



YOU WANT TO REDUCE YOUR CO₂ EMISSIONS. WHAT TO DO?

BAD • go on with business as usual



GOOD • reduce own footprint and offset the rest responsibly



BAD • just some calculation of your emissions



GOOD • transparent calculation* based on reasonable assumptions



*see www.ghg-protocol.org

BAD • no standard/weak standard



GOOD • follow renown standards*



*www.cdmgoldstandard.org, www.v-c-s.org, www.socialcarbon.org

BAD • opaque project portfolio



GOOD • actual emission reduction projects to choose from



BAD • promise of CO₂ reduction in the future



GOOD • immediate retirement of already issued credits



BAD • just a certificate



GOOD • personal certificate, footprinting report, actual retirement



• ...

BEST



• pledge to 2°C target and offset 2.5 times your emissions to really make a difference – beyond your own footprint



Neutralize your emission now – with the most transparent CO₂ shop on the web. Visit shop.southpolecarbon.com for the offsetting project of your choice