



**Colorado  
Carbon Fund.org**

Offset Now

June 16, 2011

# CORE Sustainability Breakfast

## RECS and Offsets: To Buy or Not to Buy?

Hillary Dobos





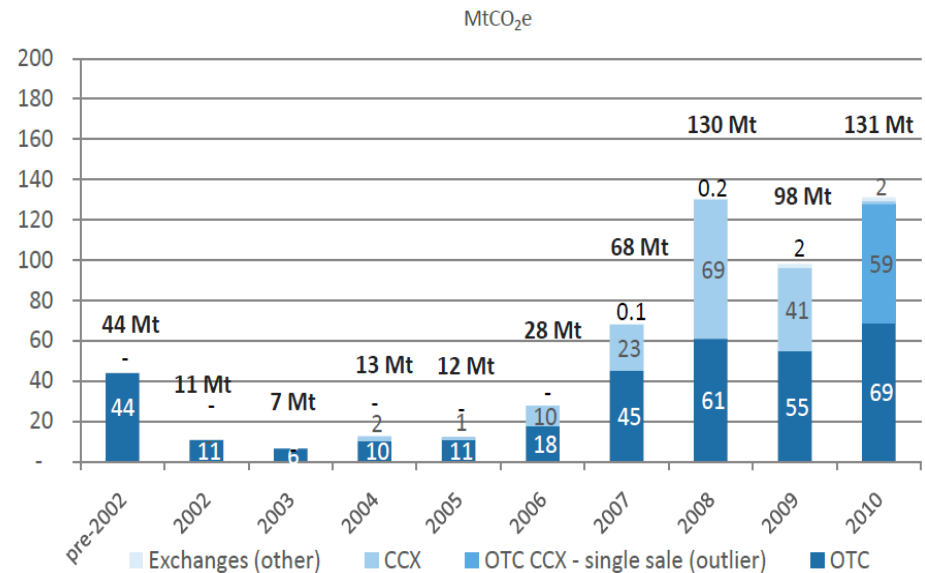
**Voluntary market** - bilateral trades between willing buyers and sellers (also called Over-the-Counter or OTC), not regulated, but there are industry best practices and 3<sup>rd</sup> party certification

Table 2: Transaction Volumes and Values, Global Carbon Market, 2009 and 2010

| Markets                        | Volume (MtCO <sub>2</sub> e) |              | Value (US\$ million) |                |
|--------------------------------|------------------------------|--------------|----------------------|----------------|
|                                | 2009                         | 2010         | 2009                 | 2010           |
| Voluntary OTC                  | 55                           | 128          | 354                  | 414            |
| CCX                            | 41                           | 2            | 50                   | 0.2            |
| Other Exchanges                | 2                            | 2            | 12                   | 10             |
| <b>Total Voluntary Markets</b> | <b>98</b>                    | <b>131</b>   | <b>415</b>           | <b>424</b>     |
| EU ETS                         | 5,510                        | 5,529        | 105,746              | 106,024        |
| Primary CDM                    | 135                          | 94           | 2,858                | 1,325          |
| Secondary CDM                  | 889                          | 1,005        | 15,719               | 15,904         |
| Kyoto [AAU]                    | 135                          | 19           | 1,429                | 265            |
| RGGI                           | 768                          | 45           | 1,890                | 436            |
| <b>Total Regulated Markets</b> | <b>7,437</b>                 | <b>6,692</b> | <b>127,642</b>       | <b>123,954</b> |
| <b>Total Global Markets</b>    | <b>7,535</b>                 | <b>6,823</b> | <b>128,057</b>       | <b>124,378</b> |

Source: Ecosystem Marketplace, Bloomberg New Energy Finance  
 Note: Totals may not add up due to rounding.

Figure 5: Historic Volume in the Voluntary Carbon Markets



Source: Ecosystem Marketplace, Bloomberg New Energy Finance.

Notes: Based on 153 survey respondents. Annual totals may not equal sum of categories due to rounding.

# Numbers Speak Louder Than Words



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# 55 million and counting

That's the number of pounds of carbon dioxide emissions that have been reduced in our state, thanks to the families and businesses that have joined the Colorado Carbon Fund.

How have they done it? Simple.

