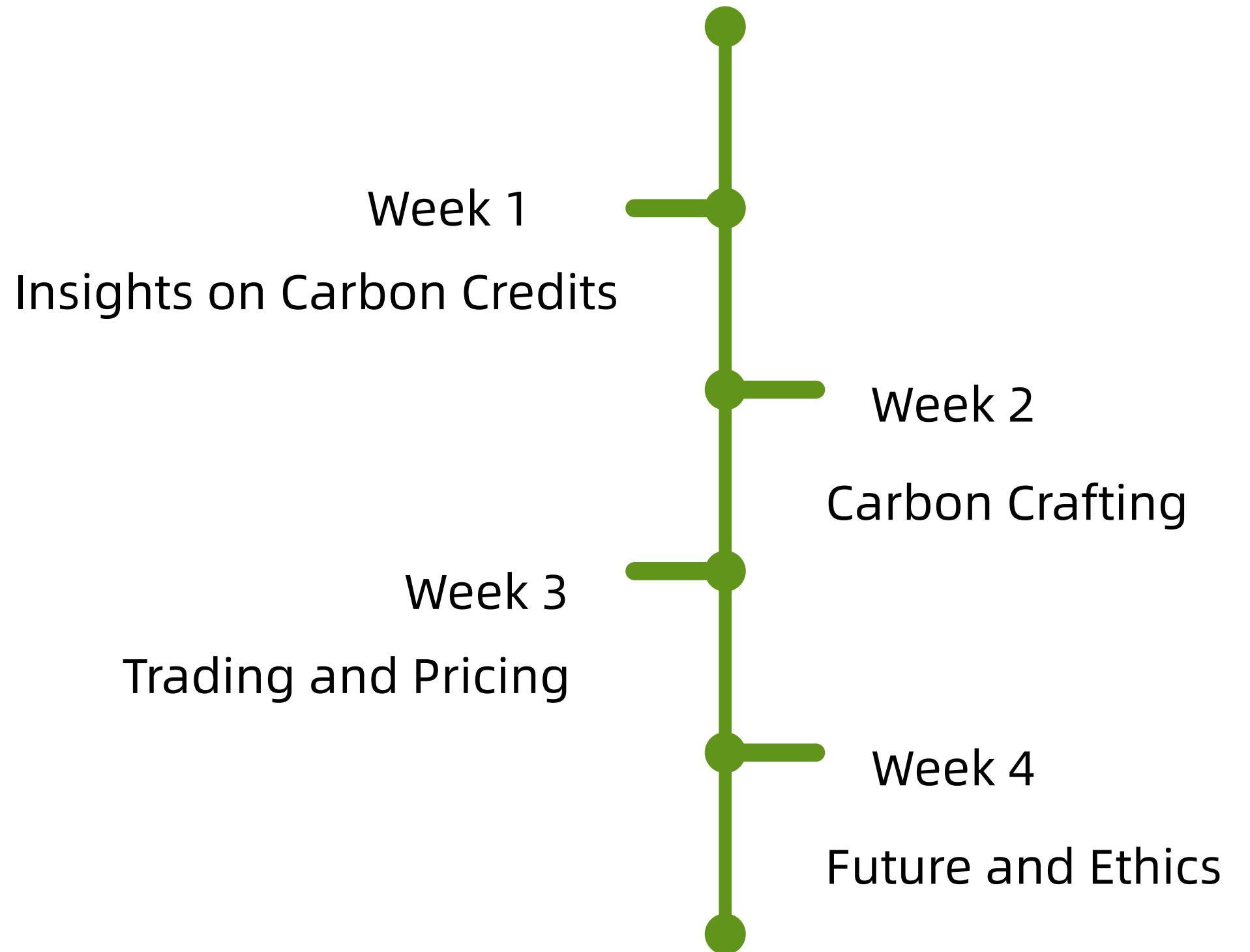




THE CARBON CODE: TRADING, TRACKING AND TRANSFORMING. EMISSIONS



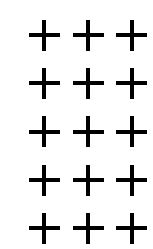
COURSE OUTLINE





WHY NOW IS THE BEST TIME TO TALK ABOUT CARBON CREDITS

- The urgency of climate action has never been greater. **With 2023 confirmed as the hottest year on record and global emissions** still rising, governments and businesses face stricter regulations (like the EU's Carbon Border Tax and U.S. SEC climate rules).
- Meanwhile, companies are racing to meet net-zero pledges, making carbon credits a critical tool to offset unavoidable emissions.
- Consumers and investors now demand climate accountability, pushing carbon markets into the mainstream. Delaying action is no longer an option - **2025 is the year to engage with carbon credits seriously.**



