

“ 56% of consumers are more loyal to brands that can show, at a glance, credible evidence of environmental impact.  
The Carbon Trust, 2011



## Want an effective way to increase customer loyalty, differentiate your organisation from the competition, and demonstrate your commitment to sustainability?

Then empower your customers to act on climate change by selling carbon offsets to them at point of sale. When your customers pay a small fee to buy a carbon offset through you, the money will contribute to renewable energy and energy efficiency projects that reduce CO<sub>2</sub> emissions.

### How selling carbon offsets to your customers works

- It's quick and easy to implement. Our solutions can be used by your customers or sales team to measure and reduce the environmental impact of the products or services purchased.
- We offer simple, affordable and stable pricing for carbon offsets, to make it easier for your budgeting purposes. You pass offset payments from your customers to us on a regular basis, anywhere between monthly and annually.
- Our price, service and quality guarantee makes it a truly effective, risk-free and affordable way to demonstrate your commitment to a sustainable future.
- We provide comprehensive training to engage your staff, so they can effectively communicate the benefits of this new service and how it reduces climate change.
- We also supply marketing materials so your customers can understand the difference they are making by supporting carbon reduction projects, helping you increase customer loyalty and positive brand perception.

### Contact

To find out how carbon offsetting will help you increase customer satisfaction and meet your business objectives, contact Ben Newsom, Business Development Executive, by emailing [ben.newson@carbonneutral.com](mailto:ben.newson@carbonneutral.com) or telephone +44 (0)20 7833 6000.



# WINNER Best Offset Retailer 2011

by Environmental Finance readers

The CarbonNeutral Company is the most recognised carbon offset brand in Europe, and was voted 'Best Offset Retailer' by Environmental Finance readers, based on criteria such as efficiency, reliability, innovation, quality of service and influence on the market. We work with clients large and small who recognise the benefits of selling carbon to help their customers reduce their impact on the environment.



Scandinavian Airlines

## Scandinavian Airlines

Since 2006 Scandinavian Airlines has integrated our carbon calculator in to their booking process, experiencing increased loyalty by enabling customers to offset their emissions.

“ We decided to work with The CarbonNeutral Company over 10 other providers from across Europe because of the breadth and integrity of the business: the choice of carbon credits with strong verification process and the unique auditing of The CarbonNeutral Company.

Martin Porsgaard, Director Environment and Sustainability, Scandinavian Airlines



## Attenda

Attenda Limited, the Always On Managed Services company

Attenda is the first UK Managed Services Provider to have achieved CarbonNeutral® status, and they also offer clients the option to measure and reduce the CO<sub>2</sub> emissions produced by their data hosting infrastructure. Clients that take advantage of this benefit include Ark Workplace Risk, easyCar.com, Datamonitor, Fulham Football Club, iWantGreatCare.org™, and White Stuff.

“ Not only have Attenda embraced virtualisation to significantly reduce easyCar's carbon footprint, they have also made it possible for us to offset our remaining carbon footprint with one of the world's leading carbon management businesses.

Martin Smith, IT Director, easyCar.com



## Leasedrive Velo



Masterlease's Drive:Manager™ vehicle management allows drivers to calculate their CO<sub>2</sub> emissions by entering their vehicle details and annual mileage in to the carbon calculator tool.

The driver can then choose from a number of carbon reduction projects that will benefit from their offset payment, including energy efficiency, renewable energy and forestry projects.



Visit [www.carbonneutral.com](http://www.carbonneutral.com) to find out more about the businesses we work with, and how we can help you increase customer loyalty, differentiate from the competition, and deliver return on investment from carbon reduction.

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