

NET ZERO

AN INTRODUCTION FOR BUSINESS

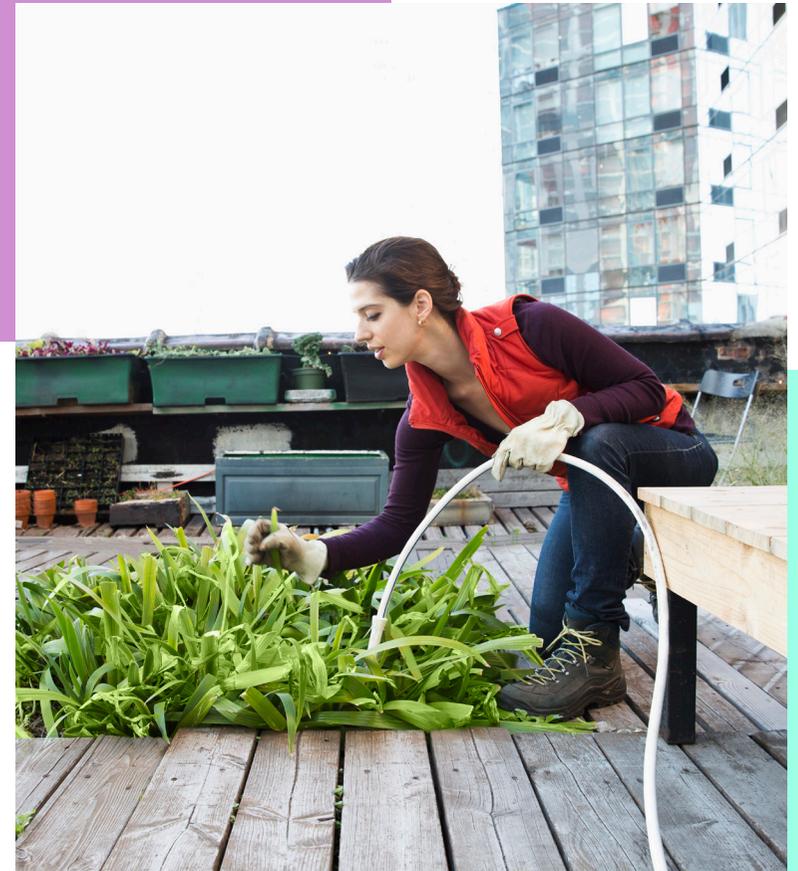


In association with



Contents

1. What do we mean by net zero?	4
2. The benefits of setting a net zero target	9
3. The Science-Based Targets initiative's guiding principles for net zero	10
4. What are the pitfalls that make a net zero strategy less credible?	11
5. How to get started	12
• What should you include in your net zero emissions boundary?	13
• What should your emissions reductions pathway look like?	18
• What should your emission removals pathway look like?	20



Foreword

Climate change represents an irreversible threat to habitats, societies and economies around the globe. In 2015 world leaders signed the Paris Climate Agreement, committing countries to transition to a lower carbon economy and limit the global average temperature rise to 1.5°C or well below 2°C above pre-industrial times. In 2019, Canada has joined over 120 countries to legislate and commit to achieving “net zero” carbon emissions by 2050. This ambitious target will inform the future direction of government policy and business over the coming decades.

The transition to net zero is the collective responsibility of businesses of all shapes and sizes. For many it will present significant challenges, but with that comes opportunity, and the possibility of developing new business models and driving efficiencies.

As part of one of the world’s largest banking and financial service organizations, HSBC Bank Canada is committed to leading the way to a sustainable future. We recently set out an ambitious plan to prioritize financing and investment that supports the transition to a net zero global economy.

At the heart of that plan is a pledge to reduce financed emissions from our portfolio of customers to net zero by 2050 or sooner, in line with the goals of the Paris Agreement. And to do this, we’re intensifying our support for customers to switch to more sustainable ways of doing business.

Setting challenging sustainability targets can seem daunting and even risky for many businesses but it can bring significant commercial benefits and help to future-proof your business, not to mention demonstrate social responsibility.

Businesses who take action on climate change now are the ones who will succeed in a net zero future. Becoming a net zero business is a deliberate and strategic journey that will impact the entire organization.

That is why we have partnered with Carbon Intelligence, a world class team of experts who believe in business as the solution to a zero carbon world. Along with Carbon Intelligence, we hope to inspire change and support businesses in laying the foundations of an ambitious carbon reduction strategy that will be credible with customers, employees and investors.

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WHAT DO WE MEAN BY NET ZERO?

Recently, net zero has become the guiding principle for action on climate change. The simplicity of this phrase is seen by many as a helpful antidote to the complexity of communicating climate science, while others view it as being riddled with loopholes.

Since the UK, Canada, and other major economies have legally committed to becoming net zero, the term has become more commonplace. We've also seen an increasing number of public and private sector organizations declare climate emergencies and commit to net zero futures. This is a positive response to the overwhelming evidence about the urgency of the climate crisis. However, there are valid concerns that net zero targets are being set without a consistent and credible definition, or a transparent strategy.

We have published this guide to explain what a net zero target is and how you can set one that is ambitious, credible and science based.

Aligning with science

In December 2015, 195 countries signed the [Paris Agreement](#) to limit the increase in global temperatures to well below 2°C (above pre-industrial levels) and pursue efforts to limit it to 1.5°C. Following this, in 2018, the International Panel on Climate Change (IPCC) released a special report highlighting the importance of keeping temperatures below 1.5°C.

At the heart of an ambitious and credible net zero strategy is a commitment to reduce emissions in line with the Paris Agreement.

To ensure credibility and so that targets stand up to public scrutiny, companies should aim to get their Paris-aligned targets validated by the [Science-Based Targets initiative \(SBTi\)](#). The SBTi is a collaboration between the World Resource Institute, WWF and The UN Global Compact. The SBTi uses rigorous criteria to ensure targets are aligned with the latest climate science.

Over 1,600 businesses around the world are working with the SBTi to reduce their emissions in line with climate science.

The **SBTi** defines and promotes best practice in science-based target setting with the support of a **Technical Advisory Group**, and independently assesses and approves companies' targets.



Our working definition of net zero:

To reduce company wide and value-chain greenhouse gas (GHG) emissions in line with limiting warming to well below 2°C, or to 1.5°C, and to balance any remaining emissions by enhancing carbon sinks which remove carbon dioxide from the atmosphere. Following an update by the SBTi in 2021, Scope 1 and 2 emissions must align to a 1.5°C scenario, whereas Scope 3 emissions can align to either a well below 2°C, or to a 1.5°C scenario. This is to encourage companies to be more ambitious as climate urgency increases.

