# Special Topics Webinar: Conferences and Events Offsetting - Case Studies in Sustainability

**Special Topics Webinar**

**August 16, 2012**

CLIMATE ACTION RESERVE

**Scott Hernandez**

**Business Development Manager**

# Agenda

- Welcome and Introduction
- Introduction to the Reserve
  - Scott Hernandez

- *Strategies for Sustainable Events*
  - Paul Salinger, ORACLE
- Providing Offsets for Meetings and Events
  - Tom Rawls, native energy

- Question & Answer

# Climate Action Reserve

CLIMATE ACTION RESERVE

**Background:**

- Independent Non-Profit Organization, formed in 2001
  - Mission: Encourage voluntary actions to reduce GHG emissions
- Renamed in 2008, mission remains the same
  - New focus on transparent, high-quality offsets program

**What We Do:**

- Develop regulatory quality offset protocols and project guidelines
- Oversee third-party verification
- Operate a transparent registry of serialized credits and projects
  - Publicly Accessible Information about all projects and CRTs

# Event Offsetting: A Growing Trend

- MLB All-Star Game, NFL, NBA, Stanley Cup Playoffs, ESPY's, World Cup, NCAA Final Four, Super Bowl
  - Green Sports Alliance

## 2012 Summer Olympics:

- *BP Project Neutral*: Offsetting spectators' emissions:
  - 300K have signed up, representing 400K tonnes
  - Cow manure greening Olympics
    - Holsum Dairies, Calumet County, Wisconsin

# Annual Conference:
## *Navigating the American Carbon World*

### What We Do:

- Partner with **TerraPass, Inc**. to offset travel and accommodation emissions for all conference delegates
- Retired 350  and 330 CRTs in 2010 and 2011, respectively

### Beyond Offsetting:

- Minimize waste - no bottled water, no packed lunches, composting
- Meals – Emphasis on sourcing local foods
- Location, Location – Choose a venue close to public transportation

# Offset Quality – Six Questions You Need to Ask:

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1. Where is it registered?
2. What makes it additional?
3. Where is it located?
4. What kind of project is it?
5. What vintage?
6. Are they permanent?

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Doug Bandow

Joel Levin
Vice President for Business Development, Climate Action Reserve

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Reality Check: Six Questions You Should Ask About Your Carbon Offset

Posted: 11/08/11 01:46 PM ET

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As more and more airlines, travel-related companies and websites offer carbon offsets to neutralize the impact of our day-to-day activities on the climate, people are faced with the seemingly daunting task of figuring out what offset projects are doing the most to reduce greenhouse gas (GHG) emissions, the gases

# Choosing Meaningful Offsets

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**Choose projects that match your organization's mission, values, and goals**

- Involve your stakeholders
- Invest in your community
- Look for transparency and **QUALITY**
- Capture Co-Benefits

# Questions?

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Please enter questions into the Webinar "Questions Tab" and we'll address them in the order they are received.

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# Strategies for Sustainable Events

