



Go
Climate
Positive

Our approach to Carbon Neutrality

There are many opinions on the issue of business claiming Carbon Neutrality and in truth there is no definitive single approach. To aid understanding here is an explanation of approach that we take at Go Climate Positive.

Reduce what you can, offset the rest

We need to reduce our carbon emissions by 50% by 2030 and to zero by 2050 to limit global warming to 1.5°C. This requires a massive collective effort on the part of governments, consumers and businesses. The truth is an either/or approach won't get us there, we need to both reduce and offset.

We are guided by this simple principle - *reduce what you can, offset the rest.*

We believe that offsetting is a useful tool to help accelerate the journey to net zero when it is accompanied by genuine carbon footprint reduction in line with climate science, and when it generates genuine carbon savings. For this reason, all of the offsetting that we do uses carbon credits that have been verified by the Gold Standard. This approach is in line with leading carbon neutrality standards such as PAS2060.

Save more carbon than you produce to go Climate Positive

We don't want to just achieve neutrality, we are more ambitious than that and aim to help our member businesses save more carbon than they create by helping them decarbonise their supply and value chains. This further accelerates the drive to net zero by involving other businesses and consumers in the journey and helps to turn sustainability into "business as usual" rather than relying on goodwill.

Eoin McQuone.

Founder and Chief Carbon Coach at Go Climate Positive.