

Voluntary Buyers Webinar: Case Studies in Sustainability



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Joel Levin

**Thursday January 19, 2012
10AM PST**



The Climate Registry

Laura Zahn



The Climate Registry

AGENDA



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- **Introduction and Overview of the Climate Action Reserve and The Climate Registry**
- **Case Studies in Voluntary Offsets**
 - ❖ Bentley Prince Street, Kim Matsoukas, Sustainability Manager
 - ❖ CBRE, Matt Ellis, Associate Director of Sustainability
 - ❖ Chevrolet, Bill Divine, Chevy Brand Marketing Manager
 - ❖ Bonneville Environmental Foundation – Angus Duncan, President
- **Questions & Answers**





The Climate Registry

The Climate Registry: Who We Are

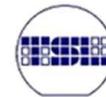
- Non-profit organization governed by states, provinces and tribes in North America
- Policy neutral, non-advocacy organization
- Membership organization with over 440 members from business, government, NGOs and academia





The Climate Registry

A Community of Leaders





The Climate Registry

The Registry's Programs & Member Services

- Provide high quality resources, training and hands-on, personalized help to organizations measuring and managing their carbon footprints
- Disseminate informative and timely policy updates
- Facilitate a community of leaders to share best practices
- Recognize Members' accomplishments through our Climate Registered program and in our webinars and events
- Partner with US EPA on the new Climate Leadership Awards
- Maintain a registry of high-quality, credible GHG emissions data





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The Basics of a Carbon Footprint

- Carbon footprint—a measure of impact on the environment in terms of GHG emissions released into the atmosphere
 - Measure, reduce & offset emissions
 - Reduce impact on the environment
 - Reduce cost & waste
 - Green the supply chain
 - Greener image
 - Disclose carbon footprint to stakeholders & consumers
 - Prepare for mandatory reporting & regulations



Climate Action Reserve



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Background:

- **Independent Non-Profit Organization, formed in 2001**
 - Mission: Encourage actions to reduce GHG emissions
- **Renamed in 2008 – Focus on Offsets**

What do we do?

- **Develop High Quality Offset Protocols and Guidelines**
- **Oversee Third-Party Verification**
- **Operate a Transparent Registry for Emissions Reductions Projects and Offsets (CRTs)**
- **Publicly Accessible Information about Projects and CRTs**
- **Offset Quality and Integrity**



Climate Action Reserve



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Core Principles:

- Ensure offsets have true environmental integrity
- Show that offsets can be useful tool in addressing climate change
- Provide an offset registry that is rigorous while streamlined and user-friendly

How we operate:

- Commitment to Integrity: Offset Quality
- Performance Standard: Rigorous and Easy to Use
- Unparalleled Transparency
 - Publicly Accessible Information about Projects and CRTs





Offsets: Benefits and Challenges

Benefits of offsets are clear:

- Flexibility, immediate impact, back up environmental messaging, reduce your impact

But, not all offsets are created equal

- **Real** – Has it already occurred?
- **Additional** – Business as usual?
- **Verifiable** – Independent oversight?
- **Enforceable** – Clear ownership?
- **Permanent** – How do you know?



Voluntary Offsets – Be an Informed Buyer



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- Find projects that match your organization's mission, values and goals
- Invest in your community
- Look for transparency
- Build trust

No silver bullets – Offsets are an important tool, but only part of a diverse sustainability strategy

A screenshot of the Climate Action Reserve website homepage. The header includes navigation links: Home, About Us, How It Works, Open An Account, Resources, News and Events, and Contact Us. A search bar is visible on the right. The main banner features a photograph of the Washington Monument and text: "The Climate Action Reserve was founded to ensure integrity, transparency, and financial value in the North American carbon market." Below the banner are three columns of content: "Reserve Facts" (listing 401 Account Holders, 118 Projects registered, 238 Projects listed, 119 New projects, 20,250,551 CRTs issued, and CRT projections for Sept 2011), "Program Announcements" (listing several dates and project updates from December 2011), and "Twitter" (showing recent tweets). At the bottom, there are buttons for "Register a Project" and "Protocols", and a promotional banner for "APRIL 10-12 | SAN FRANCISCO North America's Largest Carbon Event" with a "10 YEAR ANNIVERSARY" badge and the website URL "WWW.NACW2012.COM".