Paul Salinger
Vice President, Oracle Marketing

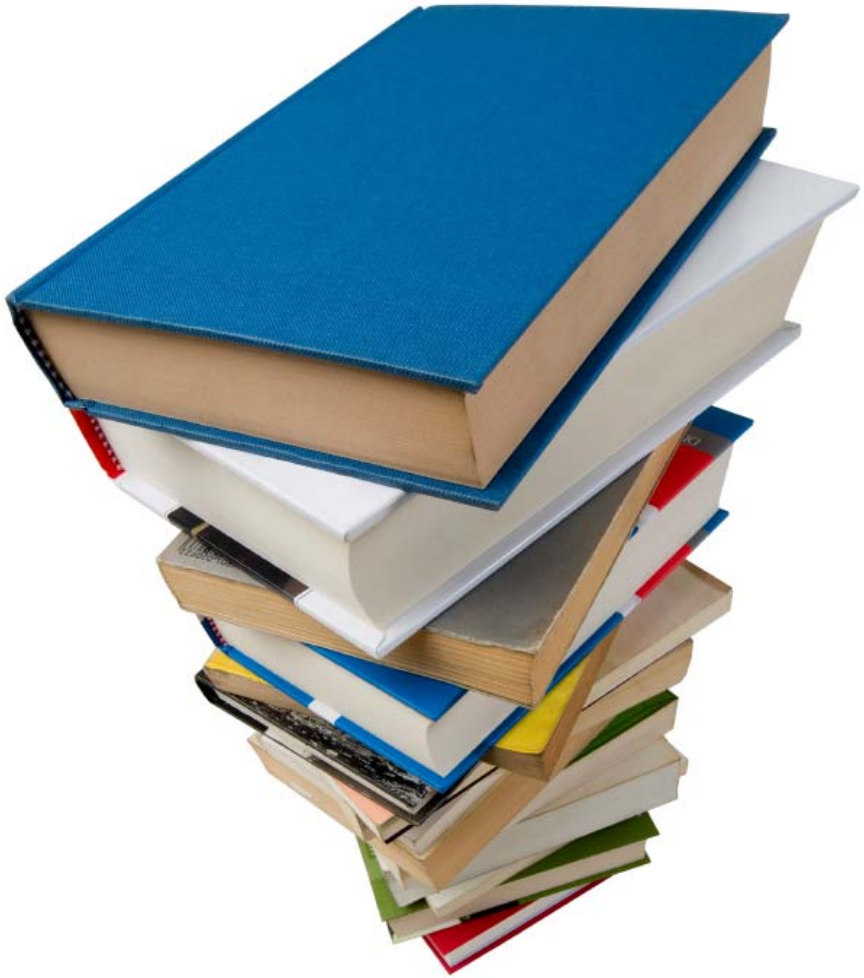
# Oracle OpenWorld – A Big Impact Event

How do we reduce our **footprint?**

# Sustainable Event Management

# Measure
# EVERYTHING

**Challenge:**
Educating
the Attendees



# Green Meeting Industry Council

*Our mission is to **transform** the meetings industry, creating a more successful and **sustainable** global meetings marketplace.*

# Sustainable Event Planning
# Climate Action Reserve

**Tom Rawls**

**August 16, 2012**

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# The landscape of events

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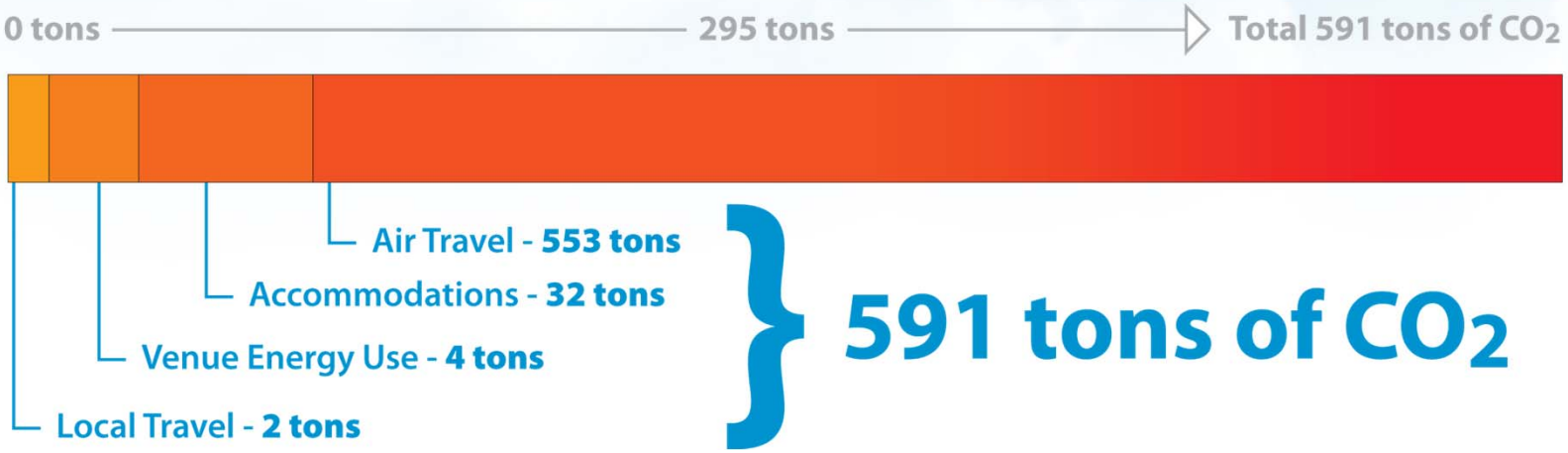
# What produces GHG pollution?

