

Why Go Carbon Neutral?

Although **the best thing for the environment is to reduce greenhouse gas emissions** instead of offsetting them, it is impossible to reduce emissions to zero. Purchasing offsets is a practical and inexpensive way to compensate for emissions that otherwise wouldn't be addressed.



In addition, purchasing high-quality carbon offsets such as those from sustainable energy projects helps make these projects economically competitive with fossil fuels, and supports the transition to a sustainable energy economy.



While voluntarily offsetting greenhouse gases shouldn't be seen as a substitute for government regulation, it's a step in the right direction, and an opportunity to show leadership on climate change.

Taking responsibility for your greenhouse gases today is a small investment that will pay dividends for generations to come.



The David Suzuki Foundation Is Carbon Neutral

As part of its commitment to sustainability, the



David Suzuki Foundation has implemented a carbon neutral program in its offices. All of the Foundation's emissions from air travel, staff commuting, paper use, and electricity are offset from renewable energy and energy efficiency projects.

You Can Do It Too!

Set an example by going carbon neutral today.

You can also purchase carbon offsets as gifts for other people. Visit our website for resources and other helpful information:

http://www.davidsuzuki.org/climate_change/

You can choose to support businesses that are carbon neutral. Or, if the businesses you are dealing with aren't yet carbon neutral, ask them to consider it.



David
Suzuki
Foundation

SOLUTIONS ARE IN OUR NATURE

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Design by Terra Firma Digital Arts

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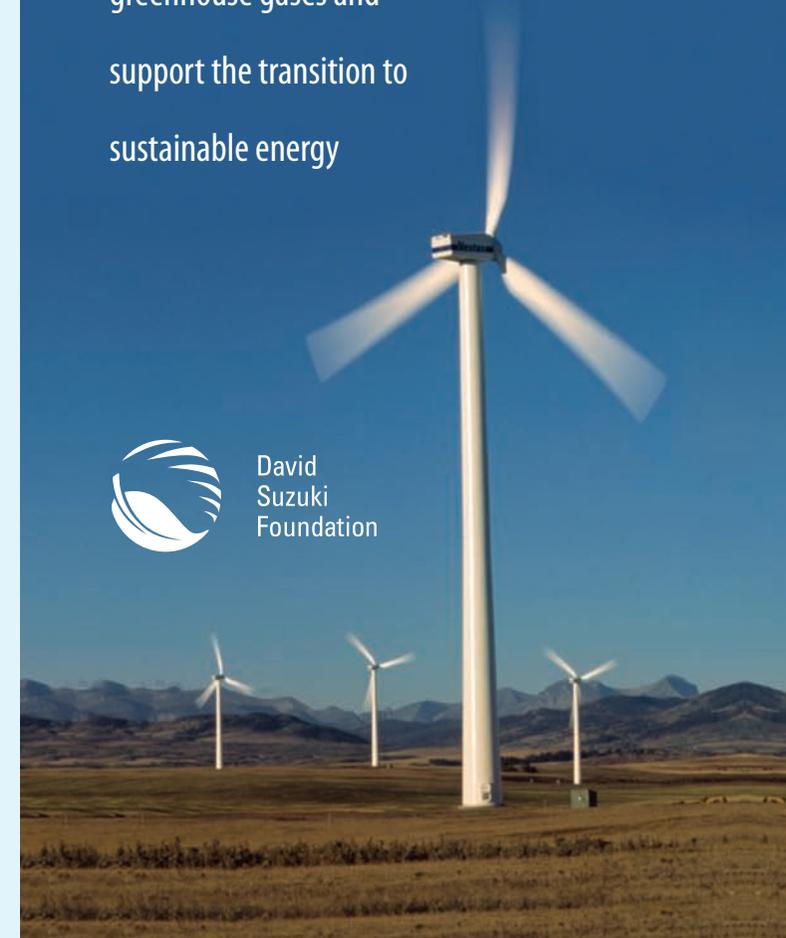


Stop Global Warming Go Carbon Neutral!

Take responsibility for your
greenhouse gases and
support the transition to
sustainable energy



David
Suzuki
Foundation



What

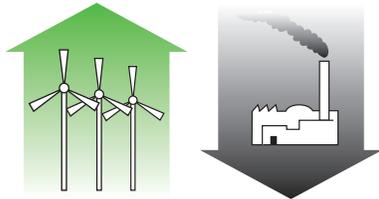
Is Carbon Neutral?

Climate change is a serious problem, caused primarily by the carbon dioxide released from burning fossil fuels like oil, coal and gas. But there are things we can do to stop it - like choosing to go carbon neutral.

Going carbon neutral is an easy way to take responsibility for the greenhouse gases we create every time we drive our cars, take a plane or turn on our computers. Here's how it works: if you add polluting emissions to the atmosphere, you can effectively subtract them by purchasing what are known as 'carbon offsets'.

Use carbon offsets to 'erase' your climate impact

Carbon offsets are simply credits for emission reductions achieved by projects such as wind farms or solar installations. You can purchase some of these reductions and use them to cancel your own emissions. The result is that you have no net impact on the climate.



Carbon offsets can help shift society away from fossil fuels

How

To Go Carbon Neutral

We all produce greenhouse gas emissions in our daily lives – from driving, air travel, electricity use, and other sources.

In four simple steps you can take responsibility for your emissions and go carbon neutral.

- 1) Reduce your emissions wherever possible.
- 2) Decide which remaining emissions to offset. You can choose all, or just some of your emissions. If you travel by plane, you can make your flight carbon neutral. Or you can offset the emissions from driving a car, using your computer, or from your next big event, such as a wedding or conference.



- 3) Calculate your emissions, and the number of offsets you will need. There are many easy-to-use 'carbon calculators' found online to help you do this.



Calculating your emissions is easy

- 4) Purchase the necessary offsets from online vendors.

Which

Carbon Offsets Do I Buy?

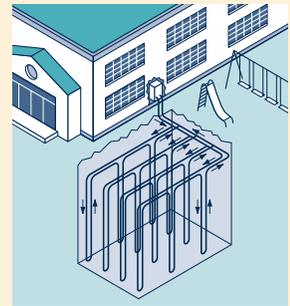
As with any purchase, you should give some thought to which offsets you buy. There are many types of offsets on the market, including those from renewable energy projects like wind farms, energy efficiency retrofits, and planting trees.

Many environmentalists believe it is best to purchase offsets from renewable energy and energy efficiency projects, because only investments in these projects help to support the transition away from fossil fuels – something that is urgently needed to address climate change.

For more information and resources, visit: www.davidsuzuki.org/climate_change



Support renewable energy



Carbon offsets from energy efficiency projects – like geothermal systems for schools – are an excellent choice

Who's

Going Carbon Neutral?

Here are just a few examples:

- The Olympics, World Cup Soccer and other major sporting events
- International conferences (e.g. United Nations Climate Change Conference) and conventions
- Airlines and travel agents are starting to offer customers the option of offsetting their flights



Have a carbon neutral wedding!

- Manufacturers are offering carbon neutral products (e.g. carpeting)
- Businesses like HSBC and Vancity have committed to making their operations carbon neutral
- Governments (e.g. Canada) are starting to offset the flights of their employees
- Many people are now offsetting their weddings (including air travel by guests)

- Rock bands like the Rolling Stones and Coldplay have offset the emissions associated with their concerts & albums

The list continues to grow – grocery store chains, feature films, and even entire cities are offsetting their emissions. Many celebrities are also choosing to go carbon neutral in their personal lives to help raise awareness about climate change.

You can do it too!



Grocery stores are going carbon neutral