



Why should a business pay a premium to offset its emissions with DAC?



Permanent and fully measurable

Direct Air Capture (DAC) allows a company to remove CO₂ from the air safely and permanently, in a way which is fully measurable. DAC actually removes CO₂ from the air and is different from many conventional offsets which avoid emissions, for example by paying someone not to cut down the trees their land. This is why DAC is perceived as the gold standard of carbon offsets.



Enabling Net Zero

Companies often identify hard to abate emissions, which will take time and innovation to reduce and eventually stop. To achieve Net Zero, a company needs to compensate for these by removing as much carbon as it emits, and this is made possible by negative emissions technologies, such as DAC.



Taking responsibility for historical emissions

Companies with ambition to become carbon negative need to remove more carbon than they emit each year – in effect cleaning up their historical emissions. Because DAC pulls the CO₂ built over decades from the air, it can help companies clean up their legacy.



Marrying entrepreneurship and sustainability

Businesses which support Direct Air Capture are early adopters of a pioneering, breakthrough industry. As such, not only do they remove CO₂ from the air, they also help DAC scale up. New technology can develop fast if the investment is there. - the first commercial jet was available in 1951. By 1965, they were ubiquitous.



Projecting leadership and a belief in innovation

The Economist group has included DAC offsets in their sustainability strategy because "*it lies in our nature to press for progress*". Companies which believe in the role of innovation, and human ingenuity to help address global challenges share the core values powering DAC.

