

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 for individuals and businesses to demonstrate 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 even purchase carbon offsets as gifts for other people to help raise awareness about climate change. Also, choose to support businesses that are either carbon neutral, or offer carbon neutral products or services. If the businesses you are dealing with aren't yet carbon neutral, ask them to consider it.

Visit our website for resources and other helpful information:

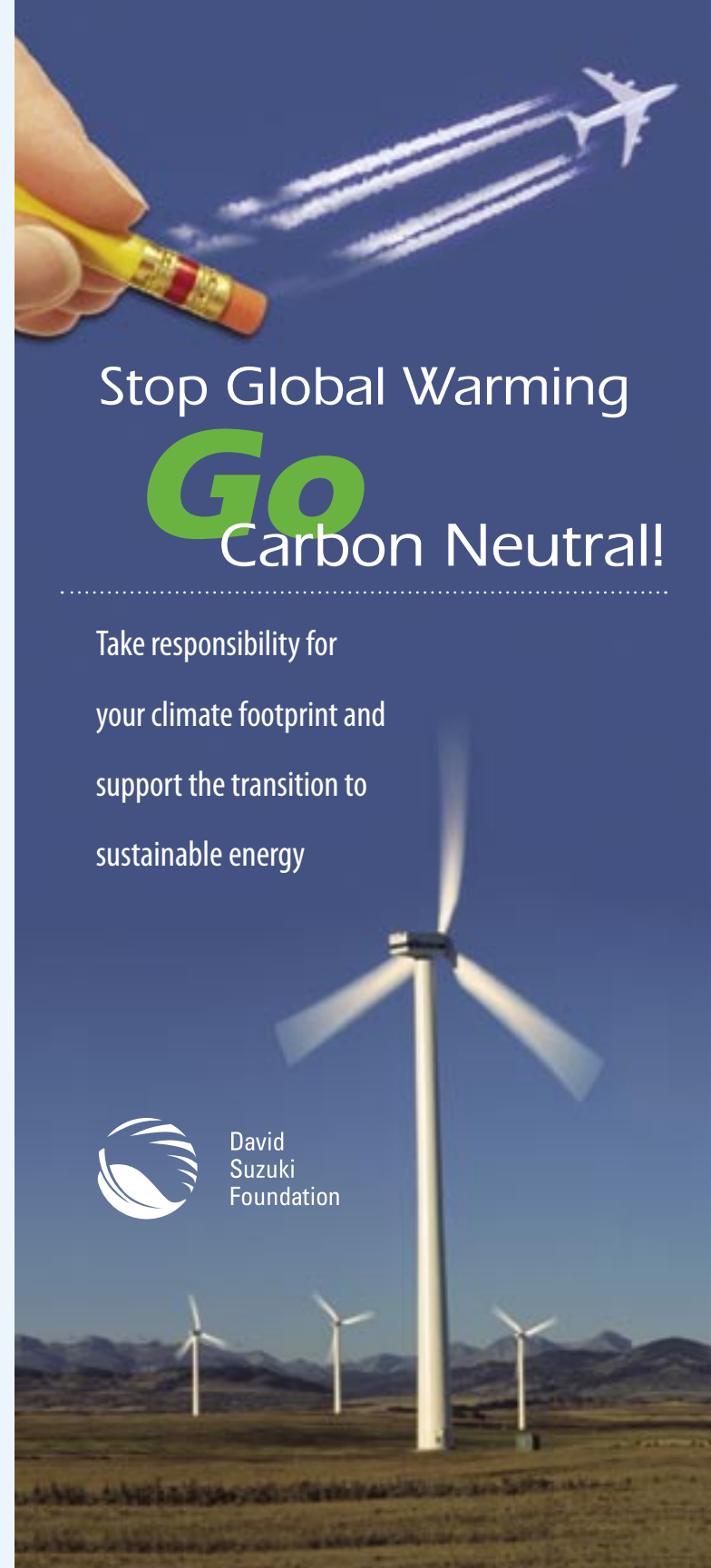
http://www.davidsuzuki.org/Climate_Change/What_You_Can_Do/carbon_neutral.asp



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SOLUTIONS ARE IN OUR NATURE

Cover photo courtesy of Vision Quest. Flight calculator courtesy of Offsetters. Skyscraper photo by Andrew Dunn. • Design by Terra Firma Digital Arts
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The emissions from the production and disposal of the paper used in this brochure have also been offset.



Stop Global Warming Go Carbon Neutral!

Take responsibility for
your climate footprint and
support the transition to
sustainable energy



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What

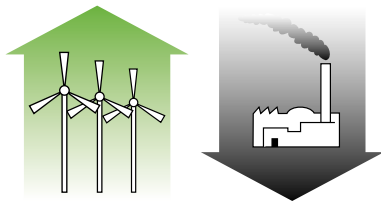
Is Carbon Neutral?

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'. Carbon offsets are simply credits for emission reductions achieved

Use carbon offsets to 'erase' your climate impact

elsewhere 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 a few simple steps you can take responsibility for your emissions and go carbon neutral.**



- 1) Reduce your emissions wherever possible. Turn off the lights when not in use, take transit where possible, etc.
- 2) Decide which remaining emissions to offset. Make your next flight carbon neutral. Or you can offset the emissions from driving a car, or from heating and lighting your home.

- 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.



Use web-based calculators to determine your emissions

- 4) Select and purchase high quality offsets from online vendors.

It's a good idea to review your strategy annually, and look for additional opportunities to reduce and offset your emissions.

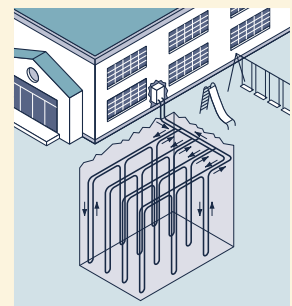
Which

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/What_You_Can_Do/carbon_neutral.asp



Carbon offsets from clean energy projects – such as wind farms, and geothermal systems for schools – are an excellent choice

Who's

Going Carbon Neutral?

Here are just a few examples:

- Businesses like HSBC, Vancity, and Swiss Re have committed to making their operations carbon neutral
- Many people are now purchasing offsets for their flights
- Rock groups like the Dave Matthews Band and Pearl



Many businesses and even churches are going carbon neutral

Jam have offset the emissions associated with their concerts and albums

- Schools and churches are choosing to go carbon neutral
- Major sporting events like World Cup Soccer and the Super Bowl are offsetting their emissions

The list continues to grow – grocery stores, feature films, books, and even entire cities are

going carbon neutral. Winter athletes concerned about the impacts of global warming are also taking responsibility for the emissions associated with their travel; for more information, visit:

www.davidsuzuki.org/Climate_Change/play_it_cool.asp

The race is on to stop global warming – go carbon neutral!



Winter athletes are offsetting their travel emissions