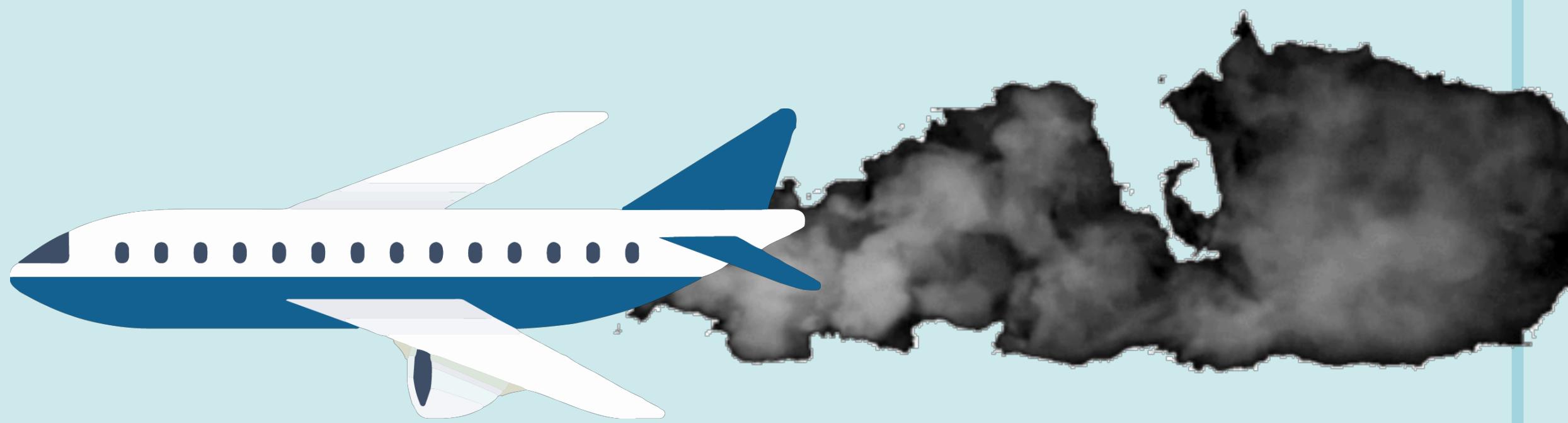




# Carbon Offsets

# 101





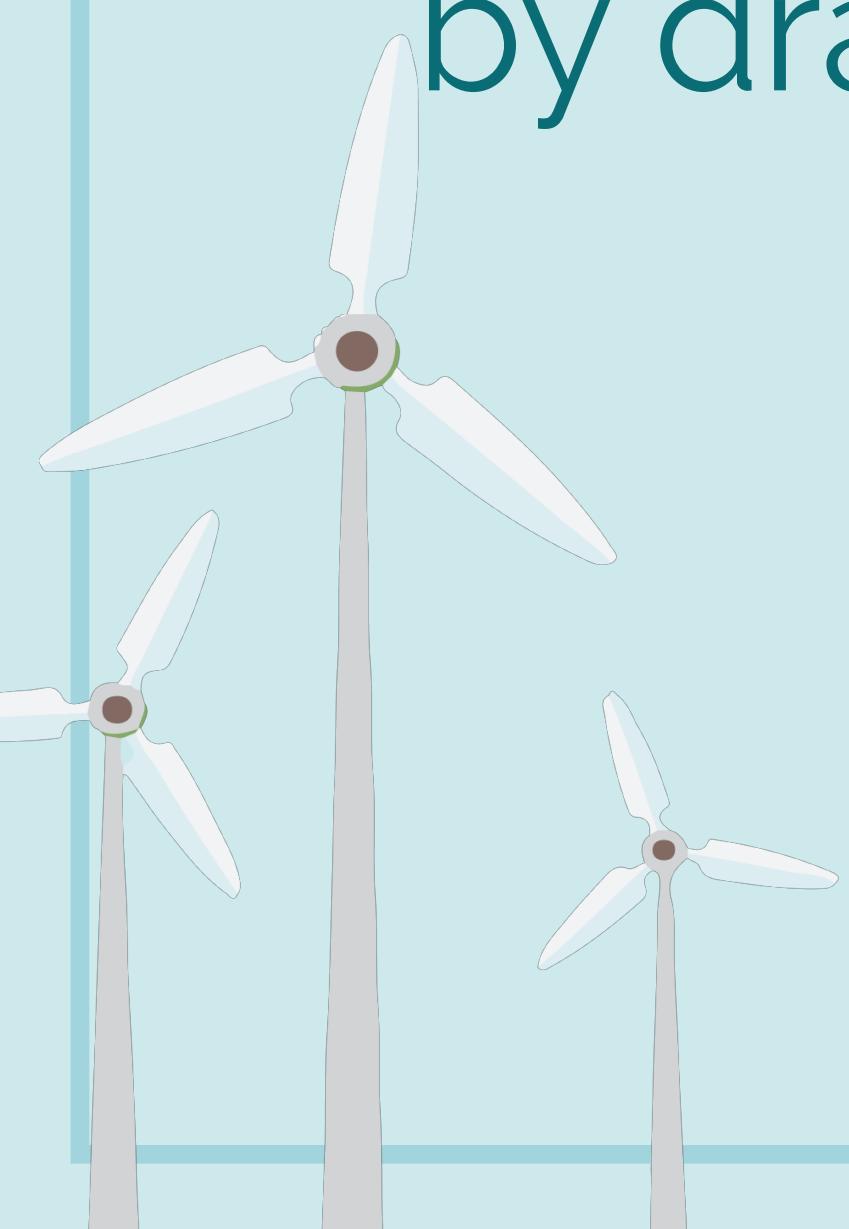
Flying creates an  
enormous amount  
of CO<sub>2</sub> emissions

