



## Carbon Offset Credits: Balancing Today's Emissions While Implementing Your Organization's Longer-Term Carbon Reduction Plan

While carbon emission reduction plans are being implemented within your organization, carbon offset credits offer your company an immediate and cost-effective means to reduce your carbon impact.

### Investing in carbon offset credits provides a number of benefits to your organization:

- Offers a means for your organization to demonstrate a strong commitment to environmental sustainability by achieving an immediate reduction in carbon emissions while longer-term internal carbon reduction initiatives are put in place
- Establishes a price on corporate carbon emissions, creating a monetary incentive to align your company's financial and environmental goals
- Provides an opportunity to engage employees, customers and investors by funding emissions reduction projects in developing countries – directly improving livelihoods

### What Is A Carbon Offset Credit?

Put simply, carbon offset credits are credits that represent valid reductions in greenhouse gases via a carbon reduction project such as renewable energy or methane capture. In renewable energy projects, for example, energy created by a renewable source lessens the need for fossil fuel-based energy and, as a result, authentically reduces greenhouse gas emissions. Adopted in 1997, the Kyoto Protocol established the concept of "carbon offsetting" to maximize global reductions of greenhouse gases in the atmosphere at the lowest cost to the economy.

Carbon offsetting balances greenhouse gas pollution in one location with equivalent greenhouse gas reductions in another location. Carbon offset credits are sold to your organization in metric tons of carbon dioxide equivalent. For every carbon offset credit purchased, one ton less carbon emissions is released into the atmosphere.

### Our Carbon Offset Services

At Carbon Clear, our worldwide pool of contacts guarantees global access and reach to the most unique and highest quality offset credits on the market. Together, we identify carbon offset credits that are best aligned with your brand values and pricing needs.

Our diverse in-house portfolio of carbon offset projects originates from renewable energy, energy efficiency, landfill capture and forestry projects. All credits we develop or source must pass strict quality requirements, ensuring each carbon reduction project adheres to:

- **Additionality** – demonstrating that the project would not have happened without carbon credit funding (using the Clean Development Mechanism (CDM) Tool for Additionality)
- **Third-Party Validation & Verification** – proving that the promised carbon reductions are authentic and permanent (all credits are certified by the Voluntary Carbon Standard (VCS), Gold Standard (GS) or CDM)
- **Sustainable Livelihood Benefits** – displaying social and environmental benefits for local communities

If your organization requires a sizeable volume of offset credits, our expert project developers create a hand-selected short list of available carbon market projects from which you can select offset credits with those geographical areas and project types most relevant to your business.

### What Is Carbon Neutrality?

By reducing your organization's carbon emissions internally and investing in carbon offset credits for any unavoidable emissions, you balance your company's carbon impact, effectively allowing your business to become carbon neutral. For example, if your company produces 100 metric tons of carbon emissions via



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electricity use and business travel, you can offset these emissions by purchasing 100 metric tons of carbon offset credits. This investment in carbon offset credits reduces your organization's carbon impact to zero, or carbon neutral.

## Carbon Neutrality Standards

To become a certified carbon neutral organization, let our team of experts provide your organization with advice on how to apply our ICROA approach to measurement, reductions and offsetting, or achieve the newly released PAS 2060 standard for carbon neutrality (developed by the British Standards Institute).

## What Elevates Carbon Clear Above the Rest

Many carbon offset credit providers in the marketplace offer credits from a variety of sources. However, to ensure that your organization's offset program is robust, our team at Carbon Clear applies an additional layer of requirements culminating in the most effective offering on the carbon market in terms of quality and price. Because of our exemplary standards, we have been recognized as an ENDS Report Global Quality Offset Provider since 2008. Our stringent requirements and global offset expertise ensure that your organization's carbon offset credit investments are solid, stable, credible and newsworthy for your key stakeholders.

## Ready to hear more?

Please contact us at 1.877.617.1479 or [usa@carbon-clear.com](mailto:usa@carbon-clear.com).

### About Carbon Clear

Carbon Clear is a proven global leader in end-to-end carbon management solutions. Driven by a "Measure. Reduce. Offset." mission, we conduct and verify carbon footprints according to international standards, provide strategically integrated reduction planning (including stakeholder engagement programs), and meet the offset needs of our clients by sourcing and developing top quality carbon offset credits. Founded in 2005, Carbon Clear is a founding member of ICROA and an ENDS Report-recognized Global Carbon Offset Leader. With offices in the US, UK, France, Spain and Turkey, we are one of the most trusted names in carbon management.



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