



This certifies that

[LaserTryk.dk](http://LaserTryk.dk) A/S

Has offset 279.07 tonnes of carbon dioxide through  
greenhouse gas reduction projects in order to reduce the rate of  
global climate change.

ClimateCare

02 September 2014

2/9/2014

## Carbon profile summary:

Below is a summary of the activities that you have offset.

Invoice/purchase number: 13903

Type	Tonnes CO2
Quick	279.07

Offset Cost:	£2093.00
VAT at 0%:	£0.00
<hr/>	
Total Cost:	£2093.00

ClimateCare  
ClimateCare, 112 Magdalen Road, Oxford, OX4 1RQ, United Kingdom  
Registered VAT no:

## ClimateCare Projects:

Here are some examples of the types of project that your money will support through ClimateCare.

### Mulan Wind Farm

Emission reductions are made on the Mulan Wind Farm by reducing the amount of electricity that would have been generated by conventional fossil fuels such as coal or gas. The project creates local employment, stimulating the wind power industry in China and reducing the pollutants such as SO<sub>2</sub> produced by coal-fired power plants.

### Uganda Stoves

The Uganda Stoves Project supplies efficient wood burning stoves to families in Uganda. Families using less fuel wood benefit from increased income and improved health through reduced kitchen smoke. In addition to emissions savings from a reduction in fuel wood, there is reduced deforestation in areas affected by the Kampala market in Uganda.

## Reduce ReUse Cycle:

Visit our low carbon living pages for emission reduction hints & tips

### Energy

- Switch off all lights and appliances at night lighting a typical office overnight wastes enough energy to heat water for 1000 cups of tea; introduce occupancy sensors, daylight sensors, and local light switches
- switch to green energy suppliers

### Flying & travel

- Where possible use video conferencing or telephone. Plan ahead and combine trips
- Share lifts to work if the distance is not within walking or cycling reach
- Use public transport, it can often provide extra valuable working time.

### Heating

- Ensure heating is on at the right level and not too hot so people will have to open windows
- Make sure heating does not come on unnecessarily in an empty building.
- Ensure office is well insulated and draughts are well blocked.
- Keep the thermostat away from draughts or hot and cold spots. These will all affect the thermostat and automatically increase your heating costs

### Employee schemes

Demonstrate leadership with ecological schemes.

- Set up an environmental champion group to promote energy efficiency in the office.
- Tax breaks are available to employees taking bike loans.

## Maximising the benefits of your partnership with ClimateCare through Communications

Thank you for partnering with ClimateCare to offset your carbon emissions. This pack will help you communicate your activity to customers, employees and other stakeholders.

### Contents

- 1) Why communication is important
  - 2) Some Quick Win communication ideas:
    - Announcing the partnership
    - Linking to ClimateCare through existing communication channels
    - Website
    - Newsletter
    - Annual Report
    - Engaging your colleagues
  - 3) ClimateCare logos and how to use them
  - 4) Writing guide
- 

### Approvals

Please also send **ALL communications mentioning ClimateCare in name or by association, or using our logo to [business@climatecare.org](mailto:business@climatecare.org) for approval. Please allow a minimum of five working days, although we will do our utmost to turn items around more quickly.**

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### 1. Why is communicating your activity important?

Evidence from surveys such as [Edelman](#) shows that consumers, stakeholders and Governments expect business to take responsibility for negative impacts they create. Increasingly they are also expected to play a substantial role tackling social issues within the markets in which they operate.

Working with ClimateCare is one way to take responsibility for your environmental and social impacts. Our integrated approach means that you are supporting projects that both improve people's lives and protect the environment. By offsetting your emissions with our mixed portfolio of projects you are helping to:

- Cut carbon emissions
- Provide safe water
- Improve health
- Increase education
- Empower women and children
- Stimulate local economies

- Create jobs
- Protect habitats and wildlife

You know your audiences better than we do. Some will be concerned about climate change, others about issues such as poverty or education. In our experience, communicating an integrated message, encompassing the benefits to people and the environment, will engage the majority. However, getting the detail right can be complicated. This guidance includes template materials that we hope make communicating this easier.

Measuring the value of communications activity can also be a way to demonstrate return on your investment. Common measures to consider include:

- Opportunities to see
- Advertising value equivalent
- Stakeholder research against benchmarks
- Employee feedback
- Positive influencer endorsement

We can help you put together an integrated communications plan to achieve measurable objectives. If you are interested in receiving a costed proposal, please let us know.

## 2. Quick win communication ideas

These ideas are quick, cost effective and proven ways of promoting your partnership:

### 1. Announcing the partnership

- a. Use the template press release provided below

[Your logo] [ClimateCare logo]

Press Release

[Date]

**[company name] select ClimateCare to offset their carbon emissions with projects that improve lives and fight climate change**

As part of [company name] approach to taking responsibility for their impact on the environment they have partnered with Climate and Development experts ClimateCare to offset the carbon emissions associated with [add details here].

Emissions will be offset with projects including the multiple award-winning Carbon for Water Project, which delivers safe water to more than 4.5 million people in Kenya, generating significant carbon reductions, while dramatically enhancing the health and economic circumstances of local communities.

