



Carbonfund.org™
REDUCE WHAT YOU CAN OFFSET WHAT YOU CAN'T

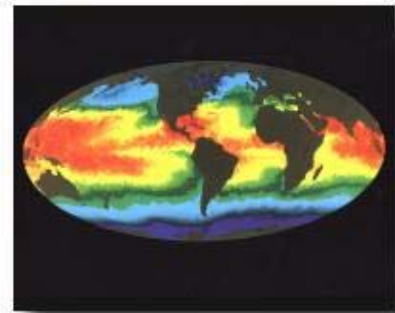
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Carbon Neutrality and You

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Executive Director
Carbonfund.org

Carbonfund.org

- Non-profit organization – 501(c)(3)
- Founded in 2004
- Mission: education, carbon reductions and offsets, and outreach
- Over 165,000 individuals
- 550 companies and organizations
- **Offsetting over 2,200,000,000 lbs. of CO2**
- CarbonFree™ Product Certification
- Motto: “Reduce what you can, Offset what you can’t™”



What we do

1. Understand your carbon footprint
2. Reduce and Offset – getting to zero today
3. Outreach

- Create custom carbon reduction and offset programs for companies and organizations
- Support verified emission reductions projects
 - Renewable Energy
 - Wind, Solar, Biomass, Landfill, Geothermal
 - Energy Efficiency
 - Carbon credits (CCX), Truck stop electrification
 - Reforestation
 - Reforestation projects in the US and internationally



Why Offset? Why Care?

- Climate change is happening NOW!
- We are all responsible for it
- We all must be part of the solution

- Carbon Offsets Work
- Change the market for clean technology
- Drive down costs for clean technology
- Measurable, Verifiable and Certifiable
- Spur innovation, investment, entrepreneurship
- Take responsibility and being part of the solution

**Carbon Offsets are the only way
your company can be Carbon Neutral**





More Reasons to Care

- Scientists now warning of dire climate failure sooner than expected
- Models are not aggressive enough
- Time is no longer on our side

- Global emissions must be reduced by 50-80% over the next 50 years
- US share = over 90% reduction

Everything must be carbon neutral

Benefits of Carbon Offsetting

- Taking action & staying in front
- Looking at entire production chain
- Seeking cost-effective reductions
- Consumers are watching
- Looking to the future
- Reading regulatory tea leaves
- Improving your brand
- Gaining a competitive edge

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Your Carbon Footprint

- Bigger than you think
- Electricity, Heating, Transportation, Consumption
- **Indulgence? If you wear clothes or eat food you have a footprint**
- Your footprint: pajamas, bed, mattress, pillow, sheets, wall, alarm clock, floor, dresser, toilet, shower, shower curtain, t-brush, t-paste, sink, hot water, soap, shampoo, deodorant, wash cloth, mirror, clothes, eggs, toast, milk, salt, plate, napkin, kitchen table, microwave, coffee pot, coffee, coffee mug, sink, desk, chair, phone, computer, monitor, coffee mug, pen, notebook, mouse, cork board, sticky notes, tacks, etc.

How Carbon Offsetting Works

➤ Just like buying green electricity from your utility but covering heat, transportation, other consumption

1. **Calculate** your carbon footprint
2. **Offset** your footprint
 1. renewables, efficiency, reforestation
3. **Support** verified CO2 reductions

Provides self-imposed economic incentive to save energy



Environmental Defense



- Fightglobalwarming.com
- March 2006
- Carbonfund.org one of five projects
 - over half the program's offsets
- PSAs, radio, Web, Print

- Verified Project: CA biodigester
 - 14 Farms supplying waste
 - Captures methane, creates energy
 - ERT Certified

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Dell's Plant a Tree for Me Program

- Empowering customers to offset their products' electricity use
- Global program
- Launched at International CES 2007
- Offset choice for customers
- **In purchase path**
- Donations support tree planting
- Boldness in acknowledging product has emissions

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Reduce My Environmental Footprint
PLANT A TREE FOR ME TODAY

DELL™



Dell's Plant a Forest for Me

- Enabling organizations worldwide to join together to plant millions of trees
- A global corporate initiative