GLOBAL IMPACTS OF TEMPERATURE INCREASE BY 2100

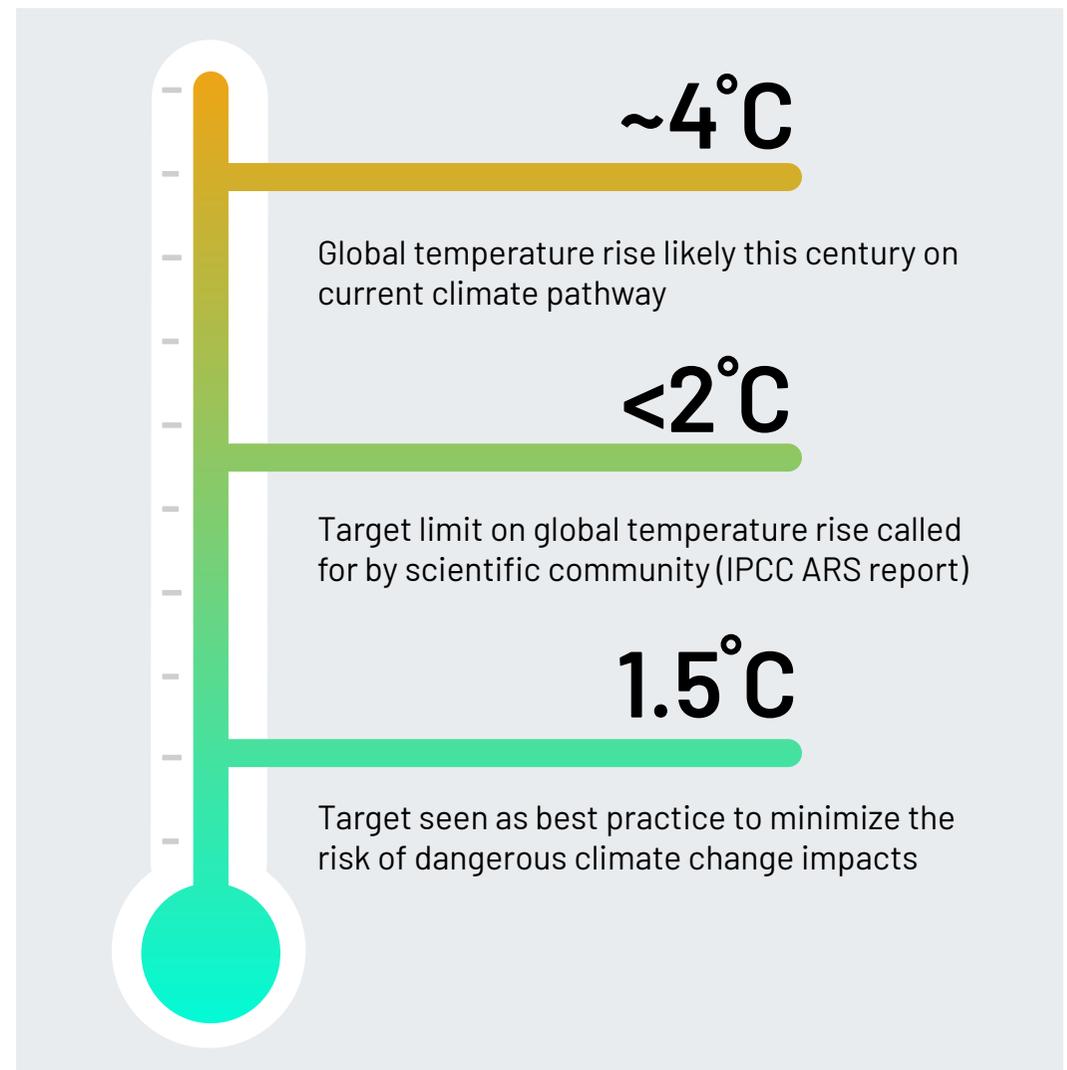
Global temperatures are currently on track to increase by about 4°C this century, but according to the latest report by the IPCC, we must limit global warming to 1.5°C above pre-industrial levels to avoid the most catastrophic impacts of climate change.

The Paris Agreement commits to limiting the increase in global temperatures to well below 2°C and pursuing efforts to limit it to 1.5°C. The IPCC's special report examined the difference in impact of limiting warming to 1.5°C versus 2°C above pre-industrial levels, and the differences are stark.

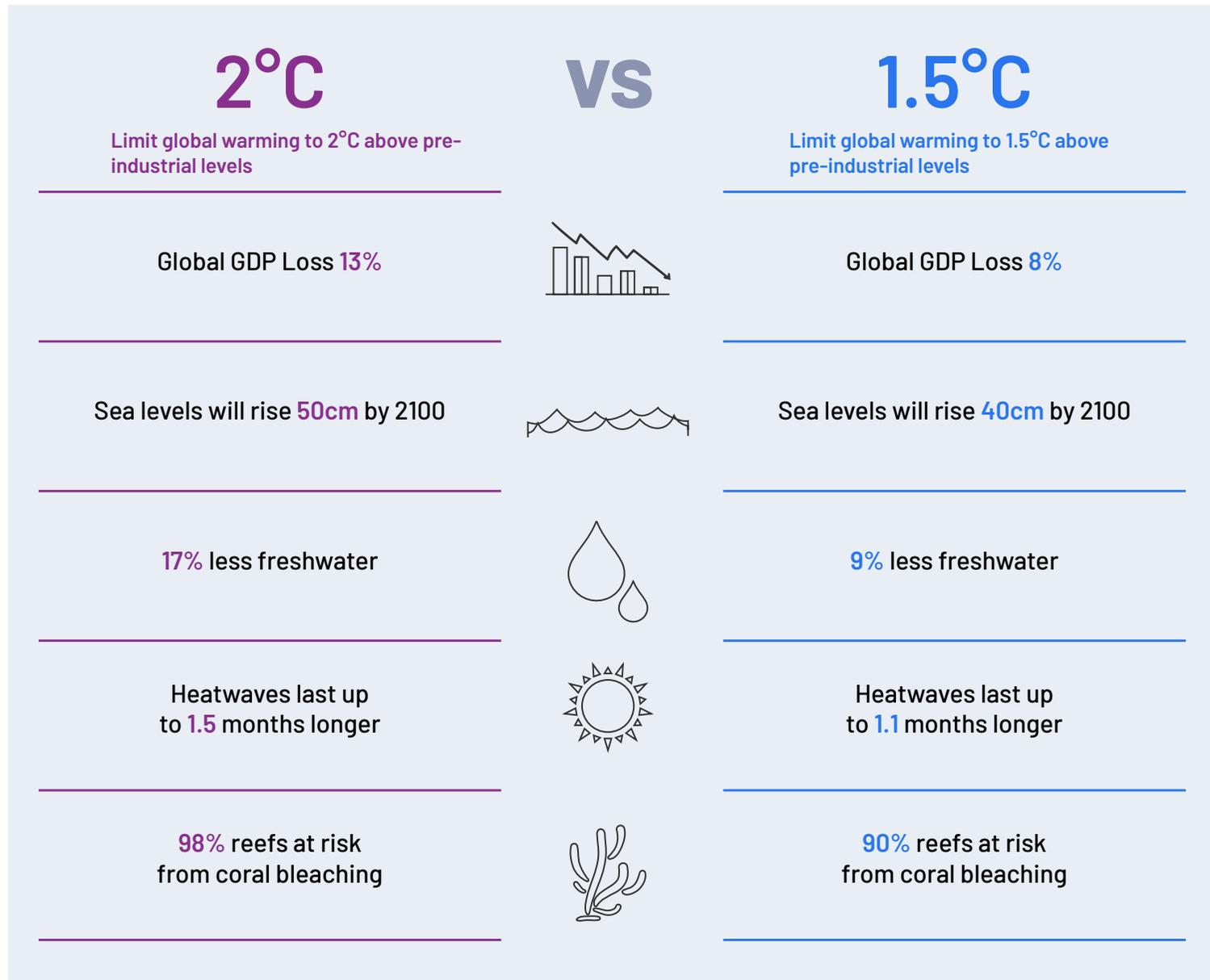
The graphic on the next page highlights just some of these differences.

The SBTi requires companies to set targets that are in line with keeping global warming well below 2°C (compared with pre-industrial levels). Companies are encouraged to pursue efforts to set targets that align with keeping warming below 1.5°C.

Setting a net zero target goes one step further, recognizing the need to remove carbon from the atmosphere to neutralize unavoidable emissions sources.



GLOBAL IMPACTS OF TEMPERATURE INCREASE



HOW CAN A COMPANY MITIGATE EMISSIONS AND ACHIEVE NET ZERO?

