



# **Understanding Carbon Accounting**

*Empowering Sustainable Business  
Practices*

# What is Carbon Accounting?

*Carbon accounting is the process of measuring and tracking the amount of greenhouse gases (GHG) a company, project, or activity releases into the atmosphere.*

*It helps organizations understand their environmental impact, set goals to reduce emissions, and contribute toward building a sustainable future.*

*Just like financial accounting tracks money, carbon accounting tracks carbon emissions — making sustainability a clear, actionable priority.*

# Why Carbon Accounting is Critical?

*Carbon accounting is the process of measuring and tracking the greenhouse gases a business produces. It gives organizations a clear understanding of their environmental impact and helps set meaningful goals for a sustainable future.*

- **□ *Regulatory Compliance:*** Governments around the world are introducing stricter climate regulations. By tracking emissions properly, businesses can stay compliant, avoid penalties, and be prepared for future reporting requirements.
- **□ *Brand Trust and Reputation:*** Being transparent about carbon emissions strengthens trust with customers, investors, and partners. Accurate carbon accounting shows a true commitment to sustainability, helping build a stronger and more respected brand.
- **□ *Operational Efficiency and Cost Savings:*** Measuring carbon emissions often highlights areas where resources are being wasted. By addressing these areas, companies can reduce costs, improve efficiency, and drive better overall performance.

# How Carbon Accounting Works

*Carbon accounting tracks emissions across three key areas — Scope 1, Scope 2, and Scope 3. Knowing these scopes helps businesses reduce their full carbon footprint.*

## **Scope 1: □ Direct Emissions**

Emissions that come straight from owned or controlled sources, like company vehicles, equipment, or on-site activities.

**Scope 2: ⚡ Indirect Emissions (Energy Use)** Emissions from the electricity, heating, or cooling your business buys and uses, even though you don't produce them directly.

## **Scope 3: □ Other Indirect Emissions**

All other emissions linked to your operations, such as supplier activities, employee commuting, business travel, product use, and waste.

# How We Support You

At GEGS, we provide complete carbon accounting solutions to help your business measure, manage, and reduce its environmental impact.

## ✓ **Emission Data Collection**

We help you gather accurate emissions data across all business activities.

## ✓ **Scope 1, 2, and 3 Calculation**

We calculate emissions based on direct, energy-related, and indirect activities, giving you a full view

## ✓ **Carbon Footprint Reporting**

We deliver clear, actionable carbon footprint reports to support your sustainability goals.

## ✓ **Sustainability Strategy Development**

We help you design and implement smart strategies to lower emissions and grow sustainably.

# Visualizing Our Carbon Accounting Impact

*To help you better understand the significance of carbon accounting, we've visualized the key metrics that contribute to a comprehensive carbon footprint. The following chart illustrates the breakdown of emissions across Scope 1, Scope 2, and Scope 3, offering a clear view of how your organization's emissions are distributed. This visual representation aligns with our commitment to transparency and helps guide your sustainability strategy.*

## Visualizing Our Carbon Accounting Services

We transform complex carbon data into clear, actionable insights to drive your sustainability journey.

Impact Level (Scale 1-5)





## **Partner with Us for a Greener Future**

Together, we can take the next step towards sustainability. By measuring, managing, and mitigating your carbon footprint, we'll help you not only comply with regulations but also enhance your brand reputation, optimize operations, and make a positive environmental impact. Let's work together to create a more sustainable future for all.

**Connect with us**

**[info@thegegs.com](mailto:info@thegegs.com)**

**<https://www.thegegs.com/>**