

# CARBON OFFSET 2016

by ASENDIA

## Energy generation in Wind Farm - INDIA -

### Highlights of the projects

- > Use of renewable energy
- > **143 GWh** of electricity produced per year
- > Equivalent to the needs of **185,000** Indians

### Co-benefits

- > **180,000** students fed everyday
- > **1,000** school bags for children
- ... and more!

**ASENDIA** The world  
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BY LA POSTE & SWISS POST



ecoact

« EcoAct certifies that for its 2016 carbon offset, ASENDIA is supporting 4 Wind farm project (VCS 381, 384, 489, and 510) in India »

**VCS** | VERIFIED  
CARBON  
STANDARD

## CONTEXT

Asendia has a sustainability roadmap based on 1 driving force (its employees) and **4 main pillars: Measure, Reduce, Offset and Advise**. While working to measure and reduce emissions, a certain part of emissions cannot be avoided.

Since July 2014, in order to provide carbon neutral mail to our European clients: we voluntarily commit to offset residual emissions: those are balanced with an equivalent and verified volume of emission reductions that takes place somewhere else in the world. In practice, this works through purchasing carbon credits from a carbon reduction project that has reduced carbon emissions.



In 2016, Asendia offset **60,886 tCO<sub>2</sub>e**

## HOW WE CHOSE OUR OFFSET PROJECT

We considered a number of factors, including technology and location, that we took into account in making our final choice of our **wind power VCS project in India**:

- **Energy transition**: our operations are strongly linked to fuel consumption and so we are keen to support renewable energies development,
- **House synergies**: our parent companies (La Poste and Swiss Post) are also committed to carbon offsetting projects in India,
- **Geography**: we want to make a difference by positioning our offset in a country that has large emissions footprint,
- **Co-benefits**: international standard VCS ensures social, environmental and economic to local communities.



## KEY ISSUE

In India, almost 80% of the energy demand is covered by fossil fuel. This dependence is a threat to the environment and local populations.



## SOLUTION

Produce electricity with low carbon intensity, using a local natural resource: wind.

The project developer supported by Asendia has four wind farms in India, located in the areas of Rajasthan, Karnataka and Maharashtra. Nowadays, **96 wind turbines** are contributing to this energy transition with a total capacity of 75 MW (7,2MW / 20MW / 4 MW / 44 MW respectively).

Approved by the Verified Carbon Standard (VCS), these projects have to prove annually their performance. So each time carbon credits are emitted, audits are carried out by an independent certification body.

## RESULTS

Nearly **143 GWh** of green electricity produced each year, avoiding the emission of over **130,000 teqCO<sub>2</sub>**, and covering the equivalent of the yearly consumption of more than **185,000 people** in India.

Leading to a more balanced energy mix through renewable energy.



# CO-BENEFITS

## Education:

Improving access to school for the poorest by providing basic necessities such as books, equipment, means of transport.

Fostering access to employment for youth in rural areas.

The project developer created the Wind World Training Academy (WTA), and offers a complete technical training which includes theoretical and practical training.

Creating team building events, such as the "World Wind Commandos" which gathers the best element of the WTA to develop skills and team spirit.

## Health:

The project developer organizes medical health camps in villages to ensure a regular blood drive and to secure the supply of major hospitals. This project also helps to raise awareness about sexually transmitted diseases, and detect them in order to implement appropriate actions.

Every year it plans different events such as hearth's day, diabetes' day, and the day without a cigarette.



## Infrastructures:

Construction of roads, pavement of streets, water supply equipment (wells, hand pumps, tanks). Funding of classroom, sports grounds, toilets in educational areas.

## Access to culture, art, sports:

Sponsoring of some regional festivals and several sports competitions to stimulate the curiosity and to empower younger generations.

