



# CO<sub>2</sub> Offsetting

## Climate Friendly Business Travel

Corporate responsibility today requires, amongst other things, to set and reach concrete targets for the reduction of greenhouse gas emissions that lead to global warming.

Business travel contributes significantly to your company's carbon footprint. However, travel activities are in many cases unavoidable for a successful conduction of your business. In order to still actively engage in climate protection efforts, atmosfair offers companies a practical approach: offsetting your emissions from business travel activities in high quality offset projects in developing countries.

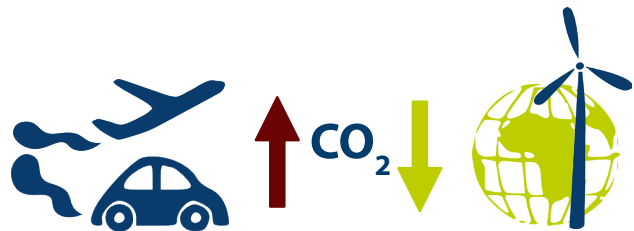
### atmosfair: 11 times best ranked offset provider

atmosfair offsets your CO<sub>2</sub> emissions in CDM Gold Standard projects and to a fraction of under 10% in innovative Gold Standard Microscale projects. These renewable energy and energy efficiency projects reduce greenhouse gas emissions that would have occurred otherwise. Moreover, they all have additional co-benefits for the local population and for the protection of the local environment. UN accredited, liable auditors verify and guarantee CO<sub>2</sub> savings and co-benefits.

Eleven international studies conclude: offset project quality, emissions calculation quality and its transparency make atmosfair unique!

#### Ulrich Jansen, CEO Provinzial Rheinland:

*„In our comprehensive climate strategy we decided to reduce our energy consumption as far as possible and to completely offset all remaining emissions. For us, this is active climate protection.“*



### Free of charge: atmosfair CO<sub>2</sub> reporting

Without an exact emissions calculation, credible carbon offsetting is impossible. Therefore, atmosfair calculates your emissions using the detailed CO<sub>2</sub> reporting standard „Business Travel“ developed by the German Business Travel Association (VDR). This is the first globally applicable standard that comprises all travel components. This scientific CO<sub>2</sub> reporting is free of charge for your company in case of CO<sub>2</sub> offset with atmosfair.

Being a nonprofit organization, atmosfair issues a donation receipt and a certificate for your voluntary offset fee. What is more, atmosfair provides you with regular updates and photos about the offset projects in order to support the communication of your climate protection efforts.

#### Your benefits:

- Reduction of unavoidable greenhouse gas emissions
- Offset helps you to reach CO<sub>2</sub> reduction targets
- CO<sub>2</sub> report according to the VDR standard free of charge
- Donation receipt for your offset fee
- Regular updates and photos for communication purposes
- Strong market position in the sustainability sector



#### Tufts University:

“Excellent documentation, good projects and strict verification procedures.”

**atmosfair offset projects:**

- **Technologies:** Efficient cook stoves, small biogas reactors, wind power, electricity from crop residues, hydro power, biogas from waste water, solar cookers
- **Countries:** Bolivia, Burkina Faso, China, Honduras, India, Cameroun, Kenya, Lesotho, Nicaragua, Nigeria, Rwanda, South Africa, Thailand
- **Standards:** CDM and Gold Standard
- **Efficiency:** 92% of your climate fees go directly into the offset projects
- **Information:** <https://www.atmosfair.de/en/projekte1/>

**Technology transfer worldwide: renewable energy and energy efficiency**

In contrast to re- and afforestation projects, only renewable energy and energy efficiency offset projects guarantee measurable and permanent CO<sub>2</sub> reductions. In addition, these projects have immediate co-benefits for the population, the economy and the environment in the partner countries. This is the reason why atmosfair develops CDM Gold Standard projects such as:



**United Nations**  
 Framework Convention on Climate Change

**Efficient cook stoves: benefits for climate, environment and people**



In Lesotho, Nigeria and Rwanda, more and more parts of the native forest disappear because of the lack of alternative cooking fuels. The dissemination of efficient cook stoves stops the slashing of the local forest. Further benefits for the cook stove users include 80% lower expenses for fuel wood and less smoke emissions that used to harm women and children in particular. Sales and distribution by local entrepreneurs lead to sustainable economic development. And the use of the cook stoves has a global impact, too: Each cook stove saves more than two tons of CO<sub>2</sub> per year.

**Biogas from cow dung: climate friendly energy for households**

In countries such as Kenya and India, biomass is the most important source of energy. An average Kenyan family consumes more than 15 kg of fuel wood per day. Your offset fee finances an alternative: small biogas reactors convert cow dung into biogas for cooking and, as a byproduct, into a nutrient-rich fertilizer that can be used on the fields or sold to neighboring farmers.

These 2m<sup>3</sup> units are built by locally trained masons. Thus, know-how is transferred to the local population stimulating economic development.



Upon request, we are happy to provide you with information about all atmosfair offset projects.

**Contact us:**

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Prof. Dr. Klaus Töpfer,  
 atmosfair patron

»Protect the climate through atmosfair.«

