



Australasia's Environmental & Sustainability Conference & Exhibition

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Behavioural change by businesses can cut 25 per cent energy use says software technology architect at Enviro 08

Businesses can save 25 per cent on energy use by adopting behavioural changes in the workplace identified by OffsetGo carbon emission reduction software launched in Australia at Enviro 08 in



Melbourne today (Monday, May 5).

By companies, government departments and major institutions retrofitting systems recommended by Victorian-developed OffsetGo software, audits can also greatly increase savings further, according to software technology architect and OffsetGo director James Cotton.

Mr Cotton, now dividing time between Melbourne, London and North Carolina, where the software is being launched in Europe and America, said the software cuts expenses, reduces energy, increases revenue and saves companies time in implementing cost-saving systems.

"OffsetGo's modules provide a basis for comprehensive energy and water cost reduction. Apart from obvious environmental benefits there's real bottom line dollar savings," Mr Cotton said.

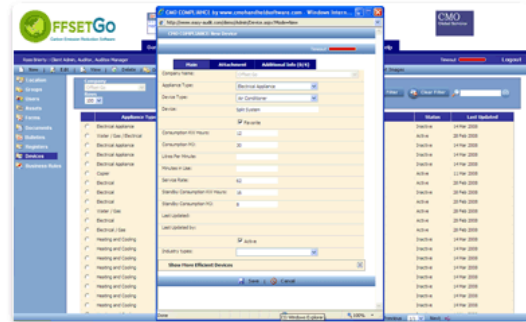
Mr Cotton and fellow directors, sister Caroline Cotton and Ross Brierty, met Gavin Jennings, Victorian Minister for the Environment, Climate Change and Innovation after the Minister opened the Enviro 08 conference and exhibition.



(Pictured at Enviro08, from left, OffsetGo directors Ross Brierty, Caroline Cotton, James Cotton and Victoria Environment Minister Gavin Jennings)

Mr Jennings was delighted when told OffsetGo had been developed in Victoria and described it as the kind of innovative technology needed by business.

During his launch address of Enviro 08 Mr Jennings said the expo offered tangible examples of new technologies and encouraged the corporate community to harness available skills to achieve lasting environment results.



OffsetGo is a sustainable energy assessment system offering energy audits, sustainability assessments, device lists, client setup wizard, client engagement and instant reporting. It was developed by Melbourne-based CMO Global and is being marketed through a joint venture with OffsetGo Pty Ltd in Australia.

Melbourne-based OffsetGo director of marketing Ross Brierty said the software is designed both for small to medium enterprises (SMEs) as a single user licensed product or offered to a large corporation or institution to provide enterprise wide solutions.

"Costs are from \$1,500 for smaller users to some tens of thousands of dollars when introduced across a corporation's operations, but return on investment can have a major impact on a company's bottom line performance while contributing to a safer environment," Mr Brierty said.

To find out more about the energy audit software OffsetGo visit www.offsetgo.com

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