

# Did you know your meeting is carbon neutral?

At The Cavendish London we have been providing carbon neutral meetings, supporting the hotel's overall sustainability objectives for many years now. To communicate some of the great work that has been supported through our complimentary offset fees, which we pay on behalf of each delegate, we have incorporated some photography in the meeting rooms.

**Definition of Carbon neutral:** Is a term used to describe fuels that neither contribute to nor reduce the amount of carbon (measured in the release of carbon dioxide) into the atmosphere.

Having a net zero carbon footprint refers to achieving net zero carbon emissions by buying enough carbon credits to make up the difference. It is used in the context of carbon dioxide releasing processes, associated with transportation, energy production and industrial processes.

Our funds go towards a ceramic facility fuel switching project in Sao Paulo. Located in Panorama, Luara ceramic is a small enterprise that produces red ceramic products such as tiles, bricks and structural blocks for the local construction market. Prior to the fuel switch project, Luara consumed timber from native cerrado forests as the thermal energy supply for its kilns. The cerrado is a savanna-like ecosystem that covers almost 24% of Brazil and using wood from this biome not only destroyed the ecosystem (which is home to a range of animals like the giant armadillo, giant anteater and leopard) but also furthered climate change.



Panorama was one of the pioneers in the ceramic industry to cease the use of wood from Cerrado as fuel and replace it with renewable bio mass, such as sawdust, wood chips and sugarcane bagasse. This switch has contributed to limiting the impact of deforestation in Cerrado and also contributed to the decrease of greenhouse gas emissions.

Luara ceramic first began the switch to biomass in October 2005 and crediting began in April 2006. The initiative is estimated to reduce approximately 75,000 tons of CO<sub>2</sub> equivalents, during a ten year period.

The Cavendish London is supporting Luara ceramic by purchasing in excess of 300 tonnes from Carbon Clear's Brazil Brick Kilns Fuel Switch Project.

The carbon offset credits are verified by an accredited third party auditor and are Voluntary Carbon Standard (VCS) certified.

Projects have also been certified with the Social Carbon Standard, which means that the social co-benefits are validated by a third party on an annual basis.