**Think, Act, Fund.**



***Enabling Colorado citizens, event planners, and businesses to **voluntarily** reduce their carbon footprint using **Colorado-originated, high quality, verified carbon offsets, while strengthening Colorado's private sector jobs and economy.*****



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1

think

2

act

3

fund

## Calculate Your Carbon Footprint

Understand and measure emissions from your energy use and travel.



# How do you calculate your carbon footprint?



## Air

To offset your air travel, choose from two simple ways to calculate your impact below. Then simply select the tax-deductible amount you want to offset today, and you're ready for takeoff.

**Fact:** Emissions from aircrafts account for 3% of all greenhouse gas emissions in the U.S. The emissions per passenger on an average flight accounts for more than 1,000 pounds of carbon emissions – approximately the emissions from one month of driving!

### Offset by US Averages

- Short Flight(s)**  
Less than 2 hours each way
- Medium Flight(s)**  
2–3 hours each way
- Long Flight(s)**  
3–6 hours each way
- Extended Flight(s)**  
6+ hours each way

OR

### Offset by a Specific Flight

- Round Trip**  
Same stops in both directions
- One Way**

Starting Airport

[Add a Trip](#)

Your annual footprint is 0 pounds of carbon emissions.

Home \$0.00

0 lbs CO<sub>2</sub>

Vehicle \$0.00

0 lbs CO<sub>2</sub>

Air \$0.00

0 lbs CO<sub>2</sub>

**\$0.00**

Monthly payments

[Offset Now](#)

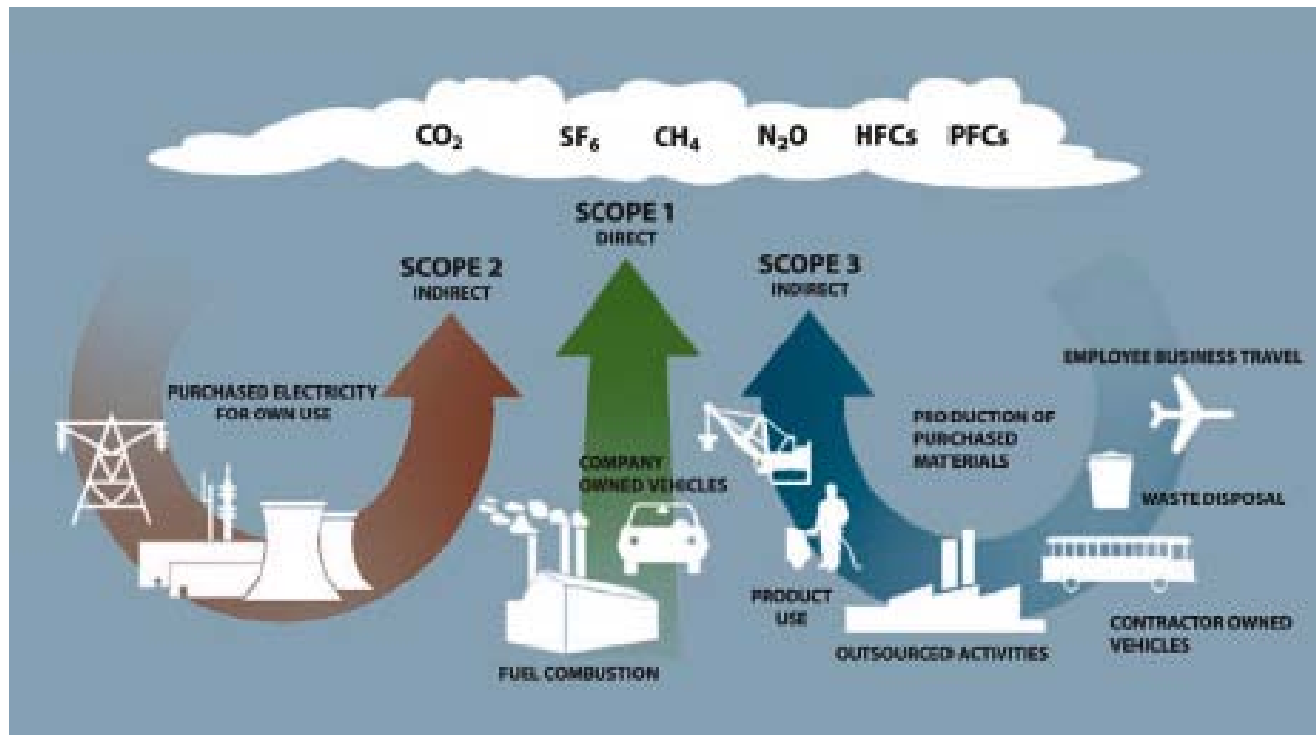
**\$0.00**

Yearly payment

[Donate Now](#)

