

AT GRIZZLE WE HAVE
FULLY DECARBONISED
OUR STUDIO TO NET
NEGATIVE 35% CO2e
INCLUDING ALL LEGACY
EMISSIONS SINCE 2014.
WE UNDERSTAND THIS
TEXT MAY BE HARD TO
READ BUT WE'RE
ANIMATORS NOT
GRAPHIC DESIGNERS.
FOR A BIT MORE FLESH ON
THIS SWIPE RIGHT NOW>>



A REMINDER OF WHAT 1t CO₂e LOOKS LIKE
[BUT NOT HOW TO SPELL TONNE]

CO₂e
2014 - 2020



CARBON OFFSETS



[NEG 35%]

**BUT GRIZZLE, ISN'T THIS
JUST MINDLESS
OFFSETTING +
BUSINESS AS USUAL?
SHOULDN'T YOU BE
CONCENTRATING ON
YOUR UPFRONT
ENERGY USAGE?**

**YES! YOU ARE CORRECT.
OFFSETS ARE POINTLESS
WITHOUT A ROBUST
STRATEGY FOR UPFRONT
CARBON REDUCTIONS.
PLEASE READ ON >>>**

**WE'VE INVESTED IN A
WIND FARM OFF THE
COAST OF SCOTLAND
DUE TO BE
OPERATIONAL IN 2023.
OUR INVESTMENT
COVERS 1.3MWh PER
YEAR OF ELECTRICITY
SAVING 9t PER YEAR OF
CARBON.**

**WE WANTED TO INSTALL SOLAR PANELS AT HEAD OFFICE BUT UNFORTUNATELY
THE ROOF IS TOO SHADED BY SURROUNDING BUILDINGS. WE FOUND RIPPLE
ENERGY WHO CROWD FUND NEW RENEWABLE INFRASTRUCTURE THROUGH
PRIVATE BACKERS. WE HAD TO JUMP ON BOARD. WIND ENERGY IS ALSO BETTER
BANG FOR YOUR BUCK WITH UP TO 3X MORE PAYBACK ON THE INITIAL UPFRONT
COSTS. OUR INVESTMENT IS EQUAL TO A 1% SLITHER OF ONE TURBINE**

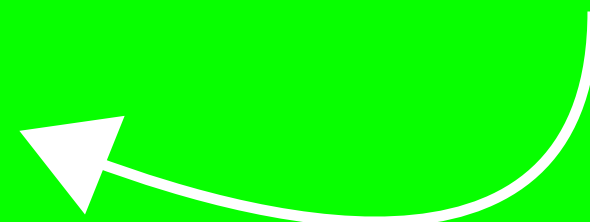
**WE HAVE PPA BACKED
RENEWABLE ENERGY
CONTRACTS AT OUR HEAD
OFFICE LOCATIONS**

PPA

SAY NO TO REGOS

- 1. ECOTRICITY**
- 2. GOOD ENERGY**
- 3. SCOTTISH POWER**
- 4. EDF**

**THE
GOOD
GUYS**



**MANY OF OUR STAFF
WORK FROM HOME SO
WE HAVE AN INCENTIVE
SCHEME TO SWITCH TO
PPA BACKED RENEWABLE
ENERGY CONTRACTS**

**THE INCENTIVE SCHEME IS
OPEN TO IN-HOUSE &
FREELANCE STAFF ALIKE**



**NO FLYING
WHATSOEVER.
DON'T NEED TO.
NOT BUSINESS
CRITICAL.**



NatWest

OUT

[FUNDS FOSSIL FUELS]

The **co-operative** bank

IN

**[FUNDS NICE THINGS
& ARE CARBON NEUTRAL]**

**WE ARE INSULATING
THE WINDOWS IN
OUR HEAD OFFICE
'COS THEY ARE
PATHETIC**

[SAVING 0.5 tCO₂e PER YEAR]

THINGS WE JUST CAN'T DECARBONISE RIGHT NOW

IN 2020 A WHOPPING

65%

OF OUR CARBON FOOTPRINT CAME
FROM EMBODIED ENERGY IN NEW
COMPUTER EQUIPMENT

UNFORTUNATELY, HAVING THE LATEST EQUIPMENT IS BUSINESS CRITICAL FOR US. WE HAVE IDENTIFIED AREAS WHERE WE CAN UTILISE SECOND HAND EQUIPMENT TO FACILITATE UPGRADES BUT THERE JUST DOESN'T SEEM TO BE AN OPTION RIGHT NOW FOR LOW CARBON COMPUTER EQUIPMENT. PLEASE LET US KNOW IF THERE'S SOMETHING WE'VE OVERLOOKED. WE'D LOVE TO BECOME EARLY ADOPTERS.

