

# HOUR OF POWER

OPTUS  
SAY *YES*

TO 100%  
RENEWABLE ENERGY!

## ▶ **ACTION**

- Write a handwritten letter or postcard to Optus CEO

Kelly Bayer Rosmarin

CEO Optus

PO Box 888

North Ryde, NSW 1670

- Call on Optus to commit to a 100% Renewable Energy target by 2025
- Personalize your letter as this has a bigger impact
- Let Optus know if you are a customer of theirs

# Letter writing

- Can be however you would like but here are some tips;
- **1<sup>st</sup> paragraph** – could say who you are and why you care about climate – a personal story.
- **2<sup>nd</sup> paragraph** – why you want Optus to go renewable and maybe some statistics or facts about their competitors
- **3<sup>rd</sup> paragraph** – State clearly that you want them to go 100% renewable by 2025 and anything persuasive you might want to add.
- **Remember..... use a polite and respectful tone 😊**

## Creative Additions welcome!

- If you feel like being creative;
- Enclose your child's drawing of a sun, renewable energy, etc
- Cut out little sun shapes, wind turbines or mini solar panels to enclose with your letter
- Enclose a photo of your group and their Optus action
- In your letter maybe play on their slogan - "yes" or draw comparisons to outdated fossil fuel energy and old fashioned dial up landline phones (Optus will be seen as so last century)
- Anything else fun that sends a message

## Helpful facts

The telecommunications and IT sector is growing rapidly

- It consumes 7% of global electricity and 4% of Australian electricity
- Given their vast electricity consumption, if they continue to use coal as the source the sector will continue to be a huge source of carbon pollution and emissions.

The good news is that 98% of these emissions can be cut by simply making the switch from coal power to renewable electricity

- Driven by consumer demand and the falling costs of renewables the IT industry has emerged as leaders shifting to renewable energy
- Telstra is leading the way but Optus is falling behind.

## Reasons why Optus should commit

### 1. Job creation

- If all the Telco's switched their operations to renewable energy, new wind and solar projects would create 1822 new jobs
- To do this they need to be making and meeting a 100% renewable electricity target

Telstra, Australia's biggest Telco made the pledge to switch to 100% RE by 2025 in March 2020

followed by TPG (Vodafone)

Only Optus, the second largest provider is yet to make a commitment

## 2. Climate credentials

Australians expect more from the companies they engage with, increasingly voting with their wallets

80% Aussies think companies should be using more RE

70% of Aussies want companies to set a 100% RE goal



### 3. It makes good business sense

- Renewables are the cheapest form of energy
- A fully renewable powered IT service sector is crucial to a low carbon economy
- Australia has amongst the best renewable resources in the world

Optus and NBN co are at risk of being left behind

## What we want them to do

- Commit to 100% RE by 2025 and sign the RE 100 initiative
- Sign Power Purchase agreements to secure RE with new wind and solar projects
- Work together as an industry to shift policy and regulatory environment to enable faster uptake of RE

The telecommunications industry can and must be leader in this energy transition

*Optus could be the first* to sign up to the RE 100 which is a global alliance of corporations committed to switching to 100% RE.

# No question too small

Speak to one of our enterprise specialists over the phone on 1300 788 459 or via the link below.

Contact us

# Yes

## Change the game you're in

Never before has Australia seen such a push to challenge the status quo. Every market. Every company. Every department. If you're ready to drive that change with the right business partner, just say the word.

# Climate Action

## Greening Optus

We have an extensive plan to reduce our electricity use and carbon emissions.

We're taking a number of approaches to achieve our Science Based Target commitments and support the Paris COP21 Agreement to keep climate change below 2 degrees Celsius.

## Carbon Reduction & Energy Efficiency

For Optus, energy efficiency goes hand in hand with carbon reduction as 95% of our total carbon emissions come from electricity use. Significant growth in network coverage across Australia and increased use of mobiles has increased our energy consumption as we expand capacity through our network, base stations and network facilities. Our strong energy reduction plan, with a number of major energy efficiency projects across our operations, is where we'll have the biggest impact by making the biggest reductions.





