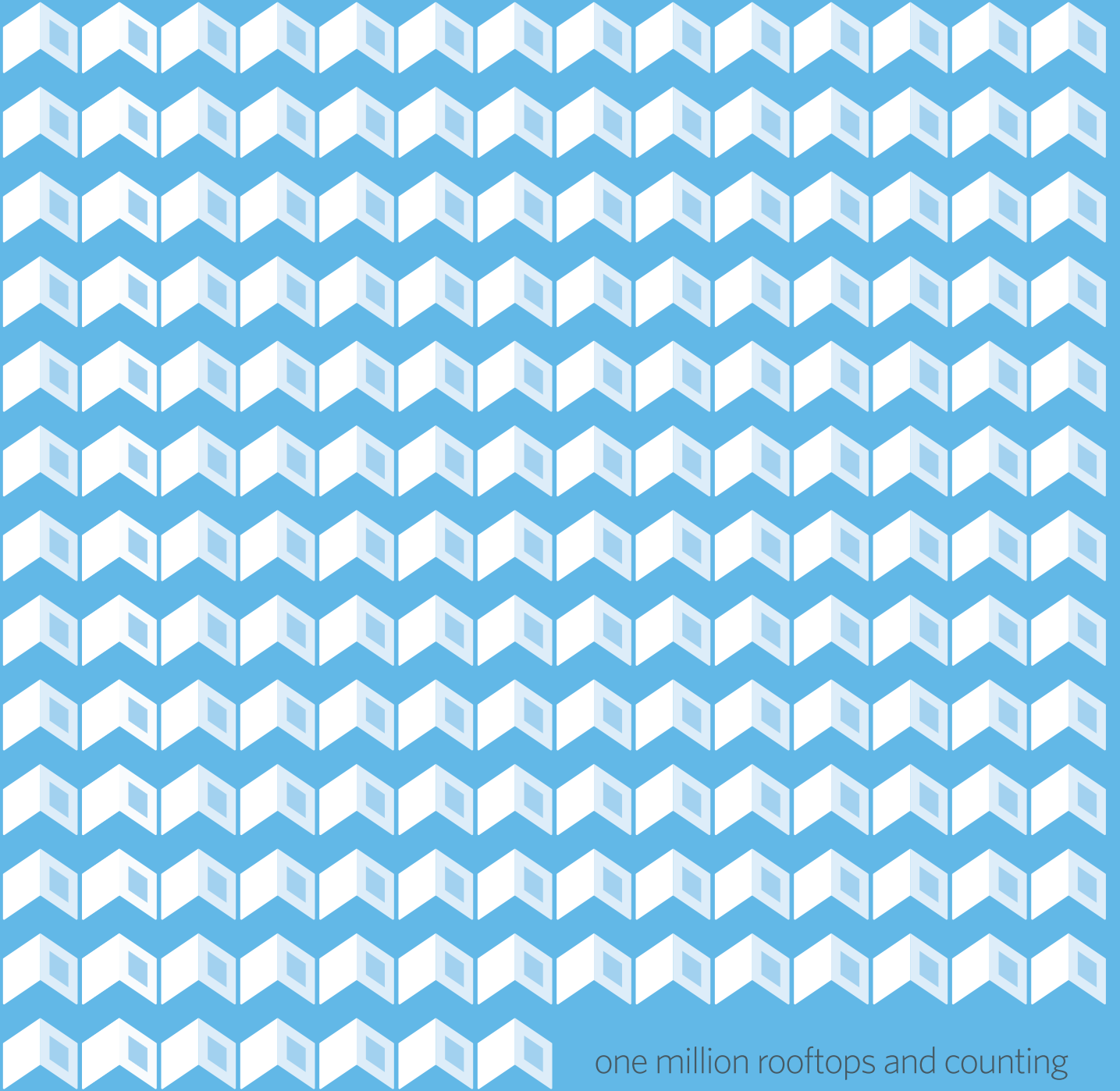




every rooftop

your new lease on solar



one million rooftops and counting

Introducing **Every Rooftop**, a Green Cross Australia social venture with a bold vision: to shift Australia's energy mix. To achieve this vision, we need your help in catalysing collective action to boost solar uptake in Australia and create a new, commission based revenue stream to support our work.

