

Carbon Markets:

How Communities and Buildings are supplying and buying into tradable offsets

Convener:

Johanna Brickman,
Associate Partner
Zimmer Gunsul Frasca
Architects, LLP

Presenters:

Bill Jones, Ph.D.: Principal
Consultant, Global Consulting
Services, EcoSecurities, Ltd

Joseph Pallant, B.Sc., MBA
President
Carbon Project Solutions

Agenda

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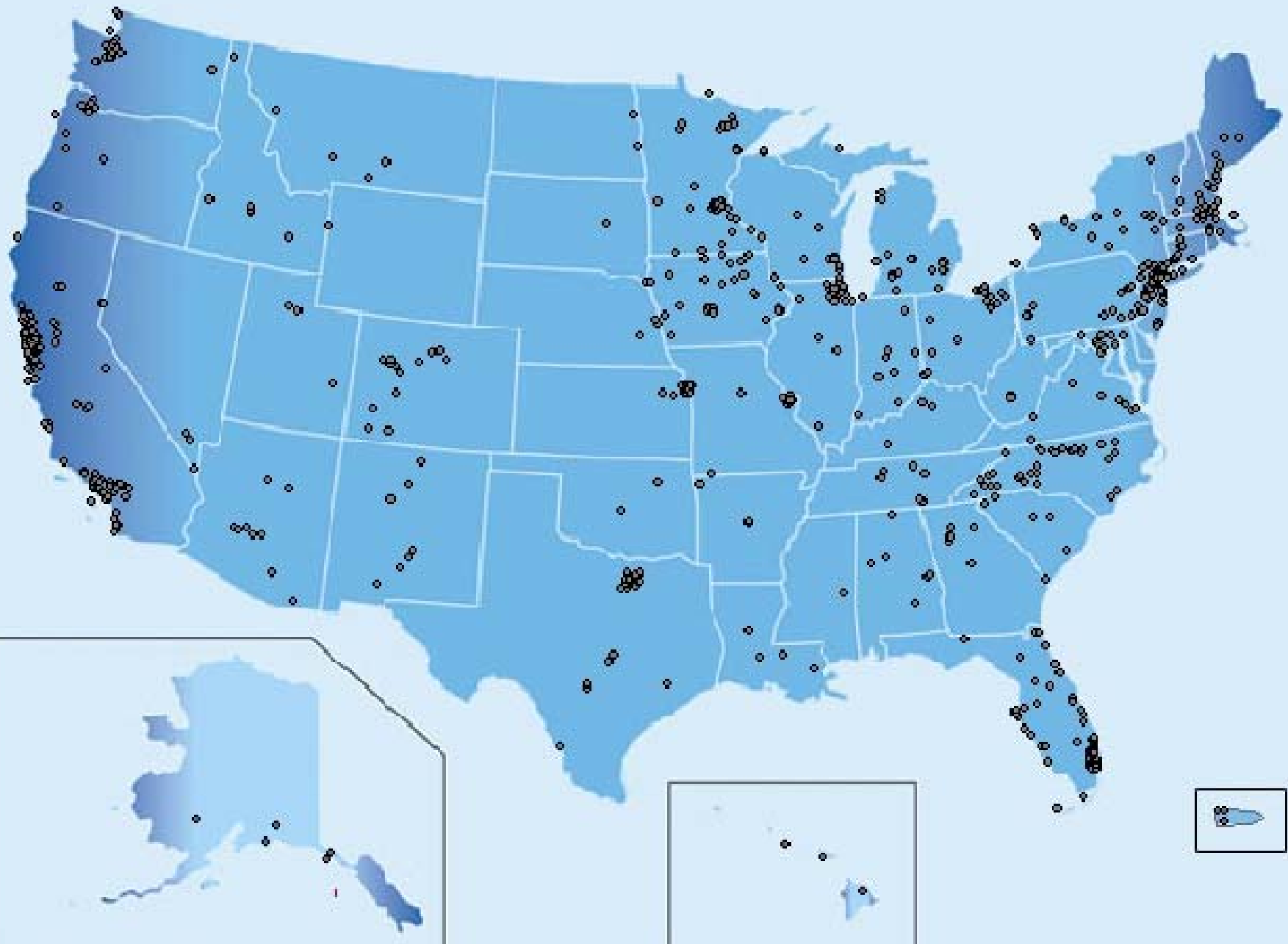
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Interactive Session

