

# Carbon Offsetting

*your complete guide...*

Many organisations have seen the opportunities presented by actively working to measure, reduce and offset their carbon emissions. We can help organisations at every stage of the carbon management pathway, be that:

### Measuring Emissions



### Target Setting



### Reducing Emissions



### Offsetting



## What is a carbon offset?

Offsetting is a mechanism for compensating for the carbon released by an organisation or product through the prevention of release of, reduction in, or removal of, an equivalent amount of GHG emissions in a project which is outside of the organisation.

Carbon offsets can be a useful tool for businesses as part of a Measure, Target, Reduce, Offset pathway. Whilst organisations work to reduce their footprint, they can use carbon offsets as a means to take responsibility for their residual emissions by purchasing one carbon offset for every tonne of residual carbon dioxide emissions.

Carbon offsets can also deliver additional positive environmental and social impacts.

## What is carbon neutral?

To become carbon neutral, in simple terms, an organisation must follow the Measure, Target, Reduce, Offset journey; make a measurement of their carbon footprint, look to reduce this, and offset any residual emissions. Offsets can be through avoiding or reducing emissions in projects outside of that organisation.

Carbon neutrality is different to net zero, where organisations must commit to large long-term reductions and counter any residual emissions with long term capture of carbon. The reason net zero is largely unachievable currently is because long term carbon capture solutions are still to be proven and made broadly available.

Carbon neutral programs play an important role in the transition toward net zero, by enabling organisations to take responsibility for the emissions they are producing today, whilst they look to make internal reductions.

## Why buy Verified Carbon Standard Offsets?

Comply Direct only sell Verified Carbon Standard Offsets. The verified carbon standard was developed by the International Emissions Trading Association (IETA), the Climate Group (TCG), the World Business Council for Sustainable Development (WBCSD) and the World Economic Forum, governed by the VCS Steering Committee.

Project developers must demonstrate that the reductions in emissions or avoidance of emissions have occurred because of the project, with any claims audited and verified. When an organisation offsets, the offsets are retired on a public registry.



## Our Projects

All Comply Direct offsets are VCS offsets. These are from a range of global projects with a variety of biodiversity, social and renewable technology benefits (protecting the rainforest, providing access to safe and clean cooking facilities, and providing clean power through wind generation). As part of the Measure, Target, Reduce, Offset pathway, these VCS offsets would allow you to claim carbon neutrality in line with the PAS 2060 standard. We also have the added benefit of planting UK trees alongside the offsets we sell, which will provide a great narrative for customers, investors and employees.

**Reduce:** Renewable Energy, delivering wind generation in India

**Avoid:** REDD+ Protecting the Amazon

**Reduce:** Providing Clean Cookstoves in Kenya

**Remove:** Tree planting in the UK

## What are the benefits of carbon off-setting?

Carbon offsetting allows organisations to take responsibility for the emissions they are producing now, while they look to make reductions. Climate change is increasingly important to customers, investors and employees who are looking to businesses to behave responsibly. Carbon offsetting can be used as a tool to encourage action; whilst we look at technological and long-term carbon capture solutions, carbon offsets offer an opportunity for business to make a difference now.

On a wider level, the carbon offset market is an important tool to mobilise finance, especially from the private sector, for emissions reduction and avoidance projects which would otherwise not happen.

Finally, but perhaps most importantly, carbon offsetting projects often result in additional sustainable development benefits to communities. Many of our projects can be aligned with the UN Sustainable Development Goals in terms of social benefit they provide.



## REDD+ Protecting the Amazon

The Amazon represents the largest remaining rainforest in the world, holding 10% of the world's species.

Sadly, the Amazon is under threat of deforestation with the highest rates in the last decade in the state of Para where the Pacajai REDD+ Project is located.

The Brazilian Amazon Verified Carbon Standard (VCS) Reduced Emissions from Deforestation and Degradation (REDD) project aims to protect areas of the forest which would otherwise be subject to logging or destruction for "slash and burn" agriculture, to ensure they are there to capture emissions for future generations, but also that their destruction does not lead to emissions now.

Protection of the forest is undertaken by local villagers who are trained and employed. The additional Gold Level CCB Award (currently undergoing revalidation) provides a guarantee of the exceptional social and environmental co-benefits of this project.



## Reduce: Providing Clean Cookstoves in Kenya

An estimated 83% of Kenyan households still cook using traditional biomass stoves and open fires.

This project focused on the distribution of locally produced energy efficient cookstoves (free of charge to users) in the Republic of Kenya, in particular project activity was targeted toward rural households using traditional, unimproved cookstoves and open fires for cooking. Without the project, a larger volume of fossil fuels (coal) and wood from non-renewable sources would have been utilised for the preparation of food.

Overall objectives of group project activities are reduction of greenhouse gases, conservation of forests and woodlands as well as improved health conditions of users due to improved indoor air quality



## Reduce: Renewable Energy, delivering wind generation in India

The main purpose of this project activity is to generate clean forms of electricity through renewable wind energy source.

The Project has 40 Wind Turbines of individual capacity 2MW each and 57 Wind Turbines of individual capacity 2.1 MW each in Maharashtra, state of India. In the absence of Project activity, quantity of the electricity would be sourced from the existing grid-connected power plants as opposed to through clean energy. Thus, the project activity reduces the dependency on fossil fuels which are predominantly used for electricity generation in India and helps reduction of climate change impacts.



## Remove: Tree planting in the UK

To compliment VCS offsets, we support projects which plant trees in the UK. The trees are typically planted across school grounds, parks, farms, woodlands, and other biodiversity sites, providing wildlife habitats and often bringing educational and community benefits.



## Reasons to choose Comply Direct

- We only sell verified carbon standard units which have been independently verified.
- We offer offsets from a range of projects allowing you to support a range of environmental, social and biodiversity benefits linked directly to the UN Sustainable Development Goals.
- We offer UK tree planting as part of our offset package.
- Support and guidance, a helpful and friendly service.
- Team of experts with experience in producing carbon footprints and SECR submissions for organisations in a range of sectors.
- Provision of a certificate of offsetting.
- Option for further help with reducing your emissions and continued reporting