



**positive**  
about motorsport

**Event Information Pack**

carbon**positive**motorsport.com

# Why carbon offsetting

**We are faced with a crisis of global climate change created by all human activity. This crisis is created by an increase of greenhouse gases in the atmosphere that is raising our global temperatures to dangerous levels.**

Through the United Nations COP Paris Agreement, almost all governments are acting through a set of Net Zero measures and goals to help limit the increased global warming to 1.5 degree Celsius by 2050.

Net Zero emissions are achieved when all emissions released by human activities are counterbalanced by removing carbon from the atmosphere. This means both reducing and removing such emissions from the atmosphere are needed to reach Net Zero.

Carbon offsetting projects are one solution to help reach these goals. The United Nations and various scientific authorities recognise that properly certified and managed carbon offsetting projects that enable genuine carbon avoidance or carbon capture are a legitimate and necessary method to help reach Net Zero.



# What is carbon offsetting

**Carbon offsetting is the purchase and use of carbon credits which represent the avoidance, reduction or removal of atmospheric greenhouse gases (GHG) measured in tonnes of Carbon dioxide equivalent (tCO<sub>2</sub>e)\*.**

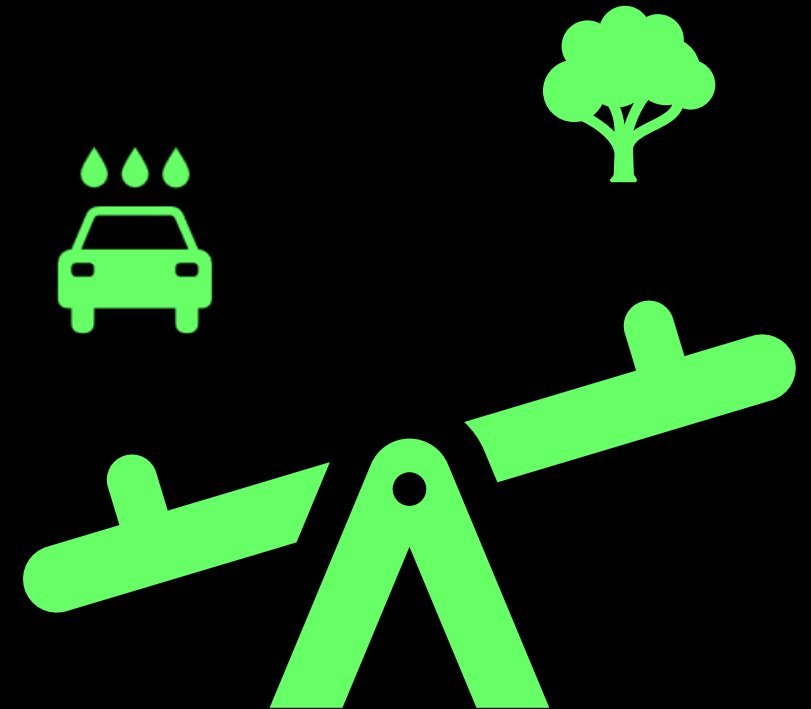
Businesses and individuals can purchase credits on the voluntary carbon market (VCM) and may use them to offset their own emissions\*.

These carbon credits are generated only by investment in technological or nature based projects that create the capability to either avoid, reduce or remove carbon from the atmosphere. Without this investment these offsetting levels or benefits could not exist.

For these projects to be effective, they must prove they satisfy high standards of integrity or quality to ensure that their promised levels of carbon avoidance, reduction or removal will be realised.

The World Bank stated that between 2021 and 2022 forestry and land use projects declined from 36% to 23% of VCM projects. Yet to benefit climate change the sector should prioritise the use and development of *high integrity* new carbon removal projects\*.

*\* Source – UK Parliament Research Briefing Carbon Offsetting Published January 2024.*



# How carbon offsetting works

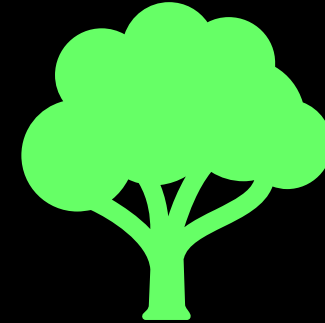
**Carbon offsetting works by compensating for carbon dioxide emissions by participating in schemes that are designed to make equivalent reductions in carbon dioxide in the atmosphere measured in tonne units of CO<sub>2</sub>e.**

Within UK we have the highest standards of carbon offsetting eligibility in the world, and UK projects can't be used to offset emissions outside of the UK. Despite many ways to reduce CO<sub>2</sub>e from the atmosphere, only two forms of carbon capture (Trees and Peatland) are currently validated by the UK government for use based on proven standards.

