

Timber can reduce
carbon in construction,
**but we need to be clear
about what we mean.**



Different types of carbon are often confused. **Like coins, their values differ; clarity is vital.**



Carbon is not **one** thing:

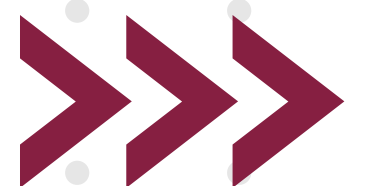
Fossil emissions = carbon added

**Stored biogenic carbon =
temporary retention**

Avoided emissions \neq removals

Offsets vary

**Sequestration depends on
timing and permanence.**



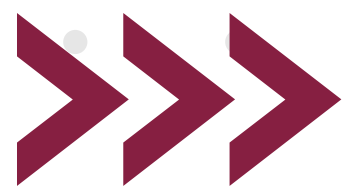
Timing matters - immediate fossil emissions are not equivalent to future avoided emissions.

Temporary storage is not the same as permanent removal. **Duration, stability, and reversibility matter.**



Stored carbon, avoided emissions, sequestration, and offsets **all contribute meaningfully – but are not interchangeable.**

Understanding differences **leads to better climate decisions.**



The commercial world often seeks **simplification** – accounting neatness is not reality.

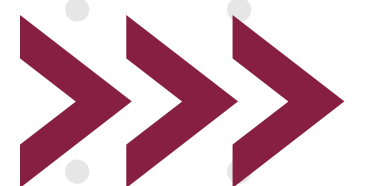
Nuanced reporting ensures real carbon impact is understood.



Don't treat all carbon as a single number, be explicit about:

- ✓ What is being **measured**,
- ✓ what is **physically** occurring,
- ✓ over what **timeframe**,
- ✓ with what **permanence**,
- ✓ and the degree of **uncertainty**.

Delivering **credibility** and **better decarbonisation decisions**.



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