

**Planet
Positive**



Planet Positive Protocol

Executive Summary



Planet Positive

An environmental mark. A better way of living.

Planet Positive Protocol - Executive Summary

Planet Positive has developed a global standard in carbon measurement, reduction and responsible carbon investment which signifies a business, product, event or person has committed to ongoing annual reduction in Greenhouse Gas (GHG) emissions.

"A business, product, event or individual is Planet Positive if it has achieved a net positive impact on our planet, its ecosystems and its people."

In order to display the Planet Positive mark, businesses or individuals must comply with this Planet Positive Protocol. The Protocol requires that individuals and businesses measure their carbon footprint, make commitments to substantially reduce it, and invest in carbon projects to cover the calculated footprint by a minimum of 110%. Businesses (including product manufacturers) must demonstrate reductions from Year 2 onwards. Parties shall then report their achievements in order to demonstrate transparency and show their determination to make a difference in the way they treat the Earth's resources.

Planet Positive sets the highest international standards in carbon measurement, reduction, investment and reporting. Certification is globally recognized.

Carbon Footprint Measurement

All footprint measurements must cover the six Kyoto gases (CO₂, SF₆, CH₄, N₂O, HFCs, PFCs). The result of the carbon footprint should be calculated using the global warming potential of emissions as described in the Intergovernmental Panel on Climate Change (IPCC) method which calculates the CO₂ equivalent of GHG emissions for the time horizon of 100 years.¹

Business Operation

Carbon Footprint Methodology

The business carbon footprint methodology employed by Planet Positive is based on the World Business Council for Sustainable Development (WBCSD) & World Resources Institute (WRI) Greenhouse Gas (GHG) Protocol. The GHG Protocol should be referred to for further information.

Application of Methodology

In order to achieve Planet Positive certification, a business must complete this 4-step process:

1. Quantify the carbon footprint for one year using the Planet Positive business carbon footprint Methodology. A minimum of 10 months data can be used for the purpose of extrapolation.
2. Commit to a quantifiable carbon reduction target and communicate how it will obtain this reduction target in the form of a Carbon Action Plan.
3. Invest in carbon projects that meet the Planet Positive Carbon Credit Selection Policy to cover the calculated footprint by a minimum of 110%.
4. Publish and record on the Planet Positive Inventory on the Planet Positive website:
 - The carbon footprint
 - A summary of the Carbon Action Plan
 - Carbon project investment portfolio.

Emissions are measured in tonnes of carbon dioxide equivalent (tCO₂e), which represents the six Greenhouse Gases under the Kyoto Protocol that contribute to the Greenhouse Effect (including carbon dioxide, methane, sulphur hexafluoride, nitrous oxide, perfluorocarbons and hydrofluorocarbons).

They have different Global Warming Potentials (GWPs) but are each compared to carbon dioxide, which has a GWP of one.

The GWP refers to the number of CO₂ molecules that would have the same effect on the atmosphere as one molecule of that gas over the integrated time horizon of 100 years. 'Greenhouse Gas' and 'carbon' are often used interchangeably in practice and throughout this protocol refer to carbon dioxide equivalent.



¹ http://www.grida.no/climate/ipcc_tar/wg1/248.htm

Definition of Boundaries – Business

Organisations or businesses seeking Planet Positive certification must ensure they have included the following sources of GHG emissions for all sites seeking certification that are owned or under their direct management control (as defined by the WBCSD/WRI GHG Protocol, Section 3):

Scope 1

- Generation of electricity, heat, or steam. These emissions result from combustion of fuels in stationary sources, e.g., boilers, furnaces, turbines
- Combustion of fuels in company owned/controlled mobile combustion sources (e.g. trucks, trains, ships, airplanes, buses, and cars)
- Fugitive emissions
- Physical or chemical processing

Scope 2

- Emissions from the generation of purchased electricity that is consumed in its owned or controlled equipment or operations

Scope 3

- Transport-related activities:
 - Employee business travel in non-company owned vehicles
 - Employees commuting to and from work (optional)
 - Transportation of waste in non-company owned vehicles.
- GHG emissions associated with the disposal of waste generated in operations
- Procurement of paper for internal and external use (life cycle analysis).

An international standard in carbon measurement, investment and reporting.

Event Carbon Footprint Methodology

Application of Methodology

In order to achieve Planet Positive certification for an event (e.g. exhibition, concert or conference), the event organiser must:

- Quantify the carbon footprint associated with the specific event using the Planet Positive event carbon footprint methodology.
- Implement a Carbon Action Plan before the event, publish and record its carbon footprint, and establish reduction targets (if the event will be repeated or occur on a regular basis).
- Invest in carbon projects that meet the Planet Positive Carbon Credit Selection Policy to cover the calculated footprint associated with the event by a minimum of 110%.
- Publish and record on the Planet Positive Inventory on the Planet Positive website:
 - The carbon footprint
 - A summary of the Carbon Action Plan
 - Carbon project investment portfolio.