LET'S DISCUSS CARBON OFFSETTING

TRY AS WE MAY IT HASN'T BEEN
POSSIBLE TO ELIMINATE ALL CARBON
FROM OUR STUDIO.

WE'VE OFFSET BY 135% & WITH A
MIXTURE OF NATURE BASED
SOLUTIONS & DIRECT AIR CAPTURE.

THE QUALITY OF OFFSETS SHOULD BE
DISCUSSED COS THERE ARE SOME BOGUS
PROJECTS AROUND. WHAT DO YOU THINK?

OFFSET PORTFOLIO

66

tCO₂e

NBS

NATURE BASED SOLUTIONS

[110%]

+

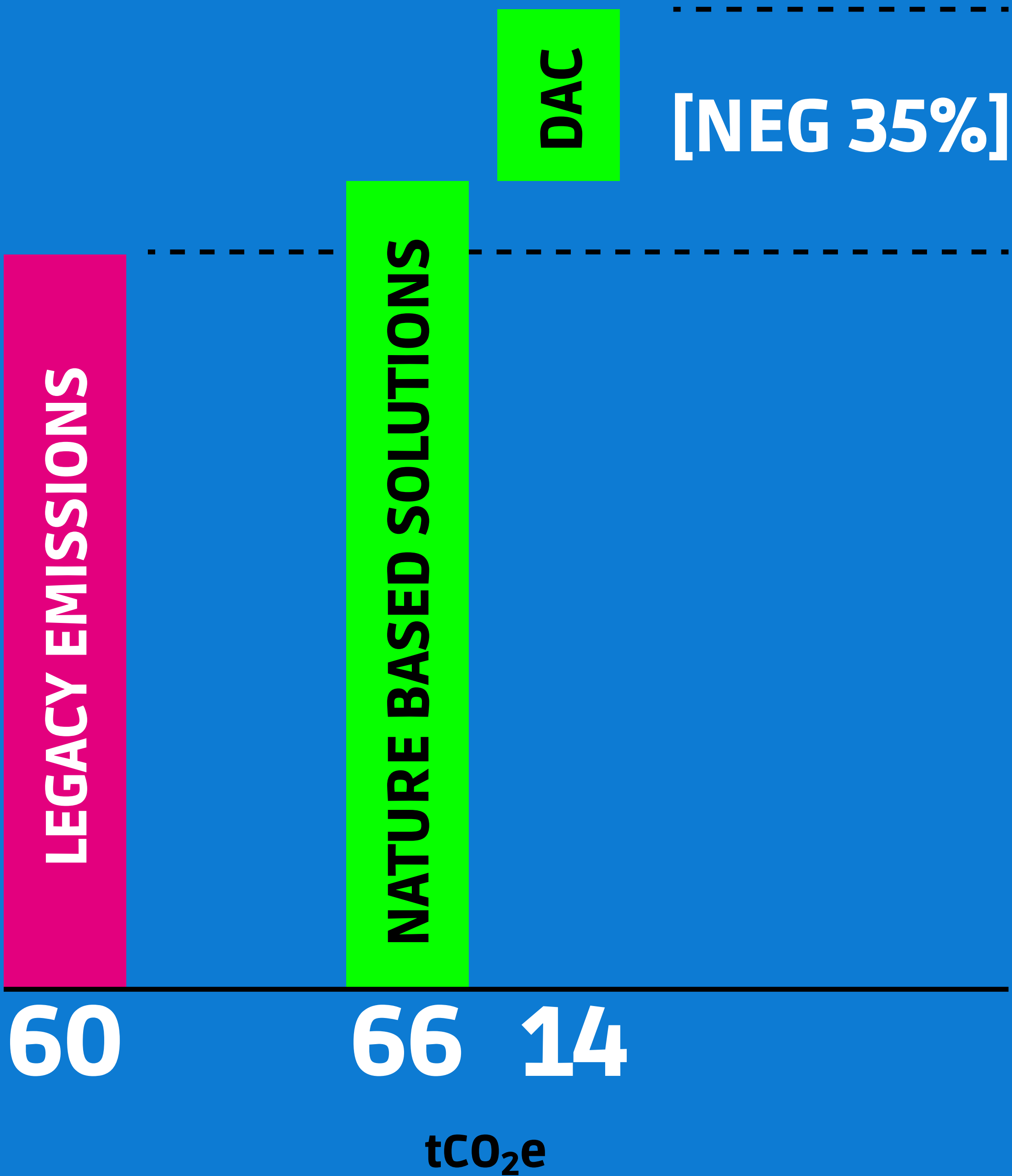
14

tCO₂e

DAC

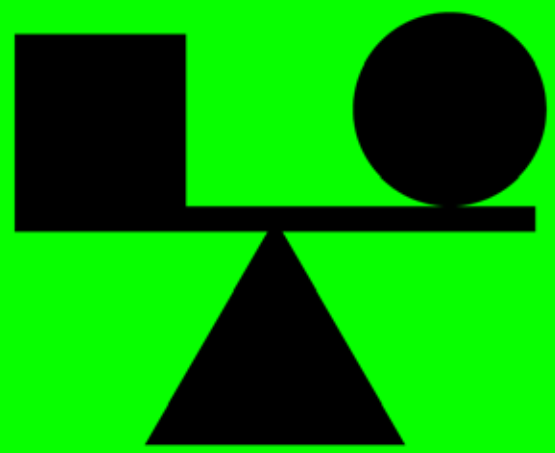
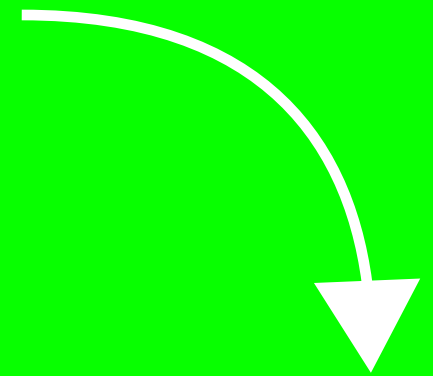
DIRECT AIR CAPTURE

[25%]

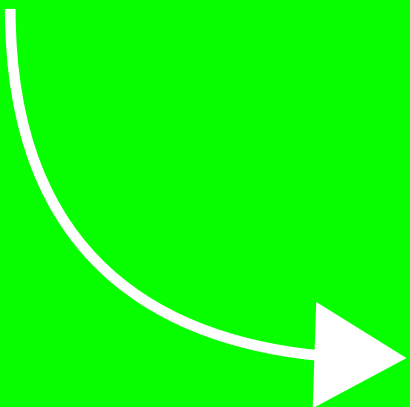


JUST HOW GOOD ARE OFFSETS, REALLY?