There are two elements that make up a best practice net zero pathway: a **reductions** pathway and a **removals** pathway. These pathways should be delivered in parallel, but the priority should be reducing emissions.

MITIGATION APPROACHES

Emissions mitigation approaches can be grouped into five categories that support your reductions and removals pathways. These are outlined in order of preference below and to the right.



Reductions pathway

The reductions pathway defines the rate of decarbonization in line with science-based trajectories. Switching to LED lighting is an example of what could be included in the reductions pathway.

Reductions pathway

1. Decarbonization: Reducing emissions on an absolute basis.



Removals pathway

The removals pathways provides further mitigation when reductions will not be sufficient on their own to meet Paris-aligned climate goals. These projects are often called carbon offsets, for example, investing in a tree planting project to restore forestry.

Removals pathway

2. Removals within the value chain: Balancing remaining emissions by sequestering carbon through activities in the value chain. Ben & Jerry's for example, work with their vanilla farmers to integrate agroforestry into their farming practices, which improves biodiversity.

3. Carbon credits from removal projects: Balancing emissions with carbon credits from carbon removal projects. For example, tree planting.



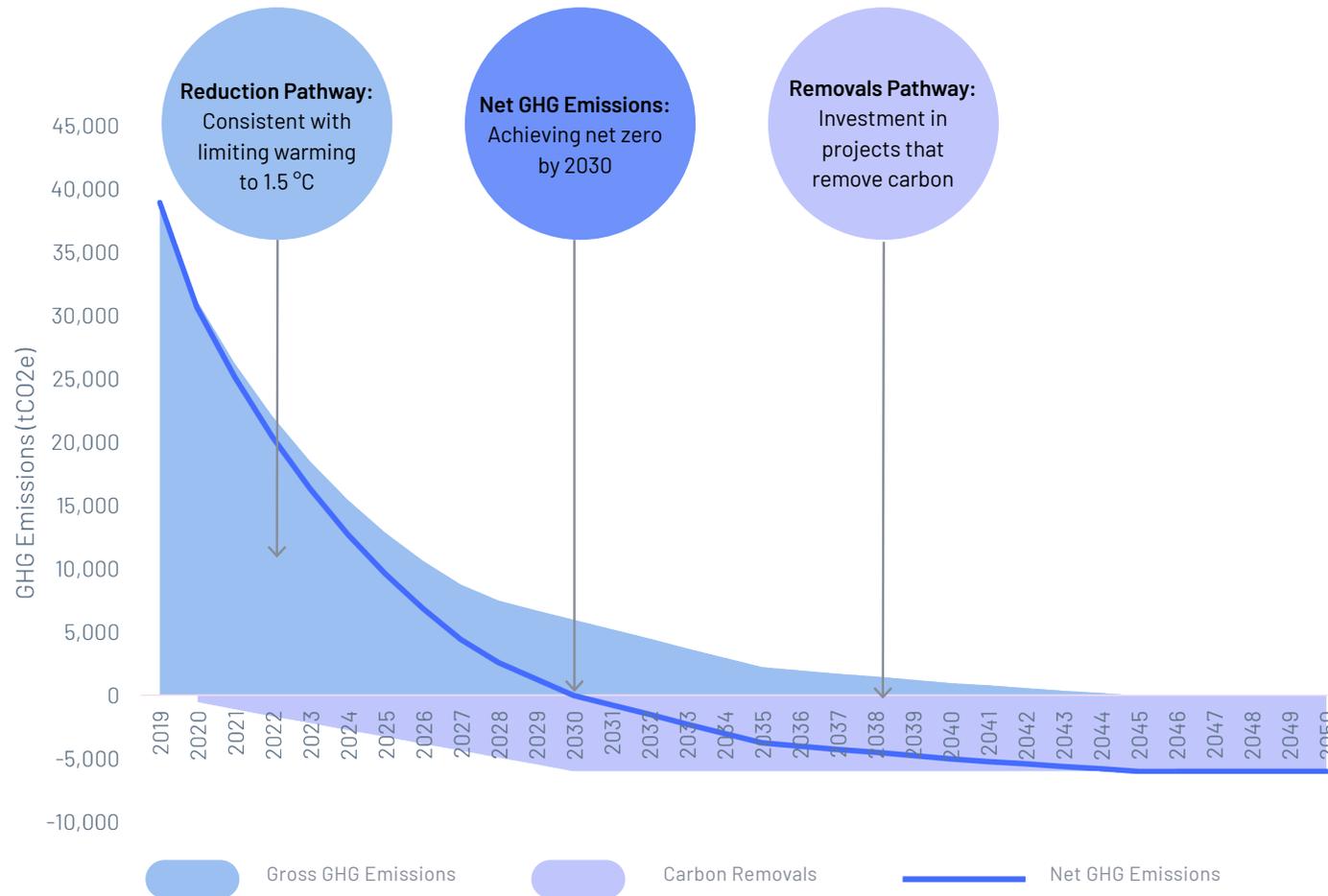
The two approaches below are less credible mitigation routes. This is because they still result in a net-release of emissions and the accumulation of emissions in the atmosphere. Therefore, they are not consistent with a 1.5°C mitigation pathway.

4. Avoided emissions through sold products/ services: Balancing emissions with emissions avoided through the use of sold products or services.

5. Carbon credits from reduction projects: Balancing emissions with carbon credits from carbon reduction or avoidance projects.

AN ILLUSTRATIVE PATHWAY TO NET ZERO

The graph below shows what your net zero pathway could look like. The reduction pathway is in line with the emissions necessary to limit warming to 1.5°C. The remaining emissions are offset by investing in projects that remove carbon to achieve net zero by 2030, becoming net negative thereafter.



JARGON BUSTER

Term	Typical definition
CARBON NEUTRALITY	To balance GHG emissions with an equivalent amount of emissions offsets that avoid or remove emissions.
NET ZERO EMISSIONS	To reduce company-wide and value-chain GHG emissions in line with limiting warming to well below 2°C or 1.5°C, and to balance any remaining emissions by removing GHG emissions from the atmosphere.
NET NEGATIVE EMISSIONS	To go beyond achieving net zero emissions so that your organization has a net effect of removing GHG emissions from the atmosphere.

THE BENEFITS OF SETTING A NET ZERO TARGET



As climate change accelerates, companies are under increasing pressure from investors, regulators and customers to decarbonize their business. A net zero strategy signals a company's commitment to ambitious climate action, but this brings other benefits too. Companies are able to reduce their operating costs through energy efficiency initiatives and by being more considerate of the resources they do use. There are considerable reputational advantages too, with employees, consumers, and investors all wanting to be working for or investing in companies who show leadership. The Climate Action 100+ for example, is an investor-led initiative aimed at ensuring the world's largest greenhouse gas emitters are taking the necessary action on climate change, to reduce investment exposure and secure ongoing sustainable returns. Reporting schemes such as CDP allow investors to make informed decisions based on companies' environmental performance. Finally, companies who set net zero strategies are increasingly expecting their supply chain partners to follow suit, so action now can open up new business opportunities.

