



## Any Attention is Good Attention, Right?

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In this month's issue, we see Virgin Atlantic drawing global attention to the potential of sustainable aviation fuel (SAF), despite its ad for a landmark SAF flight being banned by UK regulators for being misleading. Making the most of their devastating experiences to amplify their voices, survivors of climate disasters are demanding a US inquiry into Big Oil's 'climate crimes,' pushing for accountability. At the same time as the UK government has increased their budget for this year's renewable energy, it looms heavy that a quarter of the US Congress still deny human-caused climate change.

Meanwhile, Big Tech's carbon reporting faces scrutiny as they push for changes in the way global emissions are calculated which have the potential to obscure their true footprint. Which leads on to more questions about diversifying the carbon removal market and the influence Big Tech could potentially have over genuine efforts to achieve net-zero emissions.

**Take action towards our global net-zero target TODAY by emailing us at [info@mycarbon.co.uk](mailto:info@mycarbon.co.uk)**

### 💬 MyCarbon's Commentary 💬

*"We all love going on our holidays, right? Air travel might be costly to your finances, but its environmental impact is equally as costly! The average long-haul flight produces 0.26 kgCO<sub>2</sub>e per km, therefore it's sooooo important that we look to decarbonise this sector ... sustainable aviation fuel sounds like a **great** thing."*

*Of course, it's equally important that companies do not make false or exaggerated claims about their sustainability practices - take big tech's obscuring of their true environmental impact for example (this was not very mindful or very demure of them - if you know, you know).*

*Quantifying your overall environmental impact can be challenging, you might over or under report through the methodology you follow. This is an honest error I see companies doing a lot when verifying their carbon footprint calculations and reports. However, to deliberately make false claims, under report and omit your true impact for PR gain and greed? One word - **Eww**.*

*And sadly, there isn't universal agreement about the importance of tackling climate change, let alone penalising companies who make false claims in regard to Net-Zero. For example, the UK has legislation such as the 2022 Green Claims Code that prevents greenwashing by law, meanwhile across the pond a 1/4 of the US government deny the very reality of climate change! This is why climate and carbon education is so important on an individual level - that way you can make informed decisions about what you spend your money on, what you are supporting and ultimately what you believe to be climate change facts or fiction!"*

*(Olivia Francis - Junior Carbon Consultant)*

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## WHAT'S NEW WITH US?

### **Overwhelmed by CSRD? You're Not Alone!**

The introduction of the Corporate Sustainability Reporting Directive (CSRD) is a game-changer, requiring a broad range of companies to disclose detailed environmental, social, and governance (ESG) information.

Whether you're just learning about CSRD or you're unsure about your next steps, MyCarbon is here to transform confusion and concern into clarity and action.

**Navigate the complex requirements of CSRD with our CSRD Readiness Checklist.**

This essential tool helps you identify any gaps in your current reporting processes and outlines critical steps for compliance.

[Download our CSRD Checklist](#)



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## THE GOOD

### **Virgin Atlantic Ad Promoting Landmark Sustainable Aviation Fuel-Powered Flight Banned by UK Regulators as "Misleading"**

Virgin Atlantic's ad promoting its historic transatlantic flight powered by "100% sustainable aviation fuel" (SAF) has been deemed misleading by the UK's **Advertising Standards Authority (ASA)**. Although the airline used industry-standard terminology, the ASA ruled that the claim could create a false impression about the environmental impact of SAF. Virgin Atlantic defended the wording, aligning it with government descriptions, but was directed to clarify future ads. **The flight**

highlighted the potential of SAF in decarbonising aviation, despite the controversy.

[Read more](#)



**Survivors of Climate Disasters Demand US Inquiry Into Big Oil's 'Climate Crimes'**



**Over 10,000 survivors of climate disasters, led by groups like Chesapeake Climate Action Network and Public Citizen, have called on the US Department of Justice to investigate the fossil fuel industry for "climate crimes."** They argue that big oil companies have long known about the environmental dangers of their products and deliberately misled the public. The letter demands accountability for the industry's role in exacerbating climate disasters, urging the government to prosecute and make polluters pay for the damage caused.