These carbon units are based on two level of maturity that are based on the stage of development of such schemes or projects.

**Carbon Reduction Units (CRUs):** These are carbon credits that have matured and been verified to have achieved its promised level of carbon capture. Use of these units can be claimed as having offset an emission. Within the UK there are very few CRUs available to purchase.

**Project Issuance Units (PIUs):** These are carbon credits in development, and are effectively a promise to deliver a future level of carbon capture subject to verification in a defined time window e.g. 5/10 years. Use of these units can be claimed to enable offsetting in the future, but not to have offset an emission until project maturity is reached.



**Carbon Reduction Units (CRUs)**



**Project Issuance Units (PIUs)**

# High integrity carbon offsetting needs to demonstrate

Effective nature-based carbon offsetting projects as used by Rali Ceredigion deliver on removing emissions from our atmosphere through being subject to the highest standards of independent auditing and verification.

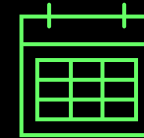
To qualify as bringing these offsetting benefits, there are requirements that must be in place to be legally legitimate and promotable including:

Proof of Additionality – this is to ensure that the carbon capture can only be achieved by the investment in the project on suitable land to generate the level of carbon capture carbon audited.

Proof of Permanence – This is to ensure that the project has the means to ensure delivery of its promised carbon capture over a defined time period.

Avoidance of Double Counting – Carbon unit transactions and projects have to be registered and audited to ensure no reselling or double counting of existing carbon offsetting.

Projects in the UK also have to include regular auditing, insurances and additional capacities to compensate for any failure to deliver on expected sequestration levels.



# The risks of using low integrity Carbon offsetting

**The effectiveness of these carbon credits is influenced by their integrity with evidence that many projects globally do not deliver their promised levels of offsetting\*.**

Evidence of low prices and mixed integrity of projects have led to concerns by the Climate Change Committee. Most projects globally in the VCM that are driving these concerns of overestimating benefits and possible misuse are based on carbon avoidance or reduction, such as preventing deforestation\*.

Use of such projects are often referred to by their critics rightly as 'Greenwashing', Legally this term is used to describe untrue or misleading statements about the environmental performance or impact of a business, product or service. This can include misleading statements made in marketing materials, annual reports and filings, communications to clients or other public statements.

In 2023 the UK government acted to create new laws to act on the guidance published in 2021 by the Competition and Markets Authority so that those making misleading environmental claims on goods and services can now face prosecution and significant financial fines.

\* Source – UK Parliament Research Briefing Carbon Offsetting Published January 2024.

\*\* Source - [Lawsociety.org.uk](https://www.lawsociety.org.uk)



# Making a meaningful difference through motorsport

**There is no silver bullet to address climate change, we need to both reduce and remove emissions from our atmosphere. The Nicky Grist Stages is doing both with a commitment to reducing the events carbon footprint and offsetting the remaining balance.**

Our approach to offsetting is based on the use of high integrity and quality nature based carbon capture projects to create new additional carbon capture. Our approach is more costly compared to many traditional carbon offsetting providers, but is consistent with guidance from leading authorities such as the UNFCC, and the independent Climate Crisis Advisory Group, which is headed by the UKs former chief scientific adviser Sir David King.

The CCAG produced an independent report in June 2024 on the need to address poor standards of carbon projects existing in the sector. The report recommended that to benefit climate change the sector should prioritise the use and development of *high integrity* new carbon removal projects that suck greenhouses gases out of the atmosphere.

The report highlighted that up to 90% of carbon credits are now sold based on avoidance of emissions at low cost, rather than the reports recommendations of *higher cost* projects which provide removal of existing and future carbon dioxide emissions from the atmosphere.



# By using our 200% positive level of carbon offsetting

We believe that we must do more than just reduce the carbon emissions created by motorsport. If we are to address climate change we also need to also offset the carbon already in our atmosphere as well as the carbon generated by motorsport today.

