

Carbon Neutral PPE | Is it possible?



Walsh - Blyth & Turton



The Overview

The UK Advertising Standard's Agency (ASA) have identified consumer understanding of 'carbon neutral' and 'net zero' claims as a priority due to environmental issues influencing consumer engagement. There are calls for 'significant reform to simply and standardise the definitions' and for 'claims to be policed by an official body'. The ASA found that overall consumers' understood 'carbon neutral' as an 'absolute reduction in carbon emissions' when in some cases, emissions remained unchallenged and offsetting was revealed. There is a call for transparency about offsetting and target dates when claiming products to services to be carbon neutral or net zero.



Where **WBT** Stands

WBT have a target of becoming Net Zero across all Scopes by 2050 at the latest. This target is further supported by our SBTi approved interim targets:



- 50% more carbon efficient across Scope 1 and 2 by 2030
- 27% absolute reduction across Scopes 1 and 2 by 2030
- 79% of suppliers to have their own science-based targets by 2027.

WBT believe it is paramount to have SBTi approved targets as this demonstrates our carbon reduction plan to be in line with the 1.5 degree Paris Agreement and legally binds **WBT** to achieve a minimum 90% absolute reduction before any offsetting of emissions is permitted.

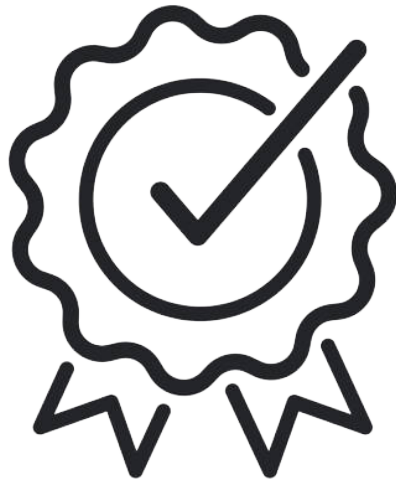
It is our professional opinion that offsetting is not the way forward to tackling climate change which is why we procure 100% renewable electricity from REGO back sources and have already seen a 24% absolute reduction across Scopes 1 and 2 since our 2019 baseline and will continue to drive this reduction.

More info:

<https://www.asa.org.uk/news/updated-environment-guidance-carbon-neutral-and-net-zero-claims-in-advertising.html>



WBT Carbon Footprint



This certificate acknowledges that

Bunzi Team Safety

offset 8 tCO₂e

through verified carbon reduction projects
and planting 8 trees in the Great Rift Valley, Kenya

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Helping to combat climate change
and sustain our environment for future generations

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