Green Cross Australia is a not for profit that works with respected business, research, community and government partners to deliver world-class digital programs that advance our vision for a secure and sustainable future. We are motivated by our understanding of a resource-constrained, warming planet and our belief that this challenge presents opportunities for a bright future.

Over 1 million Australian homes have gone solar, around 8% of suitable homes.¹ The cost of solar has declined, while the price of black power has increased. Because solar is an attractive investment, the market continues to grow even though government subsidies are drying up. Between 2012 and 2031, installed rooftop solar capacity is expected to grow from 1,450 megawatts to 12,000 megawatts.² Imagine an Australia where 8 million rooftops produce energy from the sun!

Introducing Every Rooftop, a new solar venture

Every Rooftop is a place where all Australians can participate in our solar future, while supporting the work of Green Cross Australia. The program educates Australians about how an investment in solar produces positive returns. Every Rooftop is powered by a referral system that rewards customers for introducing new customers to the program and at the same time returns a commission to Green Cross Australia, allowing us to scale up our award winning environmental education and disaster resilience programs.

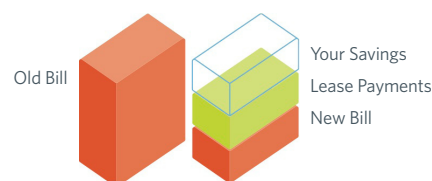
Solar your way - buy, finance or lease a solar system

People who considered solar years ago may be surprised by how affordable it's become. A small solar system can be repaid through savings in around 5 years, depending on your household energy use and where you live. That means free solar energy for another 20 years. If finance is needed, Every Rooftop can assist with a low cost loan or a lease. A solar lease makes good financial sense for people with large energy bills, especially if lots of energy is used during daytime hours. Today, solar leasing accounts for over 75% of new residential solar installations in California.³ Through leasing, customers can save money from day one without upfront costs and ongoing maintenance. To make this social venture possible, Green Cross Australia has partnered with Ingenero. Australia wide, Ingenero customise and install solar power systems tailored to meet residential and business customer needs. Whether you buy, finance or lease to go solar, it's a great investment that delivers positive financial and environmental returns.

How you can help - be part of our vision

Every Rooftop builds on Green Cross Australia's award-winning digital design and peer-to-peer engagement capability and we need your help to turn our vision into a reality! You can support Every Rooftop by:

- promoting the program through your networks via traditional and social media
- inviting us to speak at your conferences
- hosting banner ads on your website
- encouraging your employees to participate in the program
- aligning your CSR program by purchasing, leasing or financing your solar PV needs with us



Benefits of solar leasing

- ✓ **No upfront cost**
No upfront cost and low monthly payments make solar leasing affordable
- ✓ **Buy a service, not a depreciating product**
No need to choose panels and inverters or worry about future maintenance. Ingenero takes responsibility for the solar system's performance and insurance.
- ✓ **Tailored commercial solutions**
Solar Power Purchase Agreements (PPAs)⁴ deliver solar energy to boost your green credentials without the complexity, costs or maintenance associated with ownership.
- ✓ **No greenwash**
Solar leases or PPAs can replace Green Power contracts, removing uncertainty about where green power is sourced.

Benefits of solar

- ✓ **Less exposure to energy market inflation**
Protect yourself from expected increases in energy prices by producing your own energy.
- ✓ **Good for the environment**
Feel good knowing you are doing your bit for the environment.

For more information please contact Green Cross Australia on **07 3003 0644**, info@greencrossaustralia.org or visit everyrooftop.org.au

1 Australian Government, Department of Resources, Energy and Tourism, Energy in Australia 2011. 2 "Rooftop PV Information Paper" published by AEMO 2012. 3 "SunPower Loss Narrows on Residential Solar Leasing Deals", published by Bloomberg, August 2012. 4 An agreement to buy solar power generated from your roof at a set price for up to 20 years.