

# UNLOCKING THE HIDDEN VALUE OF CARBON OFFSETTING

An Imperial College University Study shows that for every 1 tonne of CO<sub>2</sub> emission removed from the atmosphere through a carbon offset programme - a further value of US\$664\* is delivered in economic, social and environmental benefits for local communities around the world.



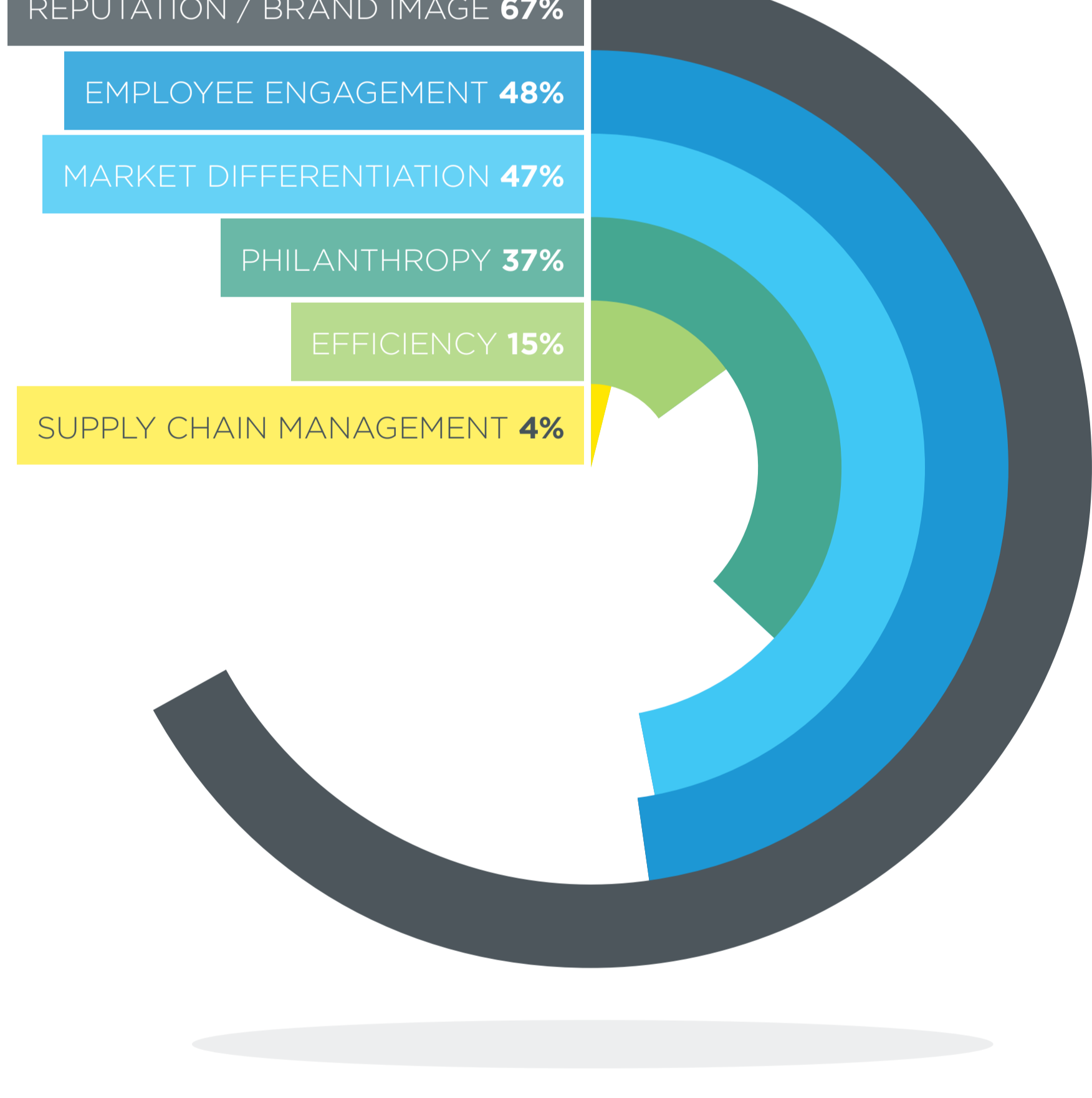
Your business has taken steps to reduce its carbon emissions. → You still have a carbon footprint. What now? → You show leadership by offsetting your emissions to meet a carbon reduction goal. What value is gained?

