



Climate

INTRODUCTION TO GREEN-E CLIMATE

2011 Webinar Series

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Outline

1. **Welcome/About Us**
2. Carbon Offset Basics
3. The Voluntary Carbon Offset Market
4. U.S. Renewable Energy and Carbon Offset Markets
5. Green-e Climate Certification
6. How to Get Started
7. Q&A/Wrap Up



CRS

center for
resource
solutions

About Center for Resource Solutions

A nonprofit creating policy and market solutions to advance sustainable energy since 1997.



Green-e

About Green-e

Green-e Climate, Green-e Energy, Green-e Marketplace

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Carbon Offset Basics

- **Definition**

A carbon offset represents a specific quantity of greenhouse gas (GHG) emission reductions (i.e. **a ton of carbon dioxide absorbed or avoided**) from a project-based activity, which is purchased in order to negate or diminish the impact of the recipient's GHG emissions.

When you purchase an offset, **you alone have the right to all associated claims about the environmental benefits** it embodies. An offset is to be regarded as real environmental commodity, not a donation or investment in a future project.

Carbon Offset Basics

- **Definition**
- **How does offsetting work?**

Carbon Offset Basics

- **Definition**
- **How does offsetting work?**
- **Project types**
 - Renewable Energy
 - Energy Efficiency
 - Agriculture, Forestry and other Land Uses (AFOLU)
 - Methane Capture
 - Industrial Gas Destruction

Carbon Offset Basics

- **Definition**
- **How does offsetting work?**
- **Project types**
- **Offset quality criteria (PAVER)**
 - Permanent
 - Additional
 - Verified
 - Enforceable
 - Registered

Carbon Offset Basics

- **Definition**
- **How does offsetting work?**
- **Project types**
- **Offset quality criteria (PAVER)**
- **Perspective on the role of offsets in climate mitigation strategies**

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The Voluntary Carbon Offset Market

- Distinction between different carbon markets

	Compliance	Voluntary
Emissions (allowances)	<p>1</p> <p>Cap-and-trade EU ETS, RGGI, (WCI, CA AB32, MGA, U.S. Fed)</p>	<p>2</p> <p>Voluntary Cap-and-Trade CCX</p>
Emissions Reductions (offsets)	<p>3</p> <p>Compliance Offsets CDM, RGGI Offsets, (offsets for CA AB32, WCI, MGA compliance)</p>	<p>4</p> <p>Offsets OTC, exchanges</p>

The Voluntary Carbon Offset Market. The distinction between different carbon markets.

The Voluntary Carbon Offset Market

- Distinction between different carbon markets
- State of the voluntary market

The Voluntary Carbon Offset Market

- Distinction between different carbon markets
- State of the voluntary market.
- Certification and certifiers



Certification and Certifiers. Many organizations act in the marketplace to certify the additionality and environmental quality of carbon offset projects.

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Distinctions between the U.S. Renewable Energy and Carbon Offset Markets

- **Scopes/emissions categories**

Scope 1 direct emissions



Scope 2 indirect emissions



Scope 3 indirect emissions



Scopes and Emission Categories. Classifying the source of emissions from an organization or facility.

Distinctions between the U.S. Renewable Energy and Carbon Offset Markets

- **Scopes/emissions categories**
- **The difference between RECs and offsets: additionality**

Distinctions between the U.S. Renewable Energy and Carbon Offset Markets:

The difference between RECs and Offsets

- Different Commodities
- Different Units
- Different Benefits and Claims
- Different Scope of Market
- Different Uses in Terms of Carbon Accounting
- Different Requirements

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Green-e Climate Certification

- **Unique assurances**

1. Assurance that emissions reductions come from **verified and certified supply**, and from projects certified under project standards that meet a certain standard of quality.
2. Assurance that emissions reductions are **not being double-sold**.
3. Assurance that customers are being given **complete and accurate information** about what they are buying.

