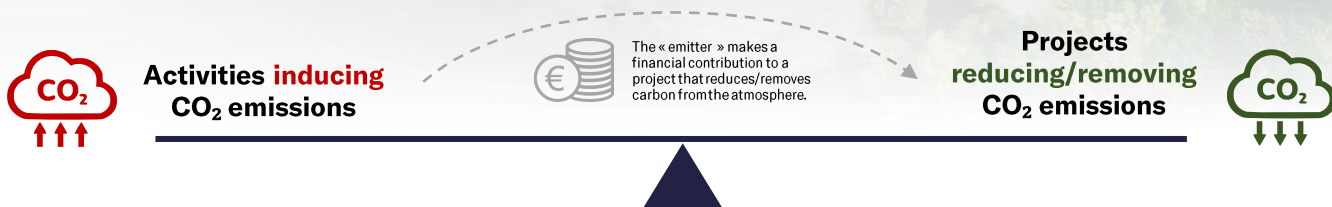




CARBON OFFSETTING

WHAT IS CARBON OFFSETTING?

Carbon offsetting refers to the practice of compensating for the negative impact of carbon emissions, by investing in projects or actions that reduce or remove an equivalent amount of carbon from the atmosphere.



OFFSETTING TYPES

Carbon offsets can be categorized into two main types: those that reduce carbon emissions and those that actively remove carbon from the atmosphere.

CARBON REDUCTION OFFSETS

These offsets focus on preventing carbon emissions from occurring in the first place. They involve projects and activities that aim to reduce the amount of carbon dioxide released into the atmosphere. Some examples include:



Renewable Energy Projects

Investing in renewable energy sources such as solar, wind, hydroelectric, and geothermal power generation reduces the reliance on fossil fuels and decreases the emissions associated with electricity production.



Energy Efficiency Initiatives

Implementing energy-efficient technologies and practices in industries, buildings, and transportation can lower energy consumption and, consequently, carbon emissions.



Methane Capture and Reduction

Landfills and agricultural activities can emit methane, a potent greenhouse gas. Projects that capture and utilize methane, or reduce methane emissions through improved agricultural practices, contribute to emission reductions.



Sustainable Land Management

Avoiding deforestation, adopting sustainable agricultural practices, and improving land use management help prevent carbon stored in trees and soil from being released into the atmosphere.

CARBON REMOVAL OFFSETS

These offsets focus on actively removing carbon dioxide from the atmosphere, helping to offset emissions that are already emitted. Some examples include:



Reforestation and Afforestation

Planting trees (reforestation) or establishing new forests (afforestation) helps absorb CO₂ from the atmosphere as trees grow through the process of photosynthesis.



Direct Air Capture (DAC)

Advanced technologies like DAC involve capturing CO₂ directly from the air using chemical processes, and then storing or utilizing the captured carbon in various ways.



Soil Carbon Sequestration

Certain agricultural practices and land management techniques, such as no-till farming or agroforestry, can increase the amount of carbon stored in soils, effectively removing it from the atmosphere.



Ocean-based Carbon Removal

Certain ocean-based approaches, such as ocean fertilization or the enhancement of natural oceanic processes, aim to increase the ocean's ability to absorb and store carbon.

WHY DO WE NEED IT?

The primary purpose of carbon offsetting is to help mitigate for the impact of carbon and, from an industry perspective, help **achieve a net-zero carbon footprint**.

This means that the total amount of carbon emissions produced is balanced out by an equivalent amount of carbon removal or reduction, effectively resulting in no net addition of carbon dioxide to the atmosphere.

WHO CAN PURCHASE CARBON OFFSETS?

Carbon offsets are available for purchase by anyone emitting carbon (individuals, businesses, organizations and governments) interested in mitigating their carbon emissions and contributing to climate change mitigation efforts.

Contributors receive carbon credits for their contribution to the emission reduction/removal project

[>>> MORE INFO](#)



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