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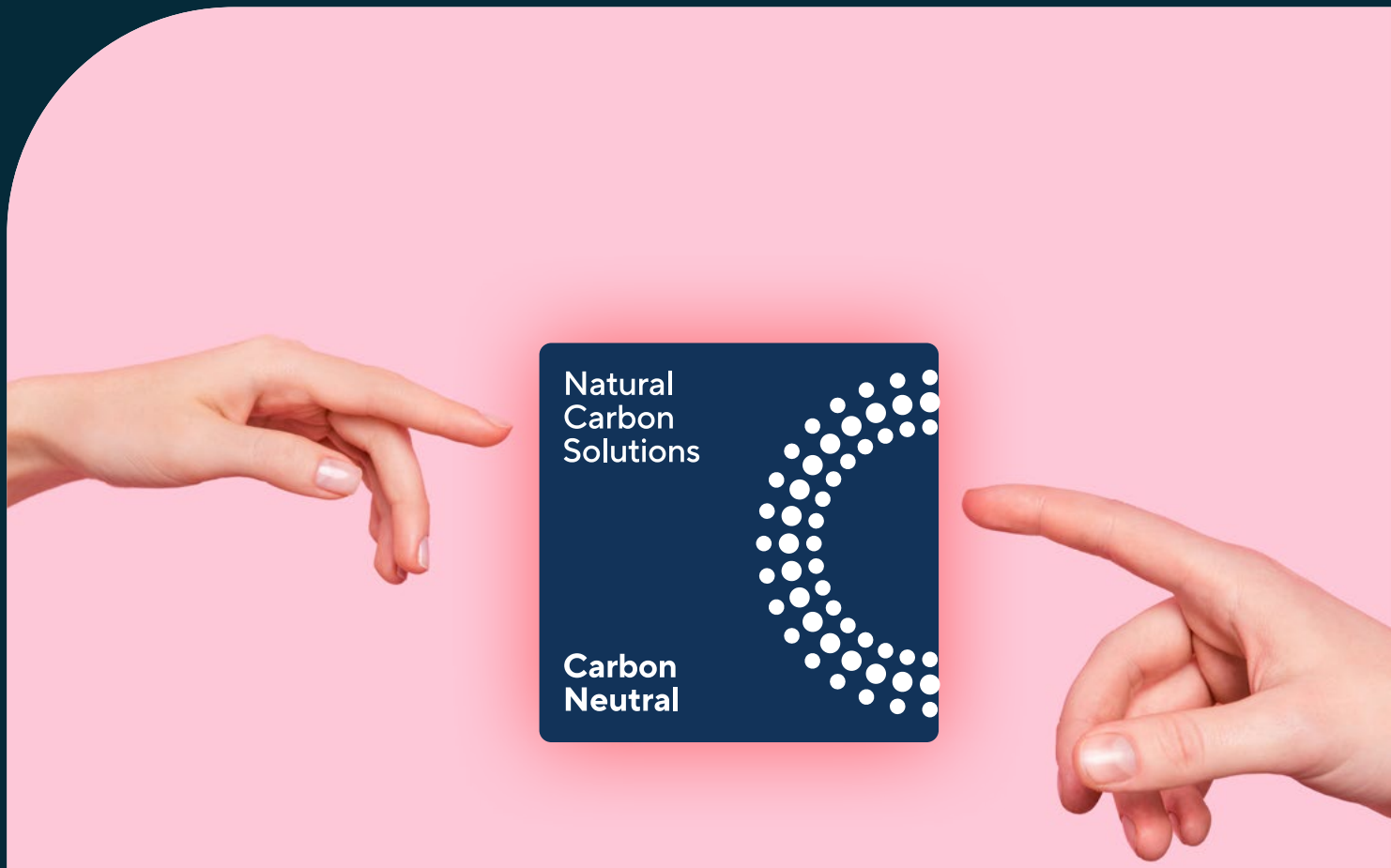
The Carbon Neutral Renaissance

This whitepaper explores the significance of Carbon Neutral, why it has fallen out of favour in recent years and how it is about to have a renaissance.



Contents

Long Live Carbon Neutral

Carbon Neutral is far from dead. It's taken a significant hit in recent years, but it's about to have a renaissance.

It's safe to say the prevalence of carbon footprinting has grown across the world as demands for transparency and accountability in climate change mitigation increases. From a private sector perspective, these footprints can be broadly separated into organisational carbon footprints, which encompass emissions from all activities across an organisation, and product carbon footprints, which measure emissions over a product's life cycle.

There are two key milestones that come with any decarbonisation journey: a near term and a long-term target. With effective standards in place this can now be transposed to a short-term target of achieving Carbon Neutral, and the long-term target of achieving Net Zero.

Standards and guidelines that help organisations navigate their decarbonisation pathway go back to 2001, and Carbon Neutral was first codified in a standard in 2010. However, the establishment of these standards has not come without significant challenges. Organisations have misused and misinterpreted the use of Carbon Neutral (and Net Zero) since they were defined which has resulted in widespread confusion and reputational damage.

Carbon Neutral has been hit with criticism, scepticism and even withdrawal, which has ultimately impacted progress towards real decarbonisation. However, with the latest update of ISO 14068, Carbon Neutral has been reincarnated as a credible, integral and legitimate achievement for organisations and products.

