



Climate Action Communications Guidance

How to talk about your
climate action program with
Climate Impact Partners
accurately and effectively



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Requirements for Communicating Your Climate Action Program With Climate Impact Partners

We are delighted that you have chosen to work with Climate Impact Partners to deliver your climate action program. As one of our clients you benefit from our expertise in navigating the complexity of delivering and accurately communicating credible climate action.

Climate Impact Partners is recognized as setting the standard for quality in the Voluntary Carbon Market. Our aim is to ensure that communications from all our clients are robust and accurate, and that we put you in the best position to confidently share your action on climate.

This guidance is designed to help you protect the integrity of your climate action program and communicate about it – whichever claim you want to make. As in The Climate Action Protocol, this document covers the leading and most established public initiatives currently used by businesses to take action and ultimately make corporate climate claims. Unlike the Climate Action Protocol, it focuses on providing guidance on communicating those claims.

It will also help you avoid common pitfalls and get quick approval of your materials. The guidance applies to all communications that reference your climate action program with Climate Impact Partners, mentioning us by name or association.

This guidance is complementary to the requirements stipulated in The Climate Action Protocol.

Disclaimer: Organizations must ensure that all claims are consistent with national or regional guidance or legislation that defines and controls environmental claims, such as the U.S. Federal Trade Commission's Green Guides, the UK Competition and Markets Authority's Green Claims Code, relevant EU Directives such as the Empowering Consumers for the Green Transition Directive and Green Claims Directive, and the International Chamber of Commerce's Framework for Responsible Environmental Marketing. Regional guidance and legislation is subject to change and should be actively monitored by all organizations communicating about their climate action programs.

To find out general information about relevant laws and regulations across any jurisdictions please refer to the [Climate Claims Regulation Tracker](#). This information is intended as a general resource for guidance purposes only and does not constitute legal advice, nor is it a complete and comprehensive list of all applicable laws and regulations. It is the responsibility of the certified organization to ensure compliance with local laws and regulations.

We strongly recommend that you seek legal advice on a regular basis to ensure the your climate action communications are lawful and permitted.

Climate Disclosures

- As set out in [The Climate Action Protocol](#), organizations are required to publicly disclose certain information about their climate action programs in order to make claims through the five included initiatives and frameworks.
- We recommend following the “North Star” approach, which provides full transparency around organizational climate action.
- A summary of the disclosures required is below:

	“North Star”	CarbonNeutral®	ISO 14068	VCMI Integrity	ISO Net Zero	SBTi Net Zero
Detail of subject boundary	✓	✓	✓	✓	✓	✓
Estimated GHG footprint of subject	✓	✓	✓	✓	✓	✓
Estimated organization-wide GHG footprint	✓	✓	✓	✓	✓	✓
Detail of near-term targets	✓	✓	✓	✓	✓	✓
Detail of net zero commitment	✓	✗	✓	✓	✓	✓
Internal abatement strategy	✓	✓	✓	✓	✓	✓
Progress against reduction targets	✓	✓	✓	✓	✓	✓
Financial data on reduction activities	✓	✗	✗	✓	✗	✓
Detail of advocacy activities	✓	✗	✗	✓	✗	✗
Number of carbon instruments applied to claim	✓	✓	✓	✓	✗	✗
Carbon project information including retirement details	✓	✓	✓	✓	✗	✗
Requires third party assurance or verification of claim*	✓	✗**	✓	✓	✗	✗

* Refers to assurance or verification of the claim itself in accordance with the standard, which is in addition to and separate to assurance or verification of the GHG footprint as outlined in Step 2: Measure

** Compliance with the requirements of [The CarbonNeutral Protocol](#) is undertaken by the certifier.

- Further details of these mandatory disclosures can be found in the Technical Specifications & Guidance, Step 5: INFORM section of [The Climate Action Protocol](#).

Summary of Key Requirements

- All communications on climate-programs and related claims must be **factually based, consistent with the action taken, and must be clear and transparent** in order to avoid confusion or misunderstanding.
- Wherever possible, carbon offsetting and financing other external climate actions should be **set within the context of internal emission reductions**.
- Communications must be made in a timely manner and **must cease if you are no longer meeting the technical requirements of the relevant initiative or standard you are communicating**.
- As part of our quality assurance program and to ensure accurate communications by all our clients, all mentions of your carbon credits or carbon offsetting, **must be sent to us for review in advance of publication**.
- Any references to Climate Impact Partners must also be reviewed and approved in advance.
- If you are offsetting emissions or financing other external climate actions with us, you should state that you are **supporting** or **providing essential finance** to emission reduction projects, but not that you are **investing in** nor **partnering with** them. Further examples of wording you can use are provided in the Writing Guide below.
- If you are investing in new project development with us, we will work with you to agree appropriate language to describe this. This toolkit is aimed at clients that have purchased credits from existing projects.
- Photos from the projects you support may only be used in communications regarding those projects and image copyright messages must be used where specified.



Powered by Climate Impact Partners

Climate Impact Partners is a world-leading provider of carbon market solutions for companies looking to meet ambitious climate goals. Our carbon market leadership has been recognized by governments, NGOs, corporate business, media and key influencers. Aligning with the Climate Impact Partners brand can therefore add value and credibility to your program and engagement with key stakeholders.