WE ASKED THESE LOVELY PEOPLE TO
ADVISE US ON THE HIGHEST
QUALITY OFFSETS AVAILABLE



BeZero



THEY ALSO CALCULATED OUR
CARBON FOOTPRINT SINCE THE
DAWN OF 'GRIZZLE' TIME

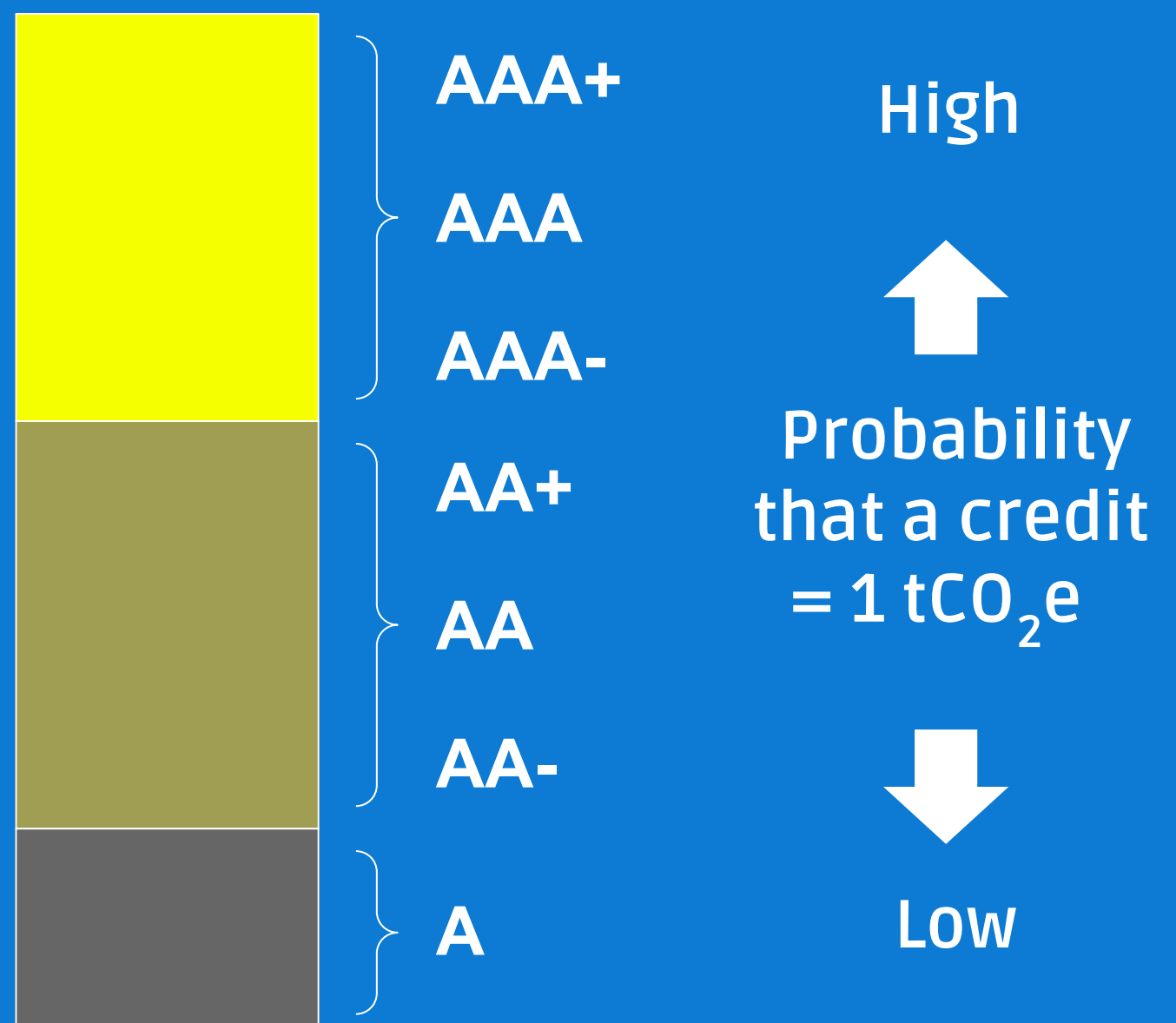
BeZero Carbon Rating

THE BEZERO RATING IS A TOP-DOWN QUALITY ASSESSMENT OF VOLUNTARY OFFSETS.

BEZERO CAN RATE ANY PROJECT ACCREDITED BY ONE OF THE MAJOR AGENCIES; VCS, UN CDM, GOLD STANDARD, ACR, CAR AND OTHERS.

BEZERO RATINGS PROVIDE AN ADDITIONAL LAYER OF ANALYSIS TO ACCREDITED PROJECTS, ENABLING BUYERS TO UNDERSTAND THE PRODUCT AND INCENTIVISING SELLER TO PURSUE HIGH-QUALITY PROJECTS AND APPROACHES.

BeZero Ratings



NBS #1

NATURE BASED SOLUTION

18

tCO₂e

MANGROVE BLUE CARBON

THE PROJECT ENGAGES THE LOCAL POPULATION OF A COASTAL REGION IN MYANMAR TO RESTORE DEGRADED MANGROVE ECOSYSTEMS. IT ENHANCES PROTECTION FROM NATURAL DISASTERS AND CONSERVES BIODIVERSITY WHILE DIVERSIFYING LIVELIHOODS OF LOCAL COMMUNITIES. MYANMAR HAS ONE OF THE HIGHEST RATES OF MANGROVE LOSS.