Other projects include the provision of clean cookstoves in Ghana, which significantly improve health while cutting emissions and reducing deforestation.

“We are delighted to work with ClimateCare who are experts in this field, with fifteen years’ experience running some of the most innovative and largest carbon offset programmes in the world. Working with them has helped us understand how we can integrate action to tackle climate change and improve people’s lives.” [add spokesperson name and title]

ClimateCare Director Edward Hanrahan explains “We are working with a range of organisations, from international corporates, governments and NGOs to deliver innovative projects at an unprecedented scale. Our Climate and Development model helps organisations take a smart approach to addressing their environmental impacts by offsetting their carbon emissions and supporting sustainable development”.

### Notes to editors

[**Company name** - add a short description about your organisation. You might want to use this space to set out your organisation vision, values and how CSR activity helps you deliver on this, as well as setting out your purpose and giving links to further information]

**ClimateCare** is an independent ‘profit for purpose’ organisation committed to tackling climate change, poverty and development issues. Our unique climate and development model funds ground-breaking projects spanning renewable energy, water purification and clean cookstove technology, cutting emissions and transforming millions of lives worldwide. We enable organisations to adopt a smart approach to addressing their environmental impacts by offsetting their carbon emissions and supporting sustainable development. Find out more at [www.climatecare.org](http://www.climatecare.org)

### Contact

[**Name, email, phone** of the person who will take enquiries from the press]

- b. Complete the blanks with your own information
  - c. Provide to ClimateCare for approval (allow 1 week)
  - d. Agree mailing lists with ClimateCare
  - e. Upload the Press Release to your website and promote through social media (mention ClimateCare (Twitter - @climatecare - and we can link to / retweet your messages).
2. **Linking to ClimateCare through your existing communications channels**
- a. **Press release templates** - add the following copy to the ‘Notes to editors’ at the end of all your press releases, so your activity is consistently communicated. You’ll be amazed how many times journalists pick this information up, even when writing about something completely different. It’s a great way to ensure your CSR activity is constantly aligned with your brand.

***Option 1 - integrated***

[business name] work with Climate and Development experts [ClimateCare](#) to support projects that cut carbon emissions and improve the lives of people in some of the world's poorest communities. Find out more at [add link to your own web page information]

#### **Option 2 - carbon focus**

[business name] work with Climate and Development experts [ClimateCare](#) to offset carbon emissions from [add detail]. ClimateCare ensure the project selected not only cut carbon, but alleviate poverty and improve lives. Find out more at [www.climatecare.org](http://www.climatecare.org)

#### **b. Website**

- i. You can also use the copy above on your website footer and other social media pages. Consider adding the ClimateCare logo too.
- ii. Use the template below to create a bespoke website page / section about your activity:

You'll need to decide how to introduce this activity. We recommend you integrate it with your other CSR messages and information about your carbon management programme, specifying your carbon footprint, reduction targets and any reductions you have achieved.

[Give detail of activity you are offsetting] generates CO<sub>2</sub>, contributing to climate change, one of the biggest global challenges we face. Working with Climate and Development experts [ClimateCare](#) we are supporting project that cut global carbon emissions and improve people's lives. Here are two examples:

#### **Providing Safe Water in Kenya**



The award winning [Carbon for Water](#) project provides safe drinking water to 4.5 million people and cuts carbon emissions.

How? [Watch this short video to find out.](#)

[business name] work with Climate and Development Experts [ClimateCare](#) to support this project]

#### **Improving health in Ghana**



Indoor air pollution from cooking on open fires kills more people every year than Malaria.

This project provides clean cookstoves which significantly improve health while cutting emissions and reducing deforestation.

[business name' work with Climate and Development Experts [ClimateCare](#) to support this project]

#### c. Newsletter

- i. Include a story announcing your activity to stakeholders. We suggest basing this on the press release.

#### d. Annual Report

- i. Mandatory Carbon Reporting means that many businesses will be required to report carbon emissions from April 2013. Whether or not this is a requirement for your business, your Annual Report is a great opportunity to showcase how you are taking action on carbon emissions, as well as improving lives. **If possible please allow extra time for us to approve Annual Report statements - this is due to the quantity of requests we receive.**

#### e. Engaging your colleagues

- i. **Key influencers** - Engage your internal environment / CSR teams / representatives on a one to one basis and explain what you are doing. This useful '[Offset Positive](#)' document we produced with Forum for the Future might help. Ask for their support and ideas to promote activity.
- ii. **Internal newsletter** - Add a story announcing your activity in the internal newsletter
- iii. **Intranet** - Add a bespoke section on your intranet, linking the activity to your organisation's values and objectives. If possible, include senior director endorsements for the activity. Signpost your colleagues to your bespoke website area if this has been created, alternatively, use the web page template in section b, to create an information area on your intranet.



