



Climate **Neutral** Group 

SMALL INSIGHTS | BIG RESULTS

# Small insights; big results

*“Small insights often lead to big changes. This is certainly true when you decide to make the move to carbon neutral business operations. Small insights about reducing and offsetting your CO<sub>2</sub> emissions lead not only to big changes in your business, but also to very significant results.”*

## **Our climate is changing**

Excessive emissions of greenhouse gases are changing our climate dramatically. Global warming leads to rising sea levels and changes to our water management regime. If we don't respond, the global environmental, economic and social impact will be enormous.

So, every contribution towards CO<sub>2</sub> reduction, is more than welcome. And a lot of organisations do realise the necessity and urgency and more and more have steps taken to reduce their impact. By climate-neutral business practices.



## **What precisely do climate-neutral business practices entail?**

Making your business climate-neutral means offsetting your current CO<sub>2</sub> emissions, start taking emission reduction measures, and finally offsetting the remaining CO<sub>2</sub> emissions that cannot be avoided.

Climate-neutrality will in many cases reduce costs and increase revenues while also meeting increasing demands from consumers, organisations and governments for sustainable production. Moreover, employees like to work for organisations that are making efforts to create a cleaner and more sustainable world.

## **What is Climate Neutral Group?**

Climate Neutral Group is a social venture that strives towards a 100% climate-neutral world. Our mission is to help as many organisations as possible to make the transition to climate-neutrality, and to develop climate-neutral services and products for their customers.

We are the market leader in the Benelux, thanks to our expertise and experience with emission reduction and compensation. Our staff are involved and are able to combine commercial practicality with idealistic principles.

## **How can you make your business climate-neutral?**

Our services raises your awareness of corporate actions, provides a detailed inventory of the CO<sub>2</sub> emissions from your company, and shows how they can be compensated. We advise on emission reduction measures. We work with you to create climate-neutral services and products, so that you can offer them to your customers.

We guide you step by step to develop, design and implement a climate-neutral product, event or business.

**These organisations lead on the path towards climate-neutral business practices:**

ABN AMRO World Tennis Tournament, ANWB, Berenschot, Brakel Interieurgroep, CheapTickets.nl, Cordaid, DONG Energy, Grand Catering, GEBA Trans,



### Emission compensation by investing

At Climate Neutral Group we invest in sustainable energy projects that reduce CO<sub>2</sub> emissions. These projects are also selected for the contribution they make to the development of the local population and region.

Our projects are located in least-developed and developing countries. The projects meet the highest international standards, which means we can offer you CO<sub>2</sub> credits with a quality guarantee. To further guarantee the sustainability of our projects, we are members of the ICROA Foundation (The International Carbon Reduction and Offset Alliance) and the Gold Standard Foundation.



## The path to a climate-neutral product, service or business

The path to a climate-neutral organisation is different for each company. One company may already have made substantial progress, while another has yet to begin. Whatever phase your organisation may be at, every transition to climate-neutrality goes through four stages:



At each stage you can choose services that meet the needs of your organisation at that point. We advise and assist you in determining the right path to your goal.

# Reduce emissions by expanding your vehicle fleet



“Advice to one of our customers. Many employees who have company cars choose a large one because it’s so handy for holidays. At other times, the extra capacity is not really used effectively. Suppose you had a contractual right to choose a larger car for your holiday, while driving a smaller model for the rest of the year? That will mean substantial savings for them and for the company, and it will reduce CO<sub>2</sub> emissions throughout the year.”

## A sustainable energy project: wood stoves for rural use

“In many least developed countries, such as Kenya, and in developing countries such as Mexico, rural families cook in a traditional way on an open fire in their one-room homes. Inefficient combustion means that a lot of smoke, and a lot of CO<sub>2</sub>, is produced. Inhaling this smoke has very bad effects on people’s health. Moreover, women often travel as much as 15 km per day to find wood. The advent of efficient wood stoves has significantly improved their lives.

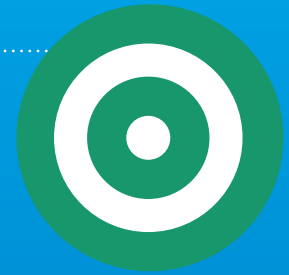
The wood stoves have come about through a partnership with the local population. More efficient combustion means significantly less wood, lower CO<sub>2</sub> emissions, as well as less toxic smoke, which improves their health and the environment. In addition, as the ovens consume less wood, it means gathering less firewood which means more time for other tasks, such as caring for children and paid employment. Not to mention the fact that local deforestation is significantly reduced.”



Source: ©Rodney Rascona/The Paradigm Project

## Phase 1. Goal-setting

What goals will your organisation set? How will you reduce your impact on the climate: with initiatives throughout your organisation, in one business unit, or perhaps relating to one of your product lines? Climate Neutral Group helps you make the right choices and together we draw up a concrete and realistic plan. This tells you what it will cost, who you will need to involve and what results can be achieved. The outcome of this goal-setting phase becomes input for the subsequent phases.

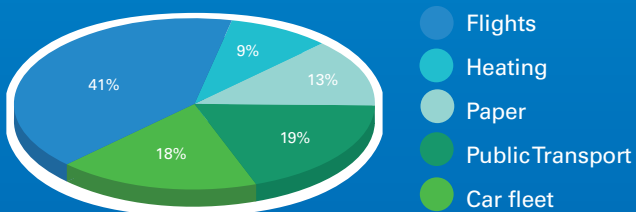


## Phase 2. Gathering insights

In this phase we calculate factors such as your CO<sub>2</sub> footprint. Which processes cause the CO<sub>2</sub> emissions in your organisation or product, or during your event? How can you reduce your CO<sub>2</sub> footprint? Your employees can also gain insight and make an important contribution, if you ask them to think about different ways of working. We assist, motivate and challenge you to produce an action plan, leading you towards your goal step by step.



### Emissions per activity of an organisation



## Phase 3. Action

That's enough talking: this is the phase for developing and implementing the actions specified in your plan. You can immediately compensate for your current CO<sub>2</sub> emissions by investing in one of our sustainable energy projects. CO<sub>2</sub> emissions must also be reduced, so we immediately initiate reduction measures. At the same time the commitment and awareness of your staff increases, so new initiatives will soon follow.



## Phase 4. Climate-neutrality

You have determined your CO<sub>2</sub> footprint, offset your CO<sub>2</sub> emissions, and you have initiated reduction measures. You're now climate-neutral. It's time to inform your business partners (and other stakeholders) about what you've done, and to compare the results to your initial goal. Have all the desired goals been achieved? Organisations grow and change and new ideas arise. New goals can be formulated, and turned to reality in the insight-gathering and action phases.



*"Ultimately, your business reaches a point at which you are reducing emissions to the maximum and compensating to the minimum extent."*

Yearly progress - decrease in compensation as more and more is reduced





## Contact

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Would you like to know what we can do for your organisation? What your transition process would look like? Or would you like to get started right away?

Please contact us. Visit our website to see our entire range of services, and to read about interesting case studies.

### Climate Neutral Group

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**Member of ICROA** - The International Carbon Reduction and Offset Alliance Climate Neutral Group is the only Dutch organisation affiliated with ICROA. Only organisations that work to achieve emission reduction and compensation in accordance with internationally recognised standards can join ICROA. We are very proud of this membership.

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