Helping tackle climate change ← For every tonne of CO<sub>2</sub> you offset, you will pay for 1 tonne of CO<sub>2</sub> reduced - independently verified.

In addition, offsetting your carbon footprint can deliver a huge array of positive social, economic and environmental benefits.



a number of offset buyers have highlighted the following business benefits:



The types of social and environmental outcomes created vary according to the type of carbon offset project you support:

## AN EXAMPLE COOKSTOVE PROJECT

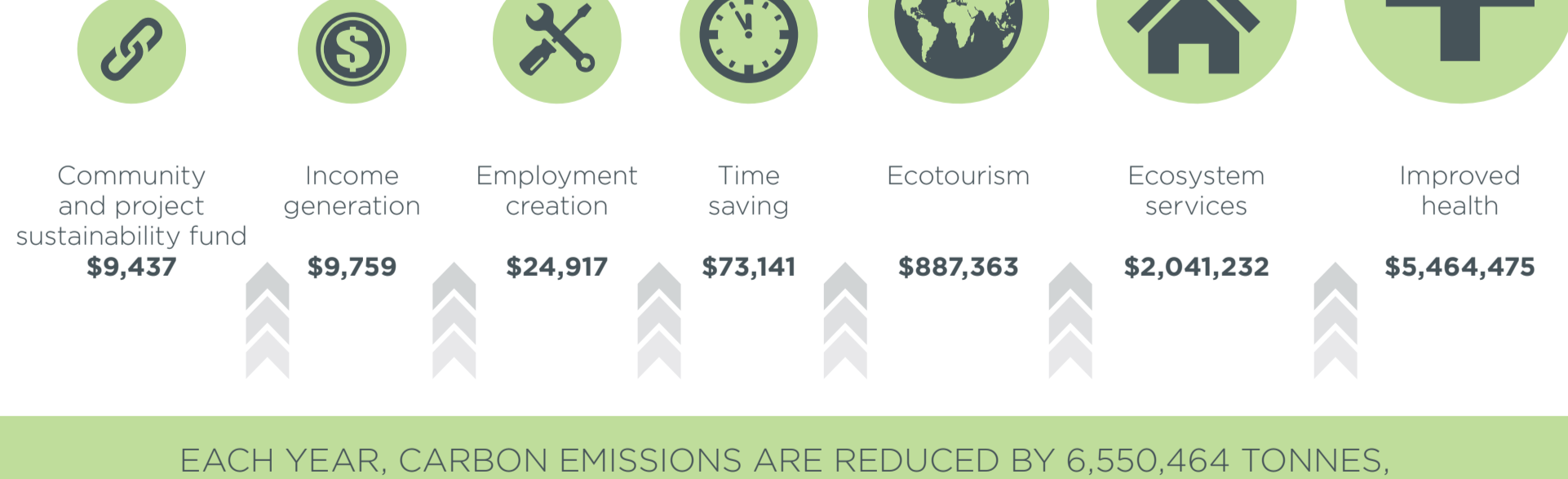
In addition to emission reductions, cookstove projects deliver additional added value equal to:



FOR EVERY 1 TONNE OF CARBON EMISSION REDUCTION, TOTAL ADDED VALUE = \$724

## AN EXAMPLE REDD+ PROJECT

REDD+ projects deliver significant carbon savings, working closely with forest communities to enable sustainable livelihoods while conserving the trees



EACH YEAR, CARBON EMISSIONS ARE REDUCED BY 6,550,464 TONNES, WHILST DELIVERING \$8,502,324 OF TOTAL ADDED VALUE

## AN EXAMPLE BIOGAS PROJECT

Delivering sustainable energy and reducing indoor air pollution through biogas to replace fuel wood:



FOR EVERY 1 TONNE OF CARBON EMISSION REDUCTION, TOTAL ADDED VALUE = \$304

Offset projects enable corporates to deliver positive impact on a range of outcomes, in addition to emission reductions, which align with their broader business interests and objectives.

**Unlock this hidden value by offsetting your carbon footprint through an accredited ICROA member.**

Contact an ICROA member at [www.icroa.org](http://www.icroa.org)

\*Figures from ICROA survey Kountouris, Y., Makuch, Z., Tan Loh, E.F. (2014) 'Quantification and Evaluation of the Voluntary Carbon Market's Co-benefits', Imperial College London University June 2014.  
 \*Data from Kountouris, Y. and Tan Loh, E.F. (2016) 'Valuation of voluntary offset projects' co-benefits using the benefit transfer method', Imperial College London May 2016.