Choose your own dollar amount

# GHG Accounting - Background



*direct emissions* – those directly emitted and under the control of the reporting entity (e.g., vehicles and on-site power generation facilities)

*indirect emissions* – those that are not directly emitted or under the control of the reporting entity (e.g., electricity purchased from a utility)

1 think

2 act

3 fund

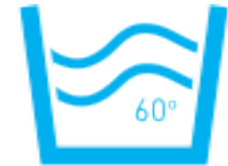
## Reduce Your Carbon Footprint

Take steps to improve energy efficiency and increase renewable energy use.



## What are some simple ways for individuals and households to lower your carbon footprint?

- CFLs
- Reusable water bottles
- Reusable grocery bags
- Eco-driving
- Wash cold; line dry
- Cooler hot water



## What are some sound practices for businesses to lower their carbon footprint?

- Efficient energy consumption
- Energy saving travel policies
- Recycling policies
- Purchasing post-consumer products and recycled resources

**Benefits:** Lower operating costs, improved profitability, and positive PR!

1 think

2 act

3 fund

## Offset Your Carbon Footprint

Counteract unavoidable emissions by funding clean energy initiatives through the Colorado Carbon Fund.



## Carbon Offsets Option

A carbon offset is a reduction in emission of greenhouse gas (GHG) made in order to offset an emission made elsewhere. May represent six primary categories of greenhouse gases. However, measured in 1 metric ton CO<sub>2</sub>e.



# Why Purchase Carbon Offsets?

- Achieve greenhouse gas (GHG) emissions reductions
- Meet sustainability goals
- Build trust with consumers
- Differentiate from competitors
- Brand products or services
- Demonstrate corporate social responsibility
- Strengthen employee relations
- Increase market share
- Strengthen stakeholder relations
- **Tax Deduction**
- **CCF**
- **License Plate**





## All Offsets Should:

1. **Be real**
2. **Be additional** (would the project have occurred anyway)
3. Be based on a **realistic baseline** (what emissions would occur in the absence of the project)
4. **Be quantified and monitored**
5. **Be independently verified**
6. **Be unambiguously owned**
7. **Address leakage** (does the project create higher emissions elsewhere)
8. **Address permanence** (are the reductions reversible)
9. **Do no net harm**

## CCF Offsets Should:

1. Located in **Colorado**
2. Monitoring, Verification, 3<sup>rd</sup> party Certification
  1. Climate Action Reserve (CAR), Verified Carbon Standard, American Carbon Registry, and Gold Standard
3. 40,000 metric tons CO<sub>2</sub>-e reduced over project life
  1. 2,500 metric tons of CO<sub>2</sub>e per year

# What are examples of Colorado Carbon Fund projects?

## Larimer County Landfill Project

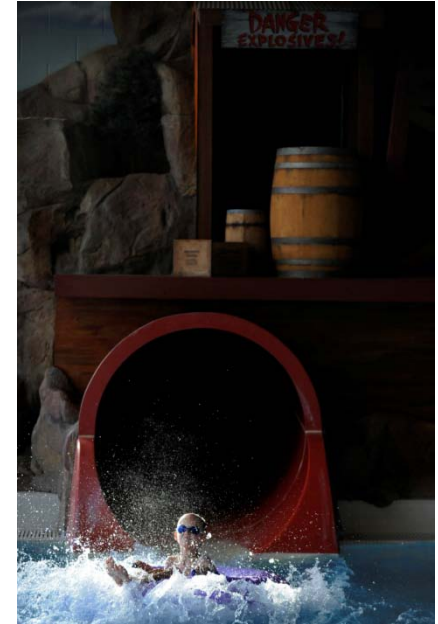
## Community Reinvestment Project (Solar Hot Water Projects)

### •2 currently reducing emissions

- Arvada: Apex Recreation Center
- Loveland: Maple Terrace Affordable Housing

### •2 in contracting

- Steamboat Springs
- Boulder







**We Have The Power**

[ColoradoCarbonFund.org](http://ColoradoCarbonFund.org)

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# Questions? Contact Information

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