

A person in a light blue shirt and dark pants is working on a large, curved solar panel array. The array is composed of many small, rectangular solar cells and is mounted on a metal frame. The person is leaning over the array, possibly adjusting or inspecting it. The background shows a clear blue sky and a distant horizon with a few wind turbines visible. The overall scene suggests a focus on renewable energy and sustainable development.

# **A CASE FOR CLIMATE NEUTRALITY**

**CASE STUDIES ON MOVING TOWARDS A LOW CARBON ECONOMY  
UNITED NATIONS ENVIRONMENT PROGRAMME**



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UNITED NATIONS ENVIRONMENT PROGRAMME**

## **A Case for Climate Neutrality—Case Studies on Moving Towards a Low Carbon Economy**

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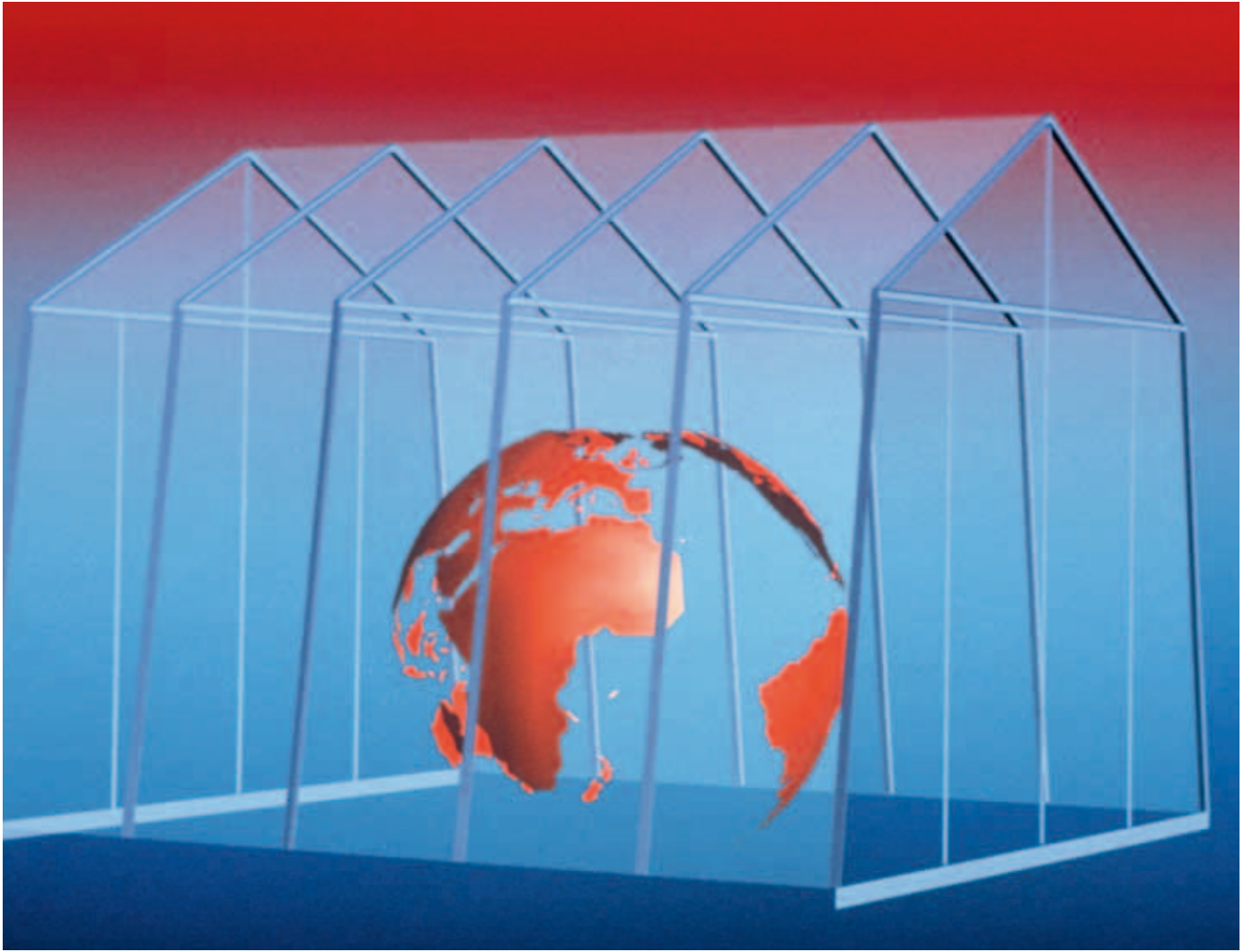
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**Climate neutrality means living in a way which produces no net greenhouse gas (GHG) emissions. This should be achieved by reducing your own GHG emissions as much as possible and using carbon offsets to neutralize the remaining emissions.**

**Kick the Habit: A UN Guide to Climate Neutrality**



Since its launch in February 2008, the Climate Neutral Network has attracted a growing number of participants dedicated to reducing and eventually eliminating their negative impact on the climate. They include companies, associations, cities, regions, international bodies and even countries.

As governments continue to strive to reach agreement to secure an effective global response to one of the critical challenges of our times—climate change—making available the experience of those taking positive action is especially important.

These case studies convey frank and personal testimony surrounding the challenges, rewards and occasional frustrations involved in pushing the boundaries on climate change action.

Overwhelmingly, though, the CN Net participants profiled in these case studies have positive experiences to report and share which should inspire many others to commit to climate neutrality. Certain key messages come through.

First, measuring emissions and identifying ways of reducing them has often led to substantial savings in the costs incurred by companies and public bodies—it doesn't cost the Earth to save it!

Second, some participants see the process of going climate neutral as a good way of getting ahead of the game—taking action now before regulations direct markets towards a low carbon future.

Third, offsetting emissions is not just a matter of paying some extra money to salve your conscience—in many cases CN

Net participants have identified directly with the particular projects they are supporting through their purchases of carbon credits, and see the benefits to communities and biodiversity that can accompany climate change action.

Finally, the climate neutrality process shows how your impact can extend well beyond the emissions directly created by the activities of your company, city or organization: suppliers making the materials you use, as well as customers using your products or services—all are part of the wider footprint of your activities. Several of these case studies relate examples where influencing those “upstream” and “downstream” impacts is regarded as even more important than the direct emissions of an entity's core activities.

There is no “one-size-fits-all” approach to being climate neutral. It involves different practices and priorities for different organizations. But the accounts in this volume show that going climate neutral can be an enriching and worthwhile experience, making climate change a real and tangible issue, and a way of translating the political process into real and sustainable action on the ground.

I hope that you will enjoy reading these case studies as much as I have, and that they will inspire more companies, organizations, cities and governments to join the Climate Neutral Network and start down the path to climate neutrality as one transformative avenue towards a resource-efficient, twenty-first century Green Economy.

**Achim Steiner**

UN Under-Secretary-General and UNEP Executive Director



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