

A PARTNERSHIP TO OFFER CAMPUSES EXTERNAL CARBON OFFSET REDUCTIONS



National Wildlife Federation's Campus Ecology

Recognizing that there is no more important force for the protection of wildlife and habitat than the nation's higher education institutions and students, National Wildlife Federation (NWF) established the Campus Ecology Program, the first green campus program in the U.S., in 1989. NWF's Campus Ecology Program supports students, faculty and staff in their efforts to advance sustainability in the curriculum, in campus operations and in the broader community. Each year, NWF's Campus Ecology team works with approximately 1,000 colleges and universities in the U.S. and beyond. NWF's Campus Ecology-supported projects encourage a student-centered, whole-campus approach to sustainability via the curriculum, campus operations and community service, including developing sustainability plans, increasing use of clean energy, reducing waste, purchasing greener products and restoring wildlife habitat.

Carbonfund.org Foundation

Carbonfund.org is the leading nonprofit carbon reduction and climate solutions organization, making it easy and affordable for individuals, businesses and organizations to reduce their climate impact by supporting third-party certified renewable energy, energy efficiency, and reforestation projects. To date, Carbonfund.org has funded about 70 such projects across 32 states and 15 countries through contributions by over 700,000 individual supporters and 2,000 business and nonprofit partners. These partners include organizations such as Discovery, Motorola, Amtrak, Dell, JetBlue, MacMillan Publishing and National Geographic). The Carbonfund.org motto is "Reduce What You Can, Offset What You Can't.™"

Campuses and the Need for Carbon Offsets

If campuses are committed to carbon neutrality and they are not able to accomplish this through on-campus projects and strategies, they will need to consider investing in carbon offsets or renewable energy certificates (RECs) and NWF's Campus Ecology Program can support them with these investments.

There are several resources that have been developed to support the efforts of campuses that are working to reduce their carbon footprint, and many of them highlight carbon offsets as an opportunity and good option:

NWF's Campus Ecology program published a guide in 2008, the *Guide to Climate Action Planning: Pathways to a Low-Carbon Campus*, that addresses a simple question - how can colleges and universities significantly reduce their greenhouse gas emissions quickly and cost effectively? In this guide, carbon offsets are highlighted as an option for campuses that are developing both short-term and long-term goals to become carbon neutral, **"During times when long-term infrastructure and behavior change projects are being developed, there may be a need to cut additional emissions in the short term. Carbon offsets—especially high-quality, verifiable offsets—can be a good stopgap measure."**

The American College & University Presidents' Climate Commitment (ACUPCC), of which NWF is an endorser, also highlights the investment in carbon offsets as an option for campuses. Currently, more than 650 colleges and universities have signed the commitment.

How Carbon Offsets Work

A carbon offset is a verifiable reduction in carbon emissions somewhere in the world other than where the emission is generated.

All Carbonfund.org offset projects are verified by a third party to meet the highest certification standards. Additionally, our projects are third-party certified and our portfolio is third-party audited annually. This helps answer two very important questions:

- Is it real?
- Who says so?

Carbonfund.org faces strict rules for offset acceptance, including the requirement that the credited emission reduction be **real, permanent, verifiable, and most importantly, additional**. The “additionality” requirement is central to ensuring that credit we offer as “offset” is fully equivalent to the tonne of greenhouse gas emissions that were produced.

Carbonfund.org supports three types of carbon offset projects; energy efficiency, forest, and renewable energy and methane. Each type plays an important role in the fight against climate change.

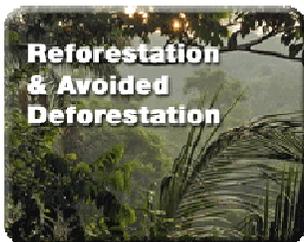
Campuses can invest to offset campus operations & grounds, travel and events.

Carbon Offset Project Types:



Energy Efficiency:

The cleanest unit of energy is the unit you never use. Energy efficiency can refer to any project that applies new technologies, processes or practices to achieve the same outcome while using less energy. Opportunities like this can be found in all sectors of the economy: industrial, transportation and residential. Energy efficiency is the cheapest and fastest way to reduce our dependency on fossil fuels.



Reforestation and Avoided Deforestation:

Forest-based projects actually reduce the amount of carbon that's in the atmosphere. These projects sequester carbon dioxide emissions from the atmosphere and have many co-benefits for the community and local wildlife including protecting biodiversity, conserving important land for recreation, and ensuring both clean air and clean water for local communities.



Renewable Energy and Methane Projects:

Renewable energy offsets support projects that help to reduce the amount of energy we need to produce from fossil fuel sources like coal and oil. In addition, renewable energy projects that push a clean energy market transformation, help our global economy through job creation, and support the agricultural industry in innovative and meaningful ways.

**Every effort will be made to invest in U.S. based projects

For more information about how campuses can purchase carbon offsets through the NWF-Carbonfund.org Partnership please visit: www.nwf.org/campuscarbonoffsets OR <http://carbonfund.org/partners/item/nwf-campus-ecology>