Our new Powered by Climate Impact Partners logo is available to clients to help you demonstrate that your climate action is underpinned by a trusted partner. In particular, that you have benefited from our:

- Insight and market knowledge: for example, selecting the right claims using our Climate Action Protocol.
- 10-stage Quality Assurance: to pick the right high-quality projects for your business.
- Assistance to inform your stakeholders: using our communications guidance documents and support, plus our Client Dashboard which equips you to be transparent about your carbon credit purchases.

You can use the logo and add links to our website in your communications. You are allowed to use the Climate Impact Partners name and Powered

by logo in communications about your climate action for the duration of your agreement.

In order to protect the integrity of our brand, we ask that you follow the logo guidelines below. In addition, you must let us know when and where you will use our name, so that we can check any statements are factual and correct before publishing.

Where you can use the logo

The Powered by Climate Impact Partners logo is not a certification, and should not be used as a claim in any way. The logo is intended to underpin a claim or a statement of action.

The logo can be used alongside a recognized climate action claim to demonstrate how a company has applied carbon credits under the claim. In the absence of a climate action claim, the logo can be used alongside a statement from the company about its use of carbon credits. As a minimum the company should state how carbon credits have been applied to the organization, but it is highly recommended that further information is provided as shown on page 4 of this guidance.

The logo is permitted for use within communications which are related to the solutions and services which Climate Impact Partners has provided to you. This includes use on your website, ESG reports, social media

posts, and product packaging. The logo should not be used to accompany information about your climate action which is not connected to the solutions and services we have provided to you.

Use of the logo on product marketing materials including product packaging are subject to further requirements and restrictions, as follows:

- The logo can be used in product-related communications only where your climate program includes measure and compensation of emissions of that product.
- The logo cannot be used in product-related communications where your program relates to offset of corporate emissions.
- The logo should be accompanied by a short factual description of your climate program with Climate Impact Partners, or alternatively link to a website providing further information.

You cannot use the Powered by Climate Impact Partners logo to imply we have endorsed your climate program in any way, nor that the logo represents a third party certification, green label or green claim.

Requirements for Communicating Your Climate Action Program with Climate Impact Partners

Powered by Climate Impact Partners Logo

You can see the main Powered by Climate Impact Partners logos inserted across.

All color variants and file formats of the logo are available to download from the Climate Impact Partners dashboard, or you can request them from your account manager.

Using the Logo

- The logo comes in horizontal and vertical formats. Please use whichever best fits the intended space.
- The main logo (full-color with black text) should always be used on a white background.
- On non-white backgrounds, please use whichever alternative version has the highest contrast against your chosen background.
- The vertical logo should never appear smaller than **25 mm × 19 mm**.
- The horizontal logo should never appear smaller than **36 mm × 19 mm**.
- Each logo has a clear space zone all around, which is the height of the C in the name. This indicates an area where no other element should encroach.
- Do not rearrange the elements of the logo or delete any part of it.
- Do not rotate or alter the proportions of the logo.
- Do not change the colors or font of the logo.



| Vertical version



| Horizontal version



Example of how the Powered by logo can be placed on packaging, accompanied with appropriate wording

Approvals Process

Climate Impact Partners is recognized as setting the standard for quality in the Voluntary Carbon Market. Our aim is to ensure that communications from all our clients are robust and accurate, and that we put you in the best position to confidently share your action on climate.

For all of these reasons, we include the requirement for clients to share all communications with us in advance, for our approval. This is part of our contracts.

When creating a communication about your climate program with Climate Impact Partners, please follow the process below. This is designed to ensure all information you put out is accurate and will not only protect, but also enhance, your reputation.

1. Provide draft to your account manager at Climate Impact Partners for approval stipulating who the communication will be shared with, when, and how.
2. We aim to turn around requests within **five working days**, sooner where possible.
3. Share the finished piece with Climate Impact Partners.

About Climate Impact Partners

Climate Impact Partners delivers high-quality solutions for action on climate change. It believes carbon markets have a critical role in helping companies like ours tackle climate change by putting a price on carbon emissions and funding carbon reduction and removal activities. We're proud to join the world's leading companies and project partners in working with Climate Impact Partners to transform the global economy, improve health and livelihoods, and restore a thriving planet.

Writing Our Company Name

Our company name is always written: Climate Impact Partners. Please include capital letters to begin each word and **do not abbreviate the name in any way**.

Note: If communications that mention Climate Impact Partners or any of its projects or solutions have not been reviewed and approved in advance, Climate Impact Partners has the right to request removal of communications, and / or appropriate actions to adjust messaging in the public domain for accuracy.

- All communications relating to a client's climate action must be factually based and must be clear and transparent in order to avoid confusion or misunderstanding.
- Communications about the action taken must be consistent with the certification / initiative / framework you are aligning with. Consult the provided materials to ensure you comply with their requirements.
- Communication of the claim must cease if your alignment with the certification / initiative / framework has expired.

Please allow five working days for communications approvals. If your request needs urgent attention, please make that clear to your account manager.

Requirements for Communicating Your Climate Action Program with Climate Impact Partners

Quote

Below is a quote you can use to promote our work together. If you would like to amend the quote, please share a draft with us for approval.

