

# ICROA

International Carbon Reduction  
& Offset Alliance

## Quality offsetting for climate impact

**Carbon offsetting is a critical component of a successful climate change mitigation strategy. It can also be a powerful marketing tool and help to strengthen your brand and corporate reputation.**

More and more companies are leveraging offsets to give themselves a competitive edge in their industries. But professional carbon management requires professional service, and this is exactly how the International Carbon Reduction and Offset Alliance (ICROA) can help.

## ICROA – Who we are

ICROA is an international non-profit industry organisation, comprised of the leading carbon reduction and offset providers in the voluntary carbon market.

The primary aim of ICROA is to deliver quality assurance in carbon management and offsetting, through adherence to the ICROA Code of Best Practice. This Code is a compulsory standard for all ICROA members, and it contains policies for providing services in the categories of carbon footprinting, GHG emission reduction consulting, offsetting and communication.

## Our members



**“Offsetting is a valid way to reduce global carbon emissions quickly and cost effectively.”**

Christiana Figueres

Former Executive Secretary, UNFCCC

## Why offsetting matters

Offsetting plays an important role in any robust carbon management strategy by enabling businesses to meet their reduction target in a cost-effective manner. Through the use of carbon offsetting, businesses are able to bridge the gap between their internal reductions and When trusting an ICROA member with their carbon reduction goal.

**In addition to reduced CO<sub>2</sub> emissions, carbon offsetting delivers an array of economic, social and environmental benefits.**

A study by Imperial College London quantified these benefits, surveying 59 projects and analysing their impact in creating jobs, protecting the environment, and generating new economic activity. The research shows that offsetting one tonne of CO<sub>2</sub> delivers an average of \$664 worth of economic benefit to the environment and local communities.

Many firms also report an increase in the number of contracts secured as a result of offsetting. It can help your firm stand out from the competition, resulting in increased revenues and a stronger bottom line. Implementing a carbon management strategy can also deliver clear financial returns through improvements in energy awareness and reductions in consumption, which can lead to operational savings.

## Why offset with ICROA?

ICROA's member firms offer the highest quality services for entities interested in offsetting and are audited annually by a third party to ensure the quality of their offers.

When trusting an ICROA member with your offsetting programme you can be sure to receive the best possible service and support.



To find out more, go to:

[www.icroa.org](http://www.icroa.org)

Or contact **Antoine Diemert**,  
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