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# Making offsets tangible

**Carbon Project Type:** Landfill Gas-to-Energy
**Location:** Wewoka, Oklahoma, U.S.A.
**Year:** 2011

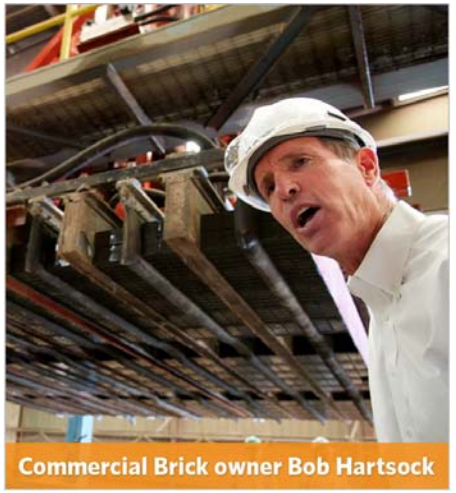
**Volume:** 30,000 metric tons per year
**Standard:** Verified Carbon Standard

Methane produced by landfills is a powerful greenhouse gas. In Oklahoma, *Native*Energy's Wewoka Biogas Project is capturing that potentially harmful gas and putting it to good use.

The project pipes gas created by a landfill to a family-owned brick plant, where it is used to fire kilns. This project helps the local business, and it is expected to reduce 30,000 tons of greenhouse gas pollution each year.

Several major companies—including eBay, Esurance, Designtex, Green Mountain Coffee Roasters, and Eco-Products—bought *Native*Energy Help Build™ carbon offsets from the project.

The Wewoka Biogas Project



Commercial Brick owner Bob Hartsock

# Making offsets tangible

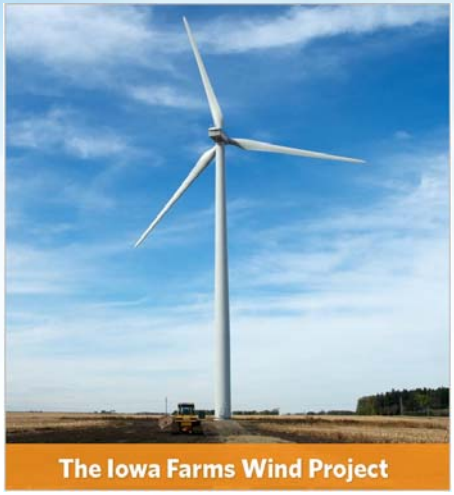
**Carbon Project Type:** Wind Energy
**Location:** Northern Iowa, U.S.A.
**Year:** 2011

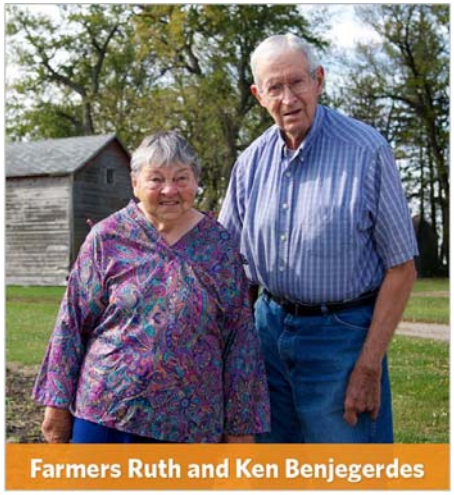
**Volume:** 92,000 metric tons
**Standard:** Verified Carbon Standard
**Capacity:** 3.2 MW

With the help of companies and individuals across America, *Native*Energy's Iowa Farms Wind Project is funding two new wind turbines on farmland in the northern part of the state.

