



Carbonzero Certified

Program Requirements version 2 (Updated 2020)

Carbonzero Quick Facts:

- Founded and in operations since 2006.
- Based in Toronto, with operations and clients across Canada and internationally.
- Listed as a top performer in the David Suzuki Foundation and Pembina Institute report on carbon offsetting.
- Key clients include Blackberry, WestJet, Sun Life Financial, Santa Margherita, and Desjardins.
- Committed to providing the highest quality carbon offsets, sourced through the most stringent verification practices and based on a principle of transparency and open audit trail.

Carbonzero

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OVERVIEW

Introduction

Carbonzero has developed the ‘**Carbonzero Certified**’ (CZC) program to assist businesses and organizations in declaring carbon neutrality under a structure that maintains a high level of environmental integrity. The program ensures participants adhere to a stringent emissions measurement methodology and offset project selection process.

Carbonzero Certified clients receive our signature ‘Carbonzero Certified’ mark. This mark acts as a symbol of an organization’s commitment to the mitigation of climate change and can be used to help showcase environmental stewardship efforts.

About Carbonzero

Carbonzero was founded in 2006 and has rapidly risen to become a leader in the design and implementation of corporate carbon reduction strategies and solutions in the emerging low carbon economy. Carbonzero helps transform organizations by helping them assess, report, and reduce their emissions. Our approach, tools and services ensure that our clients can meet their emissions measurement needs, while developing the framework for the implementation of reduction activities.

A top performer in the David Suzuki Foundation and Pembina Institute report on *Purchasing Carbon Offsets: A Guide for Canadian Consumers, Businesses, and Organizations*, Carbonzero has led the way in setting the industry standards for measurable and verified emissions reduction offsets in Canada.

Featured Carbonzero Certified Clients



PROGRAM INVOLVEMENT

Certification Options & Requirements

Participants in the **Carbonzero Certified** program can participate via the following program options.

Certification Program Option	GHG Emissions Sources to be Measured & Offset	Minimum Data Requirements	Certification Term
Corporate Carbonzero Certification	<p>Required: Scope 1 & 2 GHG Emissions</p> <p>Recommended: Material Scope 3 GHG Emissions</p>	<ul style="list-style-type: none"> Utility Records and/or floorspace data for Certification term. Fleet fuel or km records (if applicable) 	Annual (12-month)
Corporate Business Travel Carbonzero Certification	<p>Required: Scope 3 – Business Travel GHG Emissions</p>	<ul style="list-style-type: none"> Origin, Destination, and Traveler Count for all trips in Certification term. 	Annual (12-month)
Print Job (Paper) Carbonzero Certification	<p>Required: Scope 3 – Paper Life Cycle GHG Emissions</p>	<ul style="list-style-type: none"> Paper Type Total Paper Weight Total Recycled Content of Paper (%) 	Publication-Specific
Product Shipping & Freight	<p>Required: Scope 3 – Shipping GHG Emissions</p>	<ul style="list-style-type: none"> Shipment Weight Shipment Mode of Travel Shipment Distance 	Annual (12-month)
Conference / Event Carbonzero Certification	<p>Required: Venue Utility Usage & Attendee Travel</p>	<ul style="list-style-type: none"> Utility Records and/or floorspace data for event duration. Attendee Travel Data – origin location and mode of travel 	Event-Specific
Product-Level Carbonzero Certification	<p>Required: Full Product-Level Life Cycle Emissions</p>	<ul style="list-style-type: none"> Dependent on Selected LCA Standard 	Annual (12-month) Product-Specific Term

Carbon Offset Criteria

Carbon offsets purchased by businesses and organizations that are participating in the Carbonzero Certified program must meet or exceed specific standards as outlined by Carbonzero.

These specific standards exist to ensure that carbon offsets are additional, measured, permanent, and verified by a third-party. These requirements also ensure that the carbon offsets used in the program are only sold and purchased one time, by being registered or retired on applicable registries after purchase. As an added layer of audit trail and transparency, Carbonzero also retires all carbon offsets on [The Carbonzero Registry](#). Note that Carbonzero performs all registry retirements associated with the Carbonzero Certified program on behalf of our clients.

Carbon Offset Project Region	Applicable Carbon Offset Standards	Retirement & Registry Requirements
Canada	ISO 14064-2, Verified Carbon Standard (VCS), Climate, Community, Biodiversity Alliance (CCBA)	Offset serialization and retirement required on: <ul style="list-style-type: none"> • Canadian Standards Association - Clean Projects Registry, or • VCS Registry, or similar.
United States of America	Verified Carbon Standard (VCS), Climate Action Reserve (CAR)	Offset serialization and retirement required on: <ul style="list-style-type: none"> • VCS Registry • CAR Registry
International - Other	Verified Carbon Standard (VCS), Gold Standard (GS)	Offset serialization and retirement required on: <ul style="list-style-type: none"> • VCS Registry • GS Registry

Getting Started

Is your organization ready to start its carbon neutrality journey by becoming **Carbonzero Certified**? Contact us to learn more about the process and to arrange a project scoping call.

Carbonzero

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