A spokesperson for Climate Impact Partners explained: "We work with leading organizations to deliver action on climate change and create a more sustainable world. Our joined-up approach helps organizations address their environmental impacts through high-quality carbon market solutions that also deliver positive impact for nature and local communities."

How to Communicate Your Climate Action Program Effectively

Increased pressure for transparency around your climate action program means it is best practice to talk about the specific projects that you support through purchasing credits. Login to the Climate Impact Partners Dashboard or ask your account manager to see information about the projects that you are supporting. Many of our projects deliver a wide range of positive impacts beyond reducing emissions that you can also talk about, including benefits to nature and local communities.

Alongside a description of the project and its impacts, we will offer you available assets to help communicate your support to stakeholders, including

- Photos
- Webpages
- Case studies
- Videos
- Infographics

Publishing and Repurposing Project Content

We encourage you to use the information we provide on your projects externally, but please follow the normal approval process laid out above before publishing and repurposing content.

Writing Guide

This guide draws on our experience and current best practice to help you develop clear, accurate and credible communications. Following the guide will help get approval on your messaging quickly.

We recommend checking any legal requirements for environmental communications in your country or other jurisdiction before publishing.

Be Specific and Transparent About Your Use of Carbon Credits

For instance, if you are only offsetting your vehicle mileage and not your flights or train journeys, a suitable phrase would be "...we offset our GHG emissions from driving..." rather than "...we offset our travel emissions...".



Requirements for Communicating Your Climate Action Program with Climate Impact Partners

We also recommend making explicit reference to the emissions from your activity. For example, “...offsetting the GHG emissions from our operations...” rather than “...we are offsetting our operations...” as offsetting can be used for outcomes other than emissions, for instance waste. Referencing the emissions being offset removes this potential confusion.

Reduce and Offset

As a founding member of the International Carbon Reduction and Offset Alliance ([ICROA](#)), Climate Impact Partners advocates a ‘reduce and offset’ approach to carbon emissions management.

In order to make a credible statement on your carbon management strategy, it is imperative to demonstrate what you are doing internally to reduce emissions, combined with your carbon credit purchases, to enable you to make an immediate, positive impact on the climate.

If you are aligning to one of the frameworks and certifications covered in The Climate Action Protocol, particular measurement, reduction, compensation / contribution, and disclosure requirements will be mandated. See the table at the beginning of this document for a summary.

Buying Carbon Credits is a Payment, Not a Donation or Investment

Carbon offsetting is an act of climate responsibility and a transaction in which our clients pay for the provision of a carbon credit that is retired in their name.

Please therefore refer to carbon credit purchases, rather than ‘donations’ or ‘investments’. A number of suggested phrases is below:

1. ...calculate and offset...
2. ...a combination of internal emissions reductions and purchasing carbon credits from emission reduction projects...
3. ...compensating for unavoidable emissions...
4. ...contributed to global net zero by purchasing carbon credits from verified projects...
5. ...mitigating outside our value chain by providing finance to external projects that are reducing emissions...
6. ...balanced out emissions by supporting emission reduction projects which reduce the equivalent amount of CO₂e...
7. ...delivering finance to low-carbon sustainable development projects.

Supporter, Not Sole Funder

All the projects you support through Climate Impact Partners rely on funding through carbon finance to make them viable, but (unless you are funding an entire project), when talking about your support please be clear that you are just one supporter of the project. Please do not imply that you are the sole funder or instigated the project.

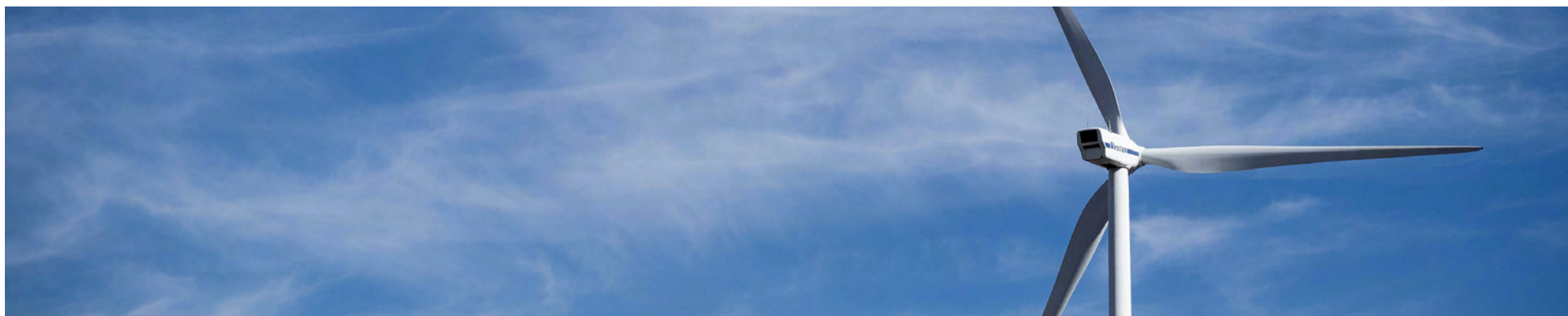
Launching your program

Press Release / Website News

You can use the template press release / website news item provided below to announce your program.