Deloitte's 2021 global millennial [survey](#) found that climate change was a primary concern, ahead of economic growth, crime, income, political instability, terrorism, and education

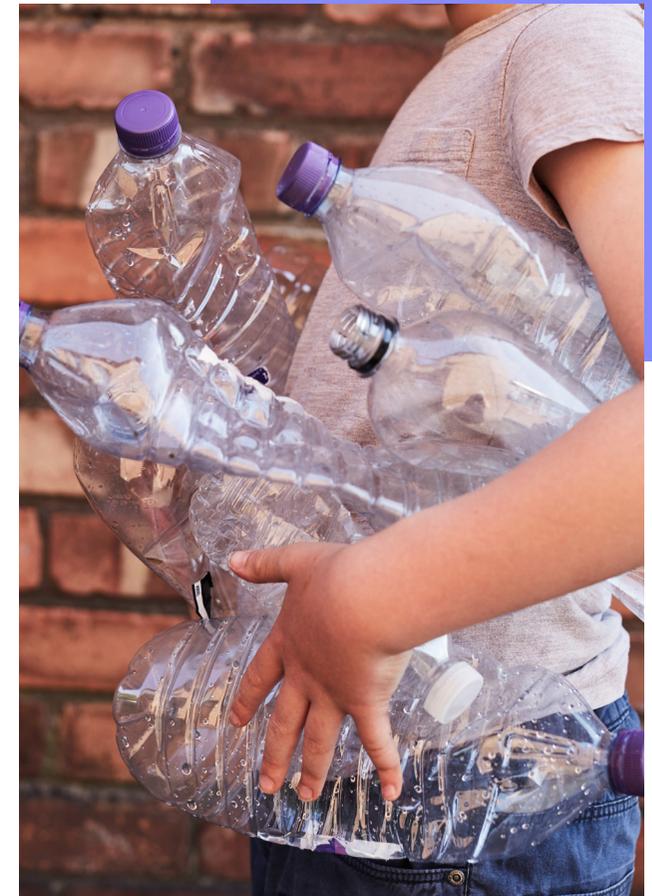
How are companies approaching net zero targets?

Companies are choosing to build on their science-based targets by setting net zero targets. This means that on top of reducing emissions in line with the level of decarbonization required to limit warming to 1.5°C or well below 2°C, they are also taking responsibility for the remaining emissions. They do this by:

- **Enhancing** carbon sinks which remove carbon dioxide from the atmosphere.
- Looking at **carbon negative** strategies, meaning the removal of all the carbon they have ever emitted.

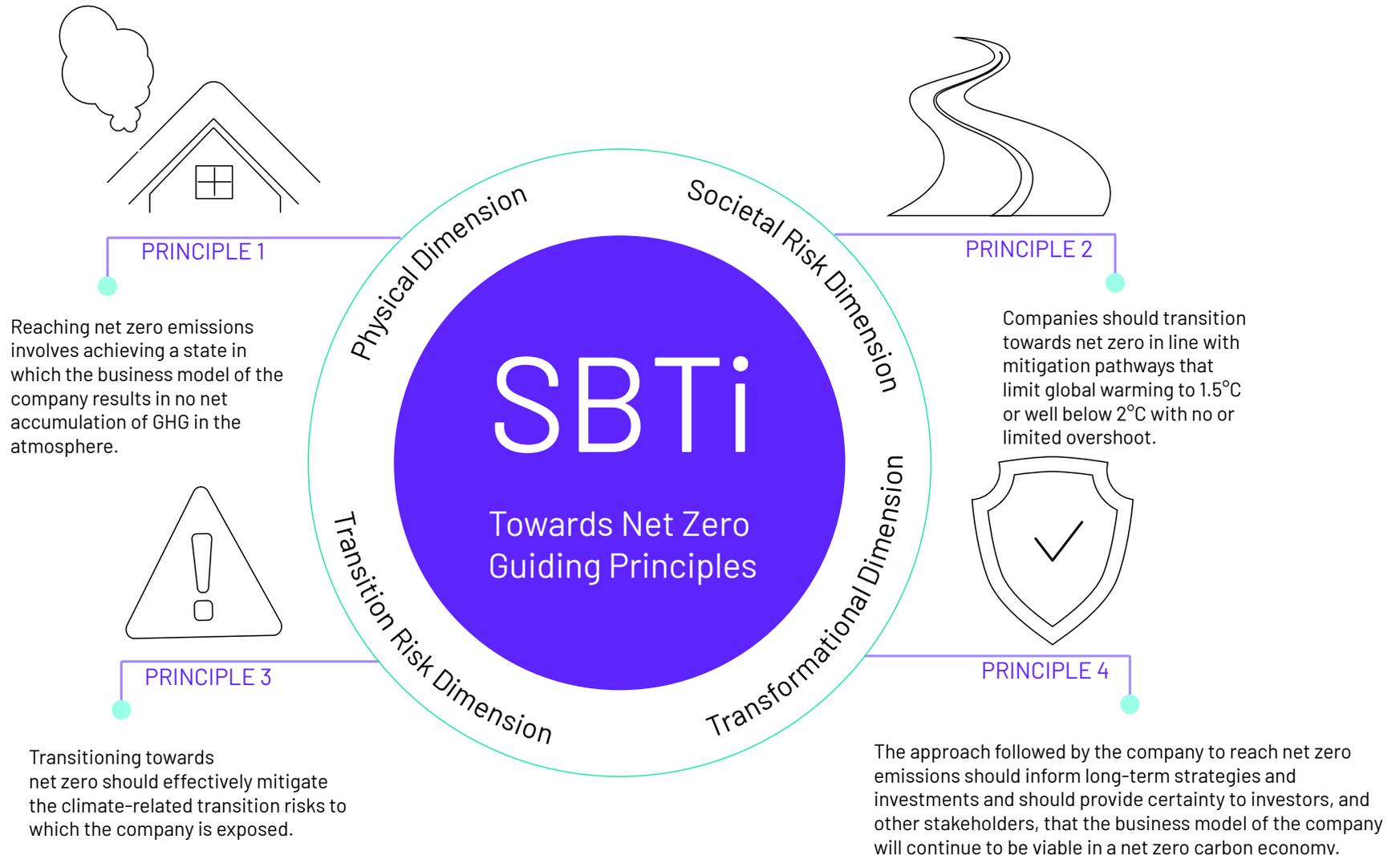
There are also clear benefits to setting a net zero strategy:

- It ensures you are **meeting the expectations** of your stakeholders, both internal and external, and mitigates against the risk of future carbon prices.
- Setting out your net zero pathway now provides a clear picture of the **necessary investment** required.
- **Focusing** on the reduction pathway as a priority reduces the cost associated with offsetting.
- There are **significant opportunities** to capitalize on the transition to a low-carbon economy.



THE SBTI'S GUIDING PRINCIPLES FOR SETTING A NET ZERO TARGET

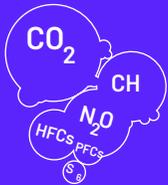
The Science-Based Targets initiative has defined four guiding principles for a credible net zero strategy. By evaluating your approach against these four principles you can be confident that your strategy is credible, ambitious and future-proofed.



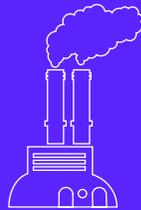
WHAT ARE THE PITFALLS THAT MAKE A NET ZERO STRATEGY LESS CREDIBLE?

The most credible science-based targets are those which include Scope 3 emissions aligned to either a 1.5°C or well below 2°C scenario. Scope 3 emissions are those which arise from a company's value chain, and typically account for a large majority of a company's total carbon footprint. There are 15 Scope 3 categories, and these are detailed on page 15.

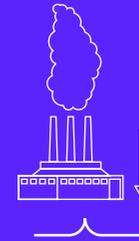
As well as not aligning with a suitably ambitious scenario, there are other common pitfalls which make a strategy less credible:



Exclusion of certain greenhouse gases



Exclusion of certain sources of emissions



Relying on removing carbon from the atmosphere to achieve the target, rather than reducing emissions in absolute terms (e.g. using offsets or carbon removal technology)



Delaying action to reduce emissions or enhance carbon sinks

HOW TO GET STARTED

In this section of the guide we provide the initial steps required to set your net zero target. These are as follows:

- **What should you include in your net zero emissions boundary?**
 - Reporting your Scope 1, 2 and 3 emissions
 - Scope 3 emissions categories
 - How to set your emissions boundary
 - Example: Scope 3 screening output
- **What should your emission reductions pathway look like?**
 - How to establish a credible emission reduction pathway
 - An illustrative pathway to net zero by 2040
- **What should your emission removals pathway look like?**
 - Key considerations when building your emission removals pathway
 - What are some of the criticisms of carbon offsets?



