

Creative Offsets FAQs

How do I offset with Ecologi?

Just as before, we've designed the process to offset to be as quick and seamless as possible. Using the links on this webpage or in the calculator tool, you'll be directed to Ecologi to pay for your programme's offsets. The key difference is that with Ecologi, you'll be first asked to create a profile page. The great thing about doing this is that over time you'll be able to track all your offsets and see your own 'forest' grow as well as see how much we've collectively offset as an industry.

Can I offset elsewhere?

You can. We set up the Creative Offsets scheme to make the offsetting process as simple as possible for busy productions but you're entitled to offset outside of this scheme. We advise that the scheme meets the following criteria:

Objective: Finance quality* carbon avoidance and removal projects e.g. supporting the protection of global forests or new renewable generation. albert recommends carbon avoidance offsets for its Carbon Neutral Certification standard.

Fundamental criteria: Project type: REDD+, Gold Standard or Verified Carbon Standard approved (as appropriate)

Ideally projects should also have additional benefits that help towards other Sustainable Development Goals

*permanent and additional

So how much will it cost?

Our offset costs are set at £10.50/tonne. How much it costs your production will depend on its size and how much you're able to reduce. We've created our estimator tool to help you estimate how much it might cost you – this tool is just a guide and might be helpful for budgeting purposes. The final cost will be generated after your production footprint has been calculated and assessed.

I don't want to/can't afford it.

We appreciate that budgets are tight and that this scheme might not be possible for everyone.

The Creative Offsets scheme can generate additional marketing and communications value for your production because you will be able to clearly demonstrate your commitment to climate action and can talk about the incredible impacts of the portfolio of projects you support.

Why has the offset price increased?

Globally, offset prices are going up due to an increased demand. We have worked with Ecologi to pre- purchase offsets on behalf of the industry so that we can fix the price for the next year (beginning from Aug 1 2022) or until the purchases run out. We believe that our price/tonne is one of the most competitive prices on the market whilst still delivering against bona fide carbon avoidance and removal projects.