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PART 1

The Evolution of Carbon Neutral

The Evolution of Carbon Neutral

With much confusion and ambiguity about Carbon Neutral, it is best to first explain in detail what Carbon Neutral means when measuring, reducing and mitigating a carbon footprint. Firstly, let's look at a brief history of how we got to where we are today:

2001 GHG Protocol Corporate Standard first published

2004 GHG Protocol Corporate Standard revised

2009 PAS 2050 published, focusing on company and product carbon footprinting

2010 PAS 2060 released by BSI, establishing a standard for Carbon Neutrality claims

2011 GHG Protocol Corporate Value Chain (Scope 3) Standard published & GHG Protocol Product Life Cycle Accounting and Reporting Standard released

2013 ISO 14067 published, providing principles, requirements and guidelines for the quantification and communication of the carbon footprint of products

2015 PAS 2060 updated

2018 ISO 14064-1 significantly revised, expanding the requirements for greenhouse gas inventories

2019 ISO 14067 transitioned from a Technical Specification to a full International Standard

2021 ISO Net Zero Guidelines published & SBTi Corporate Net-Zero Standard launched

2023 ISO 14068 published, providing a new international standard for Carbon Neutrality and superseding PAS 2060

The evolution of carbon accounting standards has been a journey of continuous improvement. From the **GHG Protocol Corporate Standard** in 2001 to the introduction of **PAS 2060** in 2010, each iteration has aimed to provide more comprehensive and robust frameworks for measuring and reporting greenhouse gas emissions.

PAS 2060, introduced by the British Standards Institution, marked a significant milestone by formalising Carbon Neutrality claims. It offered organisations a credible way to determine and offset their unavoidable emissions. However, as with any pioneering standard, it suffered from misunderstanding and misuse.

The recent introduction of **ISO 14068** in 2023 represents the latest evolution in this lineage of standards. Building on its predecessors' foundations, ISO 14068 offers a more comprehensive and internationally recognised approach to Carbon Neutrality, aligning it more closely with global Net Zero ambitions. As the standards evolved we saw the need for different rules when applying Carbon Neutral for organisations or for products, although the term is used synonymously, they are actually quite different.

Carbon Neutral for Organisations

By now, why an organisation should measure and reduce their carbon footprint is broadly understood. The issue is often how. Organisational carbon footprinting measures the total GHG emissions produced from all activities across an organisation. This encompasses direct emissions from owned or controlled sources (Scope 1), indirect emissions from the generation of purchased electricity (Scope 2), and all other indirect emissions occurring in the value chain, including upstream and downstream activities (Scope 3). The contentious part is what is reasonable to expect for Scope 3 carbon footprint measurement and who's refereeing the outcome.

The original standard for Carbon Neutrality (PAS 2060) requires that organisations include "all GHG emissions relating to core operations". However, it permits certain exclusions within Scope 3 category measurements, by acknowledging the challenges in fully quantifying these indirect emissions:

"Any Scope 1, 2, or 3 emission source estimated to be material i.e., more than 1% of the total carbon footprint, shall be taken into consideration unless evidence can be provided to demonstrate that such quantification would not be technically feasible, practicable, or cost-effective."

In our experience all Scope 3 emissions can be included in the measurement of a carbon footprint.

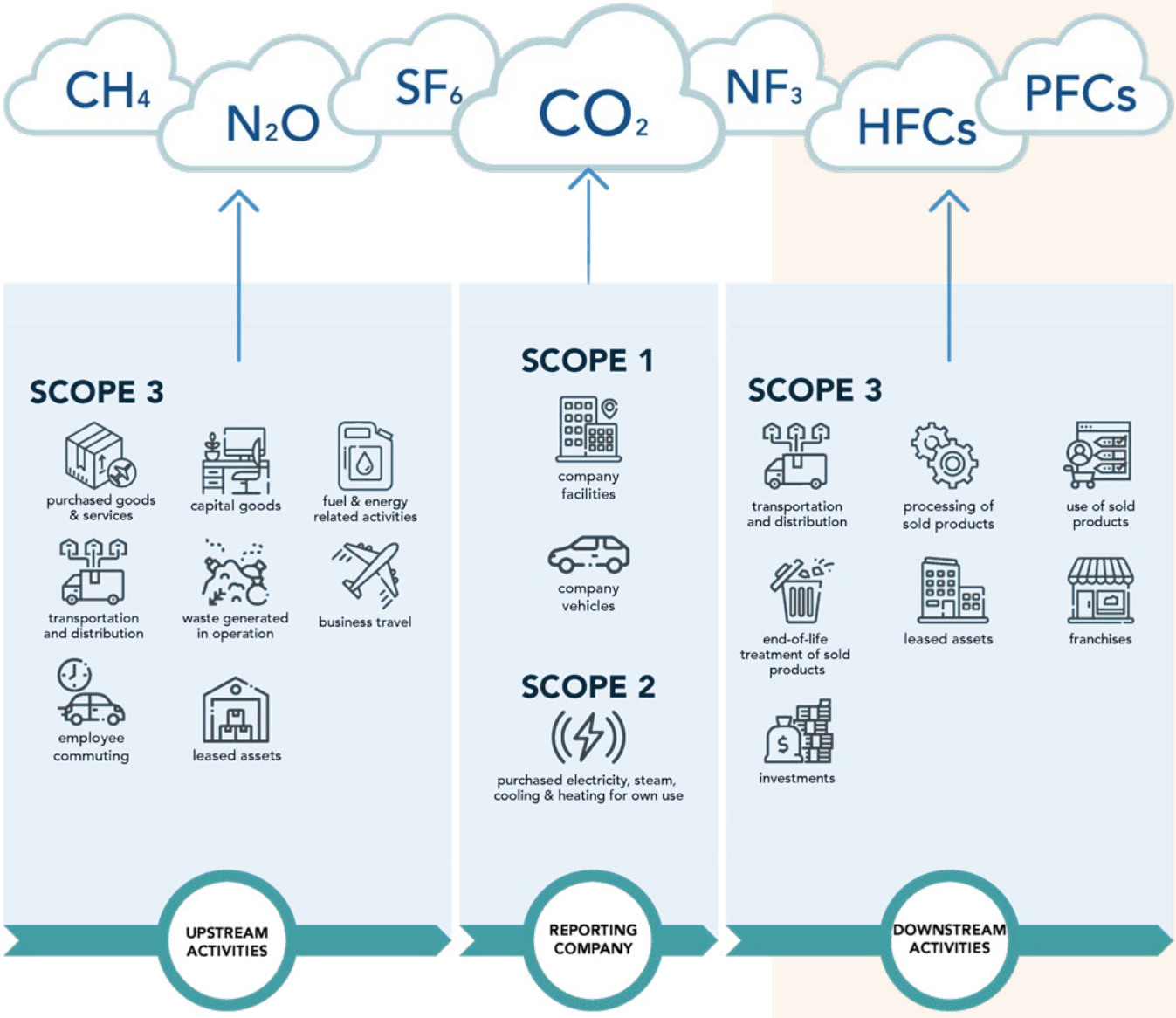
However, in practice this has allowed organisations to focus on easy-to-measure Scope 3 emissions sources and exclude others. The table below summarises what has become common measurement practice for most Carbon Neutral certifications and their associated company footprints:

