

Carbon Project Validation & Verification

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Carbon projects reduce or remove greenhouse gas emissions through methods like renewable energy, energy efficiency, reforestation, or carbon capture. Certified projects generate carbon credits (1 credit = 1 ton CO₂ avoided/removed), which are sold to companies for climate goals or carbon markets. These credits are independently verified by third-party auditors.

Insets vs Offsets: What is the difference ?

Insets (Insetting) – Reducing Emissions Within the Supply Chain

- **Direct impact:** Emission reductions occur within a company's own operations or value chain.
- **Examples in transport & logistics:** Switching to alternative fuels, fleet electrification, route optimization, and improving energy efficiency in warehouses.
- **Long-term benefits:** Drives systemic change by reducing dependency on fossil fuels and lowering operational emissions

Offsets (Offsetting) – Compensating for Emissions Elsewhere

- **External impact:** Emissions are neutralized by investing in projects outside the company's own operations.
- **Examples in transport & logistics:** Purchasing high-quality carbon credits from reforestation projects, methane capture, or renewable energy initiatives.
- **Flexibility:** Enables companies to address unavoidable emissions while working toward long-term reduction strategies.

Why choose Normec Verifavia?

- **Transparency:** Proof of reductions
- **Trust:** Verified independently
- **Accuracy:** No double counting
- **Additionality:** Real impact ensured



Process

- 1 Project design and LCA**
Definition, methodology, technical documentation
- 2 Validation**
Initial audit by an independent third party
- 3 Implementation & monitoring**
Project launch & collection of emissions data
- 4 Verification & certification**
Audit of results, issuance of carbon credits
- 5 Retirement**
Removal of credits from the registry for official use

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