



**MEDIA RELEASE**

**IMMEDIATE RELEASE**

## **Planet Ark partners with FWPA to promote sustainable timber as a climate change solution**

As our community discusses ways of tackling climate change, a new partnership has been formed to promote an easy, low cost solution to capturing and storing carbon - simply using sustainably sourced wood as a building material.

Planet Ark, one of Australia's leading environmental organisations, is joining forces with Forest and Wood Products Australia (FWPA), the industry body behind the Wood. Naturally Better.™ program, to encourage the use of sustainably sourced wood. The initiative comes during the International Year of Forests, a global platform to celebrate people's action to sustainably manage the world's forests.

"Sustainable timber use is an important step in the transition to a low carbon economy", says Paul Klymenko, CEO of Planet Ark. "Substituting wood products for more greenhouse gas intensive building products could reduce the emissions of typical house by up to 18 tonnes over its life (according to a recent RMIT study<sup>1</sup>). – That's more than a medium sized car emits over 7 years<sup>2</sup> but research shows that few people understand that carbon is stored in the wood for life."

Planet Ark is interested in helping homebuilders, developers, architects, the general public and school children recognise the environmental benefits of using sustainable timber over other, more polluting alternatives. This campaign complements other Planet Ark activities such as National Tree Day and the Carbon Reduction Label. Over the coming months, Planet Ark will develop educational materials, an interactive website and deliver an extensive media campaign to raise awareness.

"We are thrilled to be working with Planet Ark to help educate the public about the important role wood can play in helping address climate change," said Ric Sinclair, Managing Director of Forest and Wood Products Australia. "Wood is unique among building materials because it is a natural carbon store – up to 50% of its dry weight is carbon, which means that by using more wood in our built environment we can not only reduce carbon emissions, but also store carbon."

The announcement of the new partnership to promote the use of wood comes at a time when Grocon has just announced plans to build Delta, a ten storey, 50 apartment timber building as part of the redevelopment of the Carlton United Breweries site in Melbourne.

Increased use of sustainably sourced wood products offers a simple and economical solution to climate change that can be implemented now and even greater potential for the future with the adoption of new building systems and technology.

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### Notes to editors

1. Based on RMIT University study published 31 January 2011 'A Comparative Life Cycle Assessment of Alternative Constructions of a Typical Australian House Design'
2. **Total CO2 emissions = 18.16 tonnes** based on a Toyota Corolla 1.8 lt auto (173gm CO2 per km) travelling 15,000km pa over 7 years.

### About Planet Ark

Planet Ark is a not-for-profit environmental organisation, founded in 1992. We aim to work with people and business to teach them the simple ways in which they can reduce their impact on the planet, at home, at work and in the community. We do this by running educational, environmental behaviour change campaigns in partnership with businesses and organisations. Some examples of our successful campaigns include National Tree Day, National Recycling Week, Cartridges for Planet Ark and the Carbon Reduction Label.

### About Wood. Naturally Better.™ & Forest and Wood Products Australia

Wood. Naturally Better.™ is a program run by Forest & Wood Products Australia. It is a multi-million dollar initiative designed to enable building professionals and consumers to understand how they can play a part in tackling climate change by using one of the planet's most environmentally friendly materials – sustainably sourced wood. It is a first for the Australian market and is the largest joint-activity ever undertaken by the forest and wood products industry. [www.naturallybetter.com.au](http://www.naturallybetter.com.au)

Forest & Wood Products Australia Limited (FWPA) is the forestry and wood industry's service provider, investing in research and development, and providing research results to the forest and wood products industry in Australia. FWPA aims to improve the competitiveness and sustainability of the Australian forest and wood products industry through innovation, and investment in effective and relevant R&D. FWPA undertakes industry-level activities where a collective approach can deliver more effective and valuable commercial outcomes than individual action.

### For more information, please contact:

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