



### The CO<sub>2</sub>-neutral® label

co2logic and Vincotte developed the "CO<sub>2</sub>-Neutral" label.

As opposed to "greenwashing", this label can only be achieved through serious climate efforts. Since 2007, it guarantees that labelled organisations are actively calculating, reducing and compensating their local and global climate impact

## Validation of CO<sub>2</sub> neutrality

Do you wish to obtain recognition for your genuine efforts to reduce CO<sub>2</sub> emissions and to communicate them to the outside world? Together with CO<sub>2</sub>logic, Vincotte offers you the solution.

### Your tailor-made solution

## More about the CO<sub>2</sub> Neutral label:

CO<sub>2</sub> neutrality can be achieved by calculating and reducing the CO<sub>2</sub> emissions of a company or a product, and subsequently compensating the remaining CO<sub>2</sub> emissions by supporting certified climate projects. Most companies reduce their CO<sub>2</sub> emissions to save energy costs, but efforts must extend beyond this in order to effectively tackle climate change. The remaining CO<sub>2</sub> emission must also be compensated. This stimulates companies to take up their responsibility for the remaining impact of their business operations on the climate, and not to pass them on to society and to future generations. Vincotte can help you make your company CO<sub>2</sub> neutral together with [CO<sub>2</sub>logic](#). CO<sub>2</sub>logic calculates your existing CO<sub>2</sub> emissions, identifies the options to reduce these emissions, and selects a sustainable project to compensate your remaining emissions. Vincotte validates this process, after which you will obtain the [CO<sub>2</sub> Neutral label](#).

### Your result

## Benefits of the CO<sub>2</sub> Neutral label

Do you want to contribute to an important social challenge such as climate change and do you want to make that commitment clear and recognizable? Working as a subject on decisive and transparent climate action with the CO<sub>2</sub> Neutral label has many advantages:

**Ecological responsibility:** The CO<sub>2</sub> Neutral label is a recognition of the subjects' climate efforts, it indicates the subject takes responsibility for its impact. The CO<sub>2</sub> Neutral label clearly indicates which aspect of the subject is currently carbon neutral.

**Credibility:** The CO<sub>2</sub> Neutral label is validated by Vincotte, an independent third party. The independent validation represents a quality guarantee. The double verification (first by CO<sub>2</sub>logic and then by Vincotte) ensures the subject has followed the conditions for label obtention and that its climate strategies and efforts are being communicated accurately and transparently to limit risks of greenwashing.

**Stronger reputation:** Respect for the environment and climate action are important motivations for stimulating values, which potential customers, staff and other stakeholders attach value to.

**Stronger market position:** By limiting emissions you can anticipate future policy and regulations. With the CO<sub>2</sub> Neutral label you can distinguish yourself from others as a company and increase competitiveness. The label can be used in online and offline communication.

**Cost reduction:** By calculating the CO<sub>2</sub> footprint and reducing emissions, unnecessary costs can be saved in time. In the process, unnecessary financial costs can be identified due to dependence on fossil fuels, energy inefficiency, waste, paper, and water.

### Please note

## Norms and Standards

- ISO 14068-1 (Carbon Neutrality)

## In which situation?

This service is for

- Entities (companies, organisations, sector organisations,...)
- Products
- Services (events,...)