Over the next eight years, the turbines—set on two family farms—will displace fossil fuel use and prevent 92,000 metric tons of carbon emissions. That's like taking 18,000 cars off the road for a year!

Project supporters include Aveda, EILEEN FISHER, Ben and Jerry's, Clif Bar, Annie's Homegrown, Reverb, Touring Green, Designtex, Curtis Packaging, and Xanterra.


The Iowa Farms Wind Project


Farmers Ruth and Ken Benjegerdes

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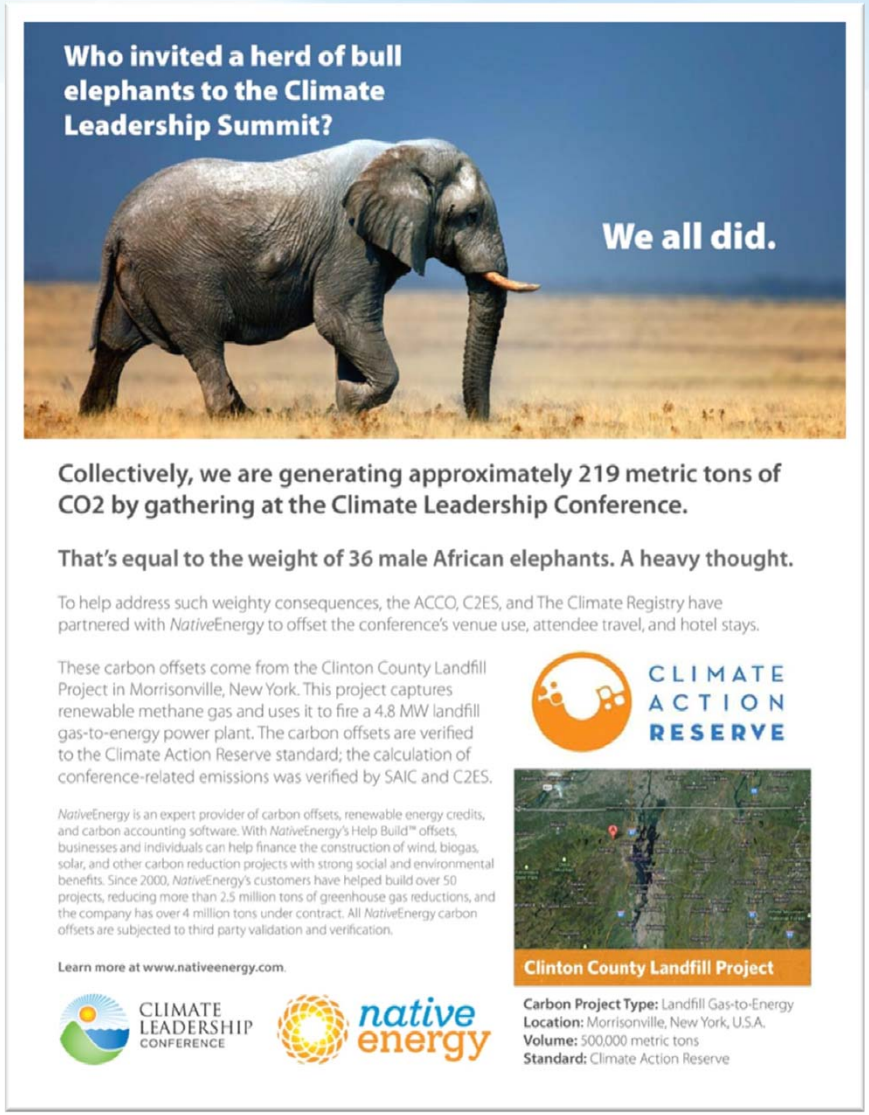
# Promoting your event