How to Use This Template

1. Complete the highlighted elements with your own information, tweaking the quotes from your organization and Climate Impact Partners as needed.
2. If you are aligning with a certification or initiative covered in The Climate Action Protocol, add in any required details about this.
3. Provide the completed version to Climate Impact Partners for approval (we aim to turn around requests **within five working days**, sooner where possible).
4. Upload the press release / news item to your website and promote through social media (notes on mentioning our channels below).
5. Use the FAQs provided at the end of this guide to respond to questions from internal and other stakeholders. In certain circumstances Climate Impact Partners can provide a spokesperson for interviews as well; please speak to the Client Engagement team about this.



Launching Your Program

[Your logo to the left, alongside Powered by Climate Impact Partners Logo]

Press Release [Date]

[Company name] is working with Climate Impact Partners to offset its greenhouse gas emissions with projects that cut carbon and deliver sustainable development impacts.

As part of [company name]'s comprehensive environmental strategy, it is working with Climate Impact Partners, specialist in carbon market solutions for climate action, to offset carbon emissions associated with [add emissions sources here].

As well as taking actions to reduce its footprint through [add past and upcoming internal emission reduction activities], unavoidable emissions have been offset through projects including [add summary of one or two projects supported here here]

"We are delighted to work with experts in this sector, Climate Impact Partners. They have over 25 years' experience running some of the most innovative and largest voluntary carbon offsetting programs in the world. Working with them means all the projects we are supporting are independently verified and have a real and positive impact on the climate." [Add spokesperson name and title]

A spokesperson for Climate Impact Partners explained: *"We work with leading organizations to deliver action on climate change and create a more sustainable world. Our joined-up approach helps organizations address their environmental impacts through high-quality carbon market solutions that also deliver positive impact for nature and local communities."*

Notes to Editors

About [Company name]

[Add your company boilerplate here. If not already included, you might want to add how your climate action program is helping deliver your organizational vision.]

About Climate Impact Partners

Climate Impact Partners is a leader in developing and delivering high-quality, high-impact carbon market solutions for climate action. For more than 20 years, the company has worked with climate-leading businesses to support more than 600 carbon removal and reduction projects in 56 countries. With a focus on helping to transform the global economy, improve health and livelihoods and restore a thriving planet, Climate Impact Partners develops and delivers the highest quality carbon financed projects. It creates and manages carbon credit and energy attribute certificate portfolios that enable its clients to offset emissions they can't yet reduce, put a price on carbon to incentivize change, and meet ambitious climate goals. Climate Impact Partners builds on the expertise, integrity, and innovation of two companies that have led the voluntary carbon market – Natural Capital Partners and ClimateCare.

Find out more at: climateimpact.com

Launching Your Program

Social Media Posts

We encourage you to mention us on social media using “@” to tag the Climate Impact Partners company page on LinkedIn and including @Impact4Climate in your X posts. Here are a few sample messages that you might like to use / adapt:

1. **[Company name]** is proud to announce it is contributing to global net zero by offsetting the emissions we can't yet avoid.
2. We have offset all emissions associated with our business travel. That's equivalent to **[insert equivalency figure]**! #carbonneutral
3. Through our #climateaction program we are reducing emissions and delivering low carbon sustainable development **[link — information about the projects you support]**
4. We're taking #climateaction now by reducing our emissions internally and supporting projects beyond our value chain. See what this means in our CEO's letter **[link through to your website]**

YOUR LOGO
HERE

We are working with Climate Impact Partners, specialist in carbon market solutions for climate action, to help compensate for our impact on the environment.

