



Case Study

Sector: Mobile Technology

Force Technology International Pty Ltd manages a wide range of leading mobile and technology brands, through a network of Australia's premier retail and operator channels. As a rapidly growing business, they are conscious of their impact on the environment as a result of their high volume transactions, distributing thousands of products every day to resellers nationally.

Environmental Objectives

- o To combine Force Technology's reputation for innovation with the growing demand for sustainable mobile lifestyle products.
- o To take the next step on the company's journey to sustainability by taking a strong position on the environment.
- o To engage customers to think about ways in which they can reduce their own environmental footprints.

Programs Developed

- o Since 2007, Force Technology has worked to offset their environmental impact by undertaking to commit to contribute to Carbon Neutral for every Force branded product they sold to their customers.
- o Force built in the option for their customers to further support Carbon Neutral via their e-commerce portal. Customers now have the option to donate a 'carbon neutral fee'



when they proceed through the website checkout process. The fee is calculated based on units of Force branded product ordered or can be overridden to apply a voluntary fee, similarly to how other businesses (like Qantas) give options to offset carbon emissions when booking flights online.

- o In addition to this, Force joined the Mobile Muster programme, supporting the AMTA (Australian Mobile Telecommunication Association) battery recycling program.

Communication

- Force is a passionate supporter of Carbon Neutral - due to their high level of commitment and donations, they have achieved Gold Partner status.
- Force promotes their Gold Partner status and the Carbon Neutral logo on all their Force branded packaging and supporting marketing collateral, including their websites. This not only differentiates their range from alternative products, it also offers their customers and end-consumers the option to choose a more environmentally friendly product and feel they are also contributing to Carbon Neutral.

Results

- Force's annual contributions to Carbon Neutral have resulted in over 26,500 trees planted in their revegetation program, which helps to reduce the environmental impact of harmful greenhouse gas emissions.
- Force built in the option for their customers to further support Carbon Neutral via their e-commerce portal.
- Force's actions have resulted in a very positive response from customers. Force has demonstrated their commitment to Carbon Neutral without passing on any costs to their customers and end-consumers and even had a number of customers voluntarily donate to Carbon Neutral via their e-commerce website.



“We’re pleased to be a supporter of Carbon Neutral, and since our first donation in 2007, we’ve continued to see value in this fantastic program....We feel we have a responsibility to our consumers and the environment, to always challenge the way we do business to minimise our impact on the environment. Carbon Neutral provides a fantastic medium for this and we are pleased that our donations...will play a small part in helping to provide a sustainable future for generations to come.”

Jake Minear, Director at Force Technology

