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.
Why offsetting matters

Many firms 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.

In addition to reduced CO₂ emissions, carbon offsetting delivers an array of economic, social and environmental benefits.

A recent 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 CO₂ delivers an average of $664 worth of economic benefit to the environment and local communities.

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.

For more information, please contact Simon Henry - Programme Manager henry@ieta.org or visit our website: www.icroa.org

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

Christiana Figueres
Executive Secretary, United Nations Framework Convention on Climate Change (UNFCCC)
Quality Assurance in the Carbon Market

The voluntary carbon market has become an established and important component of climate change mitigation.

Today, it functions reliably, with clear rules and standards to ensure quality, and a global client base of companies committed to leading action on reducing carbon emissions while delivering value to their business. Due to the ever-important need for market integrity and the expectations of buyers, it is essential that carbon management firms prove they are capable of delivering a high quality, reputable service.

The International Carbon Reduction and Offset Alliance (ICROA) enables its members to demonstrate the quality, integrity and credibility that is essential to creating successful carbon offset programmes.

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Corporate clients choose to work with ICROA members because they know they will receive the highest standards of quality and support for their offset programmes.

Our members
**Demonstrate best practice**
ICROA membership demonstrates commitment to the very best practices in carbon management and offsetting services. Members can leverage ICROA branding as a stamp of quality for their services, as well as the chance to engage new clients and to generate new business.

**Build demand**
ICROA runs a range of programmes to build greater demand and interest in the value of voluntary offsetting for businesses, and delivers a consistent message to the market. These programmes include industry-leading research on the benefits of carbon offsetting, speaking at conferences and to the media on the role of carbon offsetting, and collaboration among members to create publicity materials and outreach activities.

**As a member of ICROA, you will have the opportunity to actively shape the future of the voluntary carbon market.**

**ICROA works with governments and other key stakeholders to:**
- Support global emissions reductions through the promotion of a responsible approach to offsetting
- Provide a credible, influential and uniform voice on carbon reduction strategies, products and services, and to raise the profile of the voluntary carbon market
- Enable bold carbon management strategies to be integrated profitably into businesses
- Commit to shared learning, transparency and continuous improvement
- Engage with governments and other key stakeholders on voluntary carbon market issues to help ensure that best practice becomes the norm in the voluntary carbon market.

**What our members think**

“Since joining ICROA, we have been able to better communicate the added-value of the projects we support and increase our visibility as a high-quality intermediary for carbon offsets.”

“Being part of ICROA enables us to maintain the highest standards of quality, integrity and transparency across our full suite of carbon management services.”

“ICROA is important to us because it sets best practice and operates a robust auditing process, ensuring that all ICROA members operate according to these standards. This brings regulation and consistency to the voluntary carbon market, and provides an assurance level for clients, who can then choose the best supplier for their own needs from the membership.”

To find out more, go to: [www.icroa.org](http://www.icroa.org)

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