

# PAS 2060 CARBON NEUTRALITY: PROVE IT!

**Do your customers really trust your statement of carbon neutrality? While consumers understand the carbon neutral concept, there is increasing scepticism that carbon neutral claims are often an attempt to 'greenwash'.**

## PAS 2060 Carbon Neutrality

- Carbon Clear will help your organisation achieve the only independent and most robust standard for carbon neutrality available on the market: PAS 2060.
- Launched in April 2010 by the British Standards Institute (BSI), Carbon Clear was part of the expert steering committee developing the standard.
- PAS 2060 Carbon Neutrality status can be achieved by any organisation, product or brand that can demonstrate that there has been no increase in GHG emissions in the atmosphere as a result of its activities.



## WHY PAS 2060?

Carbon Clear's PAS 2060 framework will help you to report your carbon footprint data, reduction strategy and carbon offset programme in a robust and transparent way.

By providing this evidence you can prove to your clients that your claim of carbon neutrality is true and substantiated.

The focus is on both reductions and offsets, refuting criticism that offsetting alone is an insufficient corporate response to the threat of climate change.

Effective carbon management will help you to reduce costs and help win new business.

## WHY CARBON CLEAR?

We are experts in the field of carbon management, having helped hundreds of organisations around the world to measure and reduce their carbon impact.

Our service is flexible – we can help with a part of the PAS 2060 process (e.g. a reduction strategy if you have previously focused on offsets), or we offer the complete service from start to standard.

We will help you to focus on the specific data that you are required to collect and report, reducing the workload and cost involved in achieving the standard.

Carbon Clear is an internationally-recognised leader in carbon management, giving your carbon management strategy credibility and visibility.

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## CARBON CLEAR'S PAS 2060 FRAMEWORK

### PHASE 1 – Standards-compliant Carbon Footprint + Declaration of Commitment

- Carbon Clear will undertake a carbon footprint of your product or organisation, either an express footprint that meets PAS 2060 minimum requirements or a more detailed ISO 14064 footprint.
- OR we will review the footprint data that you already collect to ensure that it is of sufficient scope and quality to meet the requirements of the standard.
- PAS 2060 requires reporting on Scope 1 (direct energy use), Scope 2 (purchased energy) and some Scope 3 (indirect) emissions – we help you to identify what should be included and how to collect the correct data.
- We will help you to prepare the results of your footprint for the evidence pack and develop a standard-compliant declaration of commitment to carbon neutrality.

### PHASE 2 – Reduction Strategy

- Carbon Clear will work with you to develop a carbon management plan that will result in year-on-year emission reductions.
- We will make sure you have implementation, monitoring and reporting systems in place so that you can assess your progress and report it in an appropriate form for inclusion in the evidence pack.

### PHASE 3 – Offset Programme

- For emissions that cannot be reduced during the accounting year, we can help you source certified offset credits from our extensive project portfolio that meet the PAS 2060's standards.
- All our carbon credits are certified to the highest standing (VCS, Gold Standard or CDM) and provide social and environmental benefits in developing countries, strengthening your brand and CSR strategy.

### PHASE 4 – Declaration of Achievement

- Carbon Clear will help you develop a standard-compliant declaration of neutrality supported by the right documentation for general release on your website or via other media.
- Once we have verified that your evidence pack meets the PAS 2060 standard's requirement, we will provide you with an assurance statement and logo for display, and supporting marketing material so you can effectively communicate your carbon neutral status.

For more information, please contact **0845 838 7564** or **[ENQUIRIES@CARBON-CLEAR.COM](mailto:ENQUIRIES@CARBON-CLEAR.COM)**