

“Green Minutes” FAQ’s

Why are Gamma doing this ?

A combination of factors. At the company we have a genuine desire to reduce our power consumption and carbon footprint for both commercial and ethical reasons. We are also keen to differentiate our core “minutes proposition” from that of other Carriers, and to provide our Channel Partners with another differentiator to their customers.

What exactly do you mean by “green minutes” ?

We mean that all the power consumed in transporting traffic (i.e. minutes worth of telephone calls) across the Gamma network which creates a Carbon footprint is now effectively “offset” by investing the same sum of money in projects, which would not other wise have happened, to counteract emissions.

It is not Gamma Telecoms’ total carbon footprint that we are offsetting, just the carbon footprint created by carrying minutes across our network.

How does “green minutes” actually work ?

The process is relatively simple, and for credibility reasons we have used outside specialists to ensure integrity and validity.

We measured the carbon footprint Gamma has for its network minutes, using a Company called Greenstone Carbon Management. They looked at electricity bills, volumes on the network and measured our footprint at 2.7 million kGCO₂. We then looked at who we would use to offset this carbon footprint.

We chose The CarbonNeutral Company because it was well established (in 1994) and an innovator. It was the first company to package carbon offsets for business and consumer audiences, the first to create on-line carbon calculators, the first to create a public standard and quality assurance programme, and the first to sell travel offset packages to international governments and NGOs at the 2002 World Summit in Johannesburg.

How do you know your investment in carbon offsetting is credible ?

We ensure our partners are independent and credible.

For example, CarbonNeutral are one of eight of the world’s leading carbon offset providers who announced the formation of the International Carbon Reduction and Offset Alliance (ICROA). The organisation has been created to build support for voluntary market standards and promote credible carbon management strategies which use a ‘reduce-and-offset’ approach.

So what exactly are Gamma investing in ?

Renewable energy projects that Gamma's carbon credits are being used on include the Sichuan Province Hydro Power Project in China and a Wind Power Project in India, similar to the Jamnagar Project (starts late 2009).

Sichuan Province Hydro Power Project – China

This project bundles four small run-of-river hydro power stations in Sichuan Province, western China. The project displaces electricity generated by fossil-fuel power plants and will generate emission reductions of an estimated 360,000 tCO₂ equivalent between 2006 and 2012, verified and certified to the Voluntary Carbon Standard.

The project is located in southern Sichuan Province, a remote and mountainous region of China with much untapped potential for hydro power projects. The four run-of-river power plants have a total capacity of 17.15 MW. The clean electricity delivered to the local grid displaces electricity that would otherwise have been generated by fossil-fuel power stations.

A Wind Power Project – India (similar to the Jamnagar Wind Power Project)

This project sees the construction of a number of new wind turbines in India. By providing renewable energy, the project helps to reduce India's reliance on fossil fuels for electricity generation. The project is expected to generate emission reductions of more than 200,000 tCO₂ equivalent between 2006 and 2008, verified to the Voluntary Carbon Standard.

This project supports the construction and operation of new wind turbines at various sites in the states of Rajasthan, Gujarat and Karnataka. The wind turbines have a combined capacity of 147MW.