Voluntary Offsets – 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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Kimbrey Matsoukas

Sustainability Manager

BENTLEY PRINCE STREET



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Kimbrey Matsoukas is the Sustainability Manager at Bentley Prince Street and a LEED Accredited Professional. In this role, she manages the company's programs on internal waste elimination (QUEST), end-of-life reclamation (ReEntry™), and climate-neutral products (Cool Carpet™). Additionally, she is responsible for producing internal and external sustainability reports, including the annual greenhouse gas (GHG) inventory, organizing community projects, and communicating Bentley Prince Street's sustainability programs, both internally and externally.

Kim speaks on a variety of sustainability topics to trade associations, nonprofits, corporate, and academic groups, including LEED certification with the United States Green Building Council (USGBC), energy efficiency, and sustainable living. Kimbrey was the Project Manager for Bentley Prince Street's LEED-EB Silver certification and presented on the process at Greenbuild 2007. Recently, Kim was on a panel discussing end-use energy efficiency at the UN Framework Convention on Climate Change in Bali, Indonesia.

Kimbrey received her B.A. in Biology and Hispanic Language and Literature from Boston University and her Master of Environmental Science and Management (MESM) from the Donald Bren School of Environmental Science and Management at the University of California, Santa Barbara.





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Matt Ellis, LEED AP

Associate Director
Sustainability

CBRE
CB RICHARD ELLIS



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Matt advises Businesses and Real Estate Owners/Occupiers on sustainability strategies with a focus on cost savings, process improvement and outsourcing of sustainability programs.

He began his career with CBRE in Global Corporate Services as a broker, during which time he led CBRE's Sustainability Practice Group on the West Coast. After two years in brokerage, Matt was promoted to Director of CBRE Carbon where he helped implement CBRE's global carbon neutrality initiative and advised clients on sustainability initiatives. Most recently, Matt assumed the role of Associate Director of Sustainability where he is responsible for sales and service implementation.

Matt has experience in carbon markets, GHG emissions inventories, sustainability reporting frameworks, green leasing and corporate sustainability strategy. He administers CBRE's carbon offset program and advises on its global carbon neutrality and sustainability initiatives.





The Climate Registry

Bill Devine
Cross Brand Marketing Manager,
U.S. Chevrolet Marketing-GM
North America



CHEVROLET



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Bill is an accomplished and dynamic sales and marketing leader with 17 years at General Motors. As Cross brand marketing for U.S. Chevrolet Marketing, Bill is responsible for developing brand marketing strategies that cut across the Chevrolet vehicle line-up, focusing on environmental, technical, naming, entertainment, and assurance initiatives. Often, Bill is leading cross-functional teams across the company in new and uncharted territory in order to take these strategies from development to implementation. Bill assumed the position in April, 2010, having previously served as Business Planning, Strategy and Operations Manager for the Buick GMC Brands.

Bill began his career with General Motors in 1994 as a District Manager for the Pontiac Brand. Throughout his career he has held a number of sales and marketing positions with Pontiac, GMC, Buick and Chevrolet. Some of his former positions include: Chevrolet Zone Manager, in the Southwest, a U.S. Strategist reporting to the GM VP of U.S. Marketing, Customer Relationship manager, Regional Field Support Manager, Regional Chevrolet Marketing Manager and several District Manager positions across the country.

Bill has an undergraduate degree in marketing from the University of Detroit and a MBA from DePaul University.





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Angus Duncan President



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Angus Duncan is the founding President of the Bonneville Environmental Foundation, which supports renewable energy development and watershed restoration in the Pacific Northwest. BEF supports its activities with non-profit business ventures that generate revenues from renewable energy projects, and from retail sales of carbon-offsetting Green Tags (RECS) and certified carbon reductions.

Mr. Duncan represented three Oregon Governors on the four-state Northwest Power Planning Council from 1989 to 1995, and chaired the Council in 1995. Mr. Duncan has also worked in private sector renewable energy project development, in state and local government, and as Director of Energy Policy, US Department of Transportation. In 2004 Mr. Duncan chaired the Drafting Committee that wrote Oregon's Climate Change Goals and Strategy. In 2006 he chaired the Governor's Drafting Committee designing an Oregon carbon emissions cap and trade mechanism. In 2008, he was appointed by Governor Kulongoski as Chairman of Oregon's new Global Warming Commission; and in 2009, to the Governor's Energy Policy Council. In 2010 the Global Warming Commission unanimously adopted a Roadmap to 2020 strategy for reaching Oregon's 2020 greenhouse gas emissions reduction goal: 10% below 1990 levels.





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Questions?

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Thank You and Please Join Us for Future Events:



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Annual Conference

Navigating the American Carbon World 2012

April 10-12 2012, San
Francisco, CA

www.NACW2012.com

APRIL 10-12 | SAN FRANCISCO

North America's Largest Carbon Event



WWW.NACW2012.COM

