WELCOME TO YOUR CARBON NEUTRAL FUTURE
YOUR FIRST STEP ON THE ROAD TO MAKING YOUR BUSINESS GREENER
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WANT TO HELP YOUR BUSINESS GO CARBON NEUTRAL? THIS IS YOUR GUIDE

We all know that human activity is causing the earth’s temperatures to rise, a phenomenon called global warming. But what difference can you really make? If you’ve heard about going ‘carbon neutral’ but don’t know where to start, this is the guide you need.
Welcome to your carbon neutral future

Simple. All the exhaust fumes from our cars, from power stations, to plastic bottles, food packaging and other waste items are all adding up. Greenhouse gases are a big part of the problem, a problem that grows each year, although the rate of growth is slowing thanks to governments taking real steps to reduce emissions.
GREENHOUSE GASES 101

First, a quick and simple science lesson. Greenhouse gases, which include carbon dioxide, methane and ozone, occur naturally in the earth’s atmosphere. They are essential to life as we know it. Without them, the average global temperature would be a teeth-chattering -18°C.

But the human race has been pumping so many greenhouse gases into the atmosphere that we’re upsetting the system’s natural balance and causing global temperatures to rise. Since 1750, the amount of greenhouse gases in the atmosphere has risen by around 40%.

As you probably know, greenhouse gases help some of the sun’s heat stay within the earth’s atmosphere, keeping us warm. Add more greenhouse gases and the temperature rises, meaning less heat can escape.