

PRESS RELEASE

New insetting guide provides clear steps for corporate action on climate change and nature loss

Paris, 9 March 2022 – The [International Platform for Insetting](#) (IPI) today launched a Practical Guide to Insetting, consolidating insights and up to a decade’s worth of experience from members including Accor, Chanel, H&M Group, Kering and Nespresso for the first time. It provides land-dependent corporates with a strategic and effective pathway to net zero and nature positive goals, demonstrating how insetting can be implemented throughout company value chains.

The science is clear, we saw it in the [Glasgow Climate Pact](#) and we’ll see it again at COP15 CBD later this year, we cannot address our planet’s current climate emergency without reversing the loss of nature. The land use sector [contributes 23% of all greenhouse gas emissions](#) and its necessary decarbonisation is a huge global challenge. Insetting provides a way for land-dependent companies to take effective action against climate change and nature loss at the centre of their value chains – in their sourcing areas – and by doing so, transform their operations to recognise and support healthy ecosystems and resilient communities to secure the raw materials their products depend upon.

“Reversing the loss of nature is a priority when it comes to addressing our planet’s current climate emergency. At Kering, we are implementing insetting programs to shift towards regenerative production of our raw materials, and generate direct positive impacts for climate and biodiversity in the landscapes from which we source. This guide reflects our own experience and consolidates up to a decade’s worth of insetting practice.” *Géraldine Vallejo, Sustainability Programme Director, Kering.*

“Introducing and scaling insetting inside a company is a major endeavour and one in which not enough insights have been shared to date. We attempt to close this gap with our guide, sharing some of the most important lessons our members have learnt.” *Sandra Brandt, Director, International Platform for Insetting.*

“We are delighted to share this step-by-step guide explaining one of the most exciting concepts to take climate actions in global value chains. We hope that regulators and standard setters will leverage this open and honest peer-to-peer knowledge exchange to frame their carbon accounting recommendations. After eight years of experience, we are more convinced than ever that insetting is the most relevant approach to flow investments into the climate transition and the regeneration of nature.” *Julie Reneau, Sustainability Strategy and Stakeholder Relationship Manager, Nespresso.*

How do we protect enough forests, restore enough ecosystems, develop enough technologies to close the [28Gt emissions gap](#)? Insetting at scale can potentially provide answers to one of the biggest challenges of our time. From blockchain to automatised monitoring, addressing landscapes and sourcing strategies, the guide proposes five of the most promising opportunities to scale insetting to act as a catalyst to decarbonise entire supply chains.

“Insetting has tremendous potential to tackle some of the most crucial challenges around supply chain sustainability including climate change and biodiversity loss. The guide provides valuable insights and encourages companies to explore insetting as a strategic approach to turn ambition into transformative action.” *Tom Mallet, Carbon Management Lead, Accor.*

To download the guide: <https://www.insettingplatform.com/insetting-guide/>

The IPI is hosting a webinar on 24 Mar 2022 from 3-4pm CET to introduce the guide and share the key takeaways. Read more and register [here](#).

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NOTES TO EDITORS

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***Definition of insetting:**

Insetting creates carbon removals and emissions reductions in agricultural supply chains, mostly through nature-based solutions such as agroforestry, reforestation and regenerative agriculture. Some insetting interventions also involve energy and community activities that aim to improve livelihoods and reduce pressures on natural resources. Insetting projects can be implemented on farms, in communities or in adjacent landscapes.

About the IPI

The International Platform for Insetting (IPI) is a business-led organisation which advocates for climate action at the source of global value chains. It is a diverse community of practice, including mostly corporate organisations and implementation partners, who regularly convene to share real-world cases, best practices and challenges as they work on insetting projects.