



Who's Going "Carbon Neutral"?

A Compilation by Business for Social Responsibility

Who's going carbon neutral? Companies, non-profits, government agencies, individuals and even cities are claiming to be -- or announcing their intent to become -- carbon neutral. With the number of such claims growing rapidly in both number and type, BSR is working with our member companies to ensure that business voices are incorporated into emerging NGO efforts to set guidelines for "carbon neutrality."

Throughout this work, we have been surprised at the distinct lack of basic resources on carbon neutrality trends, and have therefore taken the step of compiling a list of the most prominent carbon neutral claims, at the company and project level. We hope this list will help your organization understand the evolving landscape of corporate climate strategy.

Table 1. Carbon Neutral Companies

NB. For further detail on any given initiative, please click on the Status hyperlink.

Target Year	Company	Revenues (\$ millions)	Industry	Headquarters	Status
2000	Shaklee	34	Personal & home care	Pleasanton (CA)	Achieved
2005	HSBC	115,361	Banking/finance	London	Achieved
2006	Barclays UK	47,942	Banking	London	Achieved
	British Sky Broadcasting	7,534	Media	London	Achieved
	World Bank	4,783	International NGO	Washington (DC)	Achieved
	Avis Europe	1,512	Auto rental	Bracknell	Achieved
	FIFA World Cup	620	Sports	Zurich	Achieved
	BSI	467	Standards	London	Achieved
	Simmons & Simmons	449	Legal	London	Achieved
	Middlebury Coll. Ski Area	N/A	Ski area	Middlebury (VT)	Achieved
	Silverjet	N/A	Airlines	London	Achieved
2007	Bradford and Bingley	3,853	Financial services	Bingley, UK	Achieved
	Green Mountain Power	241	Electricity generation	Colchester (VT)	Achieved
	The Cliff House	N/A	Restaurant and grocer	San Francisco	Achieved
	Mosaic	N/A	Professional services	Cheverly (MD)	Achieved
	Yahoo! Inc.	6,426	Information technology	Sunnyvale	Commitment
	Salesforce.com	497	Professional services	San Francisco	Commitment
	Yakima	N/A	Recreation/sports	Beaverton (OR)	Commitment
	US Green Building Council	N/A	Construction/building	Washington (DC)	Commitment
2008	KPMG (Australia)	462	Accounting services	Sydney	Commitment
2010	NewsCorp	25,327	Media	New York	Commitment
	ST Microelectronics	9,854	Semiconductors	Geneva	Commitment
	Timberland	1,567	Apparel/Footwear	Stratham (NH)	Commitment
	Vancity	444	Banking (credit union)	Vancouver	Commitment
2012	Nike	14,955	Apparel/Footwear	Beaverton (OR)	Commitment
	Marks & Spencer	13,561	Retail	London	Commitment
2020	Interface, Inc.	1,076	Commercial interiors	LaGrange (GA)	Commitment
	REI	1,022	Apparel/Footwear	Seattle	Commitment
(None)	KEEN	N/A	Apparel/Footwear	Portland	Interest
	Miñon Footwear	N/A	Apparel/Footwear	Stratham	Interest

Rather than focusing their efforts at the company level, a number of companies have chosen to make key products or service offerings carbon neutral. This list compiles the most prominent carbon neutral *project* initiatives.

Table 2. Carbon Neutral Projects

Target Year	Company	Industry	Headquarters	Project
2002	Olympic Games	Sports	Lausanne	Sport event
	US Green Building Council	Conference	Washington (DC)	Conference event
2005	Working Assets	Telecomm	San Francisco	Daily operations
2006	Participant Productions	Entertainment	Los Angeles	Film
	Goldman Environmental Prize	Nonprofit	San Francisco	Ceremony event
	UNWCRP	Climate change	Geneva	Conference event
	3r Living	Retail	Brooklyn (NY)	Shipping
	Alonovo.com	Retail	Round Rock (TX)	Shipping
	BetterWorld.com	Retail	South Bend (IN)	Shipping
	evo / Evogear.com	Action sports	Seattle	Shipping
	National Football League	Sports	New York	Sport event
2007	Pacific Outdoor Equipment	Action sports	Bozeman (MT)	Product
	Deloitte and Touche LLP (UK)	Accounting	London	Product
	PG&E Corporation	Energy utilities	San Francisco	Ceremony event
	Myrate.com.au	Lending	Sydney	Loan product
	British Airways	Airlines	London	Flight
	Mohawk	Paper products	Cohoes (NY)	Product
	Dell Inc.	Info. technology	Round Rock (TX)	Product
	DHL	Package delivery	Bonn	Shipping
REI Adventures	Apparel/Footwear	Sumner (WA)	Guided trip	

Generally, both groups of companies provide supportable claims of having “net” carbon neutral footprints; however, given the absence of consensus on objective standards, carbon neutral status is self-designated. This list of “who’s going carbon neutral” does not include:

- **Optional aftermarket carbon neutrality**, which requires the customer to purchase carbon instruments independently
- **Companies that simply don’t claim to be carbon neutral**, despite actively reducing emissions, working with political action groups, and/or enlisting suppliers and other stakeholders to act on climate change

For more information on BSR’s work with companies, NGOs and policy makers on the emerging guidelines for carbon neutrality claims, please contact BSR’s Environmental Strategy team at environment@bsr.org or +1-415-984-3200.