

When, Why, and How to Procure Carbon Offsets

Has your company calculated a greenhouse gas emission inventory?

NO

YES

A GHG inventory provides the foundation for a strong emission management program including establishing emission reduction targets, identifying emission reduction strategies, and utilizing carbon offsets. We can help build a GHG emission management system.

Has your company developed a low-carbon transition plan?

NO

YES

Carbon offsets can be a great tool for addressing a company's environmental impact but it is important to determine when and where offsets should be leveraged in addition to other decarbonization strategies to avoid greenwashing.

Using offsets in addition to energy efficiency initiatives can be a great way to address your company's impact without greenwashing. Carbon offsets can be used to address emissions associated with a specific business operations or generally offset scope 1, 2, and/or 3 emissions. It is important to establish an emission reduction target to support quantification of the number of offsets to procure.

Has your company set emission reduction targets?

NO

YES
We've set a...

Having a clear business purpose for purchasing offsets helps protect your business from scrutiny surrounding greenwashing. Inogen Alliance recommends developing an objective before seeking out carbon offsets.


Science-based target and have been validated by the Science Based Targets initiative (SBTi). The SBTi allows use of Renewable Energy Credits (RECs) to offset scope 2 emissions. If you have exhausted all other decarbonization strategies and have achieved your near-term target, non-REC carbon offsets can be used in specific cases to offset scope 1 and 3 emissions.

Carbon Neutral target. Carbon offsets are a powerful tool to reach carbon neutrality in the near term. By procuring offsets to achieve carbon neutrality, your company can establish an internal price of carbon directly associated with the cost of the offsets.


Net-Zero target. Carbon offsets can be a great tool to offset unabated emissions where it is economically and/or technologically unfeasible to make operational reductions.

Different type of emission reduction target. Carbon offsets can be used for many other internal and/or external targets such as offsetting business travel, logistics, and conferences and events.

Contact Inogen Alliance to help navigate your business through carbon offsets, carbon neutrality and net-zero goals.

 Industry Collaboration: Voluntary Carbon Offsets and the Journey to Net-Zero

 The pros and cons of carbon offsets.

 Environment + Energy Leader Interview: Global Experts on Sustainability and ESG Reporting



Gannon McCormick

Environmental Financial Services Leader
Antea Group USA