

Companies that Carbon Offset Reduce Emissions

More than Companies that Don't – Here's the Maths

Our analysis of our client carbon data has shown on average companies that invested in offsetting projects **DECREASED** their own business emissions **MORE** than the companies that did not invest in offsetting projects (Figure 1), in fact over 4x more.

This stands to allay any concern that companies who carbon offset might be less committed to reduce their own emissions. Our analysis shows that the opposite is happening.

Companies that carbon offset appear in general to be both more committed and motivated to reduce carbon emissions.

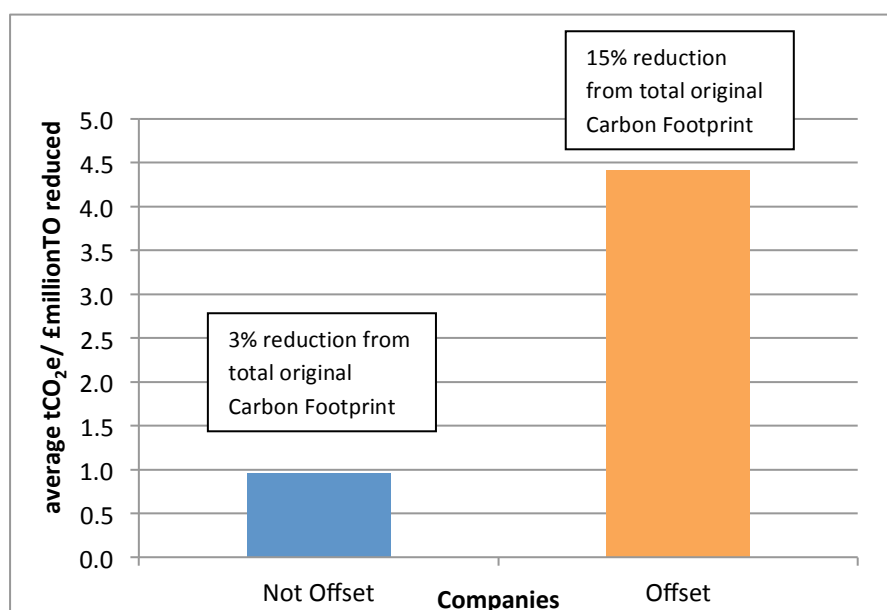


Figure 1: A comparison between average tCO₂e per £million Turnover (TO) reduced between companies that have and those that have not offset their emissions between 2015 and 2016.

What is Carbon Offsetting & How it Works

- **Carbon Offsetting** – is a way to **reduce global emissions by helping to fund carbon reduction projects located outside of your own organisation.**
- It works best when an organisation all ready has their own internal carbon management programme in place, but still have unavoidable emissions - they **offset their remaining / unavoidable emissions**
- The benefit to the Planet is the same no matter where the offsetting occurs – **1 tonne CO₂e saved in Mumbai is the same as 1 tonne CO₂e saved in Manchester**

We found that:

- **Total tCO₂e per £million turnover (TO) reduced across all 3 greenhouse gas scopes by companies working with Carbon Footprint Ltd**
- **85.5% of the reduction came from companies that had carbon offset.** Whereas only 14.5% of the reduction came from the companies that had not offset.
- **Companies that had carbon offset have on average reduced their emissions by 15% compared to their original carbon footprint** – compared with a lower reduction of 3% by companies that had not carbon offset.

Our findings are supported by similar analysis carried out by Ecosystem Marketplace on companies that are reporting into the Carbon Disclosure Project (CDP). It was realised that offset buyers have more ambitious greenhouse gas reduction targets and are more successful in directly reducing emissions compared to companies that do not offset. They found that ***‘the median voluntary offset buyer reduced 2.8% of its Scope 1 and 2 emissions through efforts such as installing energy efficiency measures, greening their transportation fleet, designing lower carbon products etc. compared to the median emissions reduction achievement of 1% for companies that didn’t purchase offsets’.***

Also that *‘overall, 88% of voluntary offset buyers and 92% of compliance offset buyers reported an emissions reductions target to CDP – slightly higher than the 76% for companies that did not purchase offsets. Offset buyers are also more likely to have an absolute emissions reductions target in place, with 65% of voluntary buyers and 58% of compliance buyers had absolute targets, compared to 44% of companies that didn’t purchase offsets’.*

What we do to create this success and generate value for our clients?

- **Measure carbon regularly** and have this either **Appraised or Validated by Carbon Footprint Ltd on an annual basis**
- **Help set targets and implement a carbon management plan** - from our INSITE process, which assesses capacity to reduce emissions and the monetary savings they will make by doing it
- **Offset the unavoidable emissions** – via internationally certified projects – to **render their Organisation carbon neutral**

Communicate & Market your carbon programme – you may get **additional points within Pre Qualification Questionnaires (PQQs)** or disclosure projects (such as **CDP**) and gain market differentiation from your competitors.

Call Us Now to Support your Carbon Management 01256 345645