Scope	Category	Measurement
Scope 1	All direct emissions	Included
Scope 2	Indirect emissions from purchased energy	Included
Scope 3	1. Purchased goods and services	Recommended but rare
Scope 3	2. Capital goods	Recommended but rare
Scope 3	3. Fuel- and energy-related activities not included in Scope 1 or Scope 2	Recommended but rare
Scope 3	4. Upstream transportation and distribution	Recommended but rare
Scope 3	5. Waste generated in operations	Included
Scope 3	6. Business travel	Included
Scope 3	7. Employee commuting	Recommended but rare
Scope 3	8. Upstream leased assets	Almost never
Scope 3	9. Downstream transportation and distribution	Almost never
Scope 3	10. Processing of sold products	Almost never
Scope 3	11. Use of sold products	Almost never
Scope 3	12. End-of-life treatment of sold products	Almost never
Scope 3	13. Downstream leased assets	Almost never
Scope 3	14. Franchises	Almost never
Scope 3	15. Investments	Almost never

This is clearly an incomplete carbon footprint and runs in direct contradiction with the first and most fundamental carbon footprinting standard, which sets the rules for all carbon footprints; The GHG Protocol.

Carbon Neutral for Products

Product carbon footprinting requires a different approach. Product carbon footprinting assesses GHG emissions across a product's entire lifecycle, from raw material extraction to end-of-life disposal or recycling. This lifecycle approach is crucial for pinpointing stages where emission reductions are most impactful.



Upstream Emissions:

"Upstream" emissions are associated with all the activities required to produce a product before it reaches the manufacturing gate. This includes the extraction of raw materials, transportation to the manufacturing site, and the production of inputs required for manufacturing the product. Essentially, upstream emissions encapsulate all the emissions that occur right up to the production process. For many products, especially those relying on resource-intensive materials, upstream emissions can constitute a significant portion of the total carbon footprint.

Core Emissions:

"Core" emissions refer to the direct emissions that occur during the manufacturing process of the product itself. These are akin to Scope 1 and 2 emissions for Organisations, as they are directly controlled by the manufacturing entity. Core emissions include energy used in manufacturing processes, direct emissions from chemical reactions occurring as part of the production process, and any other GHG emissions directly released during the creation of the product.

Downstream Emissions:

"Downstream" emissions are those that occur after the product has left the manufacturing site, encompassing transportation to the consumer, usage of the product, and end-of-life treatment including disposal, recycling, or reuse. For some products, particularly those that consume energy during use (such as appliances or vehicles), downstream emissions can represent the largest share of the product's total carbon footprint.

It is important to note that the measurement requirements for Products are more explicit as PAS 2060 states the following requirements for Products and Services:

"all Scope 3 emissions shall be taken into consideration as the lifecycle of the product/service needs to be taken into consideration."

Although the measurement exemptions stated previously apply to both organisations and product, full adherence to PAS 2060 would necessitate complete carbon footprint measurement i.e. Upstream, Core and Downstream, or Scope 1, 2 and 3 for products. Companies and certification schemes have tended to be more thorough with their calculation of product emissions, however, it is not uncommon to find that the measurement boundary has been defined to omit the downstream emissions, which can be substantial.

To date, the measurement of **product** carbon footprints have often been more complete than those of companies.

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PART 2

Carbon Neutral Criticism

Carbon Neutral Criticism

PAS 2060 did the important groundwork of defining Carbon Neutral when it was a niche pursuit. However, it is a good example of how initiatives such as these on their own don't guarantee successful implementation.

Carbon Neutral has become a casualty due to some of PAS 2060's shortcomings and the way it was implemented. The reason there is such criticism for Carbon Neutral is not wholly the fault of PAS 2060, it also has a lot to do with the application of the framework itself. In this chapter we review in more detail the criticisms of Carbon Neutral, and whether or not they are legitimate concerns.

Vague Claims

The concept of "Carbon Neutral" has recently faced its most high-profile scrutiny from the European Parliament and the European Commission. The EU's legislative bodies have raised concerns over the potential for greenwashing, leading to a push for tighter regulations on environmental claims. This has led to an alleged "ban" on broad terms such as "Carbon Neutral" and "Climate Neutral" where substantiation is not provided, by 2026.

While this action reflects a growing demand for clarity and authenticity in environmental assertions, it betrays an ignorance by activists and policy makers about the definition of such terms. Carbon Neutral is defined in much the same way as standards for health and safety, quality, or an EU protected designation of origin. Therefore, this agreement in the European Parliament is in no way a 'ban', it is more akin to endorsing trading standards enforcement of the term 'Champagne' for a sparkling wine made outside of the Champagne region.

