



## econstruction products makes the ultimate step to go Carbon Neutral

Dublin, Ireland 1/7/08: econstruction products ltd, the soy-based spray foam insulation company, has gone one step forward to further improve their environment credentials and tackle climate change. BioBased Spray foam is the insulation of choice for the environmentally conscious and in a move to become even more environmentally responsible econstruction products have worked with The CarbonNeutral Company to be accredited as a CarbonNeutral® company.

To achieve the CarbonNeutral® company brand mark, econstruction products went through a process which involved measuring CO2 emissions from travel, waste and energy. Following on from this internal reduction targets were set to reduce CO2 emissions plus econstruction products reduced the remaining CO2 emissions to zero through carbon offsetting. Carbon offsetting means that for every one tonne of CO2 that econstruction produce, they pay for an equivalent one tonne of CO2 to be saved through a project somewhere else in the world. The renewable energy project which econstruction has chosen is a hydro power station in Sichuan Province, western China. The project is verified and certified to the Voluntary Carbon Standard and displaces electricity generated by fossil-fuel power plants.



Barry McCarthy, econstruction products ltd Technical Director observes “In our experience we have found that many of our customers are taking responsible steps to reduce CO2 emissions and are placing increasing emphasis on the environmental credentials of the products used when building or renovating their homes. It is econstruction products’ primary focus to provide the consumer with that greener alternative which minimizes our impact on our environment. We are the first Irish insulation company to commit to The CarbonNeutral Company ensuring that we continue to lead the way with regards to sustainable best practice.”

Sue Welland, Founder & Creative Director, The CarbonNeutral Company said, “Ireland has committed to the Kyoto Protocol to limit emissions to 63 million tonnes per year. There is an obvious need to significantly reduce the level of CO<sub>2</sub> produced as in 2005 it was reported that just under 70 million tonnes were emitted in Ireland. We encourage companies such as econstruction products to take active steps to help reduce the amount of CO<sub>2</sub> produced not only through the environmental products that they provide but also by looking at their own business and reducing their carbon footprint to net zero.”

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Notes to editors:

**About The CarbonNeutral Company ([www.carbonneutral.com](http://www.carbonneutral.com)):**

The CarbonNeutral Company is the world's leading carbon offset and climate consulting business, working with over 300 businesses and 60,000+ consumer clients.

CarbonNeutral® is the registered trademark of The CarbonNeutral Company (TCNC) and is the leading brand mark and quality standard for action on climate change. Permission to display the CarbonNeutral mark is only given to clients of TCNC when CO<sub>2</sub> emissions have been measured and reduced to net zero through a programme implemented in accordance with The CarbonNeutral Protocol. This Protocol assures quality of offset projects, carbon footprint assessments and communication and is regularly reviewed by an Independent Advisory Group. The 'audit trail' includes an annual independent verification of CarbonNeutral programs – from contracts with carbon offset partners through to contracts with clients and everything in between.

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