

Captured Carbon Circle



A circle of companies taking
early action on climate change



Captured Carbon Circle

Climate Change starts with you, the individual and how you act, if every individual was to act against climate change then society will effectively tackle one of the globe's largest threats. This is the driving principle behind the Captured Carbon Circle.

Captured Carbon is creating a circle of carbon responsible companies committed to acting on climate change. We assist these companies in their efforts. We provide guidelines and expertise to ensure that their efforts are directed towards the most effective actions. We then recognise these companies by awarding them our quality mark:



Captured Carbon offers to endorse companies with strong carbon management policies. A company that is serious about addressing carbon emissions must:

Accurately record Carbon Footprint	✓	✓
Reduce Carbon Footprint	✓	✓
Educate on the effects of Climate Change	✓	✓
Offset direct carbon emissions	✓	✓

Captured Carbon will only offset companies that are actively addressing their Carbon Emissions. Companies certified Neutral will have their **direct** emissions offset. Captured Carbon only offsets using Carbon Credits that are proven to be:

- Real
- Unique
- Additional
- Permanent
- Measurable, reportable & verifiable
- Unambiguously owned

Presently Captured Carbon only offsets using **CER's and EUA's**.

Audit & Award Process

The approval mark can be used by CC clients on its marketing material

When reasonably assured that a client has taken action to reduce its emissions, an approval mark will be awarded

A reduction target is agreed and an emissions reduction plan is put in place

Client is audited and CC reports the carbon footprint

Captured Carbon is fully trained in ISO 14064 Greenhouse Gas Management standard



Marketing of Award

Captured Carbon have strict branding guidelines to ensure clients receive maximum recognition for their efforts. Each successful company is provided with a detailed "Brand Symbol Guidelines" pack.

This packs advises the client on how best to use the award to highlight its environmental credentials. It allows companies to display the award on all marketing and communications media if they so wish.

Headed Paper

Websites

Annual Reports

Recruitment Adverts

Emails

Internal Publications

Advertising

Livery



Stages of Award

Captured Carbon will offer a web based application to simplify the carbon audit and empower the client to record their own emissions. This will enable real time recording of a company's carbon emissions

Stages Year 1

Site Meeting

Audit

Appoint liaison

Draft Report

Establish Scope & Boundaries

Design Template

Gather Data

Report

Pre Audit Follow up

Recommendations

Award

Stages Year 2

Review Scope & Boundaries

Introduce Internalised Accounting system

Oversee Work

Reports Monthly

Set Targets & Recommendations

Award

Captured Carbon

Provides GHG Management, Inventory and Information handbooks

Captured Carbon provides offsetting services

Provides client with recognisable approval certification of their carbon footprint policy

Can future proof the company against any forthcoming regulatory requirement

Enables real time reporting of a client's carbon emissions

Will dovetail with the Carbon Disclosure Project

Can provide a personalised web application to client to record carbon emissions

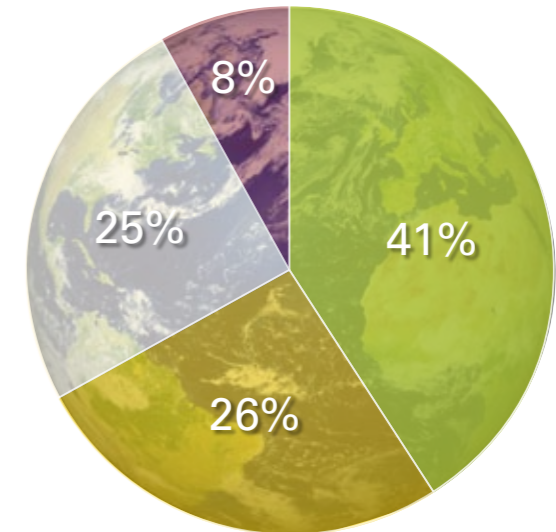
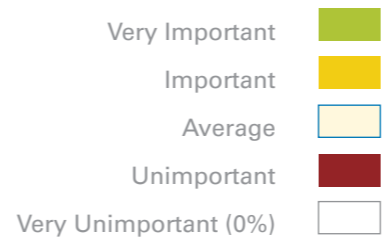
Reports to an Internationally recognised Standard (ISO14064)

Captured Carbon

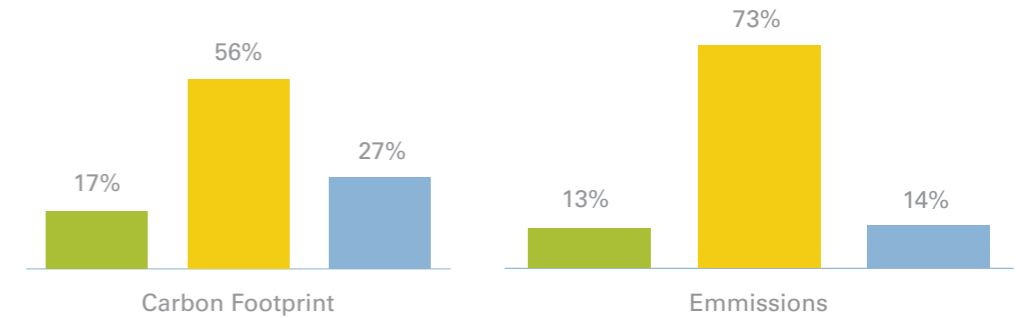
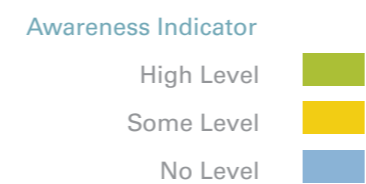
Consumer Survey

Captured Carbon commissioned an Independent survey of consumers to ascertain their attitudes to a variety of Environmental issues. Of note is;

Importance for businesses to have certification on their emissions policy



Respondents awareness of carbon footprint and emissions



A circle of companies
committed to reducing
carbon emissions, taking the
view that the action of one
becomes the action of many.



Captured Carbon,
Ducart Suite,
Castletroy Park Commercial Campus
Limerick,
Ireland.

Tel: 00353 – 61- 502050
email: info@capturedcarbon.ie

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