This call suggests a shift toward greater accountability, demanding that organisations that want to claim Carbon Neutrality must also start to provide clear, transparent evidence of their efforts in achieving it. For sustainability professionals, highlighting that a sustainability claim should only be made with substantiation is an excessively inane statement. However, it highlights the perfect opportunity and timing for the ISO 14068 standard to be introduced and applied.

EU legislative bodies are calling for a 'ban' on terms such as "Carbon Neutral" and "Climate Neutral" where **substantiation is not provided**, by 2026.

Votes for Net Zero

Until the formal definition of Net Zero in 2021 by the Science Based Targets initiative (SBTi), Carbon Neutral served as an aspirational measure of sustainability. However, in the last 18 months, (following the acceptance of Net Zero), there has been a push by some activist organisations to demote or even eliminate the definition of Carbon Neutral altogether, in favour of installing Net Zero as the primary or only metric of acceptable decarbonisation.

For some organisations, this pressure has worked. Many Carbon Neutral claims that were made previously, are no longer to be found. What once was a proud claim, is now hidden from fear of criticism or demoted as it could be perceived as 'not doing enough'. Although some of these Carbon Neutral claims may have been overly flexible with the rules, there are organisations who align with the industry standards and sponsor great climate action who needn't shy away from pursuing such an achievement.

Calling for the elimination of Carbon Neutral in favour of Net Zero also has a strong hint of zealotry. 'Net Zero' has, and is currently, being used with ambiguity in several circumstances and is also being used for PR with some very vague claims to underpin it - just like Carbon Neutral was for a number of years. Net Zero is commonly misused and manipulated by referring to it in passing via word association, or by adding prefixes or suffixes to suit an organisation's chosen measurement boundaries. As standards around sustainability definitions and the policing of their use are still being rolled out, it may be some time before this issue is resolved.

Trouble with Offsetting

Carbon credits have faced criticism in recent years, partly due to concerns about their integrity and real impact. For example, investigations by ProPublica and Guardian, Die Zeit and SourceMaterial found that projects were overestimating their impact and many credits are likely to be "phantom credits" and do not represent genuine carbon reductions.

Many environmental activists and NGOs now argue that relying on carbon offsets can be a distraction from the urgent need for companies to reduce their own emissions and transform their business models. In the face of the difficulty in reducing emissions some have even called for a "degrowth" approach, arguing that companies should prioritise reducing their overall consumption and production levels, rather than trying to offset their emissions through external projects.

Despite these criticisms, investing in nature-based solutions is a necessary part of reaching Net Zero. According to a 2021 report by the United Nations Environment Programme (UNEP), nature-based solutions could provide up to one-third of the climate mitigation needed to achieve the Paris Agreement goals by 2030, while also supporting biodiversity, ecosystem services, and sustainable livelihoods.

SBTi defines "net zero" as: 90% reduction in greenhouse gas emissions across all scopes by no later than 2050:

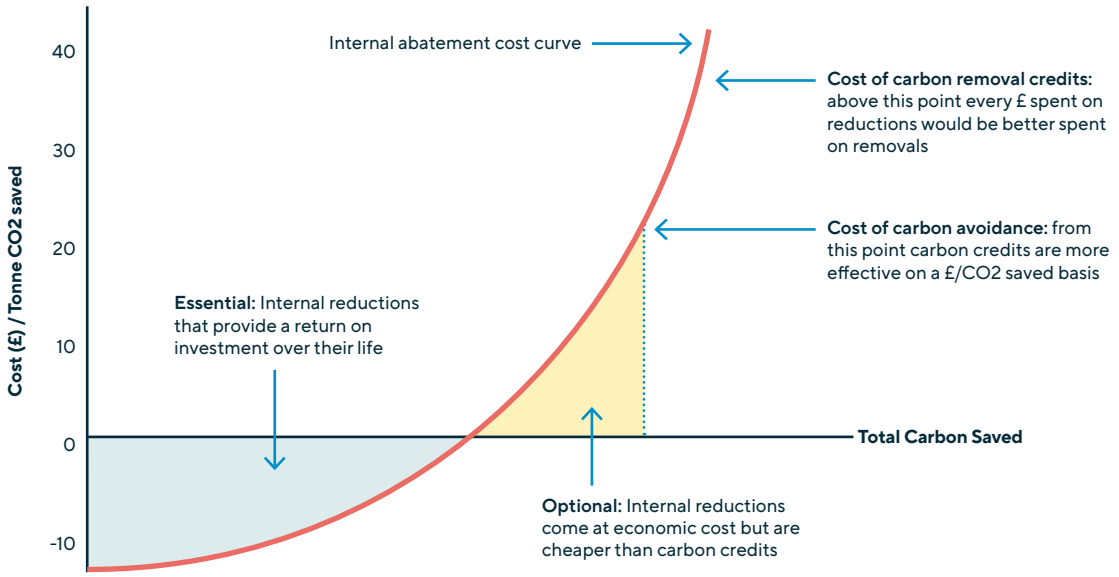
Scope 1: Direct emissions

Scope 2: Indirect emissions from purchased energy

Scope 3: All other indirect emissions

So, we must not throw the baby out with the bathwater. The most effective and efficient CO2 mitigation strategies depend on the specific circumstances and capabilities of each company, as well as the regulatory framework, market context and geography in which they operate. The conventional wisdom of internal reductions first is a sound principle. However, the law of diminishing returns is often overlooked by poorly informed sustainability advocates that don't recognise that the deeper the reductions the more expensive it is per tonne of carbon saved.

