

# CARBON OFFSET IN CONTEXT

providers+advisers 2006

**Welcome to the world's** first guide to carbon offset providers and advisers. As climate denial rapidly shifts to climate action, the emerging carbon offset industry is set to play a pivotal role in the way companies tackle climate change.

Carbon Offset in Context is a guide to the 23 organisations we identified that offer to offset your carbon emissions. For each we show: when they were founded, services offered, types of offset programmes supported, prices, verification methods, and geographic coverage.

We gathered the information from providers' websites and all but four later confirmed the accuracy of their profile. Data are correct at the end of September 2006. We welcome corrections and comments.

## About Context

Context is a consultancy specialising in strategy and communications on Corporate Responsibility (CR). We have unrivalled experience in helping clients to develop and write CR reports and other communications.

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## Thank you

To Helen Fisher for diligent and enthusiastic research and to David Ayres of Red Letter for great design.

## Key

### Key activities



**Consultancy**



**Offsets:** Provide/advise on investment in projects that will offset an organisation/individual's carbon dioxide emissions. Projects may include renewable energy, energy efficiency, forestry and other mechanisms.



**Products:** Off-the shelf carbon-saving products (e.g. gifts, low carbon insurance, etc)



**Training**



**Advocacy:** Push for changes in policy or thinking around carbon management.



**Research/Info**



**Other**

### Role in offset market



**Provider:** Will sell offsets to organisations or individuals



**Adviser:** Will provide guidance on an organisation's role in the offset market



**Individuals:** Deal with individuals/members of the public



**Organisations:** Deal with organisations

### Type of offset offered



**Energy efficiency:** Projects involve changes to technology or behaviour to achieve energy savings



**Renewables:** Projects involve investing in renewable energy such as wind, solar, hydroelectric, or biomass power



**Forestry:** Projects involve planting trees and managing them for decades in order to capture carbon from the atmosphere



**Other**

### Guidelines/Verification



Internal guidelines or protocol



External 3rd party oversight/verification



Other

### Geography of portfolio



International



Local

### Others



Not applicable



Information not available

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Click name to access website	Turnover Total CO <sub>2</sub> -offset	Operating since	Key activities	Role in offset market	Type of offset offered	Carbon calculator?	Cost of 1 tonne of CO <sub>2</sub>	Guidelines/Verification	Geography of portfolio	External partners	Notes
<a href="#">Carbon Balanced (World Land Trust)</a> UK NGO	£500k 10kte	1989				✓	£2-£12			Partnership scheme	<ol style="list-style-type: none"> <li>1 Conservation</li> <li>2 Biodiversity emphasis</li> <li>3 In conjunction with various academic institutions</li> <li>4 As requested</li> <li>5 Projects in developing countries focusing on sustainable development and biodiversity</li> </ol>
<a href="#">Carbon Clear</a> UK	-	2005				✓	From £4.80 <sup>1</sup>			-	<ol style="list-style-type: none"> <li>1 Varies with volume and source of emission reductions</li> </ol>
<a href="#">Carbon Coach</a> UK	<£50k (N/A)	2005			(N/A)	✓	(N/A)	-		CarbonSense; Think Purple	<ol style="list-style-type: none"> <li>1 After dinner speaking, as <i>The Carbon Shrink</i></li> </ol>
<a href="#">Carbon Footprint</a> UK	-	2005				✓	£10			Tree Appeal	<ol style="list-style-type: none"> <li>1 Independent audit of tree planting; Chicago Climate Exchange for non tree offsets</li> <li>2 DEFRA metrics</li> <li>3 UK, Africa, N America and currently growing</li> </ol>
<a href="#">The Carbon Neutral Company</a> UK	£2,700k 166kte	1997 <sup>1</sup>				✓	£6-£12 <sup>4</sup>			Professor John Murlis; ECCM; KPMG; technical advisory group; project-specific partners; and others, see website	<ol style="list-style-type: none"> <li>1 As Future Forests; changed to The Carbon Neutral Company in 2005</li> <li>2 Marketing communications</li> <li>3 Methane flaring</li> <li>4 Depending on volume, project, term and vintage</li> <li>5 Project registry; verification of chain of custody by KPMG; verification of carbon neutral status</li> </ol>
<a href="#">Carbon Sense</a> UK	- (N/A)	2003			(N/A)	-	(N/A)	-		-	
<a href="#">ClimateBiz</a> USA	- (N/A)	-			(N/A)	-	(N/A)	-		US Environmental Protection Agency; sponsorship scheme	<ol style="list-style-type: none"> <li>1 US-focused with some international projects</li> </ol>
<a href="#">Climate Care</a> UK	£569k 99kte	1998				✓	£7.50			Ashden Awards	<ol style="list-style-type: none"> <li>1 Independent verification of projects by 3rd parties based upon principles of CDM</li> <li>2 Annual report detailing all projects and finances</li> <li>3 All projects are in non-Kyoto countries</li> </ol>
<a href="#">Climate Friendly</a> AUSTRALIA	-	2005				✓	£8.69 <sup>1</sup>			WWF Australia	<ol style="list-style-type: none"> <li>1 Special rates for corporate purchases</li> <li>2 Detailed carbon register of all sales and purchases of energy and carbon credits</li> <li>3 Australia-focused with some international projects</li> </ol>
<a href="#">The Climate Group</a> USA,UK, AUSTRALIA NGO	£1,789k (N/A)	2004			(N/A)	-	(N/A)			Membership scheme and range of external partners in carbon trading sector	<ol style="list-style-type: none"> <li>1 Communication and facilitation</li> <li>2 Developing the Voluntary Carbon Standard, an international standard for project-based emissions reductions in the voluntary carbon market</li> </ol>
<a href="#">Climate Neutral Network</a> USA	- (N/A)	1997			(N/A)	-	(N/A)			Coalition of companies; NGUs; academics and government	<ol style="list-style-type: none"> <li>1 Certify organisations as 'climate neutral' and license use of Cool Climate® trademark</li> <li>2 Instrumental in developing the Gold Standard</li> </ol>

