

"The world's first truly ethical offset scheme"
John Grant, author of *The Green Marketing Manifesto* and *Co-opportunity*

CARBON RETIREMENT

Responsible carbon neutrality.

What are the risks with offsetting?

Traditionally, offsetting has worked by purchasing credits generated by projects such as renewable power, energy efficiency or forestry, which compensate for emissions in the developed world. Although these projects are usually well intended, they are often ineffective and inefficient.

- Independent research by the University of Stanford shows up to two thirds of offset projects don't actually reduce emissions
- The complex supply chain means that an average of just 28p in every £1 spent on offsets goes towards reducing emissions

Carbon offsetting in this manner can put an organisation at risk. Few organisations have time to do the required due diligence on projects and standards to guarantee high-quality offsets.

"There are strong concerns over the environmental credibility of many of the credits and the contribution of the projects to sustainable development"
Friends of the Earth

How is Carbon Retirement different?

Carbon Retirement's method of offsetting reduces industrial carbon emissions in the developed world by encouraging heavy polluters to invest in low carbon technologies, creating long-term change where it is needed most.

Instead of buying credits generated by projects, we purchase "permits to pollute" from the EU Emissions Trading Scheme and cancel (retire) them so they cannot be used by industrial companies. The heavy polluters that would have bought the permits instead have to reduce their emissions and become more efficient. It is a simple, effective way to offset and it helps to wean Europe off carbon, where emissions per person are high.

Carbon Retirement is the only 100% guarantee in offsetting. Every tonne is guaranteed to reduce European emissions by one tonne.

Couple this with the fact that it is the most straight-forward and effective way to offset, and it really is the simplest route to offset claims of the highest quality.

"I don't normally endorse individual companies. But I have long thought European allowances were the best alternative to offsets and am delighted someone has made a business out of it."
Joseph Romm, US Assistant Secretary of Energy during the Clinton Administration

Clients include:



The Quality Assurance Scheme recognises the highest standards in voluntary offsetting
www.qascarbonoffsetting.com

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