

GS SUSTAINABILITY SPOTLIGHT

Let's Talk Net Zero - Part 3

By

Jane Scaletta/Changemaker

Terra Focus



What are REDD+ Programs?

REDD+ (Reducing Emissions from Deforestation and Forest Degradation) programs are initiatives designed to incentivize the reduction of greenhouse gas emissions from deforestation and forest degradation in developing countries. The "plus" in REDD+ refers to the potential additional benefits that can be achieved through the sustainable management of forests and the enhancement of forest carbon stocks.

The goal of REDD+ is to address the root causes of deforestation and forest degradation by providing financial incentives for developing countries to reduce their emissions from forest-related activities. This is done by creating a market for carbon credits, which are earned when emissions are reduced through forest conservation or restoration. These credits can then be sold to governments or companies seeking to offset their own emissions.

REDD+ programs also aim to support sustainable development and promote the conservation of biodiversity and ecosystem services. In addition to reducing emissions, they can also provide benefits such as improved livelihoods for forest-dependent communities, protection of cultural heritage sites, and the preservation of critical habitats for endangered species.

To participate in REDD+ programs, countries must develop national strategies and action plans that outline how they will reduce emissions from deforestation and forest degradation. They must also establish systems for measuring, reporting, and verifying emissions reductions, as well as safeguards to ensure that the rights and livelihoods of local communities are protected.

Two programs that are extremely successful are the Kasigau Corridor REDD+ Project in Kenya that involves protecting and restoring 200,000 hectares of forest in the Kasigau region of Kenya, while also promoting sustainable land use practices and providing economic benefits for local communities. This project protects many animals like elephants that use the Kasigau Corridor as an important migration corridor; Lions that are threatened by habitat loss and conflict with humans; several species of giraffe, including the Masai giraffe and the reticulated giraffe; several species of buffalo, including the African buffalo; several species of primates, including the vervet monkey and the colobus monkey.

The other project is the Rimba Raya Biodiversity Reserve REDD+ Project in Indonesia that involves protecting and restoring 64,000 hectares of peat swamp forest in Borneo, while also providing economic benefits for local communities. It has helped to reduce deforestation and greenhouse gas emissions, and has provided important habitat for endangered species such as the Bornean orangutan.

REDD+ programs offer a promising approach to address the dual challenges of climate change and forest conservation, while also supporting sustainable development in some of the world's poorest regions.

Why is this important to the incentive travel industry?

By supporting REDD+ programs, the incentive travel industry can demonstrate their commitment to environmental sustainability and corporate social responsibility. And also offer unique travel experience with conservation activities.

How can the Incentive Travel Industry benefit from carbon offsetting?

The incentive travel industry can benefit from carbon offsetting in several ways.

Carbon offsetting allows companies to balance out the carbon emissions associated with their business activities by supporting projects that reduce or remove greenhouse gas emissions elsewhere. By offsetting their carbon emissions, companies in the incentive travel industry can demonstrate their commitment to sustainability and environmental responsibility, which can help to enhance their brand reputation and attract environmentally conscious clients and employees.

In particular, carbon offsetting can be a valuable tool for offsetting the carbon emissions associated with travel, which is a significant contributor to greenhouse gas emissions. Companies in the incentive travel industry can work with specialized carbon offsetting providers like Terra Focus to calculate the emissions associated with their travel activities and purchase carbon credits to offset those emissions.

Incorporating net zero practices can enhance the reputation of companies in the incentive travel industry and make them more attractive to clients and employees who are increasingly concerned about sustainability. The incentive travel industry is a significant contributor to global emissions, and reducing these emissions is a critical part of achieving the goals of the Paris Agreement and limiting global warming to below 2°C. By committing to net zero emissions, companies can demonstrate their leadership on environmental issues and differentiate themselves from competitors.

Carbon offsetting can also provide an opportunity for companies in the incentive travel industry to engage their clients and employees in sustainability initiatives. For example, companies can involve their clients and employees in selecting the carbon offsetting projects they want to support or encourage them to participate in sustainability activities during their travel. This can help to create a sense of shared responsibility and foster a culture of sustainability within the company and among its stakeholders.

Carbon offsetting offers the incentive travel industry a way to take responsibility for their carbon emissions and demonstrate their commitment to sustainability. By incorporating carbon offsetting into their business practices, companies in the incentive travel industry can contribute to global efforts to address climate change while enhancing their brand reputation and engaging their clients and employees in sustainability initiatives.

Why is this important to the incentive travel industry?

The incentive travel industry relies on the natural environment and the beauty of destinations to attract clients. By promoting net zero and carbon offsetting practices, the industry can help to protect these destinations and ensure that they remain attractive for future generations.

Want more information? Contact Jane Scaletta, Changemaker with Terra Focus
jscaletta@terrafocus.info