Definition of Boundaries – Event

Events described as Planet Positive should ensure that they measure, reduce and offset the following sources of GHG emissions (as defined by the BS 8901 Sustainable Event Management System and the WBCSD/WRI GHG Protocol, Section 3):

- GHG emissions associated with the energy (heat and electricity) consumption during the event. Companies report the emissions from the generation of purchased electricity as scope 2.
- Organizer transportation. These emissions result from the combustion of fuels in company owned/controlled mobile combustion sources (e.g., trucks, trains, ships, airplanes, buses, and cars)
- GHG emissions from food and beverages (life cycle analysis) included in the purchase of the event ticket
- GHG emissions associated with the disposal of waste generated in operations
- Procurement of paper for internal and external use (life cycle analysis).

- Transport-related activities
 - Product transportation / logistics
 - Employee business travel in non-company owned vehicles
 - Transportation of waste in non-company owned vehicles

Planet Positive events must give attendees the option to declare and offset their estimated travel at the point of purchase of the event ticket.

Product Carbon Footprint Methodology

The product carbon footprint methodology is based on EN ISO 14040 (*Environmental Management – Life cycle assessment – Principles and framework*) and BS EN ISO 14044:2006 (*Environmental Management – Life Cycle Assessment – Requirements and Guidelines*) international standards. It is aligned with and accepts the Publicly Available Specification (PAS) 2050, which builds on existing methods established through BS EN ISO 14040 and BS EN ISO 14044 by specifying requirements for the assessment of the life cycle GHG emissions of products.

Application of Methodology

In order to achieve Planet Positive certification, the product manufacturer must:

- Quantify the carbon footprint associated with the production, transportation, use (if applicable), maintenance (if applicable), end-of-life-treatment, recycling and final disposal (i.e. cradle-to-grave) of the product using the Planet Positive product carbon footprint methodology
- Commit to a carbon reduction target and communicate how it will obtain this reduction target in the form of a Carbon Action Plan.
- Invest in carbon projects that meet the Planet Positive Carbon Credit Selection Policy to cover the footprint by a minimum of 110%.
- Publish and record on the Planet Positive Inventory on the Planet Positive website:
 - The carbon footprint
 - A summary of the Carbon Action Plan
 - Carbon project investment portfolio.

Definition of Boundaries – Product

Organisations wishing to apply the Planet Positive logo to their product should measure, reduce and offset by a minimum of 110% of the following sources of GHG emissions using the Planet Positive product carbon footprint methodology:

- Extraction of raw materials
- Pre-processing and storage of raw materials
- Transportation of raw materials to user
- Land use change
- Livestock and other agricultural processes
- GHG emissions arising from the operation of premises
- Manufacturing processes
- Intermediate treatment and transport of waste
- Transportation of product to user
- Extraction of raw materials for packaging
- Packaging and storage process
- Product retail
- Installation (where applicable)
- Product use and maintenance (where applicable)
- Product waste disposal, treatment and transport to facility
- Product reuse manufacturing
- Product recycling
- Product final disposal.

In order to simplify the implementation of the Planet Positive methodology along a Planet Positive product supply chain, the system boundary for the assessment of GHG emissions for an input component that is used in a business-to-business manner within a supply chain may employ a cradle-to-gate perspective. In other words, the system boundary shall include all emissions that have occurred up to, and including, the point where the input arrives at a new organisation (including all upstream emissions). This cradle-to-gate perspective, in line with PAS 2050 recommendations, allows incremental addition of GHG emissions at different stages of the supply chain until the product is provided to the consumer and avoids double-counting of emissions throughout the life cycle.

Planet Positive People Carbon Footprint Methodology

Application of Methodology

In order to achieve Planet Positive certification, an individual must:

- Quantify his/her GHG emissions associated with his/her activities using the Planet Positive people carbon footprint methodology over a defined year period.
- Commit to reduce the footprint in line with suggestions published on www.planet-positive.org. Commit to continue to monitor and reduce the personal footprint.
- Invest in carbon projects that meet the Planet Positive Carbon Credit Selection Policy to cover the footprint by a minimum of 110%.
- Publish and record on the Planet Positive Inventory on the Planet Positive website:
 - The carbon footprint
 - Reduction commitment
 - Carbon project investment portfolio

Definition of Boundaries – People

Individuals describing themselves as Planet Positive should ensure that they measure, reduce and offset by a minimum of 110% the following sources of GHG emissions, where applicable:

- Generation of heat (combustion of fuels in stationary sources, e.g. boilers, ovens)
- Emissions from the generation of purchased electricity that is consumed
- Personal transport by car, rail, bus, motorcycle and air
- Commuting by car, rail, bus, motorcycle and air
- Domestic waste production

Reduction

Reducing emissions is the most important step we can take to slow global warming. The most critical part of the process of becoming Planet Positive, having measured the carbon footprint, is to reduce the emissions associated with the business, product or event.