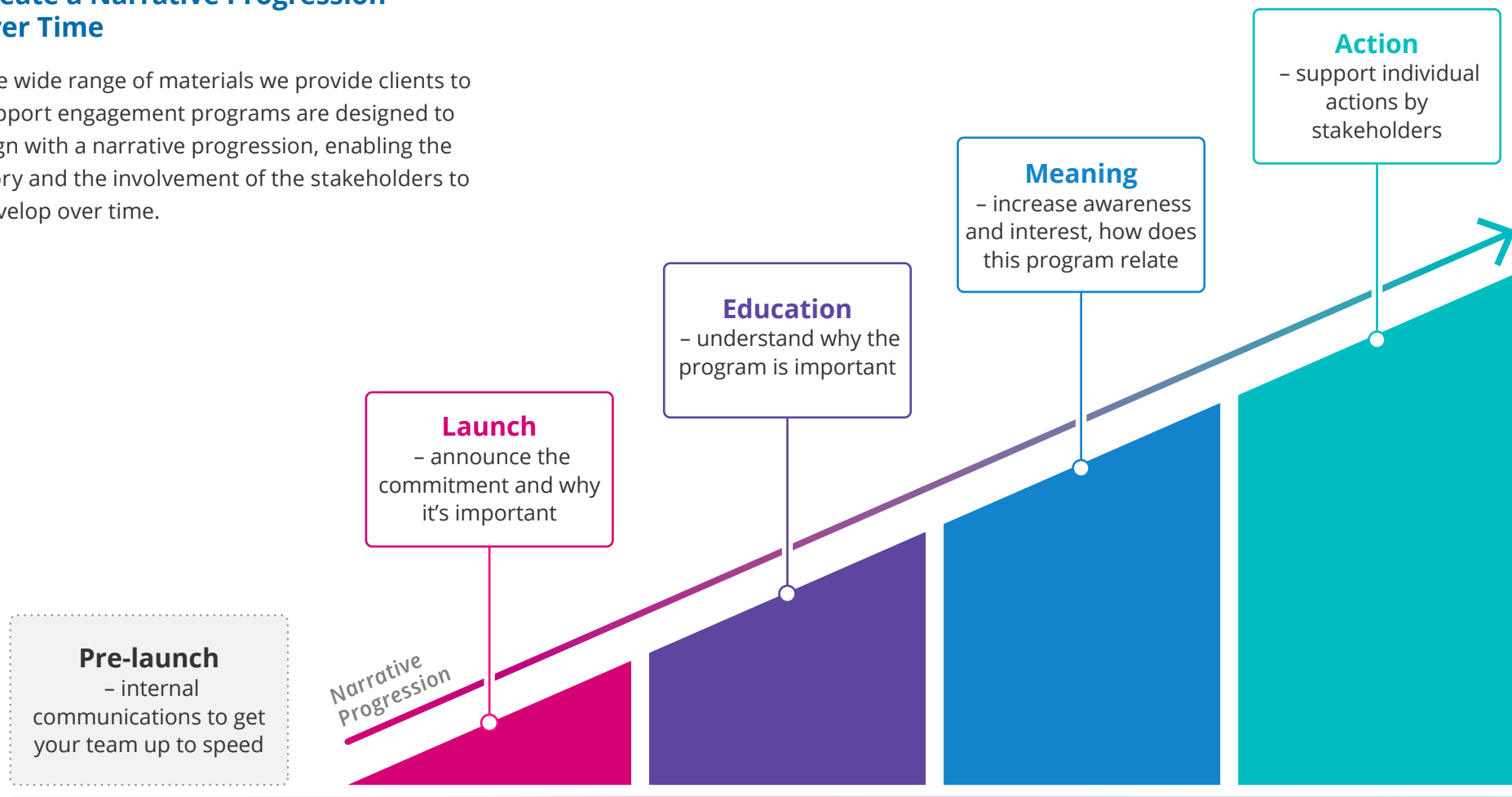


Example image you could include as part of your announcement social media post

Building Engagement

Create a Narrative Progression over Time

The wide range of materials we provide clients to support engagement programs are designed to align with a narrative progression, enabling the story and the involvement of the stakeholders to develop over time.



Building Engagement

These are the types of content you should consider as you are thinking about how to develop your engagement program.

Foundations

Build a foundation of knowledge around your climate action program through different touch points with your stakeholders. Select a date to announce it to key audiences linking back to your main page.

- Website / microsite
- Newsletter and press release
- Social media posts
- Briefings for internal teams
- FAQs for customer-facing staff
- About Us webpage, PowerPoint slide etc.
- Point of sale material (receipt, online checkout)
- Logo in email signatures and letterhead
- Annual sustainability report
- Boilerplate / Notes to Editors section for all press releases

Drumbeat

Use your program as an opportunity to build and maintain a drumbeat of engagement with your key stakeholders over time, increasing awareness and feelings of connection. Highlight

the UN Sustainable Development Goals (SDGs) impacted by projects you support, use photos and personal stories from the projects, and talk about how you're reducing emissions internally. [UN observance days](#) such as World Wildlife Day (3rd March) and World Environment Day (5th June) are a good opportunity to engage stakeholders with your climate journey.

- Videos
- Blogs
- Webinars
- Social media
- Live Q&As
- Infographics
- Publication about what climate action means for your business

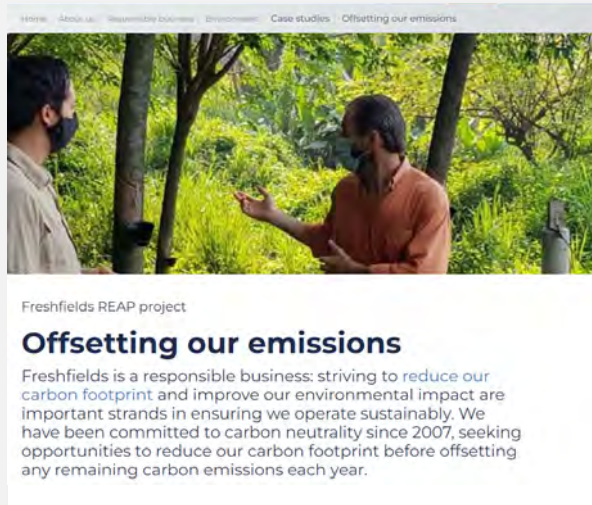
Milestones

Reaching an anniversary of your certification, revealing key updates from the projects your program supports, or announcing a milestone in your total emissions reductions, provides an opportunity to deliver a compelling message about your climate action program to key audiences. It's a chance to restate why you are taking climate action and encourage others too.