Therefore, the pragmatic approach would be to focus first on all internal reduction measures that are cost-effective and technically feasible. Once the cost of internal reductions exceeds the cost of sponsoring a conservation and offsetting project then the organisation should switch to protecting and enhancing natural carbon sinks. This approach is illustrated below:



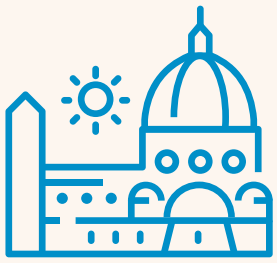
The new definition of Carbon Neutral actually goes further than this principle by requiring the reductions to be aligned with a science-based pathway, before moving onto to offsetting. For the vast majority of organisations this is a very challenging set of requirements and sets a high bar for allocating resources to internal reductions. Yet this issue of offsetting has been completely resolved under the new ISO 14068-1 standard, and it is in full alignment with best practice decarbonisation.

No Policing

Most of the criticism of Carbon Neutral has focussed on the standards, guidelines and frameworks of the rules for Carbon Neutral. However, it has not covered verification. Verification has a crucial role to play in decarbonisation and is often overlooked. One of the largest shortcomings of the previous definition of Carbon Neutral is that there was no requirement for verification. And there was no enforcement for not following the standard, leading to ample room for misinterpretations, ambiguity and subjectivity. Without a third party verifying what has been done, you cannot be fully confident that an organisation has achieved what it claims. When an organisation provides self-stated footprints and carbon reductions it's not dissimilar to marking your own homework. This is an industry-wide problem. Third-party verification and certification is a critical component of other areas such as food or health and safety for example, and the same approach should be applied to sustainability to help avoid greenwashing. The good news is that the new standard for Carbon Neutral requires that footprints and Carbon Neutral claims are third party verified in accordance with ISO 14065, which is a huge step forward and, if followed diligently by organisations, will be a game changer.

Reclaiming Carbon Neutral's Value

Contrary to recent industry commentary, Carbon Neutrality has always been clearly defined in a recognised standard. The main challenge is not the standard itself but verifying that claims made by organisations genuinely comply with this standard as mentioned. Unfortunately, the term has been misused by some organisations and contorted by companies providing Carbon Neutral advice and certification, which has resulted in brand damage. Following activist targeting of Carbon Neutral positions held by organisations, some providers of Carbon Neutral certification schemes have become apprehensive and recently retired the use of Carbon Neutral labels. However, the updated definition of Carbon Neutral in ISO 14068 is a huge overhaul which has addressed many of the previous criticisms, so organisations can claim to be Carbon Neutral confidently without fear of accusations of greenwashing. Consequently, what is needed is not a demotion of the term Carbon Neutral but an awareness campaign on Carbon Neutral's meaning and the rules that underpin it. Carbon Neutral can add a great deal of value, which is what we explore in the following chapters as we explain why its use is about to experience a renaissance.



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PART 3

A New Era

A New Era

The introduction of ISO 14068-1 marks a new era for effective and credible carbon management. This new international standard for Carbon Neutrality not only addresses the shortcomings of its predecessors but also positions Carbon Neutral as a crucial stepping stone on the path to Net Zero emissions. This chapter outlines the merits of the Carbon Neutral standard and why you should be introducing it to enable decarbonisation.

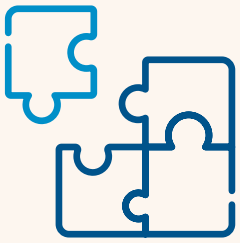
Key Features of ISO

ISO 14068-1 brings international recognition and harmonisation to the concept of Carbon Neutrality. This is a game-changer for global reporting standards and aligns with International Sustainability Standards Board (ISSB) requirements. By establishing a universally accepted definition and framework, the standard facilitates consistent application across diverse regions and industries, creating a common language for climate action.
Key features of ISO 14068-1 include:

- Comprehensive scope: Applicable to organisations, products, and events
- Footprinting boundary: measurement must align with other ISO standards, thus making Scope 1, 2 & 3 measurement the norm
- Science-based approaches: Requiring organisations to follow science-based pathways implying a 1.5°C or 2°C reduction trajectory over the long term and addressing the need for immediate reductions via short-term targets
- Stricter guidelines for carbon credits: Only real verified credits are acceptable, and they must not be older than 5 years
- Annual reporting and continuous improvement requirements
- Flexibility in reduction targets: Allowing for both absolute and intensity-based reduction targets, with justification required for the chosen approach

Align with Existing Standards

One of the most compelling aspects of ISO 14068-1 is its integration with existing standards and methodologies. The new Carbon Neutral standard interfaces with multiple other ISO standards, effectively harmonising footprinting boundaries, verification expectations, and labelling schemes. For organisational footprinting, it aligns with ISO 14064-1 and the GHG Protocol for Corporate Accounting and Reporting. Product-level quantification follows ISO 14067 or the GHG Protocol for products. This alignment



One of the most compelling aspects of ISO 14068-1 is its **integration** with existing standards and methodologies.

ensures that organisations pursuing Carbon Neutral are working within a cohesive and internationally recognised framework.

The standard's integration with the SBTi is also a useful feature. It outlines how the Carbon Neutral pathway can align with SBTi requirements, providing a cohesive approach to emissions reduction that satisfies multiple frameworks. This alignment reduces the burden on organisations and ensures that efforts towards Carbon Neutral also contribute to broader science-based climate goals.