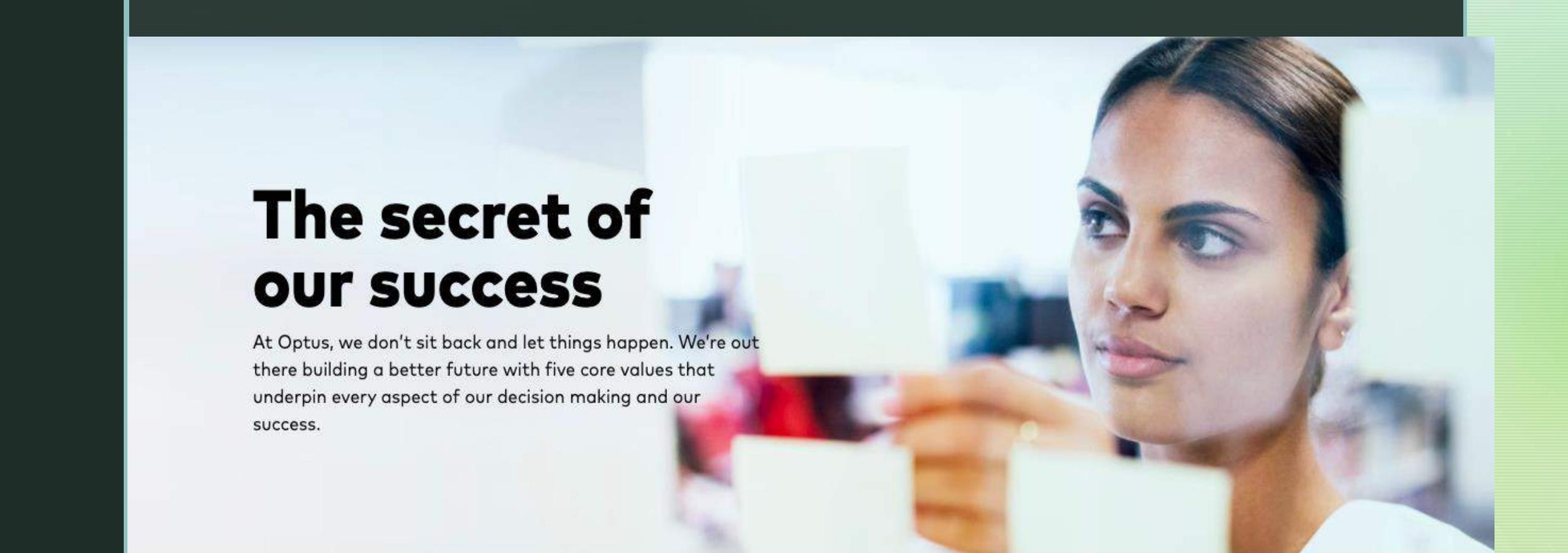
## Climate change resilience

The effects of climate change, such as extreme weather conditions, can have a major impact on our services. To minimise disruption for our customers, we're working on long term solutions to make our network more resilient. Optus champions resilience to climate change and natural disasters through our active role in the Australian Business Roundtable for Disaster Resilience and Safer Communities.

## Green ICT

We provide Green Information and Communication Technology (ICT) solutions for our customers. Because we have the scale and expertise, we're able to run and manage ICT more efficiently than many of our customers could do on their own. Our customers get a cleaner, greener solution and since they don't need to run their own IT server rooms etc., they substantially reduce their emissions. Some of their emissions are then transferred to us, but this is offset by the total saving.



A woman with dark hair pulled back, wearing a white shirt, is looking intently at several yellow sticky notes she is holding in her hands. The background is a blurred office setting with other people and papers.

# The secret of our success

At Optus, we don't sit back and let things happen. We're out there building a better future with five core values that underpin every aspect of our decision making and our success.

## Our Values

These five essential values guide our actions as we move toward our vision of creating a more connected Australia and providing outstanding customer experience.



## Customer Focus

Treat each customer with dignity and respect; listen to, anticipate and satisfy their needs while simplifying their experience.

Deliver quality products and services to sustain and grow value.



## Challenger Spirit

Embrace change and challenge the status quo.

Continue to break new ground and innovate.

Compete vigorously but fairly.



## Teamwork

Collaborate holistically across our teams, and the broader business.

Respect and value diversity and the contribution of every person.

Encourage open discussion.



## Integrity

Honour our commitments, be accountable and take responsibility for our actions.

Treat everyone with dignity, fairness and respect.

Conduct business with the highest ethical standards.



## Personal excellence

Take responsibility for our growth and development. Always seek feedback and aim for higher standards.

Recognise individual potential and contribution.

Maintain work and life harmony.

## Lastly:

Take a selfie of you at the postbox with your letter

(try to avoid getting Australia Post logo in the photo)

Email to [sgounden@greenpeace.org](mailto:sgounden@greenpeace.org) or text it to Naama  
0413023301