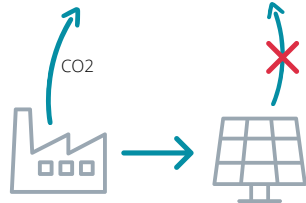


Reducing Emissions & Removing Carbon



Emission reduction efforts reduce the amount of carbon emissions associated with an activity (like switching from fossil fuels to renewable energy)



Carbon removal efforts remove CO2 from the atmosphere and sequester it for long periods of time

There are ~1.5 trillion tons excess CO2 in the atmosphere



**CARBON REDUCTIONS
REDUCE FURTHER CO2
EMISSIONS**



**CARBON REMOVALS
REVERSE THE ALREADY
EXISTING STOCK**

Reducing further emissions is a large part of the fight against climate change. But it is not enough. To successfully combat climate change we need to balance total stock carbon dioxide already in the atmosphere.

Achieving Your Personal Net-Zero

Purchasers of Nori's removals list emissions from travel as a major contributor to their carbon footprint



(1) reduce your own emissions through alternative modes of travel



(2) offset the emissions that you can't reduce with removal credits

Businesses and Individuals:

focus on **reductions** for your **internal** strategy

support **removals** for your **external** strategy

Reduce What You Can, Remove What You Can't