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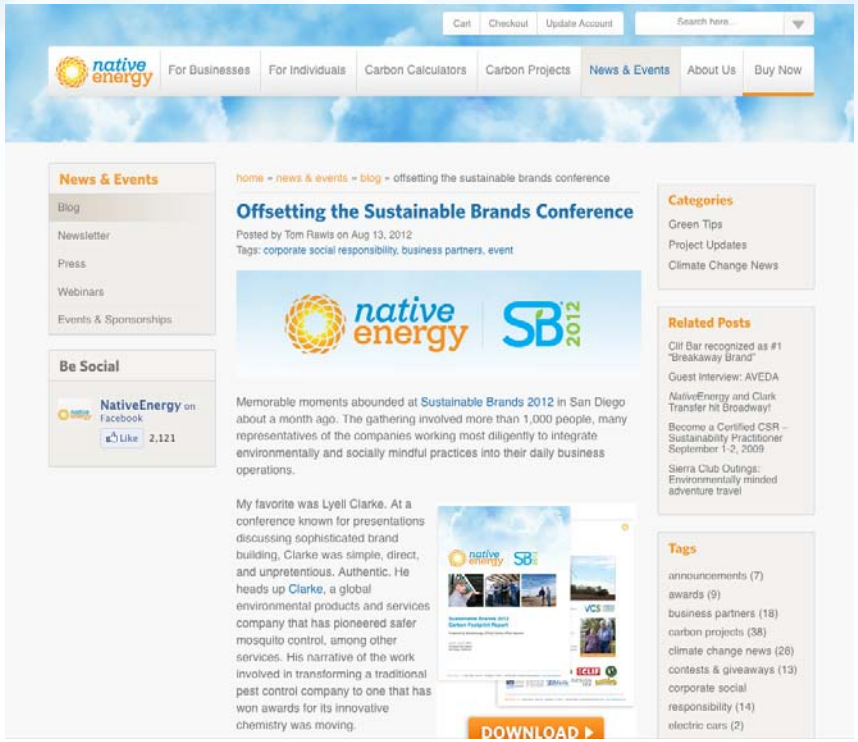


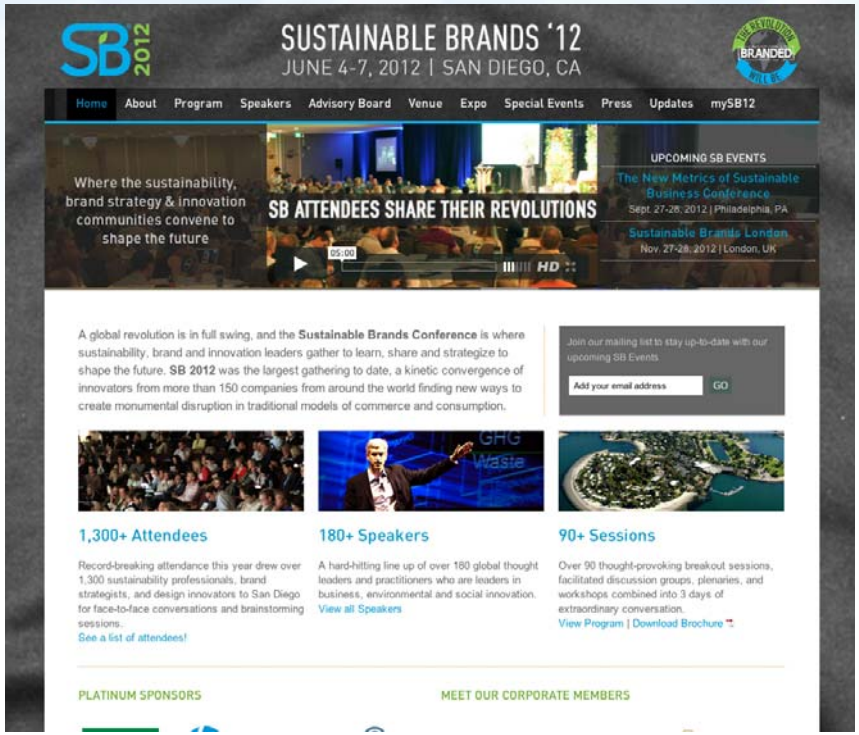


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# For More Information

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