***3Degrees Client Toolkit:*** Newsletter and social templates – for use in newsletters, blogs and social media

*Note for users:* Replace all bracketed information with your own details. If you have questions do not hesitate to contact your 3Degrees account manager

*Note for senders:* Tag @3Degrees\_Inc in your post and we will share with the 3Degrees network

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# **REC newsletter**

***Reducing your carbon footprint***

We’ve reduced our business’ environmental impact by contracting to purchase renewable energy certificates, or “RECs,” to match [some, all, %] of the electricity used [in/at office, facilities, etc]. This step reduces our electricity-based carbon footprint by [x] tons of CO2 which has a positive environmental impact similar to growing [x] trees seedlings for 10 years or taking [x] cars off the road for one year.\*

***How does it work?***

When electricity is produced from a renewable generator, such as a wind turbine, there are two products: the energy, which is delivered to the grid and mixes with other forms of energy, and the REC. When renewable energy is delivered to the grid, it cannot be distinguished from electrons from non-renewable sources. The REC is a way to track the renewable electricity and is like a receipt for owning the environmental benefits associated with the generation of renewable energy. RECs allow individuals and businesses to support renewable energy development and help to make renewable energy projects financially viable while lowering carbon footprints.

***Learn more***

This purchase is an important step on our company’s sustainability path and is in addition to other measurers like [state appropriate examples: such as recycle, use LEDs, in-office compost, test or review suppliers, etc].  Moving forward we plan to [suggestions: increase our % of power matched with RECs, install solar on a facility, sign a power purchase agreement, etc]. Read more about our goals and accomplishments [in/on our insert link CSR report, sustainability web page or intranet page].

[**Optional extra:** Residential power users can buy RECs too. Visit your utility’s website and search for “green power” or “renewable” to see what options you have for your home.]

*\*https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator*

# **Offset newsletter**

***Reducing your carbon footprint***

At [Company name] we are taking steps to reduce greenhouse gases associated with our normal business operations. We [appropriate examples: limit air travel, auto-set thermostats and etc]. We also contracted to purchase [x] metric tons of carbon offsets to reduce our direct and indirect carbon emissions by [x%].

***How does it work?***

Carbon offsets enable organizations like ours to reduce our environmental impact by supporting projects that are actively working to reduce, absorb or prevent carbon and other emissions from entering the atmosphere. These projects can be in the form of forestry conservation efforts or based on a technology that captures gas before it is released such as at a landfill or farm with decomposing waste. Our purchase helps to keep these projects financially viable and has an environmental impact equivalent to taking [x] cars off the road for one year.

***Learn more***

This purchase is an important step on our company’s sustainability path. Moving forward we plan to [suggestions: increase our carbon offset purchase to mitigate % of emissions, purchase RECs to address Scope 2 emissions, sign a power purchase agreement, etc]. Read more about our goals and accomplishments [in/on our insert link CSR report, sustainability web page or intranet page].

[**Optional extra:** Check out the [EPA’s website](https://www.epa.gov/ghgemissions/overview-greenhouse-gases) for more information on greenhouse gases and how to calculate your own environmental footprint.]

*\*https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator*

# **Draft social posts**

***Tweets*** *(tag @3degrees\_inc and 3Degrees will retweet)*

1. We’ve reduced our business’ environmental impact with [x kwh of clean energy & x metric tons of carbon offsets].
2. Our carbon footprint is smaller than ever thanks to x kwh of clean energy & x metric tons of carbon offsets].
3. We buy x kwh of clean energy & x metric tons of carbon offsets] to make our products even more beautiful.
4. Reducing our impact on the environment is important to us. Read our latest post on what we are doing [link to newsletter/blog/CSR report]

***Facebook***

1. It is in our nature to care about the health and well-being of our environment. That’s why we purchase x kwh of clean energy & x metric tons of carbon offsets]. In doing so we are reducing the impact our business has on the environment. Find out more about our [REC and/or offset] purchase and why at: [link to newsletter/blog/CSR report]
2. We purchase Renewable Energy Certificates to match our electricity usage. It reduces our electricity-based carbon footprint by [x lbs/tons] and supports the green energy industry. Find out all we are doing at [link to newsletter/blog/CSR report]
3. As part of our corporate sustainability efforts we purchase carbon offsets to help balance out unavoidable greenhouse gas emissions - see more at [link to newsletter/blog/CSR report]