

Carbon Offsetting vs Environmental Responsibility: Why It Pays To Know The Difference

How can carbon offsetting be a bad thing? Well, in practice it isn't. But businesses worldwide are realising that this alone doesn't represent environmental responsibility. As a result, some are making false carbon-neutral claims, which haven't gone down well with activists, green-focused bodies, and more.

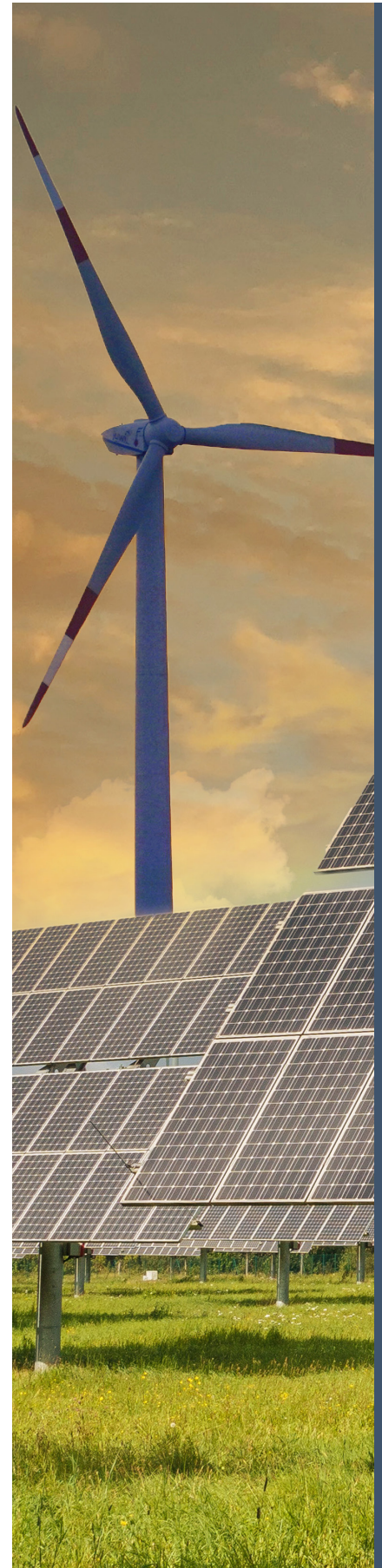
Now is the time for businesses to demonstrate genuine environmental responsibility. Keep reading to learn the difference between this, and carbon offsetting. And get actionable guidance on how to help your organisation achieve carbon neutrality – with the PAS 2060 certification to prove it.

What's wrong with offsetting?

Carbon offsetting is the act of investing in environmental projects to balance out a carbon footprint. These projects could include tree planting or other nature-based solutions, often organised through schemes that businesses purchase 'carbon credits' with.

It's a popular choice for busy decision makers who want to do more to protect the environment. But there's a problem: in the race to prove their commitment to green promises, organisations are inaccurately making "carbon offsetting-based environmental claims". And under increased scrutiny, many big businesses are u-turning, from Gucci and easyJet, to KitKat and Leon.

The issue stems from vague offsetting predictions and contentious carbon neutrality claims based on offsetting alone. New guidance now urges companies to adopt a climate contribution model, which includes reducing internal emissions and purchasing high-quality credits as a means of climate mitigation – alongside their existing environmental responsibility efforts.





How to become environmentally responsible

You're probably looking for ways to reduce your business's carbon footprint, and perhaps push towards carbon neutrality. If your ambitions are in the right place, you're one step closer to becoming environmentally responsible. Of course, this can have a positive impact on the planet – but the benefits don't end there. And PAS 2060 certification through Centre for Assessment can help you achieve them.

PAS 2060 is the only internationally recognised certification for organisational carbon neutrality. It's a strong foundation to support initiatives like the Net Zero Council, and is already being used and pursued by big players like Formula E, Aston Martin, and GW Highways.

Once certified, PAS 2060 will help you measure, reduce, and offset your impact on the climate, and prove your commitment to environmental responsibility. What's more, an assessment can help you build public trust, reduce spending on wasteful activities, and importantly, practice certified offsetting that adds genuine environmental value.

Choose Centre for Assessment

Take your biggest step towards carbon neutrality by partnering with our experts for PAS 2060 certification. Our friendly team will help you follow an efficiency-first approach, and our guidance and assessment process will be tailored to your circumstances. With many years' experience behind us, we know how to act in your best interests so you can achieve certification.

Find out more about the positive effects PAS 2060 will have on your organisation on our website, or contact us directly – our team would be happy to discuss your unique needs.