



We are CarbonNeutral

Here at COOL DESIGNS LTD we have achieved CarbonNeutral® certification after reducing our carbon footprint to net zero. Our carbon neutral status covers our fleet

To achieve the accreditation, we went through a rigorous process which involved measuring our GHG emissions produced during the running of our vehicles. For every one tonne of CO²e produced during these activities an equivalent amount is offset in verified projects around the world.

1. What is climate change?

Climate change is the long-term change in average weather conditions, including temperature, precipitation and wind.

Climate change is already apparent as evidenced by higher temperatures, rising sea levels, increased ocean acidity and ice melt. Global surface temperatures, alone, have increased by roughly 0.74 °C (1.33 °F) between the start and the end of the 20th century and the Intergovernmental panel on Climate Change (IPCC) has predicted that temperatures could increase a further 2°C by 2020 if measures aren't taken to reduce our global GHG emissions.

2. What is the value in offsetting carbon emissions?

Growth in the world's population and increasing consumption is expected to lead to a three-fold rise in energy demand during the next century, which is thought will lead to a 2–4° centigrade increase in average global temperature. Scientific consensus is that we need to reduce emissions 80% by 2050 (against a baseline of 1990 levels) to stabilise our climate and prevent unprecedented negative impacts on the economy and our climate.

Against that backdrop, any and every means to tackle climate change has to be embraced. An offset-inclusive carbon reduction programme is an immediate and cost-effective way to meet stakeholder pressure by setting and meeting stretching carbon reduction targets, prepare for increasing regulation and mitigate future risks as carbon becomes an increasingly costly commodity.

3. Why do **COOL DESIGNS LTD** offset carbon emissions?

Here at COOL DESIGNS LTD, we are committed to reducing the GHG emissions we emit from our business operations.

In order for us to achieve these emissions reductions we have worked with The CarbonNeutral Company to form a robust carbon management plan which combines internal reductions with a carbon offset programme. Our carbon offset programme enables us to offset the remaining emissions made by our business operations to bring our overall emissions to net zero. As a result, CDL achieved CarbonNeutral® certification.

4. What does CarbonNeutral® mean?

CarbonNeutral® is the registered trademark of The CarbonNeutral Company and is the leading brand mark and quality standard for action on climate change. Permission to display the CarbonNeutral mark is only given to organisations when GHG emissions have been measured and reduced to net zero through a program implemented in accordance with The CarbonNeutral Protocol. This Protocol





assures quality of offset projects, GHG emissions assessments and communication and is regularly reviewed by an Independent Advisory Group.

The CarbonNeutral® brand mark awarded to COOL DESIGNS LTD signifies that the emissions associated with the company have been calculated in accordance with the WRI/WBCSD GHG protocol and an equal number of carbon credits have been purchased on behalf of CDL to neutralize these emissions.

5. What was the process for COOL DESIGNS LTD to become CarbonNeutral®?

To achieve a CarbonNeutral® certification, companies need to undertake a four step process:

1. Measure – A GHG assessment calculates the carbon footprint associated with emissions across an entire organisation or from individual emission sources, such as products, events, publications and vehicle fleets.
2. Target – Set a CO²e emission reduction target based on the information in the assessment.
3. Reductions – Reduce emissions to net zero through a combination of external and internal emissions reductions.
 - External reductions: Also known as carbon offsetting, this valuable tool enables businesses to counter-balance each tonne of CO²e they produce with a tonne saved by a validated emissions reduction project that has met international standards.
 - Internal reductions: These are operational and behavioural changes to reduce GHG emissions at the source such as turning down the heating and introducing recycling facilities.
4. Communicate – Once emissions are reduced to net zero, The CarbonNeutral Company awards the CarbonNeutral® certification mark.

6. Why is The CarbonNeutral® programme the most rigorous?

All of the carbon credits purchased by The CarbonNeutral Company on behalf of CarbonNeutral® companies have all been verified to all types of standards such as the Voluntary Carbon Standard (VCS) and Gold Standard. In addition, the overall program run by The CarbonNeutral Company has an outstanding quality assurance record. This includes:

- An Independent Advisory Group: of leading academics, scientists and businesses.
- The CarbonNeutral® Protocol: the standard which sits behind the CarbonNeutral brand mark and covers everything from the way in which CO²e is measured through to the selection of offsets and communication.
- 3rd party 'assurance' of the business: The CarbonNeutral Company commissions PwC to review the entire business and report publically on its integrity.
- Accounting standards: The CarbonNeutral Company has introduced the Policy for Accounting and Reporting Carbon (PARC) as an industry standard.
- Online carbon register: The CarbonNeutral Company is one of the only carbon offset companies to have a carry an on-line public register of its carbon offset projects.
- The CarbonNeutral Company guarantees every tonne of a carbon offset.

