



**MISSION**  
PERFORMANCE

### **Notification from Mission**

You need to think differently  
about how you offset your  
carbon... We did.

**Close**

**Got it**

**PLUS**

How we became SAMS's  
first Commercial Participant!



# ENVIRONMENTAL INVESTMENT



**MISSION  
PERFORMANCE**



Mission Performance are a leadership consultancy that have been increasing people and organisational performance for over two decades, so we know what works when it comes to people!

However, our emissions assessment highlighted the growing environmental impact we were having through our business activity.

As a B Corp, we wanted to identify creative ways to mitigate our emissions, combining people, profit & planet into all our activities whilst remaining business honest and transparent.

Carbon offset credits were an obvious route to take. However, our research discovered a mixed picture of how authentic, indirect and ineffective some of these carbon offsetting and verification schemes were. We had to think creatively and use some principles we learned on previous environmental and socially responsible projects.

*The \$2bn global trade in voluntary carbon markets, or VCMs, has been battered by allegations of greenwashing, and prices have plummeted from peaks last year. The marketplace is considered to be a free-for-all, with dubious standards and limited transparency. The prize for fixing it could be enormous.*

FT, 2023

*Corporate climate watchdog document deems carbon offsets largely ineffective.*

Reuters, 2024

*Market for carbon credits faces fresh blow as offsets slammed as more than 80 non-profits team up to declare that carbon offsets are undermining genuine net zero action.*

Bloomsburg, 2024

## SO WHAT DO WE DO NOW?



Scan this



# MISSION INVESTMENT

Mission Investment was born out of this need for transparency. For every program we deliver for a client, we calculate the carbon emissions associated with the project and turn that into a Unit of Environmental Investment (UEI). This unit is then invested directly in a pre-selected community project detailed in our proposal to the client. These UEIs could be the number of trees planted in a local environmental reforestation project or a unit of research time for a specific research institution.

We use accredited and researched calculators to produce our UEI figure which have a minimum of £100 per phase. Clients are given information about how investments will be used and they have the choice of which environmental cause(s) to invest the UEIs in.

We also give updates of how investments have benefited our planet and plans for future projects. We wanted to choose innovative and forward thinking charities and research brought us to SAMS and Stump Up For Trees.

We are proud to be SAMS's first Commercial Participant in their ground-breaking work.

## OUR CHARITIES



**The Scottish Association for Marine Science (SAMS) is a leading marine science research organisation based in Oban, Scotland.**

SAMS' mission is to create a healthier ocean, for a stronger planet, through discovery, understanding and protection of the marine environment for the benefit of people and the planet.



**Stump Up for Trees is a small, community-led charity focused on woodland creation and enhancing biodiversity in the Brecon Beacons area of south-east Wales.**

Their mission is to plant one million trees in the Brecon Beacons area to provide multiple ecosystem services including carbon capture, biodiversity creation, natural flood management and landscape connectivity, as well as benefits to human health and well-being.

**Guess what?** We're not trying to sell you the Mission Investment system, we simply want to show you that being transparent in your carbon offset doesn't need to be expensive, hard or confusing. Direct environmental investment helps charities like SAMS make a difference without the constraints of applying for funding or writing proposals. We would love to talk to you about MI and help you apply it to your own business, **just scan the QR code below!**



**MISSION PERFORMANCE**

Certified



**We create safe, happy & high-performing cultures.**

# Our Mission : Your Performance



**45+**

Countries

**100+**

Partners

**10,000+**

Leaders Developed

**2000**

Year Founded

[LEARN MORE](#)



**MISSION  
PERFORMANCE**

## **WHY**

We use our business as a force for good globally by improving the standards of leadership, teamwork, safety, and Communication.

## **HOW**

Through targeted, high-quality training and coaching programs across all delivery formats globally, we assess your capabilities across our four practice areas. We then co-create a program to enhance your strengths and close the gaps.

## **WHAT**

We spark and support long term behaviour change.