**Case Study: The Body Shop Australia**

Having long led the way with socially and environmentally responsible beauty and cosmetic products, The Body Shop Australia wanted to show leadership in combating climate change through the reduction of greenhouse gas (GHG) emissions from its own business operations.

With more than 80 stores nationwide, together with a large central head office and warehouse, the emissions from electricity use and transport were expected to be substantial and the Body Shop wanted to develop programs to reduce this. But you can't change what you can't measure, and they did not have any idea of what their carbon footprint actually was. Enter Jen Orange, Green Steps student at Monash University.

Guided by national protocols and workbooks, Jen developed a spreadsheet for The Body Shop to capture relevant data and to calculate emissions on an ongoing basis. An inventory guidance document was also developed to transparently document the calculations and assumptions made.

Based on her work, Jen was able to calculate the first ever carbon footprint and inventory for The Body Shop Australia and identify a number of opportunities to manage carbon and reduce emissions. She estimated that by reducing staff air travel through video-conference and better travel management, the Body Shop would be able to prevent over 300 tonnes of its existing emissions.

"As a result of the foundations Jen laid we are now a fully carbon managed business, with regular measuring and reporting procedures" Adam Valvasori, Values Manager for The Body Shop Australia. "The Body Shop is forever grateful to Jen and Green Steps for starting us on our carbon management journey. Since we started we've been able to reduce our CO2-e emissions by 12% on 2007 levels and increased how much we offset by 19%".