

All drivers of global warming are not equal Let's mitigate what matters most now

The Global Heat Reduction initiative's climate protocol measures all drivers of global warming, enabling businesses, governments, and investors to meet net-zero goals while supporting mitigation projects that drive down excess atmospheric heat within years, not decades.

FACT

45% of anthropogenic global warming isn't caused by carbon dioxide (CO₂), but by methane, black carbon, tropospheric ozone, and HFCs.*

*According to the Climate and Clean Air Coalition (CCAC), 2013. (www.ccacoalition.org)

PROBLEM

Conventional climate accounting uses the 100-year impact of CO₂ as its base-measure. It overlooks or undervalues heat drivers that can be thousands of times more potent in the near term. As a result, businesses, governments, and investors are unable to measure and mitigate what matters most right now.



Carbon dioxide (CO₂)

In the Atmosphere
Hundreds of years



Methane

8-20 years
Up to 150x stronger
than CO₂



Tropospheric Ozone

Weeks
Up to 3,000x stronger
than CO₂



Black Carbon

Days
Up to 52,000x stronger
than CO₂

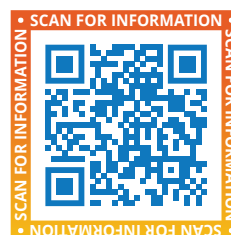
SOLUTION

Our groundbreaking new model incorporates all drivers of atmospheric heat over any given period:

- CO₂ and other greenhouse gases, including methane
- Short-lived climate pollutants (SLCPs), including black carbon and tropospheric ozone
- Surface conditions such as the Earth's reflectivity (albedo)

This comprehensive approach enables:

- Businesses to make carbon credit and footprint reduction investment choices based on their impact on near-term atmospheric heat.
- Mitigation project owners to communicate and receive full value for their projects and credits
- The reduction of atmospheric heat in the near-term to build a bridge to net zero by 2050



Visit heatreduction.com
to download the white paper
and join our mailing list.



WHAT WE DO



Registry

Providing a next-generation climate registry to fund critical, but currently undervalued heat reduction projects, and enabling organizations to offset their carbon footprints while reducing near-term atmospheric heat.



Footprinting

Offering a new standard to certify organizations, facilities, and mitigation projects' full climate footprints and drive progress on all heat reduction factors.



Partnerships

Working with companies, governments, investors, and NGOs to share the best science and practices, develop smarter mitigation strategies and write the next chapter in effective climate action.

The Global Heat Reduction Registry and Footprint Verification Standards are backed by the latest climate science in the UN Intergovernmental Panel on Climate Change's fifth and sixth Assessment Reports, and peer reviewed by the UNEP-convened Climate and Clean Air Coalition and top climate experts.

Global Heat Reduction is an initiative of SCS Global Services, a pioneer in sustainability standards and third-party environmental certification since 1984.

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