

# Becoming Carbon Neutral

Greenfleet offsets  
& the Standard approved credits

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## Is your business or organisation interested in carbon offsetting and becoming carbon neutral?

Greenfleet can help you achieve carbon neutrality while supporting Australian native reforestation projects.

## About Greenfleet

**Greenfleet is a leading not-for-profit environmental organisation committed to protecting our climate by restoring our forests. Through practical action, we are growing hope for our climate.**

We plant native biodiverse forests to absorb carbon emissions on behalf of our supporters and help fight the impacts of climate change. Since 1997, we have planted over 9.4 million trees across 500 forests in Australia and New Zealand.

We work with thousands of individuals and organisations to minimise their environmental impact. These include Telstra, Smartgroup, Monash University, Bendigo Bank, The Walt Disney Company Australia, and local and State Government.

## Becoming Carbon Neutral

An organisation, activity, process, event or building is considered 'carbon neutral' when its net greenhouse gas emissions are equal to zero.

To achieve carbon neutral certification in Australia, entities must measure all carbon emissions generated by their operations, reduce these where possible, offset any remaining emissions through the purchase of approved carbon credits, and publicly report on their carbon neutrality.\*

The Australian Government's Carbon Neutral Program certifies organisations, products and services, events and precincts against the Climate Active Carbon Neutral Standard (the Standard). This certification provides access to the official Climate Active carbon neutral certification trademark to show carbon neutral status.

### Protected for up to 100 years, Greenfleet forests:

- address critical deforestation
- capture carbon emissions to help combat climate change
- reduce salinity and soil erosion
- restore habitat for native wildlife
- ensure a greener future for our next generation.





## Partnering with Greenfleet

For organisations seeking or maintaining Carbon Neutral accreditation, Greenfleet offers a unique package of Greenfleet offsets bundled with Climate Active Carbon Neutral Standard (the Standard) approved credits.

With this package, you can elect to purchase one the Standard approved credit for each tonne of carbon emissions you offset through Greenfleet. Please note that Greenfleet guidelines apply.

### Greenfleet offsets

support local Australian native reforestation projects with strong environmental and biodiversity outcomes. Your carbon offset contributes directly to future carbon sequestration projects and ensures your organisation is leading the way on climate action.



### The Standard approved credits

are offset units (such as VCUs and Gold Standard carbon credits) which are eligible to be used to achieve Carbon Neutral certification. These credits are predominantly derived from overseas renewable energy projects and are generated from existing or past carbon emissions reduction projects.



This joint approach to your carbon offsetting program ensures you receive:

- the Standard approved credits that can be used to meet your carbon neutral certification from an existing international project, and
- Greenfleet carbon offsets which invest in the Australian environment and build climate change resilience.

## Get started

Greenfleet is here to assist you with a simple and innovative carbon offsetting program which ensures you are taking local climate action.

For more information on this bundled package, please contact our Partnerships Manager on:

Email: [partnerships@greenfleet.com.au](mailto:partnerships@greenfleet.com.au) Phone: (+61 3) 9642 0570



**Growing forests. Growing hope.**  
[greenfleet.org.au](http://greenfleet.org.au)

\* Please note that whilst Greenfleet does not offer auditing services for carbon neutral certification, we can assist with finding a third-party provider.