WHAT SHOULD YOU INCLUDE IN YOUR NET ZERO EMISSIONS BOUNDARY?

The first decision that you need to make is what emissions to include within the boundary for your net zero target. This boundary should be ambitious and aligned to established standards as a minimum, such as the [Science-Based Targets initiative's](#) requirements and carbon neutral standards like [PAS 2060](#).

PAS 2060: Specification For The Demonstration Of Carbon Neutrality

PAS 2060 is the only international standard on carbon neutrality, providing a common definition and a method of validation. The carbon emissions boundary should include 100% of Scope 1 and Scope 2 emissions, and all Scope 3 emissions that contribute more than 1% of the total footprint. It requires an organization to develop a carbon management plan that defines specific targets for reductions, a time scale, the measures that will reduce emissions, and how residual emissions will be offset.

The Greenhouse Gas (GHG) Protocol defines three 'scopes' of emissions caused by your company's operations:



Scope 1:

Direct emissions by your organization, e.g. from burning fuels such as natural gas for heating or petrol to fuel company-owned cars or vehicle fleet.



Scope 2:

Indirect emissions from purchased electricity, cooling, heat or steam. These are emissions generated on your behalf, by utility providers.



Scope 3:

All other indirect emissions (i.e. not included in Scope 2) that occur in the value chain, e.g. from the use of sold products and services, business travel or waste.

Scope 1 and 2

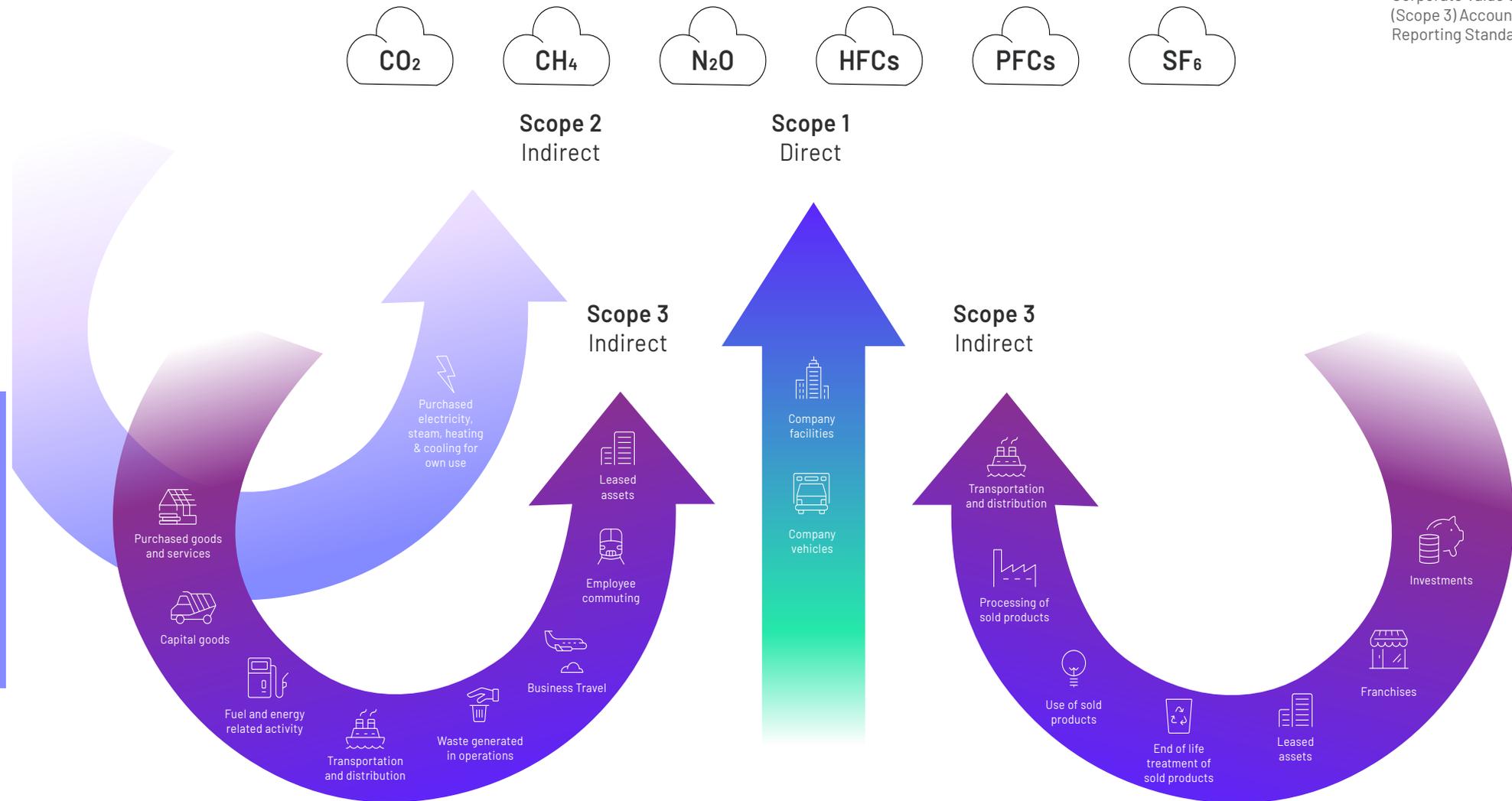
Scope 3

Typically **80%+** of your company emissions will be in your Scope 3

REPORTING YOUR SCOPE 1, 2, AND 3 EMISSIONS

You should look to include 100% of your Scope 1, 2 & 3 emissions where confidence in emissions data is sufficient. At a minimum, we would expect to see 100% of company-wide Scope 1 and 2 emissions and at least 67% of Scope 3 emissions, which is in line with the criteria set by the Science-Based Targets initiative. The scope of the emissions boundary can be expanded over time to become more ambitious as data quality and confidence improves. Organizations should establish their boundary in line with the GHG Protocol and report emissions for all six greenhouse gases in tonnes of CO₂ equivalent.

Source: GHG Protocol: Corporate Value Chain (Scope 3) Accounting and Reporting Standard



SCOPE 3 EMISSIONS CATEGORIES

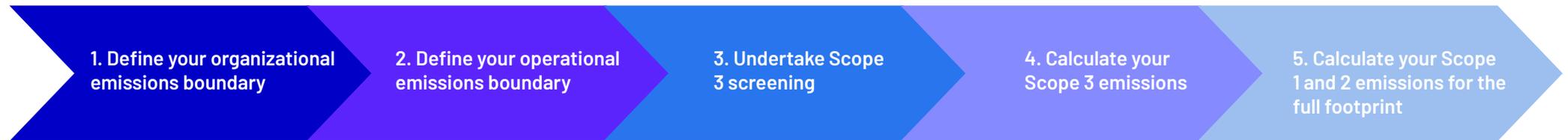
Short descriptions for each of the 15 Scope 3 categories can be found below. Relevant Scope 3 categories will vary by company and sector. We explain how to undertake Scope 3 screening in the next section.