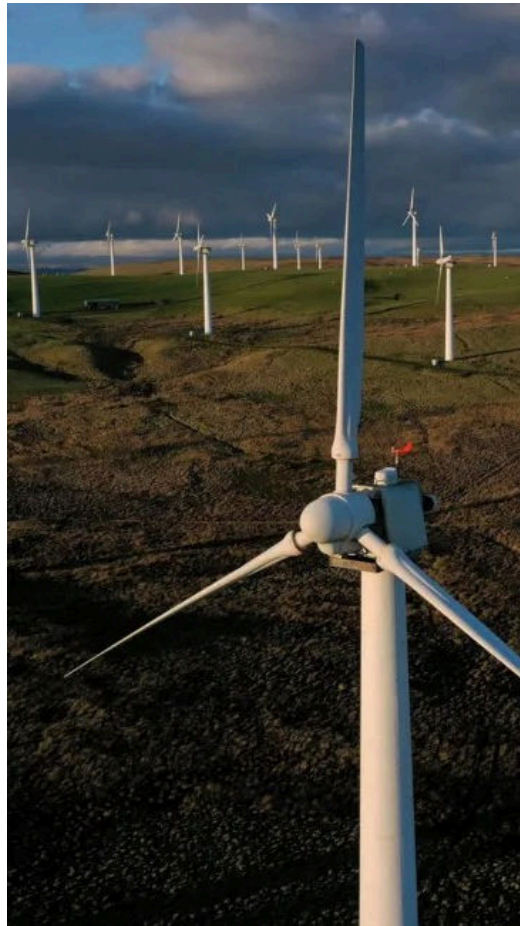
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## **Government Sets Record Budget for Green Energy Auction**

**The UK government has increased the budget for this year's renewable energy auction to a record £1.5 billion, focusing primarily on offshore wind projects.** This boost, welcomed by the renewables industry, aims to help quadruple offshore wind capacity by 2030. However, experts warn that further adjustments are needed to meet ambitious targets. While the increased funding could drive more bids, challenges such as cost hikes and grid connection delays remain, potentially impacting the timely delivery of new projects.



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## THE BAD ❌

### **Amazon, Meta and Big Tech's Bid to Rewrite the Rules on Net-Zero**

**Amazon and other tech giants are under scrutiny for their carbon emissions reporting practices.** While Amazon boasts of hitting its 100% renewable energy target, critics argue that the company's real-world emissions are much higher due to its reliance on fossil fuels in data centres.

As these companies push for changes in global carbon accounting rules, **concerns are growing that they might obscure the true environmental impact of their operations, jeopardising genuine efforts to achieve net-zero emissions.**

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**Climate Change Deniers Make Up Nearly a Quarter of US Congress**



**In a striking contrast to the growing concern over climate change among the American public, nearly a quarter of the US Congress—comprising 123 lawmakers—still deny human-caused climate change, according to a recent analysis.** The aforementioned climate deniers are all Republicans, underscoring the importance of the upcoming US election from a climate perspective. Despite declining numbers, this denialism remains a significant obstacle to meaningful climate action, fueled by substantial campaign donations from the fossil fuel industry.

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## **Carbon-Removal Firms Have One Very Big Backer That's a Problem**

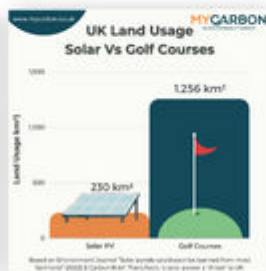
**Microsoft dominates the carbon-removal market, investing heavily in projects that capture CO<sub>2</sub>, but the sector's growth relies on more companies getting involved.** While their significant investment has boosted innovation, it creates an over-reliance on one company. For the market to grow and become more affordable, other businesses need to participate. This would help lower costs and spread the risk across a broader range of projects. Companies like CUR8 and Patch are working to diversify the market, but wider industry engagement is essential to scale up carbon removal effectively.

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