- iv. **Internal event** - Hold a lunch event and show an appropriate project film from the ClimateCare YouTube site
- v. **Posters and Certificates** - display a copy of your offset certificate at your reception desk. Reinforce positive messages about what you are doing using the poster template provided below

[ADD

- DESIGNED A4 Poster here
- Designed Certificate template here]

- f. **Further activity** - you might want to use your activity to encourage your colleagues, customers or supply chain to take action too. There can be real value in sharing your knowledge and demonstrating your achievements. If you would like help to maximize this, we are well positioned to help you develop and deliver integrated communications, please contact [business@climatecare.org](mailto:business@climatecare.org) to discuss your requirements and budgets.

### 3. ClimateCare logos and how to use them

ClimateCare is considered a thought leader and one of the most experienced and innovative organisations in the Climate and Development sector. We have extensive international networks with Governments, NGOs, corporate business, media and key influencers. Aligning with the ClimateCare brand can therefore add value to your activity and help give credibility to your activity.

You are able to use the ClimateCare name and logo in your communications for 1 year after you have offset with us. We encourage you to take advantage of this opportunity by using the ClimateCare name and logo in your communications and adding links to our website throughout your communications.

In order to protect the integrity of our brand, we ask that you follow the logo guidelines below and the writing guide at the end of the document. In addition, you must let us know when and where you will use our name, so that we can check any statements are factual and correct before publishing.

#### ClimateCare logo

The ClimateCare logo is inserted below in a JPG format. if you need another format please [contact us](#). Other versions include:

- White logos for use on a dark background
- Black logo for use in black and white printing
- Smaller logos for use online



#### Using the ClimateCare logo:

- The logo should always be used on a **white background**. If this is not possible, we can provide a White or Black logo. Never place the logo on a patterned background.
- The logo should never appear smaller than 7mm x 19mm
- A space equal to the size of the last letter 'e' around the logo should always be left clear of all text, pictures and other logos.
- Do not rearrange the elements of the logo, or delete any part of it
- Do not rotate or alter the proportions of the logo
- Do not change the colours or font of the logo

#### 4. Writing guidelines

These guidelines are designed to help protect the integrity of our brand for the benefit of all. They will also help you get quick approval of materials by avoiding common pitfalls. They apply to all communications that reference your work with ClimateCare, mentioning us by name or association.

##### 1. **'Carbon offsetting' or 'improving lives'**

One of ClimateCare's unique points is our ability to help you do more for your money by supporting integrated projects that both cut carbon and improve people's lives. We recommend communicating this integration, as we have done throughout the templates provided.

##### 2. **'Carbon Neutral'**

We suggest phrases such as 'we have offset the carbon emissions from our business travel' or 'we have reduced our global carbon emissions'.

If you want to claim carbon neutrality, you should ensure your carbon footprint has been calculated according to WRI/WBCSD Greenhouse Gas Protocol and/or ISO 14064-1 and we recommend following PAS 2060 specification to define a company, product or event Carbon Neutral.

Some companies are now describing their activity as **'Carbon Positive'** i.e. they offset more emissions than they produce. We would caution against use of this terminology, unless you are able to demonstrate how you are working with customers and your supply chain to help them take action.

3. **Be specific about what you have offset**

For instance, if you are only offsetting your vehicle mileage and not your flights or train journeys, a suitable phrase would be "...we offset our CO<sub>2</sub> emissions from driving..." rather than "...we offset our travel emissions..."

4. **Mention the CO<sub>2</sub> / carbon**

We recommend making explicit reference to the CO<sub>2</sub> emissions from your activity. For example "...offsetting the CO<sub>2</sub> emissions from our activities..." rather than "...we are offsetting our activities..." which can be confusing.

5. **'Reduce and offset'**

As a founding member of the International Carbon Reduction and Offset Alliance (ICROA), ClimateCare advocates a 'reduce and offset' approach to carbon emissions management. Our offsetting service is a repair service for damage to the climate. Repair takes time and is never as good as avoiding the damage in the first place. Offsetting should never be used in communications to encourage the consumption of additional fossil fuels.

One way to communicate your offset as part of a wider emission reduction strategy is to use phrases like 'We are working hard to reduce our business emissions through a number of initiatives [*list examples*], as these reductions take time we are offsetting the remaining emissions through ClimateCare.'

6. **Offsetting payment, not donation**

ClimateCare is not a charitable organisation and we see buying offsets being an act of carbon responsibility, rather than one of charity. Please refer to offset 'payments' rather than 'donations'. Our preferred language is to say that you have 'supported projects that cut carbon and improve people's lives'.

7. **Which projects can I talk about?**

A list of all the projects you are supporting [is here](#) and varies by year. Please check with us if you have any questions about which projects you have supported or if you need high quality images for printed communications please contact us.

8. **Supporter not sole funder**

Please be clear that you are just one supporter of the project. You are not able to claim all the benefits, or imply that you are the sole funder or instigated the project.

9. **Links to the registry**

For peace of mind, please note that all ClimateCare's projects will be retired into a registry on your behalf, so that they cannot be on-sold to anyone else. You'll find links to the registries in which the projects are held on the portfolio page: [http://www.climatecare.org/online\\_projects/](http://www.climatecare.org/online_projects/).