



Offsetting



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ENERGY & BUSINESS

Carbon offsetting offers a unique opportunity to tackle climate change, while realising your business goals. It involves taking responsibility for any remaining emissions by financing low carbon development elsewhere. As such, it is a necessary part of any business's climate strategy and a powerful carbon cutting tool. When managed correctly carbon offsetting is an effective and efficient way to manage and reduce your climate impact.

Our offset projects distinguish themselves in two ways:

1. They comply with the highest international standards: VCS, Gold Standard & CDM. Each of these standards is endorsed by the International Carbon Reduction and Offset Alliance (ICROA) and are verified and inspected by independent certification agencies.
2. They are carefully selected for their wider social and environmental benefits. These socially progressive projects simultaneously reduce carbon emissions and improve the quality of life of people who are threatened by the impacts of climate change. As such, they are a powerful tool for sustainable development.

Our Gold Standard projects are endorsed by the WWF.

How do we work?

Once the amount of carbon emissions generated by your organisation have been calculated via a carbon footprint, any emissions that cannot (yet) be reduced within your operations can be compensated (offset) for by purchasing the equivalent amount in carbon credits from certified carbon projects. Any part of your footprint can be offset, such as electricity consumption, business travel, commuting or your company vehicle fleet.

Climate Neutral Group has several exciting Southern African and international offset projects in its portfolio for you to choose from, that not only reduce greenhouse gas emissions, but also impact communities who benefit from the sale of carbon credits. All our projects comply with the three most internationally recognised carbon credit standards – the Gold Standard (GS), Verified Carbon Standard (VCS) and the Clean Development Mechanism (CDM).

Would you like to learn more about offsetting?

Call +27 (0)21 202 6067 now

www.climateneutralgroup.co.za

What can you do with the results?

Carbon offsetting can help your business to:

- reduce your carbon tax
- improve your B-BBEE scorecard
- support your CSI policy
- win new business
- build brand value
- gain competitive advantage
- motivate staff & customers
- set an internal price for carbon to encourage reduction activities

It is important to recognise that carbon offsetting can only be one component of your climate strategy – but it is just as important as the other parts. This is because, even in organisations that have clear emission targets and succeed in reaching them, emissions can rarely be reduced to zero overnight – and offsetting is how you take responsibility for your emissions during this process.

Lisa Saville
Owner - Hot Ink

Hot Ink is a climate neutral organisation. They offset their carbon emissions with the high profile Wonderbag project which is certified under the VCS.

"Hot Ink is now certified Carbon Neutral as a business. We will continue to not only reduce and offset our own emissions, but to educate our client base and encourage them to make sustainable choices with regard to their printing by offering environmentally friendly print solutions. Our remaining carbon emissions we offset with the Wonderbag Project. This ensures that we support a robust carbon standard, the VCS, and also a South African project."



Your climate neutral business



Job creation

Climate Neutral Group 
for better business