MYANMAR



BEZERO CARBON RATING:

[AAA-]

NBS #2

NATURE BASED SOLUTION

24
tCO₂e

RIMBA RAYA PEATLAND RESTORATION

PEATLANDS OFFER LARGE CAPACITIES OF NATURAL TERRESTRIAL CARBON STORAGE AND THIS PROJECT WORKS TOGETHER WITH LOCAL COMMUNITIES TO RESTORE AND PROTECT AT-RISK INDONESIAN PEATLANDS.

INDONESIA



BEZERO CARBON RATING:

[AAA]

NBS #3

NATURE BASED SOLUTION

24

tCO₂e

PRAIRIE GRASSLAND CONSERVATION

THIS PROJECT PROTECTS OVER 14,000 ACRES OF NATIVE GRASSLANDS ACROSS THE GREAT PLAINS. MILLIONS OF TONNES OF CO₂ ARE STORED IN PLANTS AND IN THE SOIL. BY PROTECTING THIS LAND FROM CONVERSION TO CROPPING, A RICH ECOLOGICAL HABITAT IS MAINTAINED.

USA

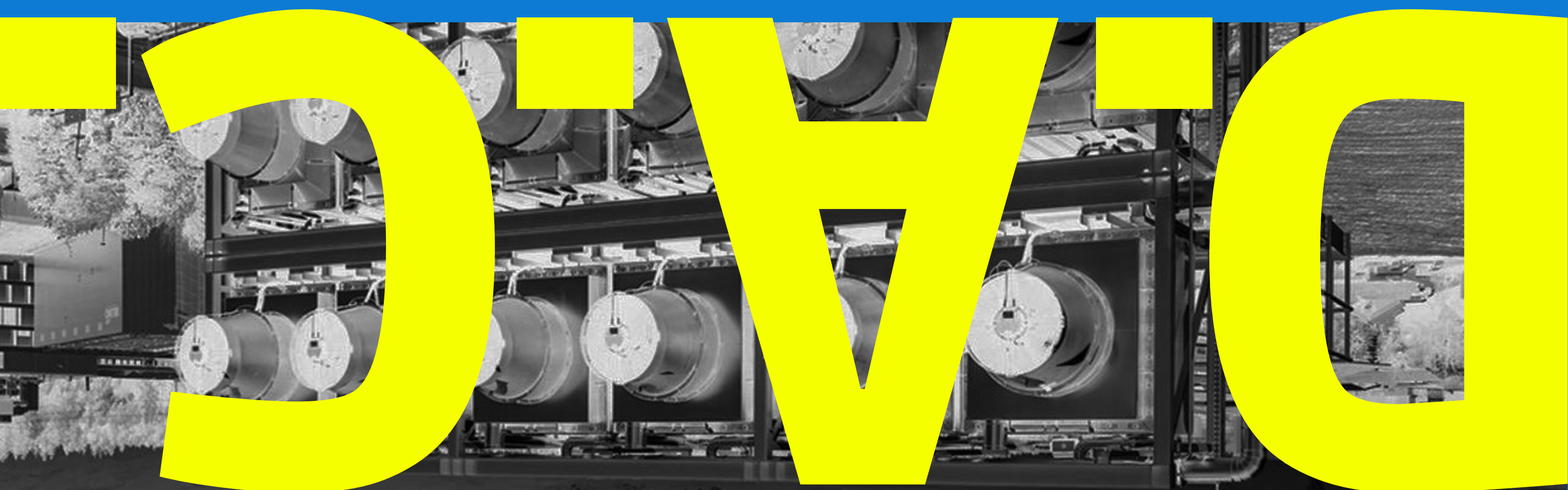


BEZERO CARBON RATING:

