



LITTLE BLUE RESEARCH CASE STUDY

Research into carbon offsetting

Client: 'Big four' consultancy

Client size: 15,000+ employees

Little Blue Research conducted research into carbon offsetting and the voluntary carbon market for a 'Big four' consultancy reviewing current offsetting standards, prices and market size.

Service: Strategic planning: implementation & disclosure

Capital: NATURAL

Assessment location: UK

LITTLE BLUE RESEARCH LTD

+44 (0) 7887 633 345 | info@littleblueresearch.com | www.littleblueresearch.com



Case study details

Client need

The client requested technical support to research carbon offsetting and its potential use as part of a wide range of options to meet their current carbon targets. This was to provide the client with an understanding of the relevance of available carbon offsetting options to help meet and/or extend their carbon related targets.

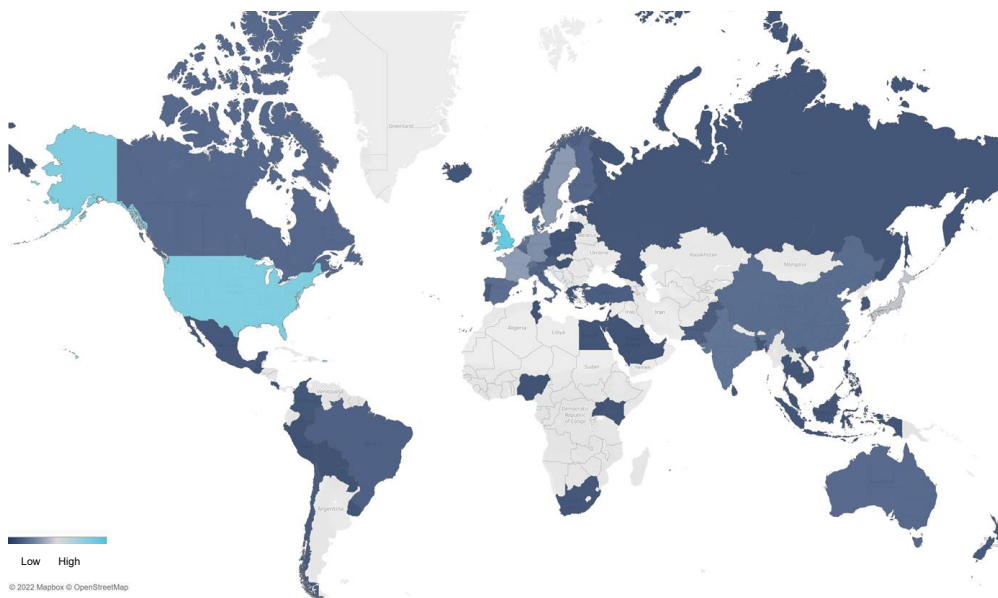
To place these options into context, the research included insights into historic, current and future trends, and the risks and opportunities associated with different aspects of carbon offsets and carbon offsetting.

The challenge

- Establishing the criteria for a carbon offsetting standard risk ranking system.
- Using limited publicly available information to undertake benchmarking to compare current and future offsetting strategies across a selection of companies.
- Understanding the constantly developing and growing voluntary carbon market.
- Conducting interviews with industry experts in order to understand the risks, opportunities and future of carbon offsetting and the voluntary carbon market.



Outputs and results



Example output: Engagement with carbon targets in the corporate sector¹

- ✓ Detailed benchmarking review of 10 companies spanning several sectors and locations and a review of 16 current carbon offsetting projects.
- ✓ Summary of expert interviews on the risks, opportunities and future of carbon offsetting and the voluntary carbon market.
- ✓ Detailed review of 11 key carbon offsetting frameworks.
- ✓ Risk ranking of five carbon offsetting standards.
- ✓ Overview of the carbon market, focussing on the size, structure and future outlook of the voluntary carbon market.
- ✓ Final report outlining the research findings and providing recommended next steps for the company's short-term and long-term actions regarding carbon offsetting.

What happened next

The client used the outputs of the findings as part of their representations on sustainability to their board. The client selected medium-term next steps to address.

¹ Data from <https://sciencebasedtargets.org/companies-taking-action#table> (accessed January 2022)



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