



Insetting – Climate Protection from Your Own Supply Chain

Insetting is the most innovative carbon offset product in the world. It combines all of the advantages of classic offsetting with all of the advantages of your own project. Insetting is the perfect solution for your holistic corporate communication needs, enabling you to generate positive climate and social impacts via your supply chain.

Insetting – improving lives and your carbon balance

Let climate protection become tangible for your company

- Develop your own unique emission reduction project
- Support your suppliers' livelihoods
- Generate strong identification within your company towards your project
- Raise your social responsibility profile

How to create your own emission reduction project:

- Work with South Pole Carbon to identify the most suitable supplier for an emission reduction project
- South Pole Carbon identifies suitable technologies to help the stakeholders along your supply chain to reduce emissions
- Together with your supplier, South Pole Carbon realizes project implementation and certification under a recognized carbon standard
- Use the resulting emission reduction certificates to achieve carbon neutrality for your company or your product
- With the support of South Pole Carbon, build your environmental communications strategy around the project through all the project cycle

- ① Your business with its emissions
- ② Your supply chain with its emissions
- ③ Your *Insetting* project
- ④ Your business' carbon neutrality, achieved within your own supply chain



Project types that qualify for Insetting schemes



Improved cooking stoves:

Locally-produced modern cooking stoves replace open fires or inefficient charcoal stoves, thus reducing demand for non-renewable biomass. This diminishes the amount of CO₂ entering the atmosphere, protects forests and wildlife habitats, reduces respiratory illnesses, and shortens firewood collection time (which can take up to 8 hours per day!). The latter two points apply mainly to women and children. Case study video at www.southpolecarbon.com/sales/casestudy !



Water purification:

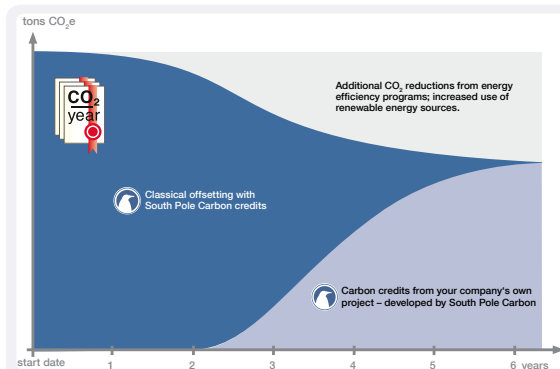
Modern filter applications for household use can purify water, making it potable without having to burn wood to boil it. This saves huge amounts of firewood and reduces CO₂ emissions. At the same time, because the process is safer than boiling, it improves public health. In addition, using a filter to purify water reduces the time spent collecting firewood. This benefits forests and wildlife habitats.



Reforestation / Agroforestry

In coordination with local communities, improved agricultural and forest management schemes are being introduced. By establishing forest protection and reforestation jobs (e.g. in tree nurseries), people are enabled to earn a living without having to exploit and destroy natural forests.

Your path to carbon neutrality



Guaranteed and sound climate neutrality from day one of your efforts to protect the global climate!

- After the start of your dedicated insetting project, and before its full emission reductions occur, your emissions are being offset through carbon credits from our rich portfolio of premium projects.
- In addition, financial savings through reduced energy demand or improved productivity in your supply chain are another plus for your suppliers' livelihoods.
- Your company's communications can showcase the highest environmental integrity and a full commitment to your stakeholders' wellbeing.

Checklist Insetting



✓ Additionality and permanence:	according to the rules of established international standards
✓ 3 rd party verified:	by our strong partners (e.g. TÜV, SGS, Bureau Veritas, ...)
✓ Transparency:	provided through public carbon registries
✓ Social and environmental benefits:	documented in pictures, writing, video; site visits can be arranged
✓ Marketing material:	to support your communication

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