



# Making The Decarb Connect Festival Carbon Positive

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Virtual Conference Offsetting with  
ClearBlue

27<sup>th</sup> Jan 2022

**decarb**  
**connect**  
FESTIVAL  
25-27 JANUARY 2022

# Carbon Neutral Sponsorship

## Decarb Connect Festival January 2022

- ClearBlue works towards global decarbonization with companies across industries, mobilizing multiple strategies in the carbon toolkit, including participation in compliance and voluntary carbon markets
- The Decarb Connect Festival brings together stakeholders in the toughest-to-abate sectors to rise to the net-zero challenge
- ClearBlue has become Decarb Connect's Carbon Neutrality Partner in their continued efforts to support and decarbonize hard-to-abate sectors
- ClearBlue has taken a measure, reduce, and offset approach, using carbon credits from a high-quality Gold Standard project



# Step 1: Measure



## Calculating Emissions for Decarb Connect Festival

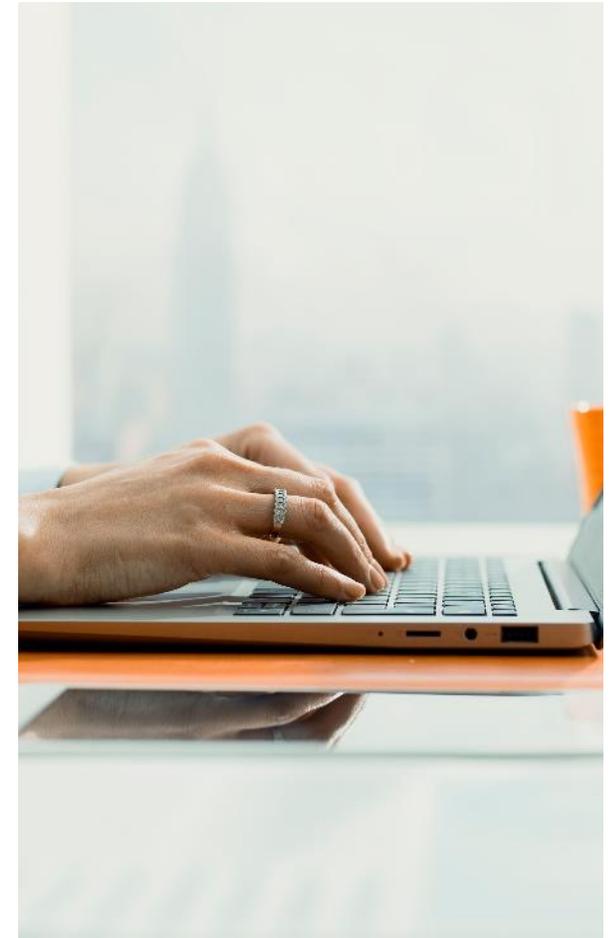


- The first step to carbon neutrality is to estimate the tonnes of CO<sub>2</sub> the conference activities emitted, or will emit, then determine the amount of kWh consumed by each participant. This depends on factors such as the electricity usage of attendee's devices and data usage of host platforms.
- Once kWh per participant is determined, national and regional grid factors are applied to determine the amount of CO<sub>2</sub> emitted to produce this energy. Participants from countries and regions with a low-carbon grid such as Iceland, Quebec, and Norway will have a lower footprint than those in regions like South Africa and Australia
- ClearBlue determined the Decarb Connect Festival to require 3.55 kWh of energy per participant, meaning the carbon emissions per participant would range from 3.6 kg of CO<sub>2</sub> in Victoria, Australia, to 0.00039 kg in Iceland

# Step 2: Reduce

## Reducing Emissions from Conferences

- ClearBlue recognize offsetting as part of the climate change solution, alongside efforts to *reduce* emissions in current and future activities
- In-person conferences are estimated to produce .5 tonnes of CO<sub>2</sub> per participant, 13,788.89% more than Decarb Connect Festival's highest-emitting participants
- The planned-hybrid conference would have reduced emissions by up to 90%, while the festival being fully-online due to COVID reduced emissions by 97-200x compared to in-person
- Online conferences have a lower footprint as emitting activities such as travel, hotel stays, and food and beverage are omitted
- Participants can lower their footprint during the Decarb Connect Festival (and day-to-day) by switching to a clean energy provider, using a laptop rather than desktop, switching to more efficient appliances, unplugging devices, and choosing plant-based food options



# Step 3: Offset

## Making the Decarb Connect Festival Carbon Positive



- Decarb Connect Festival 2022 has become **carbon positive** through the retirement of credits in [Gold Standard Project 7312](#) – Promoting Improved Cooking Practices in Nigeria by Toyola Energy Services
- ClearBlue and Decarb Connect are contributing to the provision of efficient charcoal cookstoves to 385,263 households across Nigeria
- The project is certified to contribute to SDG13 (Climate Action), SDG7 (Affordable and Clean Energy), and SDG1 (No Poverty). It also focuses on delivering benefits to women, as 80% of owners of new stoves are women, and women are always the majority in stakeholder meetings
- **Cookstoves are an avoidance-type project.** Supporting this project enables domestic emission reductions in Nigeria, aiding efforts of developing countries to transition into low-carbon, prosperous economies. We need to reduce emissions to zero across the globe before removal initiatives can effectively address the ‘net’.



