

# MAKE IT WILD



## MAKING SENSE OF CARBON OFFSETTING

Helping you see the wood for the trees.

### WHAT'S THE BIG DEAL ABOUT CARBON?

Carbon dioxide or CO<sub>2</sub> is a potent greenhouse gas – which means it surrounds the earth like a blanket, preventing the heat of the sun from escaping. It is therefore a major contributor to climate change.<sup>(1)</sup> It is emitted by the many human activities that burn fossil fuels.

### WHAT IS CARBON OFFSETTING?

Carbon offsetting is a way to compensate for your emissions by funding a project, such as tree planting or renewable energy, designed either to reduce CO<sub>2</sub> production elsewhere, or to absorb emitted CO<sub>2</sub>. This can be considered to cancel out your own emissions.<sup>(2)</sup>

### HOW DO I OFFSET?

#### 1 WORK OUT THE SIZE OF YOUR CARBON FOOTPRINT.

- You can use a carbon calculator, such as [www.carbon-calculator.org.uk](http://www.carbon-calculator.org.uk)
- Or you can estimate it using these figures

A typical long-haul flight per person	<b>3 tonnes</b>
Ten thousand miles driving in a typical family petrol car	<b>5 tonnes</b>
Heating a typical UK home for a year	<b>3 tonnes</b>
Lighting, household appliances, per person per year	<b>2 tonnes</b>
Eating beef once per day for a year	<b>2.5 tonnes</b>

#### 2 DECIDE HOW YOU WANT TO OFFSET IT – THESE ARE THE OPTIONS:

METHOD	PROS	CONS
Invest in renewable energy infrastructure <sup>(3)</sup>	<ul style="list-style-type: none"> <li>• Long term impact</li> <li>• potential to reduce reliance on fossil fuels</li> </ul>	<ul style="list-style-type: none"> <li>• Very expensive</li> <li>• Long delay to reduce CO<sub>2</sub> production</li> <li>• Likely carbon footprint of the project</li> <li>• Possible negative environmental impact</li> </ul>
Invest in 'cleaner' technology (e.g. cooking stoves in developing countries) <sup>(4)</sup>	<ul style="list-style-type: none"> <li>• Long term impact</li> <li>• Potential to reduce reliance on fossil fuels</li> <li>• Possible additional benefits (e.g. health)</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive</li> <li>• Small incremental effects</li> <li>• Difficult to deliver</li> <li>• Requires societal change</li> </ul>
Tree planting <sup>(5)</sup>	<ul style="list-style-type: none"> <li>• The most financially efficient absorption of CO<sub>2</sub><sup>(6)</sup></li> <li>• Many additional benefits:                             <ul style="list-style-type: none"> <li>- Trees prevent droughts, desertification, landslides and floods</li> <li>- Trees provide shelter, shade and habitat</li> <li>- Trees support biodiversity</li> <li>- Trees are beautiful and provide 'amenity value'</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Trees take time to reach peak sequestration ability</li> </ul>

## OK, I'LL GO FOR TREE PLANTING - WHAT SHOULD I LOOK FOR?<sup>(7)</sup>

- Would the trees have been planted anyway? You need reassurance that the trees you are investing in would not have been planted without your investment. This is called **Additionality**.
- Will the woodland be looked after as a woodland for the foreseeable future? You need to be sure it will! This is called **Permanence**.
- Does the project itself have a large carbon footprint? This is called **Leakage**. Make sure it's as small as possible. Consider the location of the trees - is travel required for their management?
- Are there other benefits from the project? To local people? To biodiversity? This is called **Co-benefit**.
- **Track record** - Does the organisation have experience of successful woodland creation and management?
- Is the organisation transparent in its work? Can they show you their trees?

## HOW DO MAKE IT WILD MANAGE THEIR TREE PLANTING?

We regularly invest in more land to plant more and more trees. We have planted over 50,000 trees so far and intend to plant 10,000 each year.

The first 18,000 trees we planted are now a healthy young woodland, **Sylvan Nature Reserve**, near York, which is open to the public. Our more recent plantings include **Bank Woods** and **Dacre Woodlands**, both are protected nature reserves near Harrogate. We also have ancient woodlands there which are designated as a Site of Importance for Nature Conservation. All our trees are photographed by drone, so we can show you the trees you paid for.

## FOR MORE INFORMATION

See our [website](http://www.makeitwild.co.uk)

[WWW.MAKEITWILD.CO.UK](http://www.makeitwild.co.uk)



 Purchase carbon offsetting easily [here](#)

Or scan here:



 Email us on [info@makeitwild.co.uk](mailto:info@makeitwild.co.uk)

 Call us on **07795 605406**

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## REFERENCES

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