
Carbon Neutrality Standard

C Free's standard for Carbon Neutral Business



Introduction

As consumer preferences move toward sustainability and eco consumerism, the importance of demonstrating carbon neutrality is growing. The need for clear, credible climate action on the part of all organisations is therefore paramount.

Our carbon neutrality certification standard is designed to enable organisations to reliably demonstrate to their customers their carbon neutrality and assure them such claims are responsible, reasonable, and credible.

Following this standard allows companies to quantify their carbon footprint and in so doing, understand their impact on the environment. In conjunction with carbon offsetting through certified carbon credits, organisations can drive the creation of a new eco-activity, finance social impact programs, and neutralise their own emissions. Finally, organisations demonstrate a voluntary commitment to a values of social and environmental impact.

We provide a framework by which companies can calculate their carbon footprints, and reduce and offset greenhouse gas emissions (GHGs). In so doing, we require targets for reductions and public commitments to improved sustainability practices as the company moves forward.

We split our standard into 4 main target areas:



1. Measure



2. Reduce



3. Offset



4. Document and Validate

This guide is closely aligned with the PAS2060; the most acclaimed internationally recognised carbon neutrality standard available.

1. Measure

In order to make progress, the organisation must understand its own carbon footprint. Therefore, calculation of net yearly emissions is the first step in the process.

We follow the GHG Protocol as the strongest universal standard for reliably and accurately calculating the emissions footprint of corporations.

To calculate a carbon footprint, we divide business activities by scope which delineate direct and indirect emission sources as well as providing necessary understanding of the footprint and transparency to the stakeholders.

Scope 1 – Direct Emissions:

This pertains to all emissions from sources owned or controlled by the company/organisation (excluding those not covered by the Kyoto protocol).

Scope 2 – Electricity Emissions:

This includes the organisation's carbon footprint that are emitted offsite through the purchase electricity generated elsewhere.

Scope 3 – Other Indirect Emissions:

This includes all indirect emission sources not included in scope 1 and scope 2. They occur as a result of the activity of the company, but not from sources owned or controlled by the company. Examples include the production of raw materials the company is reliant on, the transportation of materials, or the use of services such as online meeting platforms etc.

Any measurement must include all scope 1 and scope 2 emissions and all scope 3 emissions that contribute to the total carbon footprint of the organisation in question by more than 1%, as is the standard across carbon neutrality protocols.

Although this standard shall not be satisfied without a robust and complete measurement of an organisation's footprint, we recognise that it is not possible to trace emissions from all sources exhaustively. These sources should be estimated as best as possible so long as such estimates are properly justified as well as documented.



2. Reduce

Once the footprint has been well measured and understood, the goal should be to reduce it as much as possible. Plans and procedures should be put in place to keep achieving reduction goals. Furthermore, public commitments should be made to carbon neutrality.

As a company grows we recognise that it is not necessarily possible to reduce emissions in absolute terms. In such cases, the target should be to reduce the intensity of carbon emissions i.e. carbon footprint per £/\$ of turnover or per unit produced.

A reduction strategy should include these features:

1. A time-scale
2. Specific targets for footprint
3. A method for achieving these reductions
4. Details of a method to offset remaining emissions



3. Offset

The final step is to offset the unavoidable emissions. This must be done through high standard carbon credits that meet these criteria:



1. They are additional to the “business as usual” scenario in which the credit was not produced.

2. They are produced by a project approved the Clean Development Mechanisms as defined by the Kyoto Protocol.

3. They are permanent, avoid double counting, and avoid leakage.

4. The credits are publicly retired within 12 months.

4. Document and Validate

The last stage is to publish a document verifying your carbon neutrality. This document should show that all standards have been met.

It should include your carbon footprint, your carbon management strategy, evidence of retired credits, and any further supporting evidence necessary to validate any claims made.

Once all 4 of the above measures have been completed, this standard will have been satisfied and your organisation will be considered carbon neutral.



C Free

C Free links businesses with high tech environmental solutions making your transition to carbon neutrality seamless. We cover the entire process from calculation to declaration and will be with you every step of the way.

For more information contact info@c-free.co.uk