

# CarbonNeutral

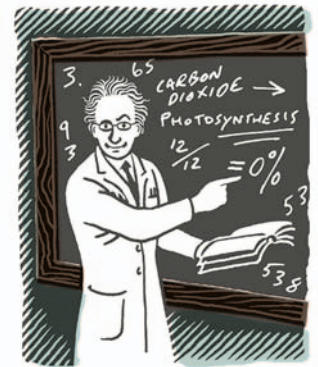
— what is this all about  
and how can we help?

## Now for the serious stuff!

The CarbonNeutral Company is the world's leading full service carbon management business. It enables businesses and individuals to tackle their climate change impacts in a way which delivers value – commercial, environmental and personal.

The company works with over 200 commercial and government clients including Honda, Avis Europe, IUCN – The World Conservation Union, American Express, Honda, Berkeley Homes, Ricoh and the Radio Taxis Group as well as celebrities and 50,000+ consumer clients.

CarbonNeutral®, the registered trademark of The CarbonNeutral Company, is the world's leading brand mark for action on climate change. It means global warming emissions have been measured, reductions recommended, and the remaining emissions 'offset' through renewable energy and/or sustainable forestry projects.



## Here are several questions regularly asked about CarbonNeutral:

### What does CarbonNeutral® mean?

CarbonNeutral is the registered trademark of The CarbonNeutral Company. It is the point at which the equivalent amount of CO<sup>2</sup> produced by a manufacturing process; distribution system and / or product use is equal to the amount being removed. It could be removed through the purchase of technology offset or forestry sequestration programmes. A CarbonNeutral programme involves assessments of carbon emissions, reductions of emissions at source, and 'offset' of unavoidable emissions.

### Does carbon offset provide a solution to global warming?

On its own, carbon offset does not provide an answer to global warming, but it does have a large part to play in the overall approach to carbon management. It provides the vital first step in engaging businesses and individuals to consider the implications of their CO<sub>2</sub> emissions. As well as encouraging companies to reduce emissions at source, The CarbonNeutral Company also helps them offset their non-reducible emissions. Technology offsets are part of the reductions-at-source strategy. The characteristics of forestry offset are such that, in addition to being able to offset a specific project's CO<sub>2</sub> emissions, over time it can also help re-absorb the existing high levels of atmospheric CO<sub>2</sub>.

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### What kinds of carbon offset projects are used in the CarbonNeutral services?

The offset projects are selected against the highest possible environmental standards.

One of the key ways to stop global warming is to use new technology, such as wind and hydro energy, as opposed to burning fossil fuels. The CarbonNeutral Company channels some of their customers' money into projects to do just that. In India, for example, they have enabled local generators to switch from diesel to biomass (natural compost with lower CO2 emissions). They then use the savings in CO2 emissions to balance out some of their customers' CO2 production – thereby helping them to go CarbonNeutral. Their technology projects not only reduce CO2 emissions, they help to promote rural economies and local communities.

Their forestry carbon offset projects are native species which are managed to recreate long-term natural woodland and forest – this helps create green public spaces and new wildlife habitat.

The reason for tree planting is that trees use or 'lock up' carbon from the CO2 they absorb through their leaves in order to grow.

### Who are The CarbonNeutral Company's planting partners?

The CarbonNeutral Company plant trees at over 60 sites across the UK, USA, Mexico and India. Their planting partners range from Community Forests and local authorities to Wildlife Trusts.

### Why are pop stars and celebrities involved with The CarbonNeutral Company?

Music and film celebrities – like the rest of us – both cause and are affected by global warming. They are happy to work with The CarbonNeutral Company to use their influencing ability to reach hundreds of thousands of people.

For more information please go to [www.carbonneutral.com](http://www.carbonneutral.com) or call 08701 99 99 88

## Become a CarbonNeutral citizen

Because being CarbonNeutral is so important at Today was Fun we have decided to offer you the chance to be neutralised and make you a CarbonNeutral citizen.

The easiest way to do this is to work out how much carbon you use during your weekly travel to and from work. It is easy so why not take the challenge and answer the following simple questions and we will ask the CarbonNeutral people to calculate the amount of carbon you use in a single week and then have a better understanding of what impacts this will have over the years to come. Today was Fun will then pay to make you CarbonNeutral! What you waiting for, be part of saving the earth and give it a go:

- How do you get to work in the morning? Walk/cycle/tube/bus/drive/fly (could be a combination)
- How far roughly do you travel on each method of transport?
- How often do you do this each week?
- How far do you have to travel each week for business and on what form of transport?

–ends–

For more information and visuals, please contact:  
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