

● BRANCHING OUT

Click ads grow green

Hanna Mills

Click an advertisement, plant a tree.

That's the promise from Aussie-owned and operated company ClickGreen.com.au, which offsets users' carbon emissions by planting trees when an ad is clicked or an invited friend joins the site.

ClickGreen.com.au creator/director Nathan Isterling said inviting 25 friends to join the site could offset half a year's worth of carbon emissions per individual.

"People are demanding greener options across a variety of sectors, so why not from advertising?" Isterling said.

"ClickGreen has already

attracted over 10,000 subscribers who have offset over 88,000 days - equivalent to planting more than 4000 trees."

Individuals who sign up to the site receive regular updates on the number of days they have offset and progress on trees earned.

They can also view how much

carbon their friends have offset and receive practical green tips.

Trees earned by members will be planted around Australia in degraded regional areas.

The company claims it also provides advertisers with one of the first paper-free marketing mediums.

"Due to the altruistic nature of ClickGreen, advertisers value

reaching our green-conscious audience," Isterling said.

"So far we've had interest from most sectors and this month we'll be sending emails to members for the Federal Government's current climate change advertising campaign."

Become a member by logging on to www.clickgreen.com.au or adding the ClickGreen application on Facebook. -