



## Other — Articles, TED Talks & Videos

Explainers, real-world case studies, and talks to ground your project

### TED Talks

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#### [TED TALK] 5 Lessons on Building an Emissions-Free City — Heidi Sørensen

[https://www.ted.com/talks/heidi\\_sorensen\\_5\\_lessons\\_on\\_building\\_an\\_emissions\\_free\\_city](https://www.ted.com/talks/heidi_sorensen_5_lessons_on_building_an_emissions_free_city)

Oslo's climate agency director shares how her city is targeting a 95% reduction in carbon emissions by 2030 — from silent electric construction sites to fully electric transportation. A compelling real-world model for city-scale carbon reduction with transferable lessons for any organization.

#### [TED TALK] Dreams and Details for a Decarbonized Future — Jim Hagemann Snabe

[https://www.ted.com/talks/jim\\_hagemann\\_snabe\\_dreams\\_and\\_details\\_for\\_a\\_decarbonized\\_future](https://www.ted.com/talks/jim_hagemann_snabe_dreams_and_details_for_a_decarbonized_future)

The chairman of the world's largest maritime shipping company shares a plan to convert green electricity into green liquid fuel ("power-to-X") to decarbonize shipping by 2050. A powerful example of industry-scale carbon reduction strategy.

### Articles

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#### [ARTICLE] Carbon Neutral vs. Net Zero vs. Climate Positive — What's the Difference?

<https://plana.earth/academy/what-is-difference-between-carbon-neutral-net-zero-climate-positive>

A clear, accessible explainer on the key terminology your project will encounter. Understanding the distinction between these terms is essential for framing your business case accurately and avoiding greenwashing.

#### [ARTICLE] Can You Really Negate Your Carbon Emissions? Carbon Offsets, Explained.

<https://www.vox.com/2020/2/27/20994118/carbon-offset-climate-change-net-zero-neutral-emissions>

A Vox explainer on how carbon offsets work, their limitations, and the ongoing debate around their effectiveness.

■ *Published 2020 — the carbon offset landscape has evolved significantly since. Supplement with current reporting from Carbon Market Watch ([carbonmarketwatch.org](https://carbonmarketwatch.org)) for the latest standards and controversies.*