and carbon management is a key part of its business strategy. We've taken action because we believe it is the right thing to do and will continue to develop ways to minimise our impact to help protect our world for future generations."

For further details, see: www.avis.co.za.

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