



**WANT TO
BECOME
CARBON NEUTRAL?
HERE ARE
5 THINGS
TO CONSIDER**

Written by Leila Nattagh,
CEO & Founder of W2R Solutions

1. Your path will (likely) involve carbon offsets

Yes, any business can operate as carbon neutral. The trick is in how you get there. Becoming carbon neutral is a continuous process that begins with measuring your organizational emissions, establishing a reduction strategy, and offsetting the residual emissions.

What is carbon offsetting?

In essence, a carbon offset represents a reduction of greenhouse gas emissions (carbon emissions) that compensates for an emission produced somewhere else. For example, a transportation company releases carbon emissions from operating their company vehicles. At the same time, a project is maintaining an old forest. Since trees remove carbon dioxide from the atmosphere, this forestry project can sell each tonne of CO₂ captured (or removed) as a credit. The transportation company can purchase these credits which balance out their emissions. In other words, they have offset their emissions. **If all the carbon emissions from a business are offset with carbon credits, the polluter becomes carbon neutral, meaning their net emissions are zero.**

There are two major markets for carbon offsets. The first is the compliance, or “cap-and-trade,” market, where the government places a limit on emissions from certain businesses. The second type of market for carbon offsets is a voluntary one and allows for any individual or business the opportunity to balance out their carbon footprint by funding projects that reduce greenhouse gases.

This is all the hype! If we want to survive as a species and mitigate this climate crisis, we need to reduce our emissions, ideally per the Paris Agreement numbers. This is why you have been seeing more and more net zero commitments by major retailers, brands, and countries. It is also a powerful marketing tactic. A business which operates in a carbon neutral way stands out against the one which does not.



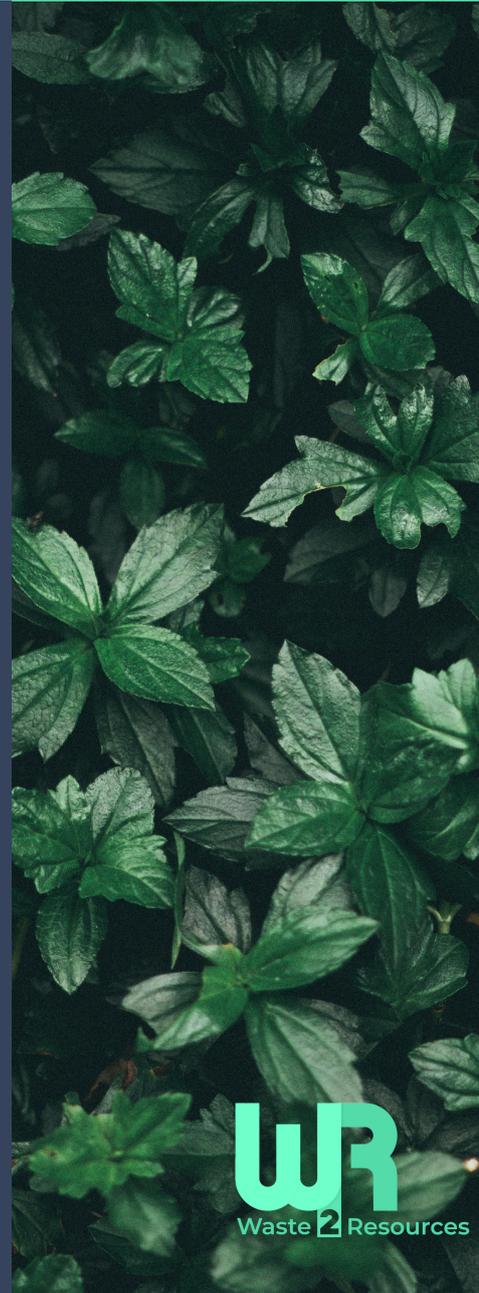
2. Reduction is key

Carbon offsetting is just one way to fight climate change by taking responsibility for your organization's emissions. Reduction plans must be prioritized prior to purchasing offsets. We need to do the work first, instead of purchasing credits. This means looking at our internal operations, setting targets, and transitioning to low-emission models to reduce emissions first. Of course, there will be unavoidable emissions which cannot be eliminated. These are the emissions that can be offset using carbon credits.

3. Type of impact

There are many types of carbon offset projects available. It's important to consider which type of project you'd like to support. Here is a summary of the four major types of projects:

1. Forestry and conservation- These are the most popular project on the market. Credits are created based on either the carbon captured by new trees or the carbon not released through protecting old trees.
2. Renewable energy- These offsets help to build or maintain solar, wind, or hydro energy sites across the world.
3. Community projects- These projects help to introduce energy-efficient methods or technology to undeveloped communities.
4. Waste-to-energy- Typically, these projects involve capturing gases and converting them into electricity.



4. Ensure legitimacy

This point cannot be overstated enough. The carbon credit marketplace is still relatively new and there are many players involved, some for the wrong reasons. It is important to ensure the environmental and social impact of the project as well as efficient and effective use of funding.

Thankfully, there are certification standards available to ensure the efficacy of projects. However, as seen in the [Guardian](#), this is not a perfect system either. One platform that is ensuring quality projects is [Cool Effect](#). We personally recommend them to all our clients looking to offset their unavoidable emissions.



5. Measure first

How do you know how many tonnes of CO2 you need to offset? Have you calculated the emissions from your product? What about from your supply chain?

This work is called carbon accounting; a key starting point to becoming carbon neutral. **Because you can't improve what you don't measure.** Interestingly, this is one of the services offered by W2R Solutions.

Want to learn more? Send us a note and we can chat more. No strings attached.

[Book your consult here](#)