# Step 3: Offset

## Decarb Connect Festival 2022 is Carbon Positive



We are delighted to confirm the retirement of  
**1 Verified Emission Reductions (VERs)**  
for  
**ClearBlue Markets Europe B.V.**  
on **26/01/2022**

Promoting Improved Cooking practices in Nigeria  
Emissions associated with Decarb Connect Festival January 2022

*This credit has been retired, saving **1** ton of CO<sub>2</sub> emissions  
from being released into the atmosphere.  
Thank you for investing in a safer climate and more sustainable world.*

Gold Standard

- With **over 400 participants** in a total of **58 locations**, the total emissions from the Decarb Connect Conference is **0.418153247** tonnes of CO<sub>2</sub> equivalent
- Considering that in-person conferences are estimated to emit .5tCO<sub>2</sub>e per participant, this is a fantastic reduction in emissions
- **1tCO<sub>2</sub>e** has been retired to make the event carbon positive

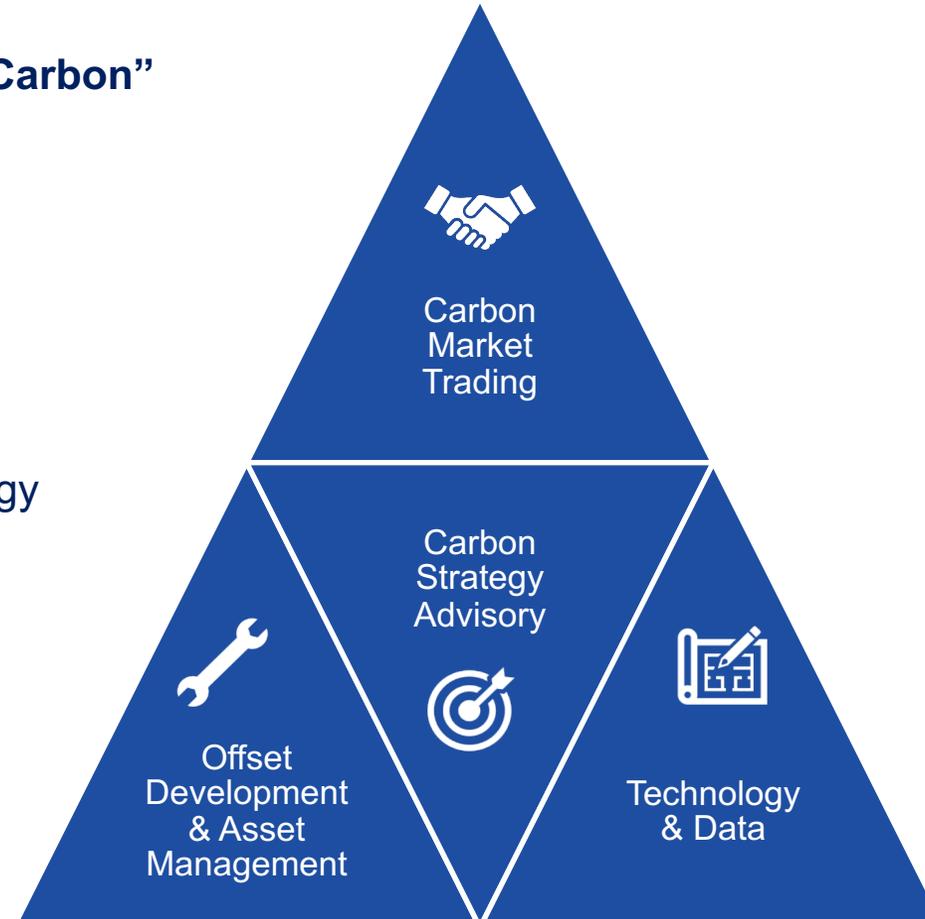
# About ClearBlue Markets



## How ClearBlue's services work together

### Our Expertise is in "All Things Carbon"

- Advisory
- Carbon Market Compliance
- Policy and Regulations
- Offsets
- Capacity Building
- Risk Management
- Position Management & Strategy
- Sales
- Origination
- Advocacy
- Project Development
- Market Research



ClearBlue is an award-winning company specializing in carbon pricing advisory, market analysis, transactions, and offset development

Our services work together to create comprehensive carbon markets strategies and solutions for current and prospective ClearBlue clients

# About Decarb Connect

## Supporting the hard-to-abate sectors to decarbonize

Decarb Connect focus on hard-to-abate sectors including cement, steel, O&G, power & utilities, ceramics and more. Their events and reports support those leading the deployment of decarbonization plans including heads of corporate strategy, innovation/R&D, carbon management, project directors, CTOs, COOs and finance leaders. Decarb Connect works with industry to set an annual agenda for essential research, benchmarking data, live events, retreats and more.

If you're selecting technologies, establishing high performing collaborations, initiating pilots or working out how to scale innovative projects – each element of the Decarb Connect offering helps you solve the systemic and technical barriers to decarbonization.

## Decarbonization Leaders Network

Membership of the Decarbonization Leaders Network brings the opportunity to meet with peers and cross-sector allies from across the energy-intensive sectors. By learning with your peers, including sharing your own successes, creating a network that can jointly progress – speeding up decisions and making robust choices that will accelerate decarbonization. [Find out more >>](#)

## Events, webinars & networking

Each event – whether digital or in-person – is constructed in consultation with the Decarbonization Leaders network and the wide community to balance your need for information and benchmarking. [View upcoming events >>](#)

## Industry insights, reports and podcast

It's Decarb Connect's mission to accelerate industrial decarbonization by bringing you regular insight, articles, interviews and podcasts from those who share our vision. [Read more >>](#)



All of the biggest heaving emitting sectors are in this audience. People who have huge influence in their organisations to drive the change that we need see in the next decade

**Dexter Galvin, Global Director,  
Corporations & Supply Chains, CDP**

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Find out more by visiting  
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