



AIS & Carbon Neutral FAQ's

1. What is Carbon Dioxide (CO₂) and why is it such a big deal?

Carbon Dioxide (CO₂) is a long-lived greenhouse gas produced when fossil fuels such as oil and coal are burned. The build up of CO₂ in the earth's atmosphere can cause an increase in the earth's surface temperature, or what others refer to as climate change or global warming. The increase in temperature may cause severe changes in weather, which could be catastrophic. At the current rate, greenhouse gas (GHG) emissions are predicted to reach a pinnacle level that will impact the entire planet. We are already enduring the effects now. Globally, many industry leaders have joined forces to provide a green movement, urging companies and individuals to pay attention to this important issue. The latest scientific opinion is that global GHG reductions of 80% are necessary by 2050 to avoid the worst effects of climate change. This is a very significant challenge, especially when considering the growing emissions from developing countries. In order to meet this goal, investing in new energy sources and making internal company reductions is crucial.

2. What is a Carbon offset?

A carbon offset represents the reduction of one metric ton (2,205 lbs) of carbon dioxide emissions (CO₂e), the principal cause of global warming. Although complex in practice, carbon offsets are fairly simple in theory. If you develop a project that reduces carbon dioxide emissions, every ton of emissions reduced results in the creation of one carbon offset. Project developers can then sell these offsets to finance their projects.

There are a variety of carbon reduction project types that produce carbon offsets. These projects reduce, remove or avoid greenhouse gas emissions. For example, a wind farm generates clean energy, which reduces carbon emissions from coal-burning power plants. In order to finance its operations, a wind farm can sell these reductions in the form of carbon offsets.

3. What is a Carbon Footprint?

A carbon footprint is a measure of the impact that our activities have on the environment, and in particular climate change. It relates to the amount of greenhouse gases produced in our day-to-day lives through the burning of fossil fuels for electricity, heating, manufacturing, transportation, and more.

The carbon footprint is a measurement of all greenhouse gases we individually produce and has units of tonnes (or kg) of carbon dioxide equivalent.

For us, the CarbonNeutral® Company signifies that the emissions created by the following have been measured:

- Natural gas consumption
- Electricity consumption
- Waste disposed
- Gasoline used in company vehicles
- Miles traveled by rental car
- Miles traveled by air
- Hotel night stays
- Commuting type and distance
- Refrigerant gas loss
- Movement of company owned goods

The total carbon footprint for AIS is approximately 3,500 metric tonnes of CO₂e.

4. Why has AIS made this commitment?

As a part of the AIS Lean manufacturing philosophy, the company has analyzed its manufacturing streams thoroughly and cut waste from every possible avoidable angle. Although the company was able to reduce its electricity and gas usage substantially and reduce the AIS carbon footprint, the company felt this wasn't enough. AIS decided to think outside of the manufacturing walls and investigate ways to offset its carbon footprint by investing in alternative energy solutions and emerging green technologies. The company believed this would provide benefits not only to AIS and its customers, but the industry as a whole by taking a leading step in the right direction.





5. What does being CarbonNeutral® mean?

The CarbonNeutral® brand mark is awarded when CO₂ emissions have been measured and reduced to net zero in accordance with a standard called the CarbonNeutral Protocol. A wide range of things can be made CarbonNeutral®, such as events, activities, companies, products, etc.

6. Who is CarbonNeutral?

Set up over 12 years ago, The CarbonNeutral Company is a world leading provider of carbon reduction solutions, working with over 300 forward thinking companies as well as hundreds of small businesses. The company has invested in over 200 emissions reducing projects across six continents. It is a company with high integrity and deep experience, committed to delivering the best solutions for clients and the environment.

7. How did AIS achieve CarbonNeutral certification?

To achieve the CarbonNeutral® brand mark, AIS went through a process that involved:

- Measuring CO₂ emissions from travel, waste, energy, etc.;
- Setting a net zero CO₂ target, and planning for how and from where to make reductions;
- Executing a program of external and internal CO₂ reductions;
- Being awarded the CarbonNeutral® brand and using it to inspire others to follow suit.

8. What projects is AIS offsetting its carbon emissions with?

AIS has selected three offsetting projects.

1. Conservation-based forest management project in the Big River/Salmon Creek Forests in Northern California verified and certified to the Climate Action Reserve.
2. Wind power from the Damao Wind Power Project in Inner Mongolia verified and certified to the Gold Standard.
3. Coal mine methane capture project in Tieling China verified and certified to the Voluntary Carbon Standard.

9. Why is the CarbonNeutral® program the most rigorous?

There are several reasons:

- Integrity: The program is underpinned by a well developed brand standard called the CarbonNeutral Protocol, developed in association with an Independent Advisory Group of climate experts from academia, science and businesses. The Protocol covers the entire carbon chain – from measurement to communication, including, for example, clear parameters for carbon footprints and for brand awards.
- Guarantees: Every tonne of carbon sold by The CarbonNeutral Company is guaranteed so that in the unlikely event that a project fails, The CarbonNeutral Company makes up the shortfall itself. This means that any CarbonNeutral claim is true.
- Standards: The carbon credits for our CarbonNeutral program are all certified to the most credible and robust standards in the voluntary market.
- Independent Reassurance: The CarbonNeutral Company commissions a major annual independent review of its carbon business by the global accounting firm Pricewaterhouse Coopers (PwC). PwC matches client contracts with carbon contracts – ensuring that promises have been met.
- Accounting Practice: The CarbonNeutral Company has introduced the Policy for Accounting and Reporting Carbon (PARC) as an industry standard.

Additional information:

The CarbonNeutral Company is a founding member of The International Carbon Reduction and Offset Alliance (ICROA), which provides leadership and a unified voice advocating for quality industry standards www.icroa.org.

*CO₂ is traded internationally in metric tonnes.