In fact, air travel is  
**one of the worst**  
**things** an individual  
can do for the  
climate.<sup>1</sup>

## THAT'S WHERE CARBON OFFSETS COME IN

A carbon offset is money you pay to compensate for your emissions

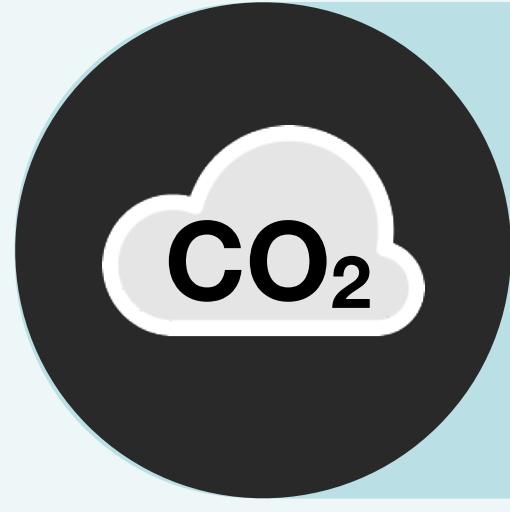
Your money funds programs around the world designed to cancel out your emissions by drawing CO<sub>2</sub> out of the atmosphere



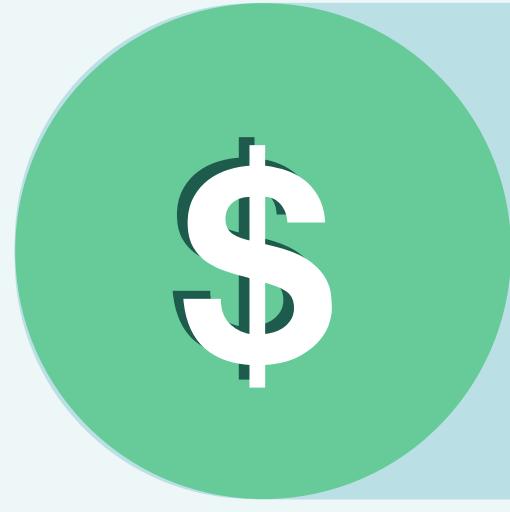
# HOW DOES IT WORK?