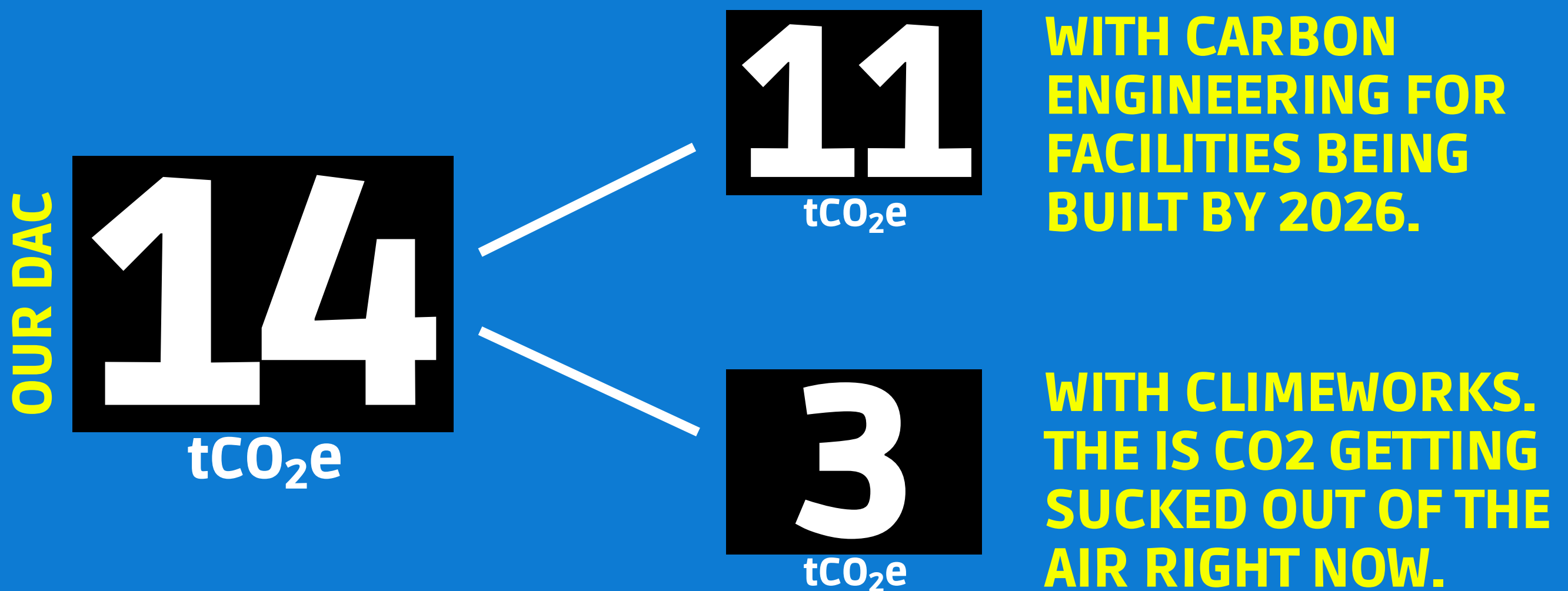
[AAA]



DIRECT AIR CAPTURE IS THE ONLY PROJECT TYPE TO DATE TO ACHIEVE AN **AAA+ BEZERO CARBON RATING, DRIVEN BY HIGH ADDITIONALITY, PERMANENCE AND EASE OF MEASURING THE CARBON REMOVED.**



**WE BELIEVE THE SCALING UP OF
DAC TECHNOLOGY IS VITAL IN THE
FIGHT AGAINST CLIMATE CHANGE.
THE IPCC BELIEVE IT TOO.**



**WE'VE SPLIT OUR DAC PORTFOLIO
ACROSS CARBON ENGINEERING
AND CLIMEWORKS' REMOVALS.**



WE ARE VERIFIED FOR 2021 AS NEG10

**SUPPORTING
CALCULATIONS &
OFFSETTING BY THE
TECHNICAL PROWESS OF**



**“WE USE THE GHG PROTOCOL
METHODOLOGY AND BELIEVE
COMPANIES SHOULD BE
RESPONSIBLE FOR ALL DIRECT
& INDIRECT EMISSIONS”**

**SO THAT'S IT FROM US, FOR NOW.
IN JAN 22 WE WILL CALCULATE
2021'S FOOTPRINT TO HELP US
MAKE GOOD DECISIONS MOVING
FORWARD. WE WILL REDUCE OUR
IMPACT ON OUR BEAUTIFUL
PLANET EACH & EVERY YEAR WE
ARE FORTUNATE ENOUGH TO BE
IN BUSINESS. THANKS FOR
TAKING THE TIME TO READ
THROUGH THIS REPORT WE
HOPE YOU'VE FOUND IT USEFUL.**

**WE'RE ALWAYS HAPPY TO HEAR
OF NEW IDEAS FOR HOW WE CAN
DO BETTER SO WOULD LOVE TO
HEAR FROM YOU.**

**FROM EVERYONE AT THE GRIZZLE
TEAM TA VERY MUCH.**