

## Carbon reduction brings 33% average return to investors

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Carbon reduction activities could have a very positive return on investments, delivering an average return of 33%, according to a report published by Carbon Disclosure Project, an international not-for-profit organisation.

In the report 'Carbon reductions generate positive ROI', the organisation said high emitting companies that set absolute emissions reduction targets achieved reductions double the rate of those without targets with 10% higher firm-wide profitability.

Energy efficiency and fugitive emissions reductions generate some of the highest reductions and return on investments, the research found.

The report is an outcome of the 'Carbon Action Initiative', an investor-led initiative designed to accelerate company action on carbon reduction and energy efficiency activities which deliver a satisfactory return on investment.

≥ The initiative was developed by Carbon Disclosure Project with a number of investors including Aviva, CCLA, Robeco and Scottish Widows Investment Partnership.

Click here to read the complete report - [Carbon Action Report](#)