

# Addressing the Top 4 Criticisms of Carbon Neutrality: Accountability & Transparency

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Learn how Ariva has taken deliberate steps to ensure the highest standards of accountability and transparency around projects, emissions reductions data, and access to public information on registries

This article is the second installment of [[Addressing the Top 4 Criticisms of Carbon Neutrality](#)]

## [Criticism #1: The ability to purchase carbon offsets can delay real action](#)

## **Criticism #2: Lack of accountability and transparency**

A common concern in the carbon offsetting industry is the lack of accountability and transparency around projects, emissions reductions data, and access to public information on registries. Some organizations offering carbon offsets may not have clear tracking and verification processes for the actual emissions reductions achieved by their projects. This lack of oversight can lead to doubts about the credibility and integrity of the offsets, undermining the effectiveness of the entire program.

In response to this criticism, Ariva has taken deliberate steps to ensure the highest standards of accountability and transparency. We partner with [Carbonzero](#), a Canadian organization that adheres to internationally recognized standards and programs such as the [Verified Carbon Standard \(VCS\)](#), [ISO-14064-2 \(CSA CleanProjects\)](#), [Gold Standard](#), and [American Carbon Standard \(ACR\)](#). These standards require rigorous project monitoring, reporting, and verification processes, ensuring that every offset is genuine and effective.

Carbonzero's commitment to transparency goes beyond compliance with standards. They provide detailed information about their projects, including location, technologies employed, and expected emission reductions. They also engage in third-party audits and assessments to verify the legitimacy of their carbon offset projects. This robust approach to accountability, coupled with adherence to recognized standards, means that our customers can trust that Carbonzero's carbon offsets are reliable.

We believe that carbon offsetting is not just about neutralizing emissions but also about building trust and confidence in sustainable practices. Our partnership with Carbonzero reflects this notion and ensures that our customers can make informed and responsible choices.

*Stay tuned for the continuation of this article which will include: additionality, and permanence.*