A Stepping Stone to Net Zero

Perhaps most importantly, ISO 14068-1 positions Carbon Neutrality as a perfectly harmonised interim mechanism on the pathway to Net Zero. By requiring the same measurement boundary and long-term Net Zero target, Carbon Neutral becomes a logical and actionable first step in a comprehensive climate strategy. This positioning addresses one of the main criticisms of previous Carbon Neutral standards – that they didn't necessarily lead to long-term emissions reductions. Now, Carbon Neutral is clearly defined as part of a broader journey towards Net Zero, providing organisations with a tangible starting point and boundary for their climate efforts.

Renewed Credibility for Claims

With ISO 14068-1, we have a reinvigorated, science-based, and now internationally recognised standard. This provides organisations with a credible framework for making Carbon Neutral claims, which can revive the interest in Carbon Neutral certifications for both companies and products.

For products, the standard requires a Carbon Neutrality management plan to cover all products, ensuring a holistic approach to product-level emissions. This comprehensive view prevents cherry-picking of certain products for Carbon Neutral claims while ignoring others.

New Offsetting Rules

Offsetting is often misunderstood as a 'get out of jail free' card for emissions. In reality, when done right, it's a powerful tool in our climate action toolkit. High-quality offsets, particularly those focused on nature-based solutions, offer a triple win: they reduce atmospheric CO2, protect biodiversity, and often support local communities.

ISO 14068-1 addresses many of the concerns surrounding offsetting in previous standards. It enforces high-quality offsetting credits through several key requirements:

1. Only real, verified credits are acceptable
2. Credits must not be older than 5 years
3. For residual emissions, only removal credits can be used

Offsetting is often misunderstood as a 'get out of jail free' card for emissions.

These guidelines ensure that offsetting under ISO 14068-1 contributes meaningfully to climate change mitigation. It's important to recognise that offsetting, when done correctly, is a legitimate and necessary part of our climate change strategy. While reduction should always be the primary focus, we cannot rely on reductions alone to meet our climate goals in the short term. This is addressed in the ISO standards for Carbon Neutral and Net Zero whose position is:

"Offsets should only be used when there are no alternatives available. The organisation should invest early in high-quality, long-term removals if it anticipates a need to rely on these to achieve net zero by its target date. Early investment is needed to scale and mature removal and storage capacity"

The United Nations has recognised the crucial role of carbon offsetting and nature-based solutions in achieving global climate targets. An academic study provides strong evidence for the potential of natural climate solutions in mitigating climate change. The study found that these solutions can provide 37% of cost-effective CO2 mitigation needed for a >66% chance of holding warming to below 2°C. This research underscores the importance of integrating high-quality offsetting practices into comprehensive climate strategies.

Nature-based solutions offer multiple benefits:

- Carbon sequestration: Forests, wetlands, and other ecosystems naturally absorb and store carbon dioxide.
- Biodiversity protection: Many offsetting projects help preserve critical habitats and protect endangered species.
- Community benefits: Nature-based projects often provide economic opportunities and improve quality of life for local communities.
- Climate resilience: Healthy ecosystems are more resistant to the impacts of climate change, providing a buffer against extreme weather events.

Many of these solutions can be delivered at or below $10/tonneCO2e, which is substantially cheaper than the majority of the internal reduction options that organisations face. A crucial point which is often missed in the criticism of carbon offsetting schemes is that good projects offer co-benefits such as water filtration, flood protection, soil health and biodiversity which all enhance climate resilience. This greatly strengthens the case for incorporating high-quality offsetting and nature-based solutions into climate strategies.

Natural climate solutions can provide **37% of cost-effective CO2 mitigation** needed for a >66% chance of holding warming to below 2°C.

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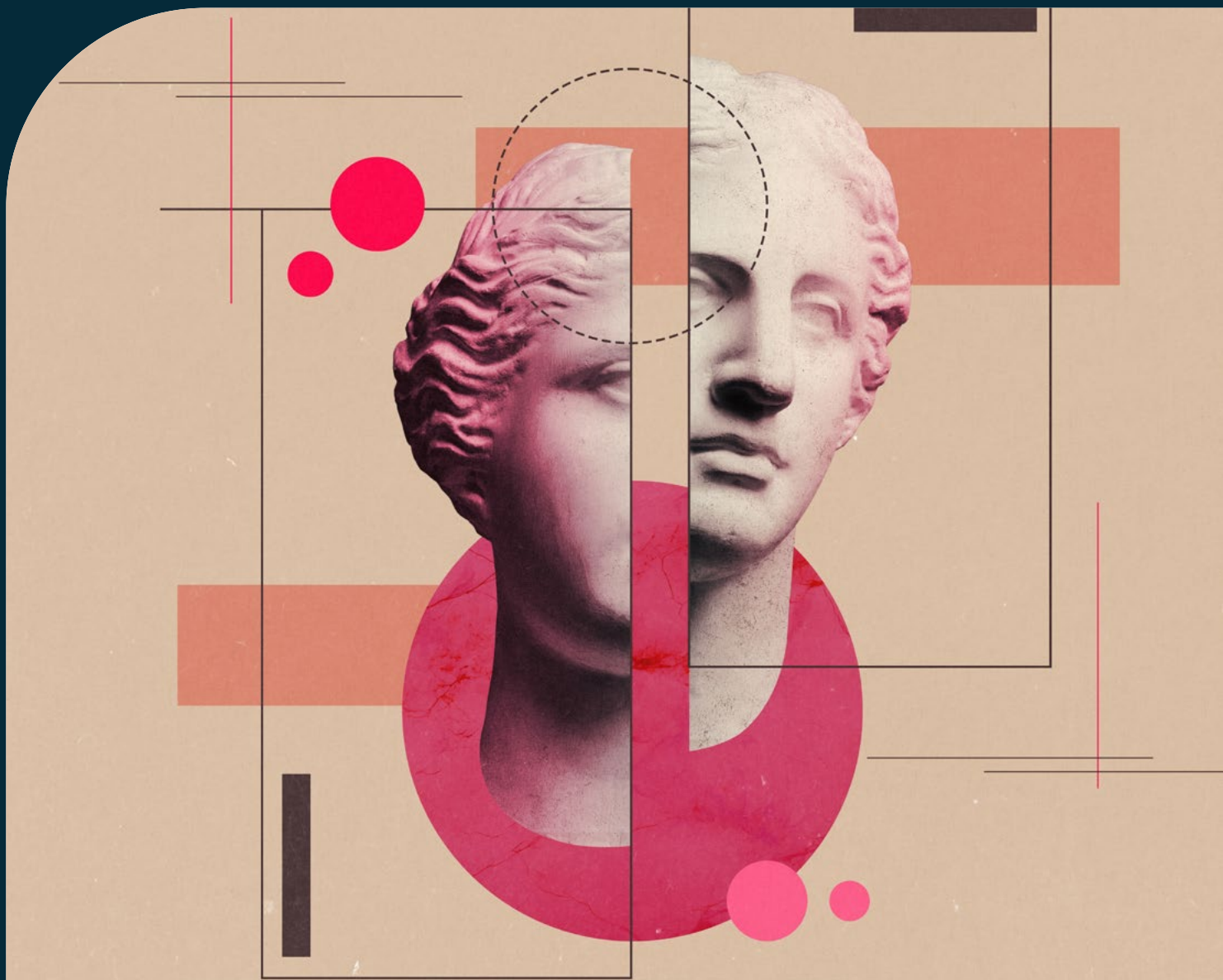
PART 4