**Calculate** the distance  
of your flight



**Convert** distance  
into CO<sub>2</sub> generated



**Buy** offsets that  
neutralize your CO<sub>2</sub>



Offsets are **invested**  
in carbon reduction

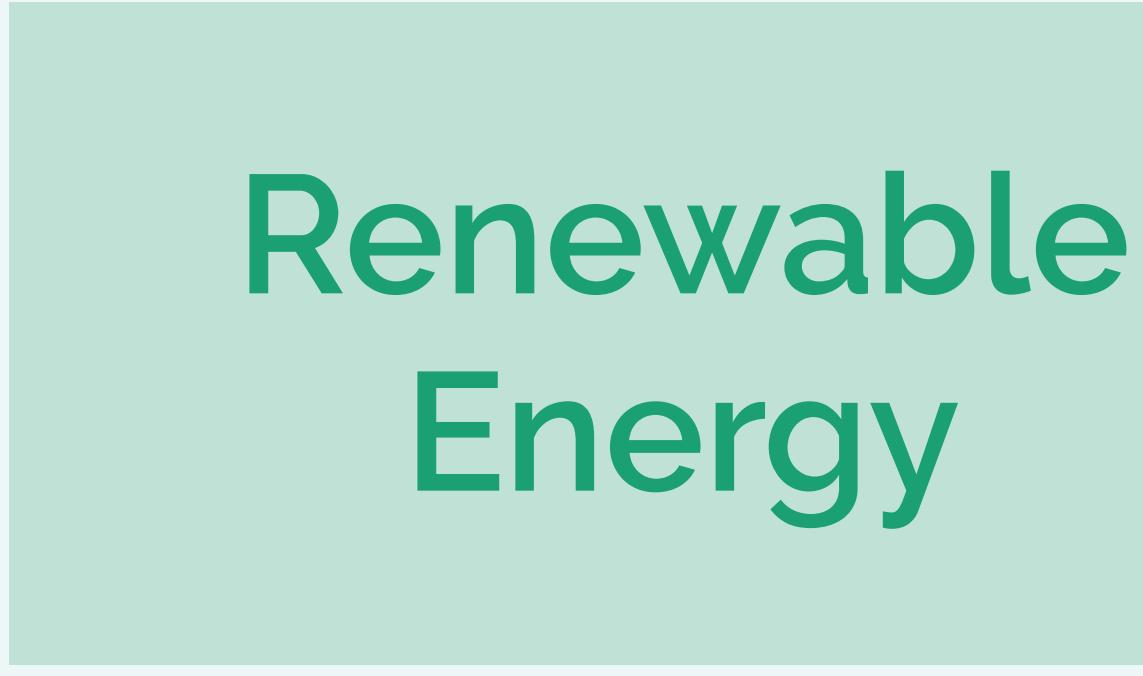
# WHERE DOES THE MONEY GO?

You can buy carbon offsets from a variety of companies and nonprofits.

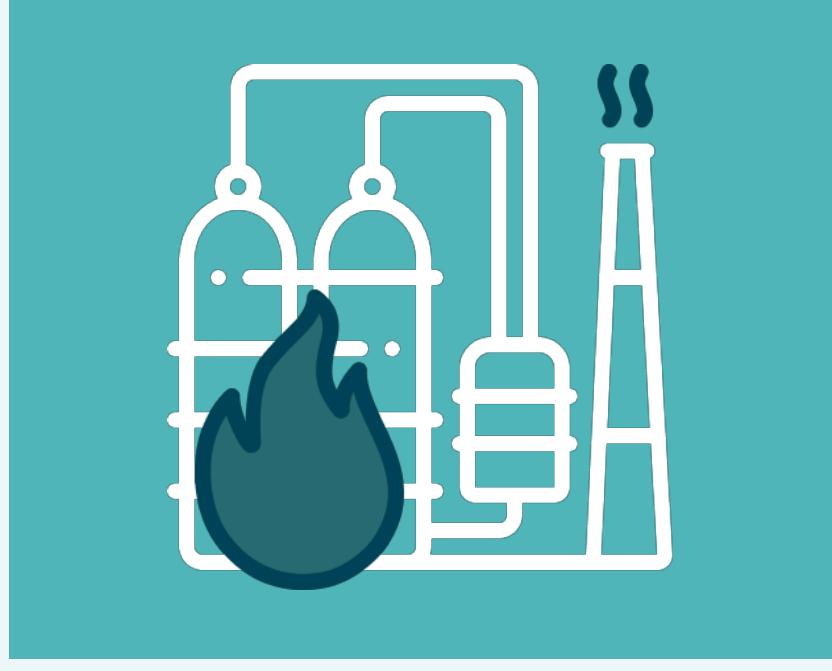
Common projects include:



Tree  
Planting



Renewable  
Energy



Methane  
Capture



Forest  
Conservation

# COMPARING OPTIONS

There is no fixed price on carbon, and the cost of an offset varies from project to project, depending on how expensive it is to run a given program<sup>3</sup>

## Cost to Offset 1 Tonne of CO<sub>2</sub>

COOL Effect

\$8.37\*

Carbon Fund

\$9.98

Carbon Footprint

\$11.91\*

Good Traveler

\$12.81

Native Energy

\$15.50

\*Average Cost of All Offered Programs

## CERTIFICATIONS

Not all companies and projects are created equal nor are they free of controversy

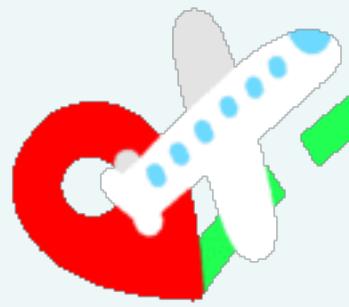
The Gold Standard and Green-e certified projects are particularly trustworthy.<sup>3</sup>

To buy my offsets, I chose COOL Effect because of their transparency around programs, certifications, and overhead costs.

