

## Desert Smart COOLmob

### Closing the door on climate change

Businesses in Alice Springs' Todd Mall have been encouraged to keep their doors closed – to improve their bottom line and reduce energy use.

Desert Smart COOLmob discovered that 50 to 60% of a commercial business energy bill in Alice Springs is spent on air-conditioning, so they used community based social marketing techniques to promote closed doors and save businesses' air-conditioning costs.

The Todd Mall Closed Door campaign is the first of its kind in Australia.

