



# The Path To Carbon Neutrality

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# Overview

- Who is Community Energy?
- What does **carbon neutral** mean?
- How do organizations, products, people become carbon neutral?
- Examples
  - Challenge of scope 3 emissions
- Carbon neutral standards
- Proposed definition

# Community Energy

## *Constructing Solutions to Climate Change*

- Clean energy market pioneer
  - RECs and Carbon Offsets
- Subsidiary of IBERDROLA RENEWABLES
  - world's largest renewable energy company
- Clean energy supplier to
  - 130,000+ residences and businesses
  - 18 utility green power programs
  - Fortune 1,000 companies
  - Universities & colleges
  - Some of the largest green power purchasers in the nation



# carbon-neutral

## car • bon • neu • tral

### Definitions:

#### 2006 - The New Oxford American Dictionary's "Word of the Year"

- “Being carbon neutral involves **calculating** your total climate-damaging carbon emissions, **reducing** them where possible, and then **balancing** your remaining emissions, often by **purchasing a carbon offset**: paying to plant new trees or investing in “green” technologies such as solar and wind power.”

#### MSN

- Counteracting the release of carbon dioxide: relating to the maintenance of a **balance between producing and using** carbon, especially balancing carbon-dioxide emissions by activities such as **growing plants** to use as fuel or **planting trees** in urban areas to offset vehicle emissions.

#### Webster's New Millennium Dictionary

- Emitting **no** carbon dioxide into the atmosphere; also, employing a **technique** to **absorb** carbon dioxide so it is not emitted.

# What does it mean?

## Wikipedia

- Refers to achieving **net zero** carbon emissions by **balancing** a **measured** amount of carbon released with an **equivalent** amount **sequestered** or **offset**. Best practice for organizations and individuals seeking carbon neutral status entails **reducing** and/or **avoiding** carbon emissions **first** so that only unavoidable emissions are offset.

## Yahoo!

- “For every ton of greenhouse gas emissions that we can’t avoid putting into the atmosphere, we’ll take out the same amount somewhere else.”  
[http://forgood.yahoo.com/go\\_green/doing\\_our\\_part/carbon\\_neutral.html](http://forgood.yahoo.com/go_green/doing_our_part/carbon_neutral.html)