In order to achieve certification, participant organisations must commit to a quantifiable reduction target and produce evidence of a commitment to implement a Carbon Action Plan (CAP) to reduce emissions. A Planet Positive Accredited Consultant (PPAC) will provide organisations with guidance and technical support to develop a case-specific CAP, which shall incorporate a Carbon Management Vision and Strategy, with a long-term 5-year carbon reduction objective, and a commitment to annual quantifiable targets for emissions reduction. Targets can be expressed in either tonnes of CO₂e (absolute reduction) or any % against a chosen metric (relative reduction) as agreed with a PPAC.

PPACs will work with companies to ensure their reduction target is met within their first year of certification. If the company has not met their reduction target by the end of their second year of certification, Planet Positive has the right to revoke Planet Positive status from the company.

Organisations must produce a statement, signed by a representative of the organisation's senior management team, committing the organisation to the long-term achievement of measurable reductions in their carbon footprint. Organisations will also be required to agree with a PPAC a set of actions that can be implemented to bring about behavioural change in the organisation and make cost-effective reductions in GHG emissions.

Invest in Carbon Projects

In order to go beyond neutral, Planet Positive requires that organisations invest in carbon projects to cover their footprint by a minimum of 110%.

At present, not all projects on the voluntary market provide additional, real and genuine emissions reduction credits. Planet Positive only selects projects that are certified to the best standards available. Our project selection process is designed to ensure all that Planet Positive Projects offer clear benefits, environmentally, socially and economically.

Carbon Project Selection Policy

All Planet Positive projects have been third party validated, verified, and approved according to the strict criteria of the standards that Planet Positive supports. All project documentation is reviewed by Planet Positive's offset providers as a further vetting process to ensure that our customers receive credible and genuine offset credits.

Planet Positive adheres to the following Carbon Project Selection Policy when selecting suitable carbon offset projects and is committed to reviewing the Carbon Project Selection Policy on an annual basis.

**Investing in the
right projects
to make a real
difference.**

All projects must:

- Pass the Additionality Test under the Kyoto Protocol
- Show triple-bottom Line (3BL) benefit
- Have taken place with local consent
- Have a robust baseline methodology and monitoring plan in place
- Be documented to the United Nations Framework Convention on Climate Change Project Design Document (UNFCCC PDD) standard
- Be validated and verified by an independent UN-approved third-party auditor (Designated Operational Entity) or an auditor approved by the standard organization
- Produce credits that are retired and logged in verified registries to avoid double-selling

Planet Positive currently accepts projects created under the following protocols for final review:

- Gold Standard (GS) Voluntary Emissions Reduction (VER)
- Voluntary Carbon Standard (VCS)
- VER+

Planet Positive accepts Voluntary Emissions Reductions (VERs) that were generated prior to the CDM registration of a project activity; these never overlap with retrospective Certified Emissions Reductions (CERs). Other VER standards (or specific methodologies approved under these additional standards) may be recognised in the future. For more detailed information on these standards please refer to Appendix 2 of the full Planet Positive Protocol.

Corporate Social Responsibility Project Policy

Each Planet Positive credit retired (equivalent to one tonne of CO₂e) includes a contribution to a selection of Corporate Social Responsibility (CSR) projects. This contribution and the project details can be reported upon.

All CSR projects approved by Planet Positive will have a carbon reduction component, however, this will be considered in conjunction with other complimentary triple-bottom line benefits. This will ensure each project has social, economic and environmental benefit to the local area and communities.

Review Process

Planet Positive will review all carbon footprint reports for businesses, products and events to ensure compliance with the Planet Positive Protocol. The following are required for verification activities for a business, event or product carbon footprint:

- Underlying activity data, emissions factors and other conversion factors
- All assumptions and uncertainties
- Calculation spreadsheets.

Reporting

A Planet Positive Certificate must be logged on the Planet Positive Inventory on the Planet Positive website. The Planet Positive certificate must include the following information:

- Carbon Footprint Measurement
 - Description of activity boundaries and sources included
 - Methodology used to determine emissions
 - Total emissions over a stated period
 - Significant assumptions/limitations
 - Specific exclusions.
- Carbon Footprint Reduction Statement
- Carbon Project Investment Portfolio

For a complete copy of the Planet Positive Protocol, please contact:

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