Green-e Climate Certification

- **Unique assurances**
- **Primary certification activities**

Green-e Climate Certification

- **Unique assurances**
- **Primary certification activities**
- **Participants**



Green-e Climate Participants

Green-e Climate Certification

- **Unique assurances**
- **Primary certification activities**
- **Participants**
- **Endorsed Programs**



Green-e Climate Endorsed Programs

Green-e Climate Certification

- **Unique assurances**
- **Primary certification activities**
- **Participants**
- **Endorsed Programs**
- **Program growth**

	2008	2009	2010
Unique Total Certified Sales (metric tons CO2e)	136,365.8	176,113	[207,298]
Total Certified Sales (metric tons CO2e)	151,334.8	176,113	[207,298]
Number of Certified Offset Products	14	16	19
Number of Program Participants	8	10	9
Number of Projects Being Used	18	23	29

Green-e Climate Certification. Program growth.

Green-e Climate Certification

- **Unique assurances**
- **Primary certification activities**
- **Participants**
- **Endorsed Programs**
- **Program growth**
- **Other benefits of certification**

Green-e Climate Certification

Other benefits of certification

- Independent third-party certification
- Use of the internationally recognized Green-e logo
- Protection against greenwashing
- Media exposure
- Promotion
- A seat at the table

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How to Get Started

- **Check out green-e.org/climate.** Search for Green-e Climate Certified products at “Find Green-e Certified Carbon Offsets”



Green-e *Look for the logo and reduce your impact*

[About Green-e](#)

[Find Green-e Certified](#)

[Green-e Programs](#)

[Learn](#)



[Find Green-e Certified](#)

[Renewable Energy for Your Home or Organization](#) | [Carbon Offsets](#) | [Organizations Using Renewable Energy](#)

Find Green-e Climate Certified Carbon Offsets

Green-e Climate is a certification program for the sale of carbon offsets sold in the voluntary market. This page lists the sellers offering Green-e Climate Certified carbon offset products and provides product information. Green-e Climate certification ensures that no double selling of greenhouse gas emission reductions occurs and sellers of these products make appropriate disclosure to their customers. Additionally, certified products can only source from projects that were certified by a [Green-e Climate Endorsed Program](#). These programs use protocols that ensure that offsets are real, verifiable, enforceable, permanent, and additional.

[Download a PDF](#) that explains the Green-e Climate Product Content Labels.

Company	Product Name	Project Location	Product Content Label	Product Mix	Project Details
 Bringing Climate Solutions Down To Earth	U.S. Landfill Gas Carbon Offset	United States		Landfill Gas Capture/Combustion (100%)	
	U.S. Renewable	United States		Renewable Energy (100%)	

Quick Links

[Find Renewable Energy for Your Home or Organization](#)

[Organizations Using Renewable Energy](#)

[Green-e Energy National Standard](#)

[Green-e Climate Standards](#)

[Verification Reports](#)

Latest News

[Green-e Energy Certifies Austin Energy's GreenChoice Program](#)
January 6, 2011

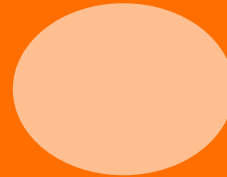
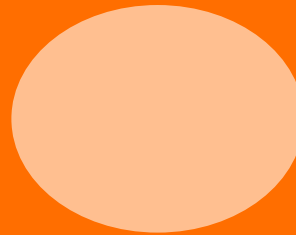
[Update to Green-e Climate Endorsed Program: Climate Action Reserve](#)
December 6, 2010

[2009 Green-e Verification Report Shows 43% Increase in Certified Renewable Energy Sales](#)
October 28, 2010

[CBS Supports the](#)

How to Get Started

- **Check out green-e.org/climate.** Search for Green-e Climate Certified products at “Find Green-e Certified Carbon Offsets”
- **Holler.** Contact Green-e Climate staff at info@resource-solutions.org



Upcoming Webinars

- **Introduction to Green-e Marketplace.** Thursday, March 17th at noon
- **Renewable Energy 101.** Wednesday, June 22 at noon

Learn more and register at www.green-e.org/events

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