

Offsets 101

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Outline

1. **Climate Change**
2. Offsets Defined and Project Types
3. When to Buy Offsets
4. The Importance of Certification
5. Offsets from Renewable Energy Projects



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Offsets Defined

A greenhouse gas emission reduction (offset) represents the reduction of a specific quantity of greenhouse gases.

When you purchase an offset, you alone have the right to all associated claims about the environmental benefits it embodies.

An offset is to be regarded as a real environmental commodity, not a donation or investment in a future project.

Project Types



Renewable Energy

Energy Efficiency

Agriculture/Forestry/Land Use

Methane Destruction

Industrial Gas Destruction



Greenhouse Gases

Greenhouse Gas (GHG)	Chemical Symbol	Global Warming Potential (GWP)
Carbon Dioxide	CO ₂	1
Methane	CH ₄	21
Nitrous Oxide	N ₂ O	310
Hydrofluorocarbon	HFC	140 - 11,700
Perfluorocarbon	PFC	6,500-9,200
Sulfur Hexafluoride	SF ₆	23,900

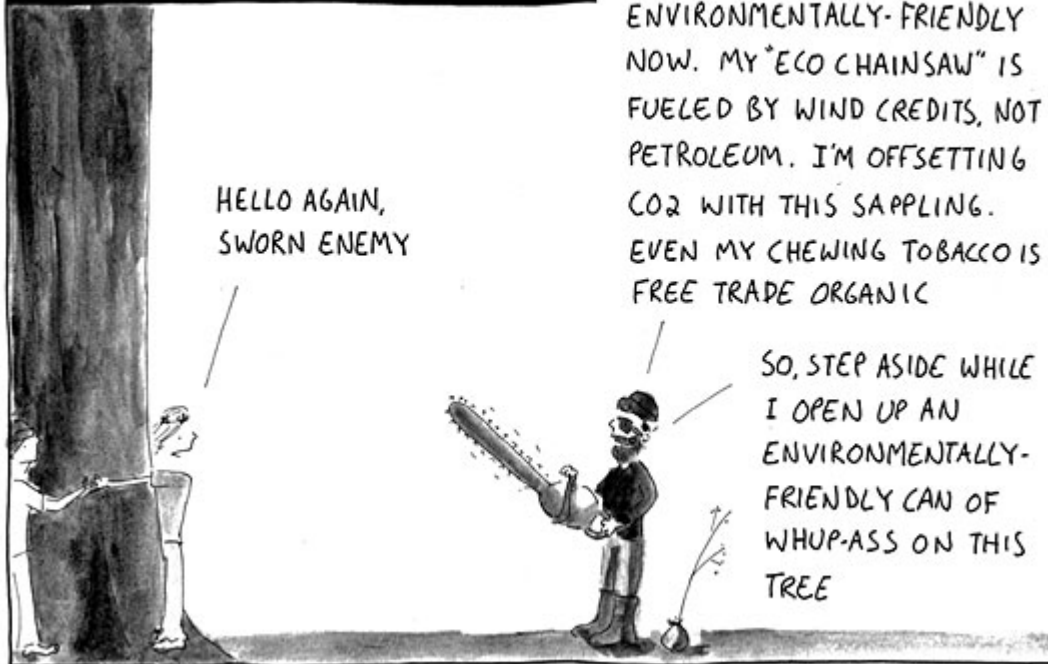
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BRAND CAMP

by Tom Fishburne

THE ART OF GREENWASHING



HELLO AGAIN,
SWORN ENEMY

AU CONTRAIRE, I'M
ENVIRONMENTALLY-FRIENDLY
NOW. MY "ECO CHAINSAW" IS
FUELED BY WIND CREDITS, NOT
PETROLEUM. I'M OFFSETTING
CO₂ WITH THIS SAPPLING.
EVEN MY CHEWING TOBACCO IS
FREE TRADE ORGANIC

SO, STEP ASIDE WHILE
I OPEN UP AN
ENVIRONMENTALLY-
FRIENDLY CAN OF
WHUP-ASS ON THIS
TREE

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Quality

Permanent. Must last in perpetuity, the emission reduction cannot be reversed

Additional. Must be spurred by the carbon market, “beyond business as usual”

Verifiable. Must result from projects whose performance can be readily monitored and verified

Enforceable. Must be backed by contracts or legal instruments that define their creation and ensure exclusive ownership

Real. Must represent actual emission reductions that are not artifacts of incomplete or technically flawed accounting

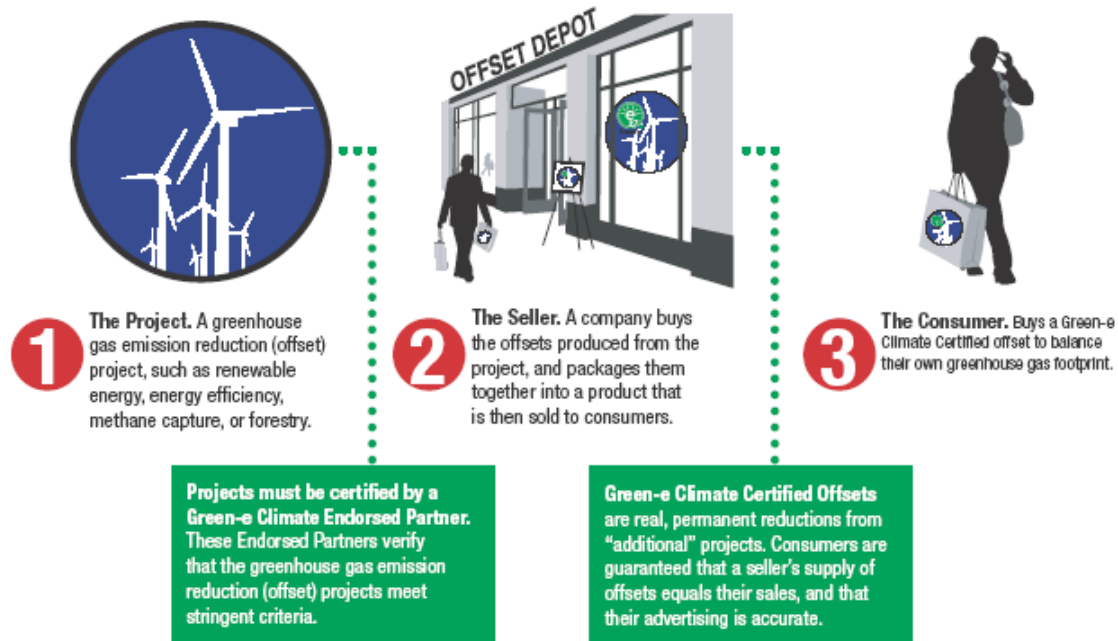
Project Certification



Consumer Protection

The Path of a Green-e Climate Certified Offset

How Green-e Climate certification works, from project to consumer



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“RECs as Offsets”

Is a REC an offset?

No.

Can a renewable energy project generate an offset?

Sometimes.

La Diferencia

- **Currency.** REC in MWh, Offsets in CO₂e
- **Project Types.** Offsets come from a variety of project types, including renewable energy
- **Certification Criteria.** Offsets must be additional

CONTACT

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