TRICORONA

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TRICORONA CHOSEN AS ICA GROUP'S CARBON OFFSETTING PARTNER

Tricorona, a world leader in carbon offsetting, announced today that it has reached agreement with ICA Group, a major Nordic retailer, to offset the climate impact of ICA's air travel with carbon offsets from UN-approved Gold Standard projects.

The carbon offset projects are based on renewable energy production, for example from wind or biomass, and the Gold Standard certification ensures the projects' environmental integrity as well as their contribution to sustainable development at a local level, in countries such as India and China. All projects are furthermore independently certified within the Clean Development Mechanism framework of the Kyoto Protocol, and therefore comply with offsetting guidelines published by government agencies such as the Swedish Energy Agency and the UK environmental ministry, DEFRA.

"It is crucial for the climate that everyone reduces their carbon emissions, and plans their travel to minimise climate impact," says Per Egstam, CEO at Tricorona Partner. "It is equally important to take responsibility for those emissions that remain. We at Tricorona provide offsets of the highest available quality, from Gold Standard CDM projects, and this focus on quality – which is repeatedly recognised in independent surveys of our industry – guarantees ICA a robust offsetting solution."

For more information on Tricorona Climate Partner, please contact:

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