	Scope 3 Category	Description
1	Purchased goods and services	Extraction, production, and transportation of goods and services purchased or acquired by the reporting company in the reporting year, not otherwise included in Categories 2 - 8.
2	Capital goods	Extraction, production, and transportation of capital goods purchased or acquired by the reporting company in the reporting year.
3	Fuel-and-energy related activities (not included in scope 1 or 2)	Extraction, production, and transportation of fuels and energy purchased or acquired by the reporting company in the reporting year, not already accounted for in Scope 1 or Scope 2.
4	Upstream transportation and distribution	Transportation and distribution services purchased by the reporting company in the reporting year, including inbound logistics, outbound logistics (e.g., of sold products), and transportation and distribution between a company's own facilities (in vehicles and facilities not owned or controlled by the reporting company).
5	Waste generated in operations	Disposal and treatment of waste generated in the reporting company's operations in the reporting year (in facilities not owned or controlled by the reporting company).
6	Business travel	Transportation of employees for business-related activities during the reporting year (in vehicles not owned or operated by the reporting company).
7	Employee commuting	Transportation of employees between their homes and their worksites during the reporting year (in vehicles not owned or operated by the reporting company).
8	Upstream leased assets	Operation of assets leased by the reporting company (lessee) in the reporting year and not included in Scope 1 and Scope 2 - reported by lessee.
9	Downstream transportation and distribution	Transportation and distribution of products sold by the reporting company in the reporting year between the reporting company's operations and the end consumer (if not paid for by the reporting company), including retail and storage (in vehicles and facilities not owned or controlled by the reporting company).
10	Processing of sold products	Processing of intermediate products sold in the reporting year by downstream companies (e.g., manufacturers).
11	Use of sold products	End use of goods and services sold by the reporting company in the reporting year.
12	End of life treatment of sold products	Waste disposal and treatment of products sold by the reporting company (in the reporting year) at the end of their life.
13	Downstream leased assets	Operation of assets owned by the reporting company (lessor) and leased to other entities in the reporting year, not included in Scope 1 or Scope 2 reported by lessor.
14	Franchises	Operation of franchises in the reporting year, not included in Scope 1 and Scope 2 - reported by franchisor.
15	Investments	Operation of investments (including equity and debt investments and project finance) in the reporting year.

Source: [GHG Protocol Scope 3 Calculation Guidance](#)

HOW TO SET YOUR EMISSIONS BOUNDARY

Before following the steps below, it is worth considering seeking expertise from an external consultancy. If you are able to confidently calculate your full GHG footprint in-house, we recommend obtaining third-party GHG verification. This provides you with assurance that your calculations meet industry standards.



1. Define your organizational GHG emissions boundary in line with the GHG Protocol. You must select one out of two distinct approaches for consolidating and reporting on GHG emissions:

- **Control approach:** A company accounts for 100% of the GHG emissions from operations over which it has control. Control can be defined in either financial or operational terms, and companies should choose which definition to adhere to. Operational control is the most common method.
- **Equity share approach:** A company accounts for GHG emissions from operations according to its share of equity in the operation. For example, if a company owns 50% of a venture's equity capital, it must report on 50% of its GHG emissions.

2. Define your operational GHG emissions boundary by including all Scope 1 and 2 GHG emissions.

- According to the GHG Protocol, exclusions from Scope 1 or 2 emissions sources are only allowed if they are immaterial and justified transparently.
- Companies must report Scope 1 and 2 emissions separately and may divide even further, for example by country or business unit.

3. Undertake Scope 3 screening to determine which Scope 3 categories are most significant for your business. This exercise involves:

- Assessing the relevance of each of the 15 Scope 3 emissions categories, typically based on five criteria (size of emissions, influence, risk, stakeholder interest and sector guidance). It is likely that not all 15 categories will be relevant, and categories will vary by sector. The process for Scope 3 screening is provided by the GHG Protocol [here](#).
- Companies should begin by estimating the size of GHG emissions in each of the 15 categories using less granular data.

4. Calculate your Scope 3 emissions and identify next steps to improve data quality.

- Estimation of Scope 3 emission categories deemed to be relevant, using benchmarks and proxy data where accurate data is not available.
- Identification of next steps to improve data quality and completeness for relevant emissions sources.

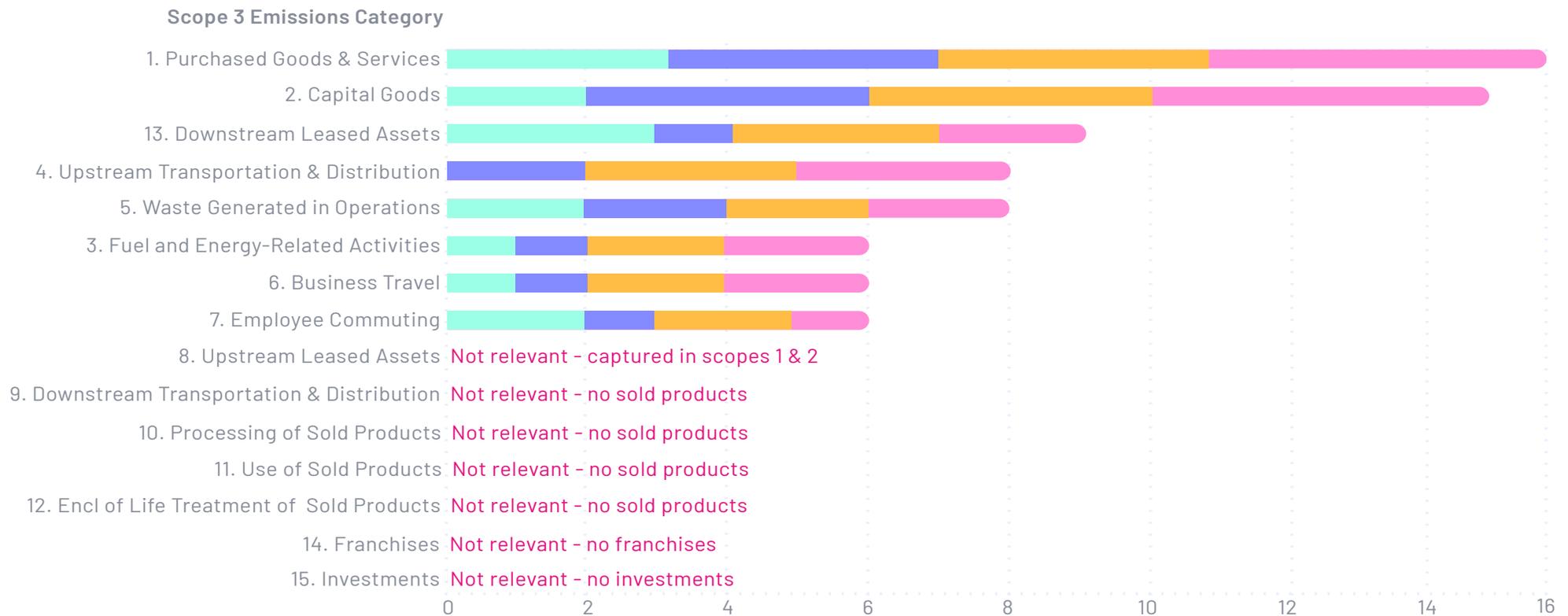
5. Calculate Scope 1 and 2 emissions and combine with your full emissions footprint.

- Where raw data is unavailable, estimations are acceptable. The estimation method must be recorded for transparency.
- For Scope 3 categories, it is generally accepted that data accuracy will be lower due to a lack of data availability.

Information taken from the [GHG Protocol Scope 3 Calculation Guidance](#).

EXAMPLE- SCOPE 3 SCREENING OUTPUT

The graph below shows the outputs of a Scope 3 screening exercise for a typical commercial real estate company. It is important to note that the output of this assessment is likely to vary considerably between sectors.



