



## **Sendle raises \$1.8m to build Australia's first carbon neutral delivery service.**

**Sydney, Australia 4 May, 2015:** Australia's first carbon-neutral parcel delivery service Sendle.com has closed a \$1.8M funding round to expand its service and reach.

Sendle founder James Chin Moody said the funds would contribute to the company's commitment to make sending a parcel fast and cheap without contributing to environmental damage. Sendle can deliver 10kg in the same capital city door-to-door for less than \$10, offsetting the emissions for every package.

Investors in the second round include the National Roads & Motorist's Association (NRMA) and a group of prominent investors.

NRMA Group CEO Tony Stuart said the NRMA's decision to invest in Sendle.com was driven by the ability to offer benefits to NRMA Members by supporting a service that's cheaper than competitors, more convenient, providing point to point pick-up and delivery.

The Sendle service has been quickly adopted by environmentally sensitive organisations such as climate change campaigners Earth Hour and social enterprise Who Gives a Crap. Anna Rose, National Manager, Earth Hour Australia said, "We love the service that Sendle provides - they are living proof that the environmentally friendly option can also be the cheapest and most convenient solution".

Sendle is working with Climate Friendly to generously offset emissions. "Few people are aware that sending a package can generate up to 3.5kgs of CO<sub>2</sub>, which weighs more than many packages", said Moody.

"Sendle's mission is to offer an environmentally responsible service, without compromising on speed or cost. We believe in spreading joy, not pollution!"

-ENDS-

## **About Sendle.com**

Sendle.com is an Australian delivery service that picks up and delivers parcels across the country. Parcels up to 10kgs can be sent locally from under \$10 and between major Australian cities for \$17.60. The company offsets emissions through two projects, which collectively save 155,500 tonnes of carbon dioxide a year. For more information visit [sendle.com](http://sendle.com)

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## **What are Sendle's sustainability credentials?**

- Sendle's vision is to become **the logistics service for the circular economy**.
- Sendle was first built as the delivery service of <http://www.tushare.com>, a giving marketplace where people give things to one another to avoid landfill.
- Sendle's parent company TuShare was Australia's first technology [B Corporation](#), and we have just heard that we have been named in the 'Best for the environment' category, which places us in the top 10% of all B-Corps globally on our environmental score.
- We chose our couriers based on their footprint - this is why we use hub and spoke couriers (whose packages all share vans, like public transport) rather than point-to-point couriers (each package travelling separately, riding in its own luxury car, so to speak)
- Sendle's co-founder James Chin Moody has been committed to the sustainability movement for decades. He formerly chaired the United Nations Environment Program Young Advisory Council, sat on the National Environmental Education Council and was the coauthor of the Sixth Wave: How to Succeed in a Resource-limited World.

## **What is the environmental impact of parcel delivery?**

Every year in Australia, over 500 million packages are sent around the country - that's about 16 packages sent every single second. Over the Christmas period, the average jumps by about 100,000 additional packages per day.

Working with Climate Friendly and our courier partners, we calculated that one package, travelling from near Brisbane to near Perth (just over 4000 km - one of the furthest major routes available), was responsible for about 3.5kg of carbon in emissions. This means that the amount of CO<sub>2</sub>-e emitted could end up weighing more than many packages!

### **How is Sendle carbon neutral?**

Sendle has worked with Climate Friendly to become the first carbon neutral delivery service in Australia. Carbon neutrality is baked into the very fibre of Sendle, which offsets this amount of CO<sub>2</sub>-e for every package. Yes, we know that not every package travels from Brisbane to Perth, but we wanted to make sure.

We offset our emissions through two Climate Friendly projects, The Tassie Native Forest Protection Project and the Ghanaian Cookstove Project

#### *Tasmanian Native Forest Protection Project*

- Location: Central Highlands, Tasmania, Australia
- Type: Improved Forest Management
- Emissions prevented: c.90,000 tonnes of CO<sub>2</sub>e per year
- Standard: Verified Carbon Standard (VCS)

The Tassie Native Forest Protection Project not only prevents greenhouse gasses from entering the atmosphere but also works to protect and restore Tasmania's valuable native forests, which provide a habitat for a number of endangered species including the wedge-tailed eagle, spotted quoll and the iconic Tasmanian devil. They have also created new employment opportunities in the forestry sector, and ecotourism opportunities through the enhancement of the landscape. The stabilisation of the forests from investment through the project has also had a radical shift for local landowners - instead of selling off land, clearing for logging and managing portfolios of land, local landowners are now able to diversify; enabling them to set the land aside for conservation purposes only, and manage it in a way that encourages natural regeneration of the forest. Locals are keen to raise awareness of their efforts to protect this unique forest landscape by facilitating visits to the area to see first-hand, the benefits these projects bring.

#### *Toyola Cookstove Project*

- Location: Ghana
- Type: Energy Efficiency

- Emissions prevented: 65,500 tonnes of CO<sub>2</sub>e per year
- Standard: Gold

The Toyola Cookstove Project supports the development of four fuel-efficient cookstoves for household and commercial use. The improved stoves reduce consumption of charcoal by between 33 to 50%. Offsetting Sendle's carbon emissions through the Toyola Cookstove Project also helps to reduce deforestation as 75% of Ghana's fuel comes from wood and charcoal (around 700,000 tonnes per year). The project also has significant health benefits for Ghanaians who use an improved stove. The World Health Organisation estimates indoor air pollution is responsible for 16,600 deaths per year in Ghana. The efficiency of the new stoves also save a medium household stove owner about \$24 per year and the sales of which also support the stove manufacturers 136 employees.