

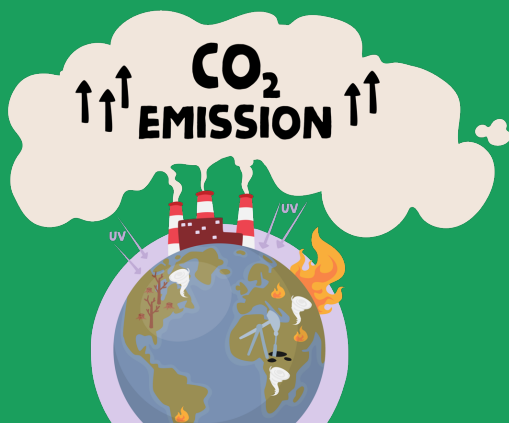
## What is carbon balancing?

Carbon balancing is the mechanism by which organisations can compensate for the greenhouse gases generated by their business activities that are difficult or impossible to avoid.

Carbon balancing operates like a seesaw, with GHG emissions balanced by equivalent emissions reductions projects throughout the world that are essential to meet the goal of suppressing the rise in global temperatures.



## What are GHG (greenhouse gas) emissions?



Greenhouse gases (also known as GHGs) are gases in the earth's atmosphere that trap heat and increase temperatures.

Scientists agree greenhouse gases are the cause of global warming and climate change.

Greenhouse gas emissions can be reduced by phasing out fossil fuels, such as coal, oil and gas, and moving to renewable energy, such as solar and wind.

## What are carbon credits?

Each emission reduction we purchase is a 'carbon credit' – a unit representing one tonne of carbon dioxide equivalent (CO<sub>2</sub>e) prevented from being released into the atmosphere or removed from it.

These credits are created by projects which are validated to an ICROA-approved carbon standard and are only released for purchase when a third-party auditing body has verified that the reduction has taken place.

Carbon credits provide a key source of finance for a whole variety of projects around the world, which deliver positive impacts for people and nature alongside cutting GHG emissions.