That's why we only work with positive levels of offsetting that will in the long term offset 200% of the unavoidable carbon emissions that is generated by an event - bringing a longer term benefit to mitigate climate change and to help reach Net Zero goals.

Although motorsport generates less carbon emissions than other sports such as golf or football, the perception of our sport is worse due to competition vehicles being largely powered by fossil fuels, even if by nature they emit relatively lower lifespan CO<sub>2</sub> emissions than road cars due to their longevity and the lower mileage covered by competition vehicles across their lifespan.

Development of sustainable fuels with lower carbon emissions exist however, these fuels still create emissions which should be offset. The future is the use of synthetic carbon neutral fuels, made by recycling existing CO<sub>2</sub>e from the atmosphere. This technology exists today but is currently not widely available economically. When such fuels are available widely, we still believe that carbon offsetting is necessary to address the historic emissions our sport has generated.

## 'Reduce and Offset' Our 200% Carbon Positive Model



**Calculate consumption.**  
Using our proprietary database of actual competition vehicle fuel consumption.



**Convert to CO<sub>2</sub>e (kg/t).**  
Use UK government approved conversion factors to convert litres of fuel into CO<sub>2</sub>e.



**Use Carbon Reduction Units**  
To immediately offset **100%** of the defined event CO<sub>2</sub>e footprint.



**Use Project Issuance Units**  
To enable the future positive offsetting of an additional **100%** of the defined event CO<sub>2</sub>e footprint.



# And working with only the highest standards

**We only use world class standards of rewilding or afforestation-based carbon offsetting projects that provide increased capacity with the means to sequester carbon from the atmosphere. Our projects are designed to also bring greater environmental benefits than offsetting alone such as improved biodiversity.**

We only use the highest standards of certified projects, each of which are thoroughly researched and where possible visited before being used by Carbon Positive Motorsport.

Through our specialist partners, we avoid the use of low cost and integrity carbon offsetting projects, that often have either poor proof of carbon capture or use misleading offsetting claims.

We also operate with respect to relevant ISO and Carbon Association standards in our operating model, and constantly update our services respecting both UK government legislation, conversion factors, and motorsport bodies regulatory guidelines.

This is to ensure that the use of our projects by competitors and events will mitigate the sports environmental impact and avoid damaging claims of greenwashing which is important to the perception of our sport and those who support it.



*Standards used by our partner Highland Carbon.*

# In partnership with leaders in conservation

We work in an exclusive partnership for motorsport with Highland Carbon who are award winning pioneers in conservation grade UK and overseas carbon credits.

Highland Carbon were founded as a purpose based business, by a progressive thinking zoologist with over 30 years experience working in both UK and international conservation, with over 100 leading global blue chip companies.

Highland Carbon set out with the aim of developing and providing only the highest standards of projects and environmental benefits that are 'beyond reproach'.

This has resulted in being winners of the 'Best UK Carbon Credit Supplier for the last 3 years in a row, and being lauded by the British Chamber Of Commerce in the lead up to COP28 as being both inspirational and innovative in providing green solutions.

Each of our projects not only provide carbon capture, but also are assessed to also contribute in a meaningful way to the United Nations Sustainable Development Goals.



# To provide events with a carbon offsetting roadmap

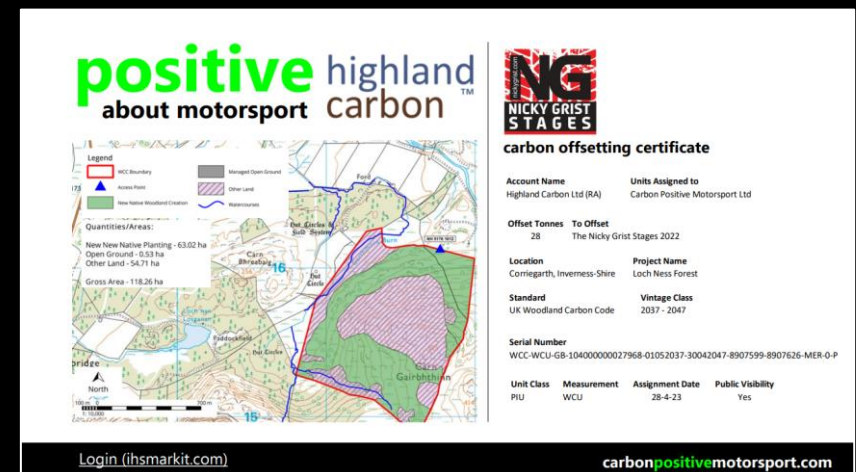
We work with events such as The Nicky Grist Stages on a roadmap to progressively increase their level of carbon offsetting in support the events environmental plans.