Relevance Test

- Size of emissions from this category
- Potential emissions reductions that could be undertaken
- Your organisation's risk exposure relating to the category
- Stakeholder concern

Relevance Rating (1 = low, 5 = high)

WHAT SHOULD YOUR EMISSION REDUCTIONS PATHWAY LOOK LIKE?

The priority for a net zero strategy is to reduce Scope 1 and 2 emissions on an absolute basis as fast as possible, followed by engagement with your organization's supply chain and customers to reduce Scope 3 emissions.

The SBTi recommends organizations to set net zero carbon targets that are consistent with limiting warming to well below 2°C, and pursue efforts to limit to 1.5°C degrees.

The distinction between a 1.5°C world and a 2°C world might sound minor but in terms of the numbers of people and wildlife that will be affected, the consequences of the additional 0.5°C will be vast.

The SBTi website has an abundance of [resources and guidance documents](#) designed to assist companies throughout the process. A key document is the 'science-based target setting tool' in Excel format, which helps organizations to determine target milestone years by aligning with a science-based reduction pathway.

An emissions reduction strategy should project future emissions based on expected changes to the organization, and the measures that can be taken to reduce emissions.

When defining the emissions reduction pathway, it is important to confirm if you will take a location or market-based approach to reporting on Scope 2 emissions as this will influence the strategy. A location-based approach uses average grid emission intensities for the location where it was consumed. Conversely, a market-based approach reflects emissions from electricity that companies have purposefully chosen (e.g. a low carbon Power Purchase Agreement).

How to establish a credible emissions reduction pathway



1. Select the right baseline year.

- Select the most recent year that data is available as the baseline year.
- Use the previous section of the guide to help you accurately calculate your emissions.

2. Pick the correct science-based target methodology.

- An emissions target can be considered 'science-based' if the emissions reductions it requires are in line with keeping the global temperature increase well below 2°C at a minimum (compared to pre-industrial temperatures).
- A science-based target must cover company-wide Scope 1 and 2 GHG emissions, as defined by the GHG Protocol.
- If Scope 3 emissions make up over 40% of total emissions, then at least two-thirds of your Scope 3 emissions must be included in the target.

3. Model a science-based emissions trajectory for both 1.5°C and well below 2°C.

- Note that to set a net zero target, organizations should set targets that are consistent with limiting warming to 1.5°C degrees or well below 2°C.
- Establish a target period between 5 and 15 years from the baseline year selected.

4. Build an emissions reduction strategy by assessing emissions reductions from current and potential projects.

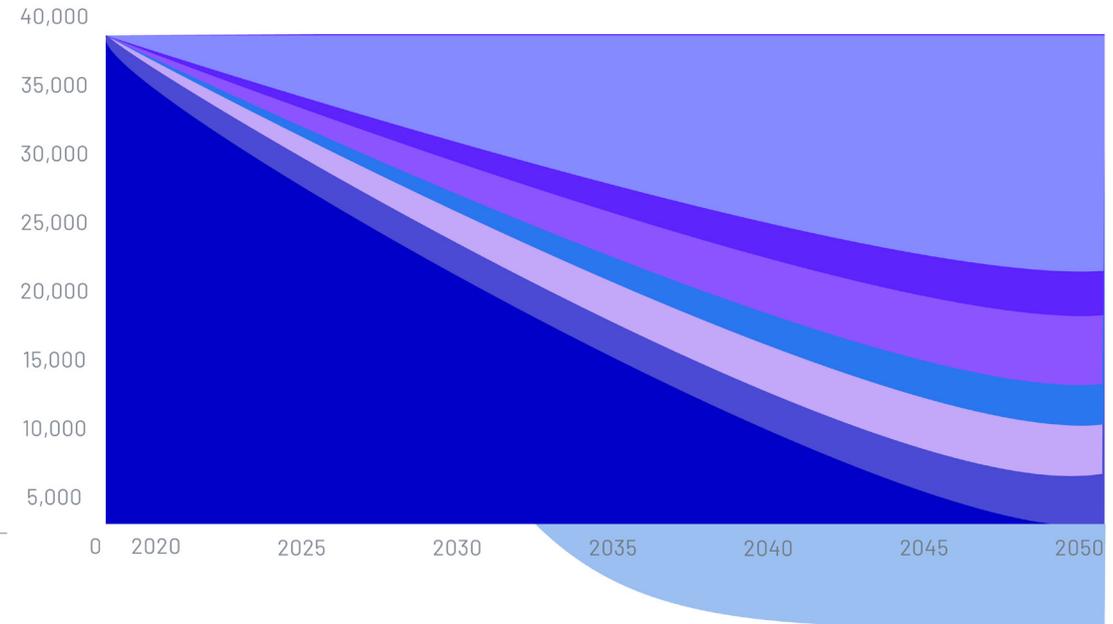
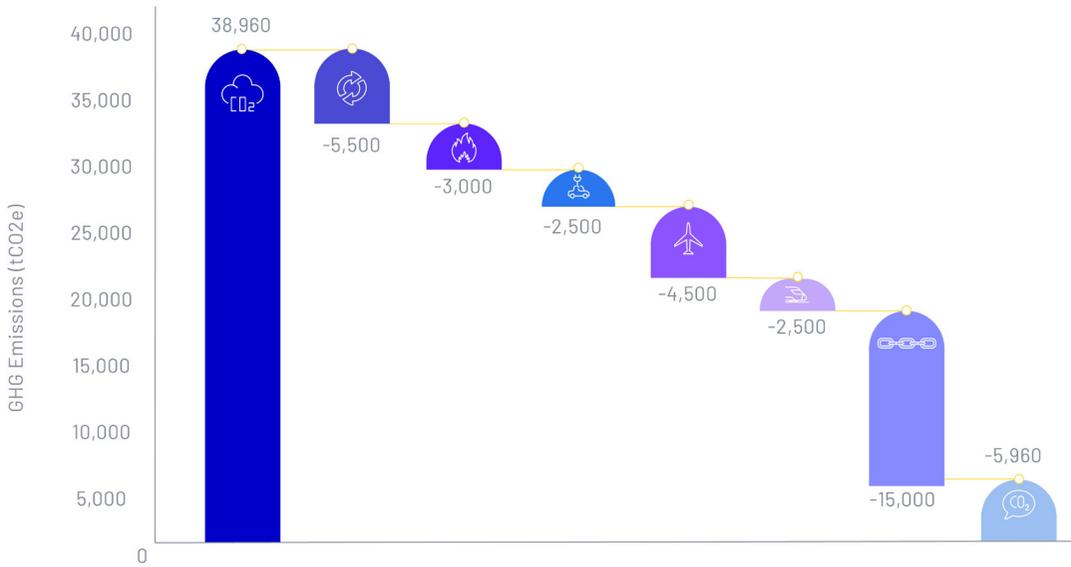
- Your strategy should project future emissions based on expected changes to the organization, and the measures that can be taken to reduce emissions.
- Model the reductions you will achieve through emissions reduction projects.

Additional tips:

- Offsets cannot be used to achieve targets but can be used for residual emissions beyond the targets to achieve net zero.
- When defining the emissions reduction pathway, it is important to confirm if you will take a location or market-based approach to reporting on Scope 2 emissions as this will influence the strategy. Find out more about the different approaches [here](#).

AN ILLUSTRATIVE PATHWAY TO NET ZERO BY 2040

The graphs below provide an illustrative example of how a company could reach net zero emissions by 2040.



Key



Gross GHG Emissions



Phasing out natural gas



Reducing air travel



Decarbonizing supply chain



Renewable power



Transitioning to electric vehicles



Decarbonizing commuting



Carbon removal requirement

WHAT SHOULD YOUR EMISSION REMOVALS PATHWAY LOOK LIKE?

