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ICROA partnering with UNFCCC on 'Climate Neutral Now' campaign

LONDON, 22 September – ICROA is pleased to announce that it is partnering with the UN on the Climate Neutral Now campaign, which aims to drive governments, business and individuals to offset their emissions and support global climate efforts.

The campaign, launched today in New York, is part of a drive to raise public awareness of offsetting and its benefits in the run-up to the climate talks in Paris at the end of this year, where a new global agreement to fight climate change is to be agreed. Leading businesses such as Microsoft and retailer Marks & Spencer are supporting the initiative, as are Hollywood actor Edward Norton and fashion designer Vivienne Westwood.

The partnership with ICROA will allow the UN to offer businesses a comprehensive service on carbon management and lower global carbon emissions through the delivery of carbon finance to emission reduction projects around the world.

“Climate Neutral Now is a great initiative to raise awareness among business about its climate impacts and how these can be offset,” says IETA CEO & President Dirk Forrister. “IETA, ICROA and all our members are ready to help any businesses that are prepared to take this step.”

He adds: “For the world to meet the goal of limiting global warming to 2°C, it is vital that business takes action. Climate Neutral Now is a great way of using market forces to make a difference.”

“ICROA is proud to partner with the UN on this voluntary initiative,” says Sophy Greenhalgh, ICROA’s director. “ICROA has for a long time worked with business to take action on climate. We are delighted that the UN is actively promoting the importance of voluntary offsetting at this critical time and encourage all to get involved and make a positive impact by becoming Climate Neutral Now.”

IETA - Climate Challenges, Market Solutions

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“The private sector plays a vital role in working toward climate neutrality,” says Niclas Svenningsen, Manager, Design of Strategic Initiatives at UNFCCC. “We are delighted to be working with ICROA and grateful for their support in helping companies measure and reduce their climate footprint.”

More information on the Climate Neutral Now campaign, please see <http://climateneutralnow.org>.

About IETA:

IETA is the voice of business on carbon markets around the world. Established in 1999, our membership includes leading international companies from across the carbon trading cycle. IETA members seek to develop an emissions trading regime that results in real and verifiable greenhouse gas emission reductions, while balancing economic efficiency with environmental integrity and social equity. Please see www.ieta.org for more information.

About ICROA:

The International Carbon Reduction and Offset Alliance (ICROA) is a global non-profit housed within IETA. Its members provide carbon reduction and offset services across the world to thousands of organisations, including household brands and multinationals, towards the goal of avoiding dangerous climate change impacts. ICROA supports fast, global emissions reductions by promoting a responsible “reduce and offset” approach to carbon management by businesses and individuals. Please see www.icroa.org for more information.