DEMYSTIFYING YOUR CARBON FOOTPRINT

- Your carbon footprint quantifies the total greenhouse gas emissions generated by your activities. It's typically expressed in tons of carbon dioxide equivalent (tCO₂e) per year, offering a vital measure of your environmental impact.
- Understanding your carbon footprint is the first step toward reducing your contribution to climate change. Every action, from the food you eat to the way you travel, contributes to this overall number. It encompasses direct emissions from sources you control, like driving a car, and indirect emissions from the products you consume and the services you use.
- By analyzing your footprint, you can identify key areas where changes can make a significant difference. The goal is to minimize this figure, promoting a more sustainable lifestyle.



EXAMPLE

Ever wondered about the carbon footprint of your everyday sandwich? Let's break it down!

Ingredients: Growing crops, raising livestock, and producing ingredients generate emissions.

Processing: Manufacturing and packaging foods require energy and resources.

Transport: Shipping ingredients and finished products adds to the footprint.

Consumption: Even cooking or refrigeration contributes to emissions.

TLDR 😊 <https://www.youtube.com/watch?v=jRQEi-C5GDg>



ACTIVITY-1

(Graded)



CALCULATE YOUR FOOTPRINT

https://www.footprintcalculator.org/en/results/0/summary_

Please upload a screenshot of your results

THE CORPORATE MESS

When it comes to climate change, large corporations are undeniably the biggest polluters. Studies show that just 100 companies, primarily in the fossil fuel, manufacturing, and agriculture sectors, are responsible for over 70% of global carbon emissions since the late 1980s. These corporations operate on a scale that dwarfs individual carbon footprints, with supply chains spanning continents, energy-intensive production processes, and aggressive lobbying against environmental regulations. Many of these companies have also mastered the art of **greenwashing**, publicly promoting sustainability initiatives while continuing to expand oil drilling, deforestation, and plastic production behind the scenes.



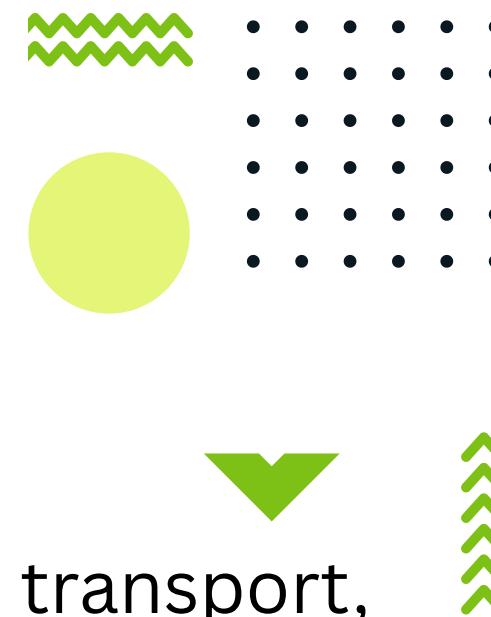
Greenwashing is a deceptive marketing tactic where companies falsely portray themselves as environmentally friendly to attract eco-conscious consumers, while continuing harmful practices behind the scenes.

continued...

Yet, while systemic change is essential, individual choices still hold immense power. The idea that personal actions don't matter is a myth - collective shifts in consumer behavior have repeatedly forced industries to adapt. When millions of people reduce meat consumption, opt for public transport, or boycott fast fashion, corporations take notice. For example, the rapid rise of plant-based diets has pushed major food companies like Nestlé and Unilever to invest heavily in meat alternatives. Similarly, the global decline in single-use plastics has led even oil giants to pivot toward biodegradable materials.



POWER OF INDIVIDUAL CHOICES



- While individual carbon footprints (like diet, transport, or energy use) matter, systemic change driven by corporations and governments is far more critical.
- 100 companies produce over 70% of global emissions, emphasizing that structural shifts, such as renewable energy policies, industrial regulations, and corporate accountability, are needed to achieve meaningful climate progress.
- However, individual actions still play a role in shaping cultural norms and pressuring institutions to act.

The key takeaway: Personal choices alone won't solve the crisis, but collective demand for systemic change can.



THANK YOU