



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

Carbon Offsets

Democratizing and Empowering Environmental Solutions

Eric Carlson
Executive Director
Carbonfund.org

Carbonfund.org

- ❑ Non-profit organization – 501(c)(3)
- ❑ Founded in 2003
- ❑ Mission:
 - ❑ Education
 - ❑ Carbon offsets
 - ❑ Outreach
- ❑ Over 200,000 individuals
- ❑ 750 companies and organizations
 - ❑ Dell, Volkswagen, Orbitz, Staples, Allstate
- ❑ Offsetting over 2,500,000,000 lbs. of CO₂

**Empower people to take responsibility for their
impact on climate change**

Reduce what you can, Offset what you can't™

Your Carbon Footprint

- US alone is responsible for 25-35%
- **Avg. American responsible for over 50,000 lbs. CO2 emissions per year**
- 50 year build up of gases
- China is catching up by making stuff for US

Where are we headed?

- Global reduction of 70% of CO2 needed
- US (your) share: over 90%

Virtually everything will be carbon neutral



Solution: Use Less Energy

- Consume less
 - Travel less
 - Wear less
 - Smaller homes
 - Mass transit, etc.
-
- California uses half the energy/GDP than rest of US

Problem:

- Only gets you part of the way
- Difficult to grow without using more energy



Solution: Use Less Carbon

Technological solution

- Transform to green energy infrastructure
 - From Coal, Oil, Gas
 - To Wind, Solar, Biomass, Geothermal
- The issue is CO2 emissions, not energy use
- 70% of France's electricity is zero Co2
- Denmark is 20% wind
- US Northwest primarily hydro
- US car options vary by 150%



The Role of Carbon Offsets

Reduces CO2 emissions one place to compensate for its emissions elsewhere

Examples

- Offset plane emissions by planting a tree
- Offset coal electricity by buying wind power
- Food is made and transported using energy, you support a project that reduces energy



5 - CEA

Carbon Offset Projects

- Renewable Energy
- Energy Efficiency
- Reforestation
- Basket

- Choice
- 3rd party verified



Carbon Offsets as Solutions

1. Increase demand for clean energy
2. Reduce costs
3. Increases investment
4. Reduces pollution

Organic milk vs. regular

Goal is market transformation

- Wind costs less than coal



Carbon Offsets are working

NREL attributes 50% of all new green power in US to the voluntary carbon offset market

Chicago Climate Exchange encompasses 5% of all US emissions, decreasing by 1% a year

Cost of wind energy is dropping, nearly cost-effective in some places

Green energy investment at all time high

Reforestation projects globally increasing



Quality Carbon Offsets

Key Criteria

1. Third-party verification
2. Price

Also

1. Project types
2. Location
3. Other social and environmental benefits
4. Third-party certification
5. Portfolio audit
6. Market transformation potential



Who certifies/verifies offsets

1. UNFCCC Clean Development Mechanism
2. Green-e Climate
3. Chicago Climate Exchange
4. Environmental Resources Trust
5. Chicago Climate Exchange
6. WWF Gold Standard
7. Voluntary Carbon Standard (new)
8. Climate, Community and Biodiversity Standard



Carbon Myth

Carbon offsets are like buying a papal indulgence

Indulgence? If you wear clothes or eat food you have a 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, **BEER ...**



Working with Companies

1. Calculate carbon footprint
2. Develop a program of reductions/offsets
 1. Focus on consumers
3. Select project types (wind, trees)
4. Carbonfund.org ensures projects meet third-party verification, high-quality
5. Promotion

Over 750 partners

Orbitz, Dell, Allstate, Volkswagen, Staples, Amtrak, ABN-AMRO, AMD, Salesforce, Yakima, Environmental Defense, Clean Air Council ...

d.org

ORBITZ

CarbonFree™ Product Certification

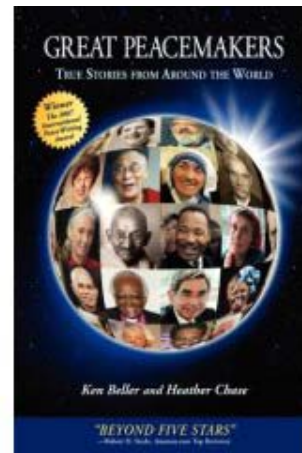
- Taking it to the consumer
- CarbonFree™ Product Label

Four Steps

1. Life Cycle Assessment (LCA)
2. Product registration
3. Quarterly offsets
4. Annual product review



CarbonFree™ Products



National Legislation

- We need an aggressive cap-and-trade
- Approx. 1.5% reduction per year
- Again, goal is market transformation
- Regional programs will not be important

This will be much easier than we thought

The Role of Offsets in a Regulated World

1. People will still want to go Zero Carbon
2. Who cares?
3. Carbon offsets have paved the way for cap-and-trade



Be a part of the solution

Reduce what you can,
Offset what you can't™

Eric Carlson

ecarlson@carbonfund.org

240-293-2700

www.carbonfund.org