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Volkswagen

- Largest consumer offset program
- Every car sold from Sept. – Jan
 - 80,000
- Encouraging entire VW community
- Developing VW Forest
- Offsetting test drive events
- Diesolution Tour
- Dealerships, VW.com, radio spots

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Orbitz

- Established Eco-travel site in early 2007 offering carbon offsets
- Offer travel offsets in **purchase path** of all airline travel
- Thousands of customers offsetting
- Use World Resources Institute air travel data

ORBITZ

12 - CEA



Staples



- EcoEasy Program
- Green Copiers
 - recycled paper
 - offsetting CO2
 - Soy-based inks
- premium product
 - very high take rates
- 13 green products offset
 - Cost embedded into product
 - Not opt-in



Allstate Green



- Offsetting entire corporate HQ
- Created Green Agency Program
 - 13,000 agencies
 - Simplified agency offset option
 - Incentivizing agents
- Encouraging customers to switch from paper to Easy Pay

- 2008: Embedding in insurance products

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Project Types & Quality

Renewable Energy

- Wind Energy
- Biomass
- Landfill methane
- Geothermal
- Solar

Why it's good

- Ensures new energy is clean
- Driving down cost of renewables
- Market transformation
- Certifiable



Project Types & Quality

Energy Efficiency

- Carbon credits
- Truck stop electrification (IdleAire)
- Industrial efficiency
- Potential for small scale EE

Why it's good

- Reduces demand for (new) energy
- Makes clean technology more affordable
- Most cost effective way to reduce emissions
- Certifiable



Project Types & Quality

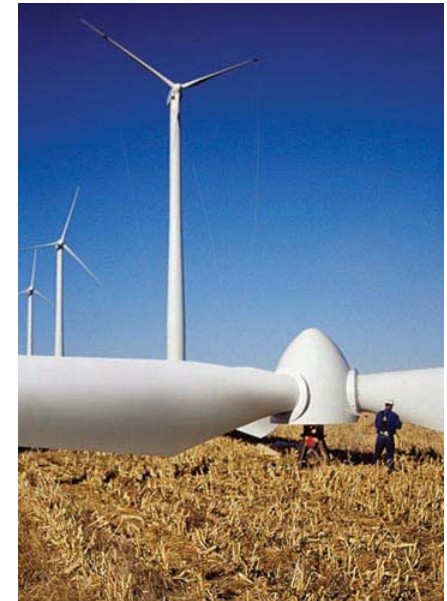
Sequestration

- Reforestation
- Avoided deforestation
- Other land-use methodologies
- Industrial carbon capture

Why it's good

- Only offset to reduce emissions in air today
- Nature's vacuum
- 20% of climate change is from Deforestation
- Benefits air, water, soil, habitats
- Poorer communities benefit
- Certifiable

Carbonfund.org's Projects



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Certifications & Quality

“Is it real AND who says so”

Renewable Energy

- Environmental Resources Trust (Env. Def)
- Green-e (NRDC, UCS)
- UNFCCC CDM/JI
- Gold Standard (WWF)
- Chicago Climate Exchange (RMI, WRI)

Energy Efficiency

- Environmental Resources Trust
- UNFCCC CDM/JI
- Gold Standard
- Chicago Climate Exchange
- Voluntary Carbon Standard

Reforestation /Sequestration

- Environmental Resources Trust
- UNFCCC CDM/JI
- Chicago Climate Exchange
- Climate, Community and Biodiversity Standard (TNC, CI)
- Voluntary Carbon Standard
- Plan Vivo

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Additionality

Environmental Protection Agency's Additionality Test

- Beyond business-as-usual
 - Reduction from a Baseline
 - Non-regulated/capped
 - No double counting
 - Permanence
 - Linked reductions/barriers
 - Documented
 - Verified
-
- Every certification body adheres to these standards



What to Look For

Projects

1. Verification – 3rd party
 - Is it Real AND who says so
2. Price
3. Choice – do projects meet companies goals
 - Location, technology, other benefits

Organizations

1. Verified projects
2. Audited portfolio
3. Transparent financials



Summary

Carbon Offsets

- Work
- Market Transformation
- Only way to be carbon neutral
- Simply reductions elsewhere
- Real, measurable and verifiable
- Supported by top enviro groups
- Are about You

www.carbonfund.org

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