Your Roadmap to Carbon Neutral

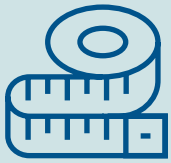


Your Roadmap to Carbon Neutral

Now that the case has been clearly made for adopting Carbon Neutral, we outline how best to implement Carbon Neutral and maximise your decarbonisation impacts. With these 5 steps, your organisation can deliver a bulletproof plan and demonstrate best practice for others to follow:

Embrace ISO

Organisations and policymakers should embrace this new standard as a valuable tool in our climate mitigation toolkit. If you've already started measuring your carbon footprint, it's worth reassessing how you align to ISO 14068. It offers a practical, verifiable, and impactful approach that can be implemented now, while setting the stage for deeper reductions in the future. We need to recognise that while Net Zero may be the ultimate goal, Carbon Neutrality offers a credible and proximal step forward in that journey.



Implement Complete Measurement

ISO 14068 addresses the issue of incomplete measurement that plagued previous standards. Organisations should embrace this more comprehensive approach, understanding that a complete carbon footprint is essential for effective management and reduction strategies. This includes a thorough assessment of all Scope 3 emissions, which often represent the largest portion of an organisation's carbon footprint.

Develop Science-Based Reduction Pathways

Developing science-based reduction pathways is crucial for achieving Carbon Neutrality. These pathways align with the latest climate science and by definition follow the level of decarbonisation required to keep global temperature increase below 2°C compared to pre-industrial temperatures.

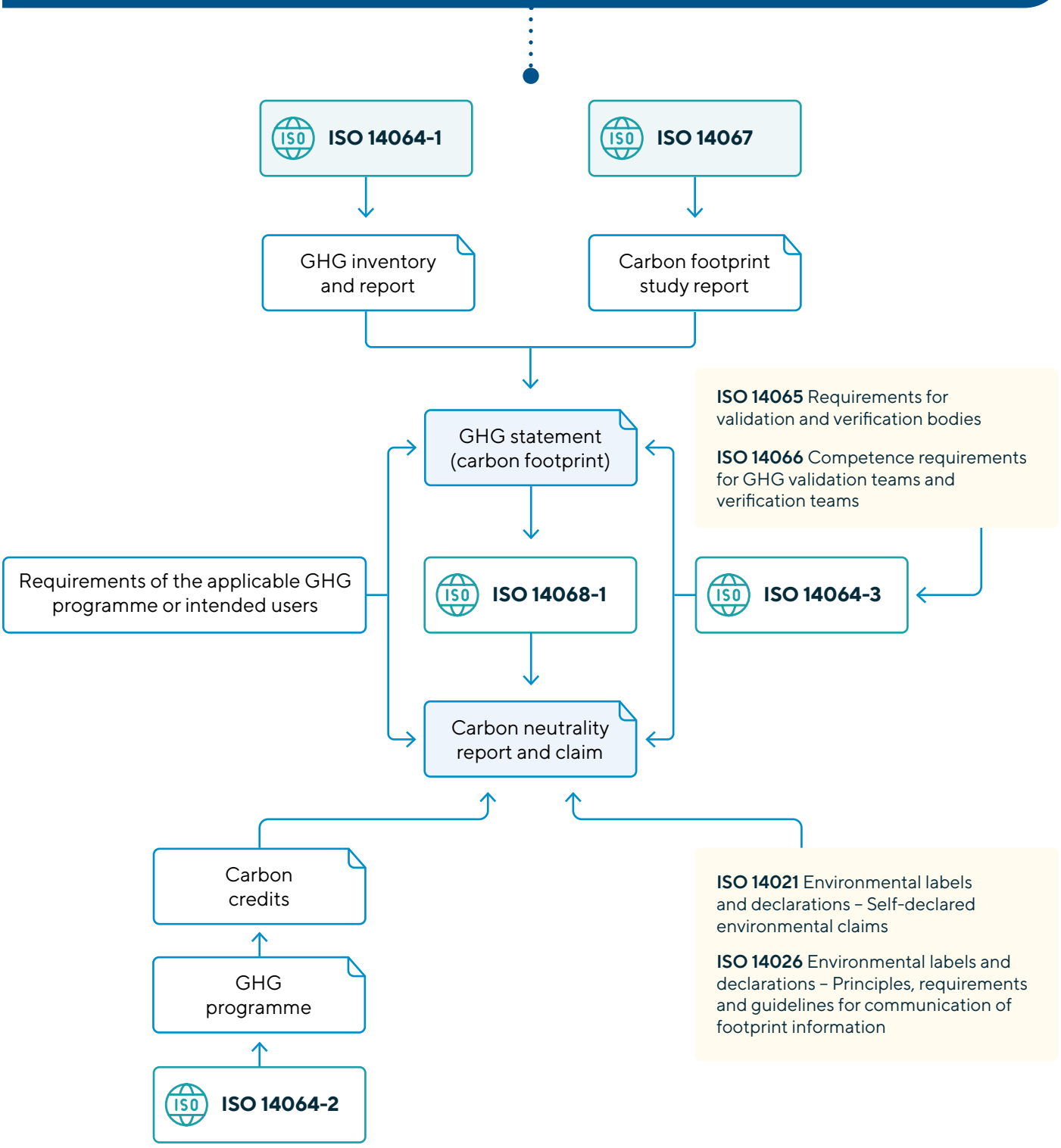
Start by setting short-term and long-term emission reduction targets that are ambitious yet achievable, do not commit to anything you are not confident can be achieved. The targets should cover all 3 scopes of emissions and be regularly reviewed and updated as science and technology evolve, ideally every 2 years, but certainly no more than 5 years. Implement a robust monitoring system to track progress and identify areas for improvement. Remember, the goal is to systematically reduce your organisation's carbon footprint over time, then pick up the residual with carbon credits.