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	Turnover/ Total CO <sub>2</sub> offset (tonnes)	Operating since	Key activities	Role in offset market	Type of offset offered	Carbon calculator?	Cost of 1 tonne of CO <sub>2</sub>	Guidelines/Verification	Geography of portfolio	External partners	Notes
<a href="#">Click name to access website</a> <b>The Climate Trust</b> USA	-	1997					£5.26 <sup>4</sup>			Mercy Corps; EPA; Conservation International; others	<ol style="list-style-type: none"> <li>Institutional offset purchaser</li> <li>Sequestration, cogeneration (eg combined heat &amp; power), substitution (eg blended cement)</li> <li>Carbon Counter</li> <li>Available to the public through carboncounter.org for US\$10/metric ton</li> <li>Work with sector-specific technical experts to develop project-specific verification protocols</li> <li>US-focused with some international projects</li> </ol>
<b>Conservation Fund</b> USA NGO	- 150kte	1985					£2.10- £3.68			GoZero partners: The North Face; Universal Studios; Walt Disney and others	<ol style="list-style-type: none"> <li>Corporate carbon offset programme (Go Zero)</li> <li>Land and water conservation</li> </ol>
<b>Conservation International</b> USA NGO	-	1987					£5.26	-		SC Johnson, Wildlife Conservation Society, The Climate Trust, others	<ol style="list-style-type: none"> <li>Conservation projects</li> <li>Sustainable agriculture</li> <li>Focused on Africa, Asia-pacific and NeoTropics</li> </ol>
<b>co2balance</b> UK	-	2003					£8			Bournemouth University; The Scout Association; membership schemes	<ol style="list-style-type: none"> <li>Certify organisations as CarbonZero®</li> <li>Will not acquire carbon rights from third party projects or subcontract</li> <li>Project and carbon registry</li> </ol>
<b>ECCM</b> UK	- (N/A)	1998			(N/A)		(N/A)			University of Edinburgh School of GeoSciences; IIED; Imperial College London	
<b>Grow a Forest</b> UK	-	2005					£6-£15 <sup>1</sup>			-	<ol style="list-style-type: none"> <li>Trees range in price depending on number bought. Range based on estimate of 1.5 trees per tonne of CO<sub>2</sub></li> </ol>
<b>myclimate</b> SWITZERLAND	£295k 25kte	2002					£11.10- £16.15 <sup>1</sup>			Ecoprogresso (Portugal); Sustainable Travel Initiative (USA); Mittklima (Norway); several large Swiss tour operators	<ol style="list-style-type: none"> <li>€16.5-€24. Highest price is for small quantities. Lowest price applies to more than 100 tonnes of CO<sub>2</sub>. Further price reductions are possible for larger amounts</li> </ol>
<b>Offsetters</b> CANADA	-	2006					£8.41			Environment Canada; David Suzuki Foundation	<ol style="list-style-type: none"> <li>Explicitly not forestry</li> <li>Current offsets third party verified with Climatecare.org Future offsets to be third party verified</li> </ol>
<b>SafeClimate for Business</b> WEB BASED	-	-					-			Shell Foundation Sustainable Energy Programme; other foundations	<ol style="list-style-type: none"> <li>Land-use improvement, sequestration</li> <li>US-focused with some international projects</li> </ol>
<b>Trees for Life</b> UK (SCOTLAND) NGO	£237k 0.5kte	1989					£20	-		Membership scheme	<ol style="list-style-type: none"> <li>Regeneration and restoration of the Caledonian Forest</li> </ol>
<b>Woodland Trust</b> UK NGO	£20,000k 15kte	1972				-	£15-£25			BitC Awards 2006; membership scheme	<ol style="list-style-type: none"> <li>Internal governance, with forests governed by FSC</li> </ol>
<b>500PPM</b> GERMANY, USA	-	1999					£1.68- £9.76			Myclimate; South Pole Carbon Asset Management AG	<ol style="list-style-type: none"> <li>Undertake due diligence assessments of emission reduction Joint Implementation (JI) or Clean Development Mechanism (CDM) projects in the light of relevant national/international rules and latest best practice</li> </ol>