- Event on GHG emissions and climate action
- News release
- Client presentations
- External event displays and presentations
- Tips for at-home sustainability
- Carbon reduction game for staff

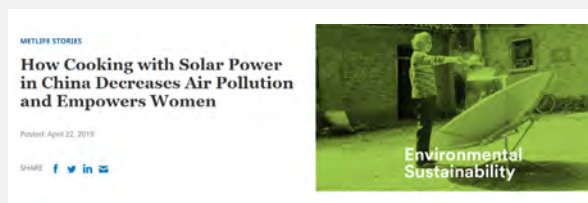


Client Examples



Freshfields Bruckhaus Deringer:

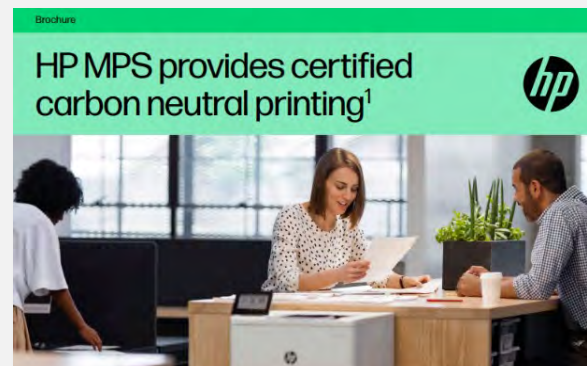
A webpage detailing its carbon offsetting strategy and the projects supported.



MetLife: A blog about the impacts of one of the projects it supports.



Steelcase: Announcement of its first certified CarbonNeutral product after achieving carbon neutrality at a company level in 2020.



HP: A brochure about its carbon neutral print service.



Marsh McLennan: A page from its annual ESG report outlines the projects it supports as part of its climate action program.



Why is CarbonNeutral® certification such an important achievement?

Saying you are carbon neutral – which in simple terms means you are removing the same amount of CO2 you are putting into the atmosphere by reducing, eliminating and/or offsetting emissions – is one thing. Being able to say you are CarbonNeutral® certified by an independent third party is far more powerful and credible.



SITA: Videos and blogs on SITA's website giving updates on its program and projects.



Our climate action efforts are guided by two objectives:

1

Reduce greenhouse gas emissions in line with climate science

[READ MORE](#)

2

Achieve net-zero greenhouse gas emissions

[READ MORE](#)

Brooks Running: A webpage explaining its climate action priorities, targets and activities.

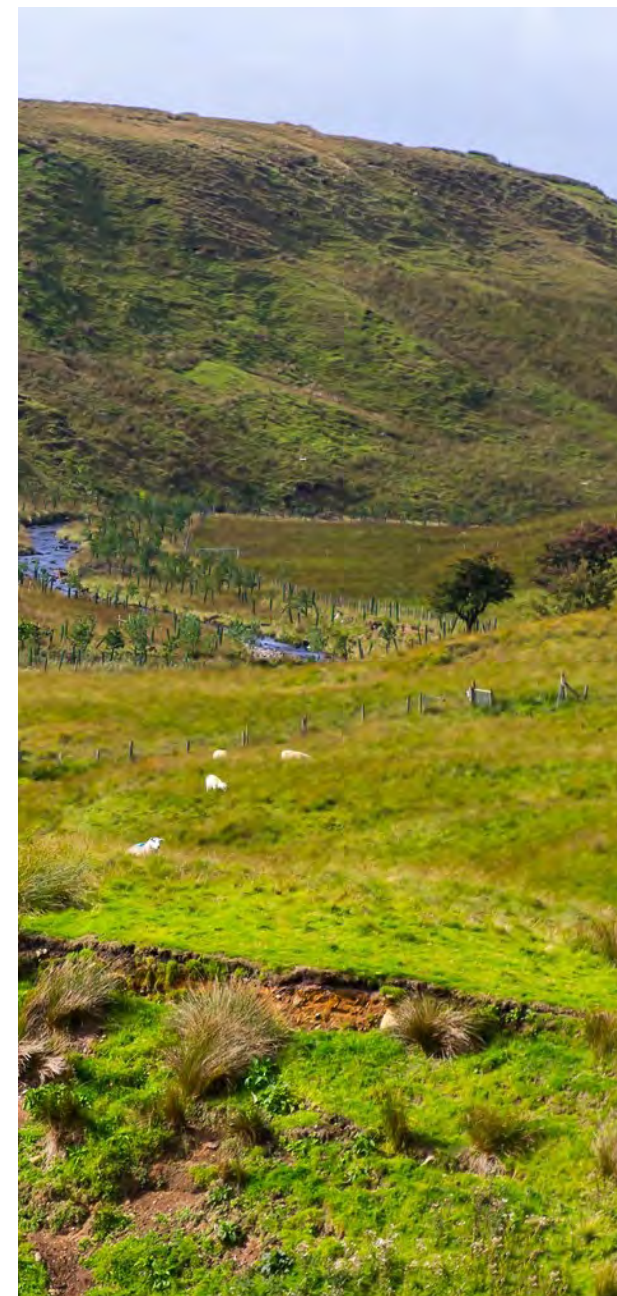
VMware's Journey to Net Zero

Nature-based solutions are an important part of VMware's commitment to achieving net zero carbon emissions for our operations and supply chain by 2030. As part of our Environmental, Social and Governance strategy, our net zero goal builds on approved science-based targets and expands the scope of our climate commitments.

