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

Special Topics Webinar
August 16, 2012

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

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:

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?
Choosing Meaningful Offsets

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?

Please enter questions into the Webinar “Questions Tab” and we’ll address them in the order they are received.
Contact Information

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Strategies for Sustainable Events

Paul Salinger
Vice President, Oracle Marketing
Oracle OpenWorld – A Big Impact Event

50,000 People
7 Venues
2,100 Sessions
450 Partners
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
The landscape of events
What produces GHG pollution?

- Air Travel: 553 tons
- Accommodations: 32 tons
- Venue Energy Use: 4 tons
- Local Travel: 2 tons

Total 591 tons of CO₂
Making offsets tangible

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

Methane produced by landfills is a powerful greenhouse gas. In Oklahoma, NativeEnergy’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 NativeEnergy Help Build™ carbon offsets from the project.
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, NativeEnergy’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.
Promoting your event

Who invited a herd of bull elephants to the Climate Leadership Summit?

We all did.

Collectively, we are generating approximately 219 metric tons of CO2 by gathering at the Climate Leadership Conference.

That's equal to the weight of 36 male African elephants. A heavy thought.

To help address such weighty consequences, the ACCO, C2ES, and The Climate Registry have partnered with NativeEnergy to offset the conference's venue use, attendee travel, and hotel stays.

These carbon offsets come from the Clinton County Landfill Project in Morrisonville, New York. This project captures renewable methane gas and uses it to fire a 4.8 MW landfill gas-to-energy power plant. The carbon offsets are verified to the Climate Action Reserve standard; the calculation of conference-related emissions was verified by SAE and C2ES.

NativeEnergy is an expert provider of carbon offsets, renewable energy credits, and carbon accounting software. With NativeEnergy’s Help Build™ offsets, businesses and individuals can help finance the construction of wind, biogas, solar, and other carbon reduction projects with strong social and environmental benefits. Since 2003, NativeEnergy's customers have helped build over 50 projects, reducing more than 3.6 million tons of greenhouse gas reductions, and the company has over 4 million tons under contract. All NativeEnergy carbon offsets are subject to third-party validation and verification.

Learn more at www.nativeenergy.com.
Promoting your event

Offsetting the Sustainable Brands Conference

Memorable moments abound at Sustainable Brands 2012 in San Diego. A recent story about the gathering mentions more than 1,000 people, many of whom are representatives of companies working to integrate environmentally and socially responsible practices into their daily business operations.

My teaser was U2's Cliché. A conference known for presentations on green chemistry and other innovations in sustainability, Cliché was simple, direct, and imaginative. Authentic, he took us there.

SB 2012

Sustainable Brands '12
JUNE 4-7, 2012 | SAN DIEGO, CA

Where the sustainability, brand strategy & innovation communities come together to shape the future.

SB 2012 was the largest gathering to date, a kinetic convergence of innovators from more than 150 companies from around the world. Finding new ways to create meaningful disruption in traditional models of commerce and consumption.

1,300+ Attendees

180+ Speakers

90+ Sessions

A hallmark event this year drew more than 1,000 sustainability professionals, brand strategists, and design innovators to San Diego for two to three conferences and training sessions.

See a list of attendees.

See all Speakers.

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