



**Climate Clean**  
Reducing and eliminating greenhouse gases.

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Portland, OR 97205  
Phone: (503) 922-2105  
Fax: (323) 206-9751  
[www.climateclean.net](http://www.climateclean.net)

## CONGRATULATIONS!



To: The Attendees of Planet Make-Over

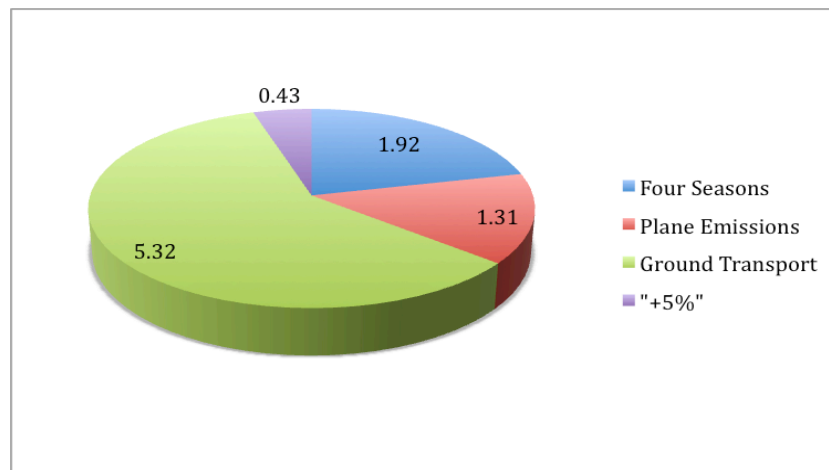
From: Climate Clean, Inc.

Message: This event has been made carbon neutral by Climate Clean. Verified Emission Reductions have offset the full greenhouse gas footprint of your attendance at this event (from the car you traveled here in, to the electricity used to run this venue). Better yet, Climate Clean has factored in an additional 5% of the event footprint, to buffer against unforeseen emissions.

Date: July 20th, 2008

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## Planet Make-Over Launch Footprint: 9 metric tons CO<sub>2</sub>e



Please see following page for details and assumptions. Feel free to contact Climate Clean should there be any additional information or clarification we can provide.



**Planet Make-Over Launch at The Four Seasons, Austin – July 20th, 2008**

<u>Facility</u>	<u>Activity Data: Electricity</u> (kWh)	<u>CO<sub>2</sub>e emission factor for ERCT Grid</u> (grams CO <sub>2</sub> e/kWh)	<u>CO<sub>2</sub>e emissions</u> (metric tons CO <sub>2</sub> e)
Four Seasons	3,000	638.8	<b>1.92</b>

<u>Mode of Transport</u>	<u>Activity Data: Air Miles</u> (miles)	<u>CO<sub>2</sub>e emission factor for Natural Gas</u> (grams CO <sub>2</sub> e/m)	<u>CO<sub>2</sub>e emissions</u> (metric tons CO <sub>2</sub> e)
Airplane	7,380	110	<b>1.31</b>

<u>Mode of Transport</u>	<u>Activity Data: Petroleum</u> (gallons)	<u>CO<sub>2</sub>e emissions factor for Petroleum</u> (grams CO <sub>2</sub> e/gallon)	<u>CO<sub>2</sub>e emissions</u> (metric tons CO <sub>2</sub> e)
Automobile	600	8,870	<b>5.32</b>

**SUM CO<sub>2</sub>e EMISSIONS: 8.55**  
**(+ 5%) 0.43**  
**TOTAL: 8.98**

**Assumptions and Sources:**

- Venue emissions very conservatively estimated from proxy events.
- Automobile emissions assume an average of 2 gallons of gasoline burned/attendee (40 miles round trip @ 20mpg).
- All calculations conducted in metric tons of CO<sub>2</sub> equivalent.
- Air emissions based on three round trip flights between Los Angeles, CA and Austin, TX.
- All emissions factors from WRI/WBCSD – GHG Protocol, energy emissions factor calculated considering the location of the event (ERCOT).



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## What are offsets and how did they make this event carbon neutral?

In technical terms an offset is defined as an emission reduction above and beyond regulatory requirements. Climate Clean generates offset credits by supporting emission reduction projects that would not have otherwise occurred. These projects are sourced globally across many sectors of the world's economy. This event was made carbon neutral through the purchase of offsets, the money from which funds projects similar to those mentioned below.

### Examples of projects include:

- **Wind energy** – The energy created by wind turbines is fed into the power grid and replaces energy that might otherwise have been created by coal burning power plants. Wind power does not create greenhouse gas emissions, whereas burning fossil fuels does, so by using wind to create energy, instead of say, coal, additional emissions are avoided.
- **Methane capture** – As organic matter decomposes methane is released into the atmosphere. Technology has been developed to capture this gas, which can then be burned (converting it into carbon dioxide, a less potent greenhouse gas) to generate heat or electricity.
- **Industrial efficiency** – Businesses, manufacturers, and other operations face myriad options to increase their energy efficiency. By funding otherwise financially infeasible energy efficiency initiatives, net energy use and associated emissions are reduced.

## Why is Climate Clean a superior offset provider?

Climate Clean believes that not all offsets are created equal. There are **six primary greenhouse gases** that contribute to climate change within the earth's atmosphere. CO<sub>2</sub> represents the largest single percentage of the six gases, however when considering "**Global Warming Potential**" (an index which calculates the global warming intensity of various gases relevant to CO<sub>2</sub>, which is considered the baseline), the other five gases are, in fact, exponentially more damaging to the environment. In this same vein, it is essential to consider the **lifecycle of the greenhouse gases**: while the effects of CO<sub>2</sub> are felt over a long period of time, and have a relatively slow-acting warming effect on the planet, the impact from some of the other greenhouse gases is felt much more rapidly, resulting in a more immediate warming. By addressing all a portfolio of greenhouse gases Climate Clean aims to offer a more balanced, holistic approach to mitigating both short and long-term climate forcing impacts.

### Consider this:

**1 metric ton of Methane (CH<sub>4</sub>)** is equivalent to **21 tons of CO<sub>2</sub>** in the atmosphere.

**1 metric ton of Nitrous Oxide (N<sub>2</sub>O)** is equivalent to **310 tons of CO<sub>2</sub>** in the atmosphere.

**1 metric ton of Sulphur Hexafluoride (SF<sub>6</sub>)** is equivalent to **23,900 tons of CO<sub>2</sub>** in the atmosphere.

**Carbon Dioxide (CO<sub>2</sub>)** exists in the atmosphere for an average of **150 years**.

**Nitrous Oxide (N<sub>2</sub>O)** exists in the atmosphere for an average of **120 years**.

**Methane (CH<sub>4</sub>)** exists in the atmosphere for an average of **12 years**.

## How can I reduce my footprint in the future?

Awareness of your climate impacts (as illustrated in a carbon footprint) is an essential first step. Equipped with this knowledge you are empowered to take action. Think of obvious and creative ways to make your life more "climate friendly" (e.g., moderate your thermostat usage, bundle essential travel, use power strips and completely power-down appliances when not in use.) The impacts of small, isolated changes may be minute, but you hold the power and influence to bring efficiency and conservation into the mainstream. With your leadership, we can make climate change history.