

The CEO Carbon Neutral Challenge Guiding Principles

To participate in the CEO Carbon Neutral Challenge companies need to adhere to the following six guiding principles:

1. Acknowledge that companies must account for their entire Greenhouse Gas (GHG) emissions associated with their business activities and recognize that additional measures, over and above direct reduction targets, are required immediately given the urgent need for climate action.
2. Have an internationally recognized objective measurement of their GHG emissions that encompasses the supply chain, or, if not already in place, commit to adopting one within 12 months from accepting the CEO Carbon Neutral Challenge.
3. Have a publicly declared timeline and plan of action for the avoidance and reduction of GHG emissions in place, such as a science-based target, or commit to having one, which includes the supply chain and/or other operational activities according to the nature of their business.
4. Implement verified and certified nature-based solutions, such as REDD+, that will mitigate and offset the near-term unavoidable GHG emissions associated with a company's entire business activities and/or as a compliment to any other offsetting strategy a company may already have in place to cover additional offsets that are necessary to adhere to the CEO Carbon Neutral Challenge. Purchase offsets within 12 months of joining the Challenge and offset on an annual basis following efforts to first reduce and avoid emissions. Ensure that they deliver measurable and direct benefits to biodiversity as well as provide fair and equitable benefits to local communities.
5. Commit to providing annual reporting on the impact and outcomes of offsetting projects, their progress towards the reduction of their GHG emissions and third party verification of the investment made to the offset projects to ensure efficacy.
6. Commit to collaborate with stakeholders to raise awareness for solutions that can amplify efforts to conserve and restore nature, while mitigating climate change, and outreach to other CEOs to join the CEO Carbon Neutral Challenge in order to continue positive momentum.