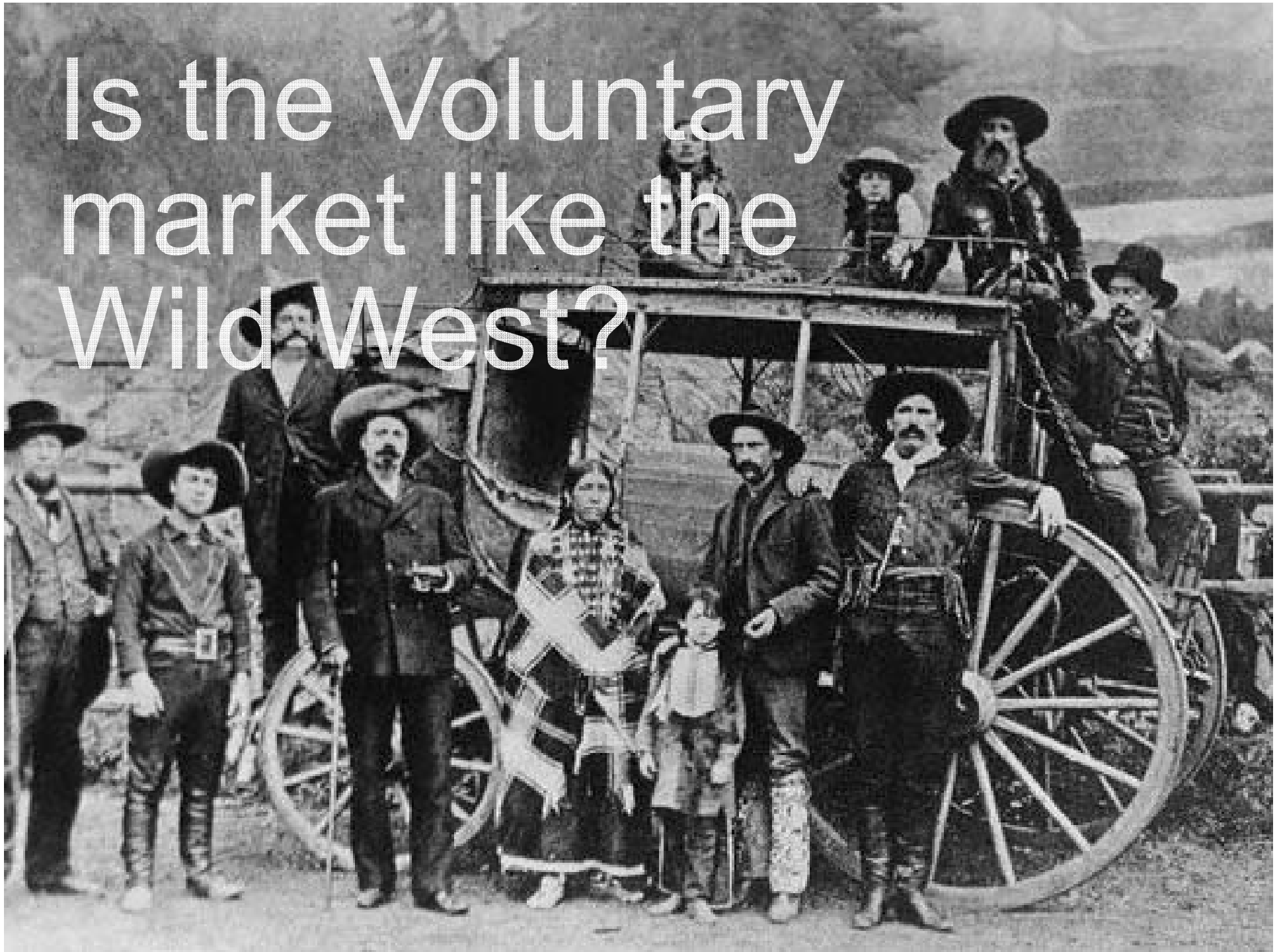
Federation of Canadian Municipalities—Partners for Climate Protection



US Conference of Mayors Climate Protection Agreement



Is the Voluntary
market like the
Wild West?





Climate Change and carbon-neutral

As concern about global warming increases, many people are becoming more aware of how their daily activities contribute to the production of carbon dioxide (CO₂), the primary greenhouse gas.

Today, environmentally-aware individuals and leading-edge businesses are beginning to seek ways of reducing their net carbon impact. While tremendous advances have been made in reducing the amount of CO₂ emitted by modern vehicles, they are still a significant source of the CO₂ released into the atmosphere.

Land Rover Portland has calculated the approximate carbon footprint made by driving a Land Rover for 50,000 miles. In partnership with The Conservation Fund, a top rated environmental non-profit organization, we provide 100% CO₂ offset, for 50,000 miles of driving, with each new and Certified Pre-Owned Land Rover we sell. The Conservation Fund offsets this carbon production by planting and protecting sufficient trees in North America to absorb the CO₂ produced.

The cost of this program is covered fully by Land Rover Portland and not added to the price of any vehicle.

Trees offset CO₂ through photosynthesis, a process in which plants use energy from the sun to convert CO₂ and water into oxygen.



What is Cheat Offsetting?

When you cheat on your partner you add to the heartbreak, pain and jealousy in the atmosphere.

Cheatneutral offsets your cheating by funding someone else to be faithful and NOT cheat. This neutralises the pain and unhappy emotion and leaves you with a clear conscience.

Can I offset all my cheating?

