**3Degrees Client Toolkit:**

Press Release Template

*Note for users:* Replace all bracketed information with your own details. If you have questions, please contact your account representative. If your organisation is interested in collaborating with 3Degrees on this press release, please contact [pr@3Degrees.com](mailto:pr@3Degrees.com).

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

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**For Immediate Distribution: [date]**

Media Contact: [name, phone, email]

**[Company] commits to grid decarbonisation through renewable energy purchase**

LOCATION — Month, Year [Company name], a [state nature of business], based in [city] announced its commitment to climate action through a [two-year] purchase of [x kWh] of energy attribute certificates (EACs). Through this effort, [company name] declares its preference for low-carbon electricity supplies and joins thousands of corporate energy users around the world seeking to reduce the environmental impacts associated with electricity generation.

[Insert quote here (see sample quotes at the bottom)]

**[EAC Purchasers]**

[Company name] supported renewable energy by purchasing [XXX,000 kWh of [technology and type of EAC, e.g., GOs, I-RECs, RECs]] from 3Degrees, a leading global climate solutions provider and certified B Corp, matching its electricity use. when renewable generation displaces standard grid electricity, the climate benefits are substantial.  The renewable energy purchased here has a climate impact equivalent to growing [XX,XXX tree seedlings for 10 years or not using X,XXX barrels of oil].\*

An EAC represents the environmental benefits associated with one megawatt-hour of energy generated from renewable resources. The revenue from EAC sales is a factor in making projects financially competitive with traditional energy producers.

**[Company] heightens its climate commitment through verified carbon credit purchase**

***[Carbon Credit Purchasers]***

[Company name] today amplified its commitment to climate action by purchasing verified carbon credits that support emission reduction activities in [geography].  This purchase is made in recognition of the company’s ongoing greenhouse gas (GHG) emissions - emissions that will continue for some time, even as the company implements its own emission reduction projects as part of its ambitious climate goals.  Buying carbon credits is a small but important part of [company’s] climate work.

Carbon credits are created when one metric ton of GHG is avoided, reduced, or removed and help organisations address remaining emissions as they work to implement all possible reduction initiatives.

***About [Company Name]***

3Degrees is a leading global climate solutions provider, pioneer of environmental markets, and Certified B Corporation. Our work is driven by the need for urgent climate action, and has been for nearly 20 years. We deliver a full suite of clean energy and decarbonisation solutions to help global Fortune 500 companies, utilities, and other organisations achieve their climate goals and address emissions in the fight against climate change. The 3Degrees team brings a commitment to integrity and deep expertise in climate strategy and implementation across scopes 1, 2, and 3 emissions, including global environmental commodities, renewable energy and carbon project development, and supply chain decarbonisation. We help develop and deploy impactful climate solutions that make good business sense and advance an equitable transition to the low-carbon future. Learn more at 3Degrees.com or follow us on [LinkedIn](https://www.linkedin.com/company/3degrees/) and [X](https://twitter.com/3Degrees_Inc).

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

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***Sample draft quotes***

"At [Company name], we have always made an effort to follow sustainable business practices. Supporting renewable energy aligns closely with our company’s values and is the right move for ensuring a full transition to a low-carbon economy." Name, Title Company

“We are proud to support a cause as worthy as renewable energy [made in XX country, generated in our state/region]. Transitioning away from fossil fuels is critical for our environment and our economy.” Name, Title Company

“We are continually working to reduce energy used in our operations and be as efficient as possible. Supporting renewable energy generation takes our carbon reduction efforts one step farther.” Name, Title Company

“It’s important that we make decisions with the future in mind – for our business and the community. Supporting renewable energy [Supporting carbon projects] demonstrates [company name’s] commitment to sustainable business practices and environmental stewardship.” Name, Title Company

Credits:

“[Company] is taking meaningful steps to reduce emissions across our value chain. We are proud to support carbon projects through the purchase of verified carbon credits as an immediate step to address our environmental impact, support critical ecosystems, and promote other environmental and social co-benefits as we transition to a low carbon economy.”