

# Go clean.

We each have a different perception of environmental responsibility and what's required to avert serious climate change in the future. Some of us are die-hard conservationists, some of us refute the experts' warnings. Most of us just do what we can – unsure of what we are really accomplishing.

But now there is a common, international currency that makes it easy to give a value to the cost of removing CO<sub>2</sub> from the environment. It's called a Carbon Offset Credit.

Purchasing Carbon Offset Credits is the best way you can gift the planet by legitimately reducing carbon emissions beyond common energy reduction and recycling efforts .

Will you join thousands of others across the globe who are investing in a cleaner future? It's quick, it's simple, and it can cost just pennies a day, depending on your level of commitment.

CARBNFOOT can show you how.



Thank you for all the practical steps you take to contribute to a cleaner, energy-efficient World. Whether you have conscientiously reduced your energy usage, contemplated the use of alternate energy sources, made the choice to buy local goods and services, or simply stepped up your recycling habits – it's making a world of difference. Your conservation measures are helping to slow the growth of Carbon Dioxide Equivalent (CO<sub>2</sub>e) emissions, transitioning us to a “Low Carbon” economy.

But there is more action you can take as a member of a global community to reverse the growth of emissions, and essentially achieve a level of “Zero Carbon” on the planet. You can help us Get to Zero by counterbalancing, or compensating for, emissions that you cannot avoid on a day to day basis. How? By simply volunteering to purchase Carbon Offset Credits at whatever cost or frequency you wish.

A Carbon Offset is a certificate representing a reduction of one metric tonne of carbon emissions. Offsets are created through projects that replace fossil fuels with renewable energy. Offsets purchased through CARBONFOOT help to finance our growing portfolio of high-quality Energy Efficiency or Renewable Energy projects that genuinely displace fossil fuels and reduce emissions. You can be sure that for every offset you purchase, a tonne has actually been reduced.

In turn, these reductions mitigate the CO<sub>2</sub> emissions you create through home or business energy usage or through vehicle and air travel. Every day, you contribute to global warming and the CO<sub>2</sub> you produce may actually surprise you. The good news is it's easy to reverse the trend for as little as pennies a day.

Purchasing Carbon Offsets created through CARBONFOOT projects is easy. Just go to our website, calculate your personal impact (your Carbon Footprint) using our Carbon Calculator, and learn how you can purchase offsets in any amount you choose. You can invest an amount comparable to your carbon footprint, or another amount that suits your budget. You can invest once, or on a regular basis. The important thing is that you are essentially taking responsibility for reducing your net climate impact and working with us towards creating a Zero Carbon World. We believe that together, anything is possible.



## Carbon Offsets

are measured in metric tons of carbon dioxide equivalent (CO<sub>2</sub>e). One carbon offset represents the reduction of one metric ton of carbon dioxide, or its equivalent in other Greenhouse Gas (GhG). You can invest in CARBONFOOT projects by purchasing Offset Credits in any amount or at any frequency you choose, using one of our secure payment methods.

## Our Partnerships

with key development corporations and energy technology specialists enable us to consistently build on our portfolio of Energy Efficiency and Renewable Energy projects across Canada and around the World. These design-build and retrofit projects produce Verified Emission Reductions (VERs) equivalent to thousands of tonnes of CO<sub>2</sub> per year, compared to typical coal fired plants.

**Visit [carbnfoot.com](http://carbnfoot.com) to calculate your Carbon Footprint and to invest in a cleaner, energy-abundant future.**



## CARBNFOOT is dedicated

to enabling consumers, corporations and institutions to reduce their climate footprint and to become Carbon Neutral through investing in Verified Emission Reductions (VERs) accredited by The Gold Standard. CARBNFOOT's mission is to provide leadership in the advancement of sustainable building in Canada and around the world. We offer a trusted, verified avenue to invest in high-quality sustainable development projects that make measurable reduction in CO<sub>2</sub> emissions through the use of Renewable Energy and Energy Efficient building technologies.

The Gold Standard is widely considered to be the highest standard in the world for carbon offsets. It ensures that key environmental criteria have been met by offset projects that carry its label.

Significantly, only offsets from energy efficiency and renewable energy projects qualify for the Gold Standard, as these projects encourage a shift away from fossil fuel use and carry inherently low environmental risks. All Gold Standard projects are independently verified by a third party to ensure integrity.

The Gold Standard is supported by over fifty non-governmental organizations worldwide, including WWF International, Greenpeace International, and the David Suzuki Foundation.

**CARBNFOOT**  
Reducing Carbon Emissions, One Step at a Time

## Invest green.

The shift to a Zero Carbon economy *can* happen if we have the political will and the community to support it. You are one step away from gifting the planet, taking a stand against climate change, and creating a better future.

Call or visit us online to read about our program, calculate your Carbon Footprint, sign up for more information, and make an informed decision to purchase credits through our secure payment options. Invest once, invest often. Your level of commitment is entirely up to you. You can even conveniently add your purchase to your utility bill!

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## Getting to Zero

Where do you stand in helping to create an environmentally sustainable future?

