

# The Climate Trust

## Customized Voluntary Offset Programs

### Increased Calls for Climate Action

Concern regarding climate change on the part of businesses, governments and the people they serve continues to intensify. In response, more organizations are utilizing voluntary greenhouse gas (GHG) offsets as part of their efforts to mitigate the climate change impact of their activities, products and services. Yet in light of questions regarding offset quality, many feel unsure about how to take action. That's why many—from regulated utilities to state and local governments—turn to the experience, expertise and innovation provided by The Climate Trust.

### Voluntary Offset Programs

With more than 10 years of experience in the U.S. offset market, The Climate Trust is able to develop and implement voluntary offset programs customized for organizations' special needs and interests. Examples include:

- **Programs with a focus on offset projects implemented within a specific geographic area.** Many states, cities and municipalities are pursuing implementation of local offset projects as an added benefit to their GHG-reduction activities.
- **Offset project offerings that can be bundled to products or services.** For example, transportation-based projects can be used to offset emissions associated with product transport or methane reduction projects can be used to offset natural gas emissions.
- **Tools and programs tailored to the specific needs and interests of customers, ratepayers or clients.**

### Examples of Our Partnerships

The Climate Trust has worked with a wide range of partners in the voluntary offset market including:

#### Local and State Governments

- Selected by the Colorado Governor's Energy Office as the administrator of the Colorado Carbon Fund (see Client Case Study)

#### Businesses

- Worked with the Portland Doubletree Hotel to develop an event carbon calculator and a "stay carbon neutral" program
- Provided voluntary offsets to Nike, one of the first companies to offset its corporate carbon footprint



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### CLIENT CASE STUDY



## Colorado and The Climate Trust: Climate Action Partners

The Colorado Governor's Energy Office has selected The Climate Trust to design and implement the Colorado Carbon Fund, a program that will provide consumers with an opportunity to invest in high-quality GHG offsets in Colorado. The Colorado Carbon Fund is a groundbreaking program that will advance Colorado toward a low-carbon economy.

The Climate Trust is responsible for program design, offset project acquisition, methodology development and fund management. Additional information on the fund can be found at [www.coloradocarbonfund.org](http://www.coloradocarbonfund.org).

**"The Climate Trust's ten years of experience in creating high quality offset projects and programs made them the obvious choice to administer the Colorado Carbon Fund."**

—Susan Innis

*Colorado Carbon Fund Program Manager,  
Governor of Colorado's Office*



*Coloradans who donate at least \$25 to the Colorado Carbon Fund are eligible to receive a special license plate.*

## Full Range of Services Available



### Regulated Utilities

- Partnered with Seattle City Light on several joint offset project acquisitions in order to meet their voluntary reduction targets
- Worked with NW Natural on development and implementation of its Smart Energy Program (see Client Case Study)

The Climate Trust provides services for each stage of voluntary greenhouse gas (GHG) offset program life cycle including:

- Creation of customized offset programs integrating the latest standards of the voluntary offset market
- Selection and management of high-quality, cost-effective GHG offset projects
- Creation of a wide variety of online carbon footprint calculators for business, residential or other types of activities
- Development of GHG offset project methodologies that meet current voluntary market standards
- Use of a state-of-the-market GHG offsets registry

Each service can be provided in isolation for partners seeking partial support or as a complete package for full-service program implementation. The Climate Trust's voluntary programs are targeted at organizations that anticipate a moderate demand for offsets (more than 10,000 metric tons per year).

### The Climate Trust

The Climate Trust is a 501(c)(3) nonprofit based in Portland, Oregon. Our mission is to promote climate change solutions by providing high-quality greenhouse gas offset projects and advancing sound offset policy. Since 1997 the Trust has directed \$8.3 million in funding into projects that are expected to offset 2.4 million metric tons of carbon dioxide. As one of the first and leading nonprofit GHG offset providers in the United States, The Climate Trust has a unique perspective that it shares by consulting and advising businesses and policymakers across the United States.

### Call Us for Solutions

For more information on how The Climate Trust can help your organization, please contact **Lucy Brehm, Senior Manager, Business Development**, at 503-238-1915 x. 213 or [lbrehm@climatetrust.org](mailto:lbrehm@climatetrust.org).



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### CLIENT CASE STUDY



### NW Natural and The Climate Trust: Partners in 'Smart Energy'

NW Natural has launched Smart Energy in collaboration with The Climate Trust, which is administering the new program. Smart Energy is the first carbon offset program in the nation created by a local gas distribution company. It is a unique program that allows customers to offset their natural gas emissions through reductions in methane released by cow manure (another form of natural gas). The projects use an innovative biogas technology to capture methane to generate electricity. NW Natural customers can choose to reduce their carbon footprint by paying an additional \$6 a month or a fee based on the amount of gas they use.

The Climate Trust worked with NW Natural on program design, helped achieve approval by the Oregon Public Utilities Commission for Smart Energy and is responsible for biogas offset project acquisition.

**"Our customers are as excited as we are about our Smart Energy program which offsets their natural gas footprint through The Climate Trust."**

**—Bill Edmonds**

*Director of Environmental Policy  
and Sustainability, NW Natural Gas*