The event organisers have placed sustainability and environmental responsibility at the heart of the events organisation through both reducing and removing carbon emissions.

The event initially offset 28t CO<sub>2</sub>e in 2022 reflecting the offsetting of competitors and mandatory organisers vehicles related to estimated fuel consumption. In 2023 the event further achieved a further 30t CO<sub>2</sub>e of carbon offsetting.

For 2024 48t CO<sub>2</sub>e will be offset based on 2023s methodology with increased levels of positive offsetting in 2024 from 125% to 200%.

The event will therefore positively offset over 35t CO<sub>2</sub>e more than its estimated footprint from its three years of working with Carbon Positive Motorsport.



# Event Projects - Local

**We are working with a innovative Sequoia and native broadleaf based carbon project located in Abergavenny for the first time as part of our event offsetting package.**

The majestic Sequoia tree is the largest and longest living tree in the world with some examples living for 3500 years. However due to climate change they are now an endangered species in their native regions.

These trees have been planted in the UK for over 150 years, and are particularly suited to our climate. The tress are fast growing and offer 10 times more carbon capture per hectare than any other tree variety.

The project is repurposing a former commercial monoculture tree plantation, and offers not just very long lasting carbon offsetting but improved bio diversity and active support of 6 UN sustainability goals.

This Sequoia Carbon Code project is externally audited and verified by the Soil Association in accordance with the FSC Ecosystem Services Procedure and is reported with public visibility on Treeconomys Sherwood Platform. It will provide the PIUs which enable the future carbon offsetting of an additional 100% of the events estimated carbon footprint.



# Event Projects - Global

**We are working with a world class verified project located in La Primavera in east Columbia, that is restoring lost amazon rainforest that has been cleared for cattle farming.**

Our choice of overseas project is directly related to the increasing impact on global climate change through the loss of Amazonian rainforest, which has great importance on the worlds climate, as its carbon sink is known to act as the lungs of the world.

As reported by the Guardian, an area the size of Wales has been deforested in Columbia since 2016 to make way for cattle farming. This deforestation involves burning large areas of rainforest, further worsening climate change.

This premium quality project is one of the most reputable and positively impactful, delivering an afforestation project that entails both a sustainably managed plantation and passive regeneration of jungle species by converting grassland back to native forestry.

This project is validated by the Bio Carbon Registry. Investment in this project provides the Carbon Reduction Units (CRUs) that immediately offsets 100% of the events estimated carbon footprint.



# Event Summary

**The Nicky Grist Stages will continue to be one of the leading motorsport events in the UK for offsetting its emissions by including Carbon Offsetting as standard for all entrants.**

- 48,000kg Co2e in total to be positively offset based on the estimated on event fuel use of competitors and organisers vehicles, with an estimated allowance for spectators fuel use.
- 24,000kg CO2e to be immediately offset through verified global CRUs (carbon reduction units), with a further 24,000kg Co2e enabled to be offset in the future through local PIUs (project issuance units)
- Professional communication plan and ambassadorship to provide awareness and education within motorsport and the local community, of the events steps to mitigate its unavoidable carbon emissions and in its support of improved bio diversity in Wales.
- Supply of Positive about motorsport merchandise made from recycled materials for use at organisers discretion.
- Event offsetting certificate in the events and sponsors name, with public visibility of certification standards and projects traceability.



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**Carbon Positive Motorsport Ltd**

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Our offsetting projects are provided in exclusive partnership with Highland Carbon Ltd and are within the UK based on either Soil Association verified Woodland Carbon Code and Peatland Code projects which are registered by IHS Markits on the UK Land Carbon Registry, or the Sequoia Carbon Code which are registered on Treeconomys Sherwood Platform.

We are members of the UK Carbon Association and comply with their code of conduct.