101

# MY OFFSET

San  
Francisco



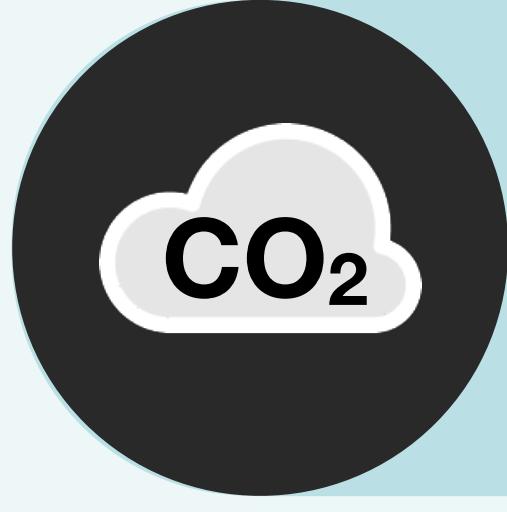
to



Milan,  
Italy



Flying **13,610 miles**  
roundtrip SF to Milan



Generates **2 to 4 tonnes**  
**of carbon dioxide\***

\*Depends on calculator you use. I offset 4 tonnes.



And cost me  
**\$35.16 to offset**



To help fund **forest**  
**conservation in Peru**

## BEYOND OFFSETS

The most effective solution, of course, is to **avoid flying as much as possible**

**Carbon offsets are, aspirationally, a minimum** and should not be used as an excuse to fly more

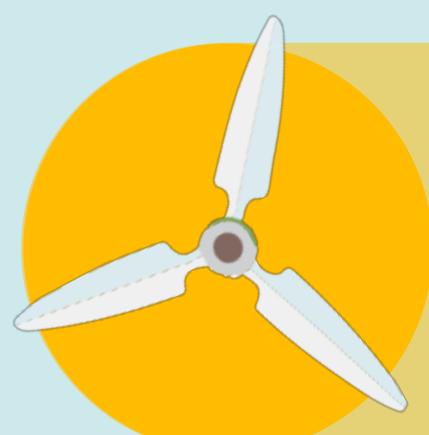
This being said, demanding individual responsibility always needs to be **balanced with being critical of the system**

**We need governmental regulation** to realistically reach these goals. In the meantime, it doesn't hurt to reduce what you can and offset what you can't.

## TAKEAWAYS



Reduce what you can,  
offset what you can't



Ask your company to offset  
any travel you do for them



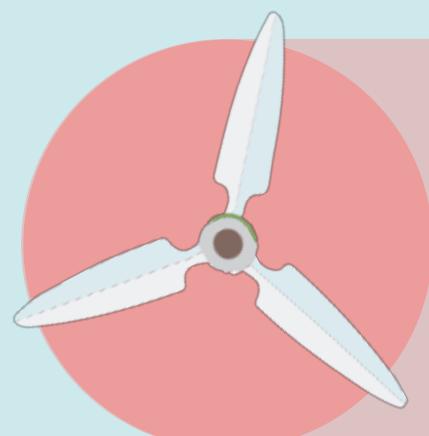
Share when you offset to  
build a culture of offsetting



Calculate your footprint,  
make plans to reduce it



Look for certifications and  
funding transparency



**Vote for green initiatives!**

# RESOURCES

## The New York Times

1

- Andy Newman** : If Seeing the World Helps Ruin It, Should We Stay Home?

2

- Amy Virshup** : The Times's Travel Desk Takes a Step to Offset Its Contribution to Climate Change

3

- Jillian Mock** : How to Buy Carbon Offsets

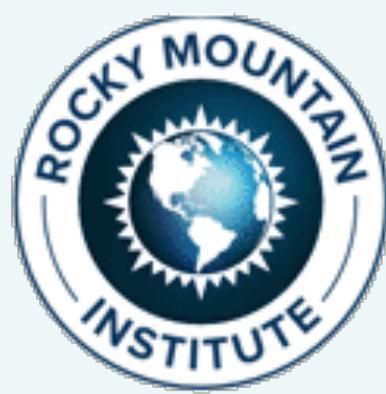
4

- Andy Newman** : I Am Part of the Climate-Change Problem. That's Why I Wrote About It.

## OFFSET COMPANIES:



LEAVES NO TRACE



A Public Benefit Corporation