Once the emissions reduction pathway has been defined, the extent of carbon removals required to balance remaining emissions to zero will become clear.

The overall ambition of your strategy, and the cost and quality of reduction or removal choices are key factors in choosing which year to aim for net zero.

The SBTi recommends that the use of removals is limited to balancing the impact of residual emissions as per 1.5°C consistent scenarios with no or limited overshoot.

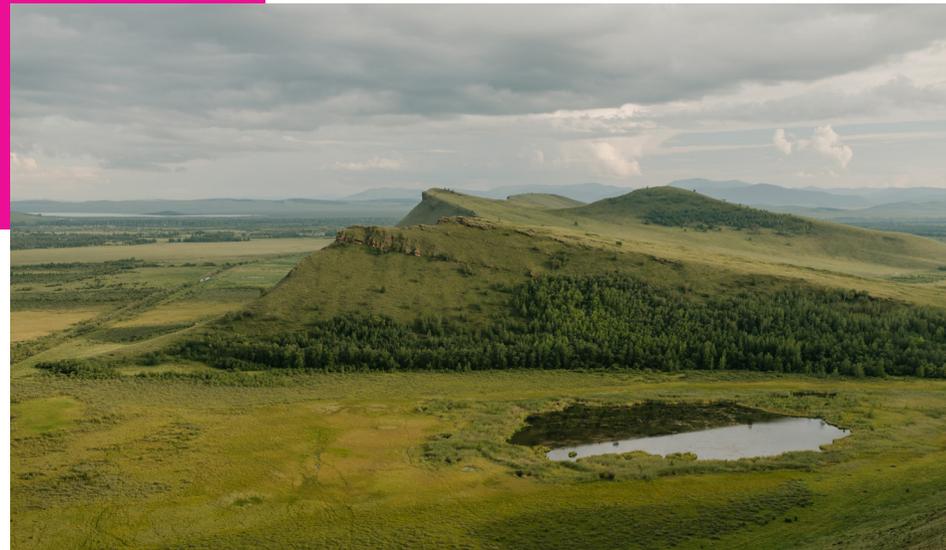
Organizations should be clear on which emissions sources cannot be removed and therefore should be balanced, as this will affect the integrity of the strategy.

It is more credible, for example, to offset emissions from air travel than from electricity consumption as zero carbon air travel is not commercially available.

We encourage organizations to consider both offsetting and insetting when designing a carbon removals strategy.

- **Offsetting** is where a company purchases credits from an external offsetting partner.
- **Insetting** is where a company invests in carbon removal projects within its own value chain. For example, the Canadian fertilizer company Nutrien is working with its customers and growers to promote more climate smart practices within their value chain.

Companies that have land related activities in their value chain should prioritize insetting over purchasing offsets.



Key considerations when building your emission removals pathway



Insets vs. offsets: Should you take an active role by developing carbon removal projects in your value chain, or should you purchase carbon credits?



Timing: Should you prioritize removals in the short-term and balance emissions to zero as soon as possible, or will this restrict investment in projects that reduce emissions on an absolute basis?



Geography: Should you prioritize projects in the locations that your company operates, or will projects in other locations deliver broader environmental and socio-economic benefits?



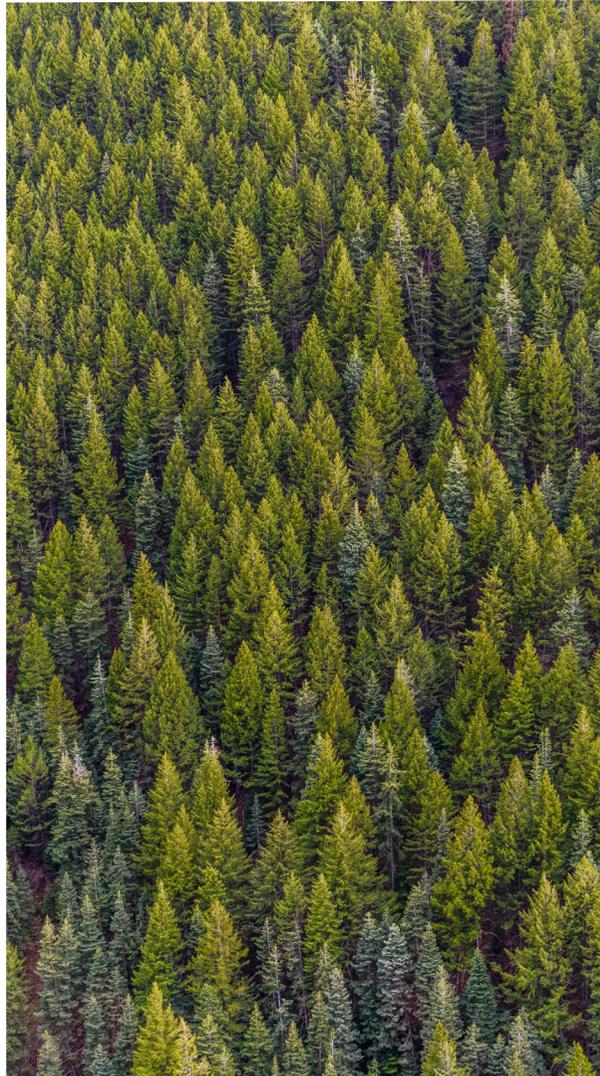
Quality: What assessment criteria will you use to ensure high-quality and genuinely additive carbon removals that contribute to sustainable development?

How to build your removals pathway

1. Confirm the volume of residual GHG emissions that you cannot reduce.
2. Identify the potential for insetting in your value chain.
3. Using the considerations listed to the left, establish criteria that will be used to assess and prioritize options for carbon removals.
4. Agree on the timelines.

WHAT ARE THE CRITICISMS OF CARBON OFFSETS?

1. Offsets alone will not deliver the rapid and deep decarbonization that is required to avoid the worst effects of climate change.
2. If organizations rely on offsets instead of delivering absolute reductions in emissions, it could lead to the stagnation of initiatives and technologies that are required to enable a zero-carbon future.
3. Offsets that rely on habitat management and reforestation can require careful management into the future. This is because trees release carbon when they decay or are burned. Forest offset projects can require replanting schemes to ensure that they are continuously renewed if natural regeneration is not sufficient.
4. Given that the world is losing an area of tree cover half the size of the Yukon territory each year (from 2014-2018), the aggregate impact of offset projects is unlikely to lead to additional carbon sequestration at a global scale. It will, however, contribute to reversing this trend.
5. There's a risk that a significant increase in demand for offset projects will lead to a rush to acquire land to develop offset projects.



PAS 2060 requires that the total amount of carbon emissions at the end of a reduction period be offset by high-quality, certified carbon credits which meet the following criteria:

- From one of the PAS 2060 approved schemes (for example the Clean Development Mechanism, Joint Implementation, The Gold Standard or Voluntary Carbon Standard).
- Genuinely additional (i.e. reductions that would not have happened anyway).
- Verified by an independent third party to ensure that emission reductions are permanent, avoid leakage (so that emissions are not increased in another area as a result of the project reductions) and are not double counted.
- Retired after a maximum of 12 months to a credible registry.

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Carbon Intelligence helps some of the largest companies in the world set and achieve ambitious sustainability targets to tackle the climate crisis.

We bring together a world-class team of strategists, engineers, technologists, data scientists and educators; sustainability people who bring fresh thinking to your corporate sustainability.

We connect corporate strategy with deliberate evidence-based programmes, from building optimisation to enhancing carbon sinks.

With a decade's worth of experience, and some of the finest minds in sustainability, we are redefining the carbon intelligent enterprise.