

DAC AND CARBON FOOTPRINT LTD

by Alan Fisher, Editor of Call Sign

How are we doing?

Soon after Dial-a-Cab moved to their new home, Call Sign reported that the Society had teamed up with Carbon Footprint Ltd to help reduce and offset our carbon emissions, thereby reducing our impact on the environment and in particular, climate change. Every journey undertaken by DaC would from then on become carbon footprint free with any carbon dioxide (CO2) emissions being offset to zero. Since then, many drivers have asked Call Sign whether the above was still happening or was it just a page filler?

The answer is that DaC are as involved as they were on day one and still driving down emissions and helping worldwide communities. So we asked Carbon Footprint's Wendy Buckley for her assistance in updating our progress. "The business has just launched into the second year of its industry-leading carbon programme, committed to evaluate all its emissions and offset the unavoidable via an expanded range of quality projects worldwide that also bring community benefits. It's not just DaC's taxis that we are focusing on, but also all your office operations – with an aim to ensure DaC takes a leadership position as the most environmentally responsible taxicab business in the country.

"Since launching the project and along with Carbon Footprint, Dial-a-Cab's commitment to the environment has been unwavering. They have offset 4,500 tonnes of carbon dioxide from operations, via a wind farm clean energy project in Harshnath (India), a reforestation project in the Great Rift Valley (Kenya) and before some ask why not here, also a reforestation project right here in London!

"Recently, our Kenya Reforestation team celebrated a Christmas Tree planting



Kenya tree planters



Kenya tree planters at Xmas with Mayor



Busy planting new trees

with a traditional ceremony in front of the local Mayor with the team all wearing their Dial-a-Cab tee shirts! This marked the end of what had been a year of tragedy and challenge in the county, but as ever, the Kenyan spirit shone through."

Meanwhile back in the UK, the tree-planting season has been in full swing – at a climate change awareness event organised by Carbon Footprint at a Hampshire school where over 100 trees were planted by the pupils, who also learnt how to minimise their impact on our world. As we said earlier, DaC have now committed to offset not just the emissions of our taxi fleet, but also all office operations. And besides continuing support for the India, UK and Kenya projects, DaC have also selected an exciting new Central American Maya Nut Tree reforestation project, which brings both climate change and benefits to developing communities. This project is United Nations Environmental Programme approved and involves the planting and sustainable management of these native trees that help support rainforests and promote biodiversity. The Maya nuts themselves can be harvested from the trees and have great nutritional and medicinal benefits.

Carbon Footprint's Managing Director, John Buckley, added: "This year – more than ever – Dial-a-Cab's commitment to the Kenya project has truly supported local communities, bringing them hope in some very dark hours."

DaC Chairman Brian Rice, told Call Sign: "We are firmly committed to being the leading environmentally and socially responsible taxicab business anywhere. Our carbon offset programme now means we're supporting communities and very worthwhile projects across four continents, as well as doing our bit to help alleviate climate change."

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