

CARBON OFFSETTING WITH BLIZZARD

Small businesses can go carbon neutral too!



Blizzard

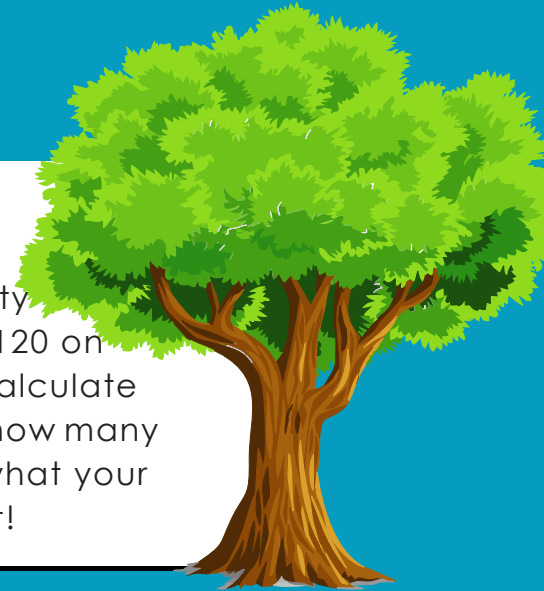


WHAT IS CARBON OFFSETTING?

The more a business can do to reduce its carbon footprint the better for the planet! There will, however, always be a point where you've done all you can and you're still leaving a mark. This is where more and more businesses are choosing to offset their remaining carbon emissions by purchasing carbon credits. One carbon credit avoids the emission of 1 tonne of CO₂ equivalent into the atmosphere, by investing in projects such as renewable energy generation or avoided deforestation programmes. Your energy consumption still happens, and the CO₂ is still emitted, but elsewhere in the world an action is taken to offset it.

HOW MUCH DOES IT COST?

The average cost for a SME to offset their gas and electricity usage is 1% of their spend. So a customer who spends £8k/year on electricity and £4k/year on gas would need to spend about £120 on carbon credits to neutralise that whole year. We will calculate your annual gas and electricity emissions and work out how many credits you will need to offset them. If you are not sure what your annual consumption is, we'll help you work it out!



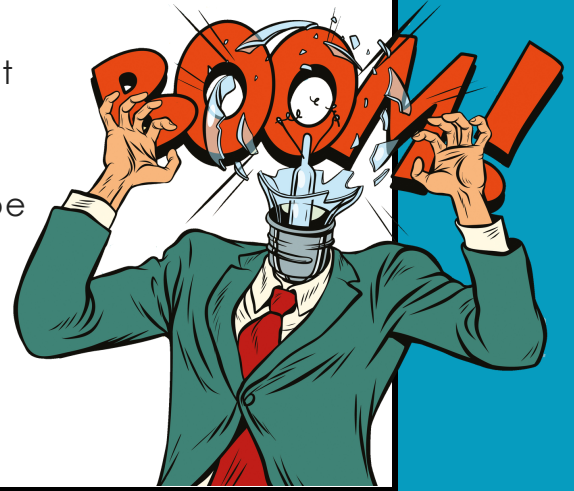
WHAT ARE THE BENEFITS?

- ✓ You are doing your bit to help save the environment!
- ✓ You can advertise that you offset your energy emissions - providing a strong, positive, forward-thinking message to customers, prospects, partners and employees.
- ✓ You'll receive a certificate to put on display confirming that your business has offset your gas and electricity usage for a given year
- ✓ You'll receive a digital badge that you can add to your website and marketing material.



HOW DO I KNOW THAT WHAT I'M PAYING FOR IS LEGITIMATE?

The carbon credits you will purchase are managed via a very intelligent system. Once purchased, they are 'retired' which means that no one else can buy the same carbon credits. The projects you will be supporting have all been certified against the Verified Carbon Standard or Gold Standard's rigorous set of rules and requirements. Feel free to ask for more information.



WHAT PROJECTS WILL WE SUPPORT?

We have two portfolios to choose from. The Green portfolio supports renewable energy projects such as wind and solar farms. For a little extra per tonne, we have the Signature portfolio which supports projects such as Indonesian forest and peatland conservation, protecting numerous endangered and vulnerable species including the Bornean Orangutan.



CAN I OFFSET MY PERSONAL FOOTPRINT?

Yes. You can offset any source of carbon emissions you want. For example, you could offset your home gas and electricity usage, or choose to offset the impact of your holiday flight.



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