# Similar Terms

Carbon Zero

Carbon-free

Carbon Negative

Climate Neutral

Carbon Neutralized

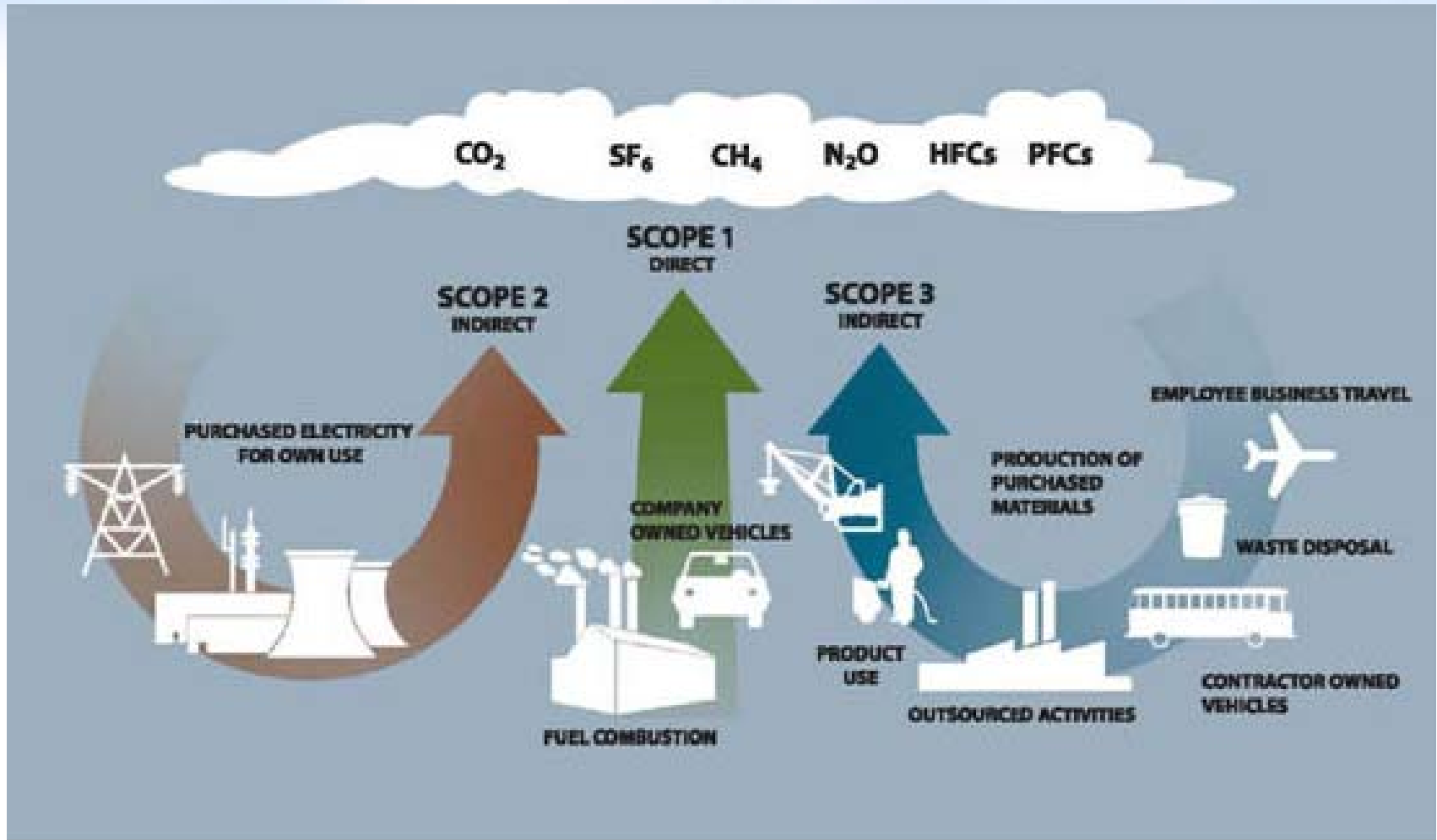
# How do you become carbon neutral?

Organizations, Products, People....



**Calculate the  
Carbon Footprint**

# WRI methodology





# Examples



# Products

- Setting Boundaries: Life Cycle Analysis
  - Cradle-to-market
  - Cradle-to-grave
  - Cradle-to-cradle

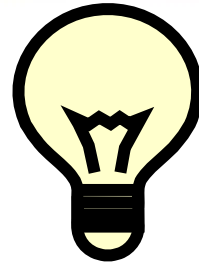


# People

Yikes - 20 tons!



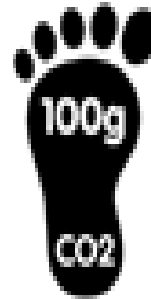
Per capita global warming gas emissions in the U.S. are among the highest in the world.



# Standards?



working with  
the Carbon Trust



working with  
the Carbon Trust



# Myth or Attainable?

- Challenge of Scope 3 emissions
- Consumers are left with the responsibility to “*look beyond the surface*”
- Companies taking strides to go above and beyond, *should* be recognized.
- There is CO<sub>2</sub> awareness in the marketplace – people want *choices* and want to *trust* claims

# We need a Carbon Neutral Standard



1. Creates Transparency
2. Defined Methodology
3. Requires Rigorous Offsets  
-Verified (protocols)
4. Require a commitment to continuous improvement

# Proposed Definition

Calculating carbon dioxide equivalent emissions for an organization, product or an activity within a defined boundary which includes direct and indirect emissions, and then achieving net zero emissions by:

- reducing through energy efficiency
- avoiding with behavioral/operational changes
- offsetting with third party certified carbon offsets



# Thank You!

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