Create a Complimentary Offsetting Strategy

While the primary focus should always be on reducing emissions, high-quality carbon offsets play a crucial role in achieving carbon neutrality. ISO 14068 provides clearer guidelines on the use of offsets, emphasising the importance of verified, recent, and appropriate credits. Offsetting can be a very complementary element for any decarbonisation strategy. A well-designed offsetting project should have demonstrable additionality and provide co-benefits over-and-above carbon sequestration, such as enhancing water quality, climate resilience and economic development.

Get Verified

To avoid the pitfalls of the past, it's crucial to emphasise the importance of third-party verification and transparent reporting. Without these elements, we risk reliving the challenges faced under PAS 2060. Verification ensures that claims are backed by robust data and methodologies, while transparency allows stakeholders to understand and assess the actions taken towards carbon neutrality.



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PART 5

Carbon Neutral is Now

Carbon Neutral is Now

ISO 14068-1 represents a significant evolution in the concept of Carbon Neutrality. It addresses many of the criticisms levelled at previous Carbon Neutral standards and provides a robust, flexible, and internationally recognised framework that aligns with other key climate initiatives. By positioning Carbon Neutral as a crucial step towards Net Zero, it offers organisations a credible and actionable path for immediate climate action while working towards long-term goals.

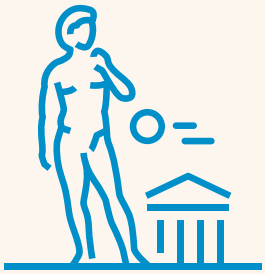
The standard's emphasis on actual reductions, clear reporting requirements, and integration with existing frameworks makes it a powerful tool for driving meaningful climate mitigation efforts across various entities and sectors. As the urgency for climate action increases, Carbon Neutrality under ISO 14068-1 offers a practical, verifiable, and impactful approach that can be implemented now, while setting the stage for deeper reductions in the future.

It's time to move past the scepticism that has surrounded Carbon Neutrality in previous years under PAS 2060. With ISO 14068-1, we have a reinvigorated, scientifically grounded, and now internationally recognised standard. Organisations and policymakers can now embrace this new standard as a valuable tool in their climate mitigation toolkit.

We need to recognise that while Net Zero may be the ultimate goal, Carbon Neutrality offers a credible and proximal step forward in that journey. Net Zero is for tomorrow, Carbon Neutral is for now. By embracing the opportunities presented by ISO 14068, organisations can take meaningful action today while building the foundation for long-term decarbonisation.

In a world where climate change requires immediate action, Carbon Neutrality under ISO 14068 provides a clear, actionable path forward. It's time to seize this opportunity, revitalise our approach to carbon management, and accelerate our collective journey towards a sustainable, low-carbon future.

The future can indeed be Carbon Neutral – and that future starts today.



Net Zero is for tomorrow, Carbon Neutral is for now

Get in Touch

If you'd like to know more about how your organisation can decarbonise in a real and credible way, get in touch at **020 7043 0418** or email us at **info@eightversa.com** and our friendly experts can support you no matter what stage you are at.

About Eight Versa

Eight Versa is a multi-disciplinary sustainability consultancy with the expertise to deliver strategy, planning, implementation, and compliance. Eight Versa's multidisciplinary team of consultants, architects, engineers, and ecologists rely upon cross-industry experience and in-depth knowledge to find bespoke solutions for both the corporate and built environment.

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About NCS

Natural Carbon Solutions (NCS), is the third-party verification and certification provider for Eight Versa.

In October 2024 Natural Carbon Solutions will be launching its **Carbon Neutral** certification, which is aligned with the new ISO 14068 standard. This will be available for Organisations, Products and Events.

This certification has been specifically designed to address the need for more, credible and realistic decarbonisation strategies and allows you to demonstrate emissions reductions that aligned with the UN's Paris Agreement 1.5°C target.

Natural Carbon Solutions