In addition to implementing nature-based solutions to achieve net zero, we also participate in renewable energy initiatives like the Renewable Energy Buyers Alliance and RE100, a global collaborative representing businesses committed to using 100% renewable electricity. VMware is proud to be a Certified CarbonNeutral® Company since 2018, and we are excited to announce signing The Climate Pledge to further our net zero progress alongside companies around the world and across industries.

**THE Paris...
CLIMATE 10 years
PLEDGE early**

VMware: A blog on its commitment to net zero and the importance of its ongoing CarbonNeutral® company certification.



Content Ideas

Blog Articles

Subjects could be:

- How your climate action program fits into your wider sustainability strategy
- Why you chose your portfolio of reduction / removal projects
- The sustainable development impacts of a particular project supported
- Links between your internal business reductions and your offsetting projects
- Why putting a budget line to pay for offsets drives internal reductions



Social Media Posts

Examples by project type

1. We are helping to keep trees standing through our #ClimateAction program. Learn more [\[link to information on your website\]](#)
2. Not only are we #offsetting our emissions, we are also helping households access clean #cookstoves and #safewater. [\[include image of one of your projects\]](#)
3. Energy demand is on the rise. We are supporting a #cleanenergy future through our #ISO14068 certification. #renewableenergy #climateaction [\[link to project page on our website\]](#)

Internal Events / Webinars

- Progress against your emission reduction goals
- Deep dive into the details of one of the projects you support
- Sustainability week, encouraging low-carbon travel to work / plant-based lunches

Equivalencies

Emissions and offsetting are measured in metric tonnes. But a tonne of invisible gas can be difficult to mentally grasp, so it may help to use equivalents. For instance, one tonne of CO₂e is produced by:

- Making 195,618 cups of tea
- A football (soccer) pitch of forest growing for 1 year
- A one-way business class flight between London and New York
- Streaming the Our Planet series on Netflix 3,125 times

Sources

- 1 kWh is 0.2556kg CO₂e (BEIS, 2019, *Greenhouse gas reporting: Conversion factors 2019: condensed set*) and number of cups of tea made is based on 0.02 kWh consumed per cup of tea (Carbon Trust, 2010)
- Preserving an acre of forest sequesters 1.22 tonnes CO₂e in a year (US EPA, 2012, *The Inventory of U.S. Greenhouse Gas Emissions and Sinks: 1990 2010*). Football pitches can be between 1.03 and 2.69 acres (BBC Sport)
- 0.22969 kg CO₂/km (excluding Radiative Forcing; BEIS, 2019, *Greenhouse gas reporting: Conversion factors 2019: condensed set*). New York to London is 5,555km (gcmapp.com). The flight in reference emits 1.2 tCO₂e
- 30 minutes = 20 grams CO₂ (Jonathan Koomey, cited in BBC, 2020, *More or Less: Behind the Stats: Netflix and Chill*). Our Planet is 8-hours long (Netflix)

FAQs: Answering Stakeholder Questions on Your Climate Action Program

What Are These FAQs For?

The below FAQs are intended to help you communicate to and answer questions from your staff and customers about your climate action with Climate Impact Partners.

We also suggest that the contents of this guide are incorporated into outbound sales briefings or similar, so messaging about your wider sustainability strategy is joined up.

Key Messages About Your Carbon Offsetting Program

- We are implementing a carbon management plan to reduce our emissions over time.
- While we reduce our emissions, we are compensating for what we continue to emit. In order to do so, we will offset the residual emissions through high-quality, verified carbon credits.
- We have chosen to offset our residual emissions through independently measured and verified projects that cut carbon emissions and also support communities and restore and conserve biodiversity.
- We are working with Climate Impact Partners, specialist in carbon market solutions for climate action, to ensure our offsetting program is of the highest quality and delivers real impact.
- Climate Impact Partners manages some of the largest climate action programs for companies around the world, including Microsoft, Boston Consulting Group, Sky and many more.



Questions Addressed

1. Why don't you just reduce emissions right away?
2. What is carbon offsetting?
3. How does offsetting help reduce the threat of climate change?
4. Does your offsetting program meet any industry standards?
5. What will the money be used for?
6. How can I be sure that your projects are making the CO₂ reductions?
7. What impact do the projects you support have on local communities?
8. Who provides your offsetting program?
9. Why did you choose to work with Climate Impact Partners?

1. Why Don't You Just Reduce Emissions Right Away?

We are working to reduce our direct emissions by [\[add your carbon management activities here, including reference to the approved emission reduction strategy noted on your Target and Reduce Form\]](#).

However, at the moment, there is no way for us to conduct our business without creating some emissions.

While we work to reduce these emissions, we know that it is important for us to mitigate our climate impact today, and we are doing this by offsetting our remaining emissions in a way that supports communities around the world and the global transformation of our economy.

According to the IPCC, we all need to make 'rapid, deep and immediate' emission reductions to have a chance of staying within 1.5°C / 2.7°F of warming. For emissions we cannot avoid now, we will offset.

2. What Is Carbon Offsetting?

Offsetting is the mechanism through which organizations can compensate for carbon emissions generated by their business activities that are difficult or impossible to avoid, and fund activities throughout the world which are

essential to meet a global goal to keep down temperature rise. It operates like a seesaw, with our carbon emissions balanced by equivalent emissions reductions delivered by projects around the world.

