



CLEARING THE AIR ON CARBON CLAIMS

AS BUSINESSES TAP INTO COMMUNITY CONCERN ABOUT GLOBAL WARMING, CONSUMERS ARE BEING PRESENTED WITH AN INCREASINGLY CONFUSING ARRAY OF CARBON OFFSET SCHEMES.

In January this year the ACCC released an issues paper on carbon offsetting, which resulted in 100 submissions being received.

TO HELP PROTECT them from misleading offers and to ensure businesses comply with the law, the ACCC has released several new publications outlining important considerations for both businesses and consumers when buying, selling or promoting carbon offsets.

Carbon offsetting involves businesses or individuals buying credits in schemes designed to take measured amounts of greenhouse gases out of the atmosphere or prevent them being released in the first place (see 'Jargonbuster', p. 13).

Despite being a relatively recent creation, the market for carbon offsets is growing rapidly. So, too, is the number of complaints being received by the ACCC from businesses and consumers concerned about the validity of some claims in the marketplace.

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Following the release of the *Green marketing and the Trade Practices Act* earlier this year, the ACCC has now issued several new publications that clarify important issues such as the use of carbon footprint calculators, low carbon claims and forward crediting.