First you should look at ways of reducing your cheating. Once you've done this you can use Cheatneutral to offset the remaining, unavoidable cheating



are you a cheater?

cheatneutral can help you
**offset your
indiscretions.**

[offset now!](#)

loyal and faithful?

become an offset project and
get paid for not cheating

[find out more!](#)

Projects

Some of the people who are offsetting your cheating:



so far, **cheatneutral**
has offset **65,768**
cheats and has
9002 faithful
people ready to
neutralise your
misdemeanours.

January 9, 2008

F.T.C. Asks if Carbon-Offset Money Is Well Spent

By [LOUISE STORY](#)

Correction Appended

Corporations and shoppers in the United States spent more than \$54 million last year on carbon offset credits toward tree planting, wind farms, solar plants and other projects to balance the emissions created by, say, using a laptop computer or flying on a jet.

But where exactly is that money going?



The Federal Trade Commission, which regulates advertising claims, raised the question Tuesday in its first hearing in a series on green marketing, this one focusing on carbon offsets.

As more companies use offset programs to create an environmental halo over their products, the commission said it was growing increasingly concerned that some green marketing assertions were not substantiated. Environmentalists have a word for such misleading advertising: “greenwashing.”

With the rapid growth of green programs like carbon offsets, “there’s a heightened potential for deception,” said Deborah Platt Majoras, chairwoman of the commission.

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EU warns China, US over carbon emissions

Paul Ames | [Associated Press](#) | 03.15.2008

European Union leaders yesterday threatened the United States and China with trade sanctions if the world's two biggest polluters don't commit to ambitious cuts in greenhouse gases by next year.

The warning was given as the economic downturn focused European leaders on the impact on industry of their groundbreaking agreement last year to cut carbon emissions by 20 percent from 1990 levels by 2020.

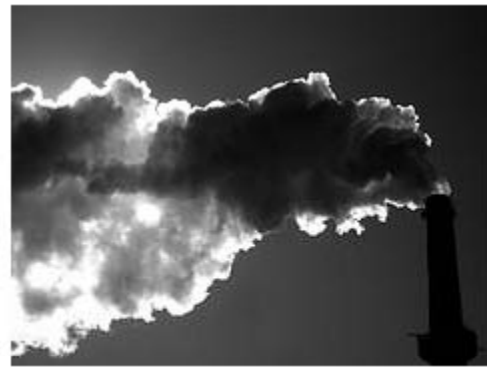
EU leaders want similar commitments from other major economies by next year, when a conference on global warming is to take place in Copenhagen.

Otherwise, they say, European companies will need protection from unfair competition from heavily polluting rivals in China and the United States, the world's biggest emitters of carbon dioxide.

In a declaration issued after a two-day summit, the 27 EU leaders warned, "If international negotiations fail, appropriate measures can be taken" to protect European industry.

President Nicolas Sarkozy of France went further. "Our main concern is to set up a mechanism that would allow us to strike against the imports of countries that don't play by the rules of the game on environmental protection," he told reporters yesterday.

Chancellor Angela Merkel of Germany spoke of the threat to European producers. "Industry, faced with global competition, could be pushed to great difficulties if an international climate accord is struck."



 Señor Codo

REGISTER TO VOTE 

SEND AN IDEA 

WHAT YOU CAN DO 



Halt climate change
We can do it with stiff taxes on carbon emissions. [Take Action >>](#)

LEARN MORE

- ▶ Trees absorbing less CO2 as world warms
- ▶ Precautionary Principle Handbook

So what does the market look like today?



Renewable Energy Certificates (RECs) – aka Green Tags
LEED rating system referenced standard, with certification available by green-e

One REC = 1 Megawatt Hour of electricity displaced by a renewable technology

Carbon Offsets

The background image shows an industrial facility with several large, cylindrical, grey metal tanks. Each tank has a metal walkway and a ladder on top. In the foreground, there are orange shipping containers and some blue and white equipment. The sky is overcast and grey.

Offsets measured in metric tons of carbon dioxide-equivalent (CO₂e).

One carbon offset = the reduction of one metric ton of carbon dioxide, or its equivalent in other greenhouse gases.

Compliance (Kyoto, Cap and Trade) markets and Voluntary markets exist

Anaerobic digester at Lubeck Waste Management Facility for mechanical biological treatment

White Tags

Tradable certificate similar to RECs – utilized in Italy, France, and the UK

1 White tag = 1 Mwh of energy conserved by buildings

Requires benchmarking, and scrutiny through Measurement & Verification

Available in markets where Renewable Portfolio Standards have been implemented, including utility mandates to meet their demand with White Tags: Connecticut, Pennsylvania, and Nevada

White Tags



4 possible paths to certification:

Prescriptive - specific technology implemented, with a pre-set savings amount and lifetime

Metered - applicable to installation of generation and operationally independent sub-metered loads (expensive)

Modeled - applicable to any technology, either new installation or retrofit, as well as operational changes achieved (low cost, scalable, no time limit)

Design - applicable to new buildings (LEED)

Building Integrated Wind Turbines
12W Mixed Use Tower – Portland, OR
ZGF Architects

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