We are monitoring and calculating the emissions associated with [\[activities offset here\]](#). Once we have the total carbon footprint, we then work with Climate Impact Partners to support projects which reduce emissions by buying an equivalent number of carbon credits to compensate for the emissions we can't yet reduce. This provides a key source of finance for these projects, which deliver positive impacts for people and nature alongside cutting carbon.

Each emission reduction we purchase is a 'carbon credit' – a unit representing one tonne of carbon dioxide-equivalent (CO₂e) stopped from being released into the atmosphere or removed from it. These credits are created by projects which are validated to an [ICROA-approved carbon standard](#) and are only released for purchase when a third-party auditing body has verified that the reduction has taken place.

3. How Does Offsetting Help Reduce the Threat of Climate Change?

Climate change is one of the most serious threats facing global society. We all need to make every effort to reduce our carbon footprint as much as we can, and we should offset the emissions we can't avoid.

Offsetting tackles climate change by:

- Making real reductions in amounts of CO₂ being released into the atmosphere that would not have happened otherwise.
- Enabling us to take action now, when time is of the essence, while we develop more opportunities to reduce the footprint of running our business.
- Providing funds for renewable technologies and energy efficient solutions that we need across the world, which often benefit the communities most impacted by climate change but least responsible for it.
- Putting a price on carbon internally, encouraging us to do more to reduce our carbon footprint.

4. Does Your Offsetting Program Meet Any Industry Standards?

Yes. Our projects all follow carbon standards that meet the [ICROA Code of Best Practice](#). These standards have established robust processes of design, monitoring and independent verification

that establish the quality of the projects, the emissions they reduce and remove, how they change 'business as usual' and their additional benefits to communities.

Climate Impact Partners has played an important role in the development of the voluntary carbon market and led the way in setting standards for the highest quality and impact.

All the projects we support are verified to [ICROA-approved standards](#) to ensure that the emissions reductions are real, permanent, additional, unique, have established ownership, and are verified.

5. What Will the Money Be Used For?

The money spent to offset emissions from [\[activities offset here\]](#) supports projects around the world that cut carbon emissions through the purchase of carbon credits. These projects have to prove that they would not be viable without the income from the sale of carbon credits for companies to offset emissions through them.

[\[Add info about one or more projects you support here, including how it reduces emissions and its social impacts. Our materials outline the climate and sustainable development outcomes of each project, so we recommend using approved language from those. You can download these materials from the Climate Impact Partners Dashboard.\]](#)



6. How Can We Be Sure That Your Projects Are Making the CO₂ Reductions?

Our projects all follow carbon standards that meet the [ICROA Code of Best Practice](#). These standards have established robust processes of design, monitoring and independent verification that establish the quality of the projects, the emissions they reduce and remove, how they change ‘business as usual’ and their additional benefits to communities. This means that carbon reductions are measured against a conservative baseline and independently verified to prove those reductions have taken place.

In addition, Climate Impact Partners’ 10-stage due diligence process harnesses its technical expertise and on-the-ground experience to go beyond standard checks, meaning we are confident our purchased climate solutions have verified impact.

7. What Impact Do the Projects You Support Have on Local Communities?

Community participation is critical for the success of carbon projects in order to ensure they are sustainable for the long term. All the projects we support consult with local stakeholders before the project is implemented and get feedback from local communities about

how the project is impacting them on an ongoing basis. In many projects, local communities are instrumental in running the project, and benefit from the implementation of activities which reduce emissions. Community benefits include job creation and improved livelihoods, water quality improvements, reduced indoor air pollution, access to affordable and reliable energy, and improved infrastructure.

In addition, Climate Impact Partners is an award-winning project developer and its regular due diligence activities are guided by this expertise – ensuring we only work with projects that maintain high standards on the ground.

8. Who Provides Your Offsetting Program?

Climate Impact Partners delivers solutions for action on climate. It believes that carbon markets have a critical role to play in delivering action by putting a price on carbon to incentivize change and funding carbon reduction activities to meet our global climate goals.

Climate Impact Partners builds on the expertise, integrity, and innovation of two companies that have led the voluntary carbon market – Natural Capital Partners and ClimateCare. Fuelled by a relentless drive for rapid action and results, its global team continues to pioneer the market’s

growth, and set the standards for quality that will maximize its impact.

Together with the world’s leading companies and quality project partners, Climate Impact Partners will cut 1 billion tonnes of CO₂ to transform the global economy, improve health and livelihoods, and restore a thriving planet. It does this by delivering the highest quality carbon-financed projects, from which it creates carbon credit and energy attribute certificate portfolios. This enables organizations like ours to offset the emissions we can’t reduce, put a price on carbon to incentivize change, and meet our climate goals.

9. Why Did You Choose to Work With Climate Impact Partners?

We chose to work with Climate Impact Partners because of its reputation as an expert provider of carbon market solutions for private- and public-sector organizations to address their climate impacts.

Its core mission is to urgently ensure a thriving planet for all life on Earth and we’re delighted to be partnering with them to deliver our carbon offsetting program and contribute to the transformation to a low-carbon global economy.

Thank you

Contact your account manager if you have any questions.

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