

Getting Started with Sustainable Initiatives for Your Organization



CoolEffect.org

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Cool Effect is a nonprofit dedicated to reducing the carbon emissions causing climate change. Our goal is to help assess a carbon footprint, reduce as much as possible, then offset the rest by supporting the best carbon projects around the globe. While we aim to save Earth, we also help disadvantaged communities that are most threatened by climate change.

Sustainable actions your organization can take today to make a difference:

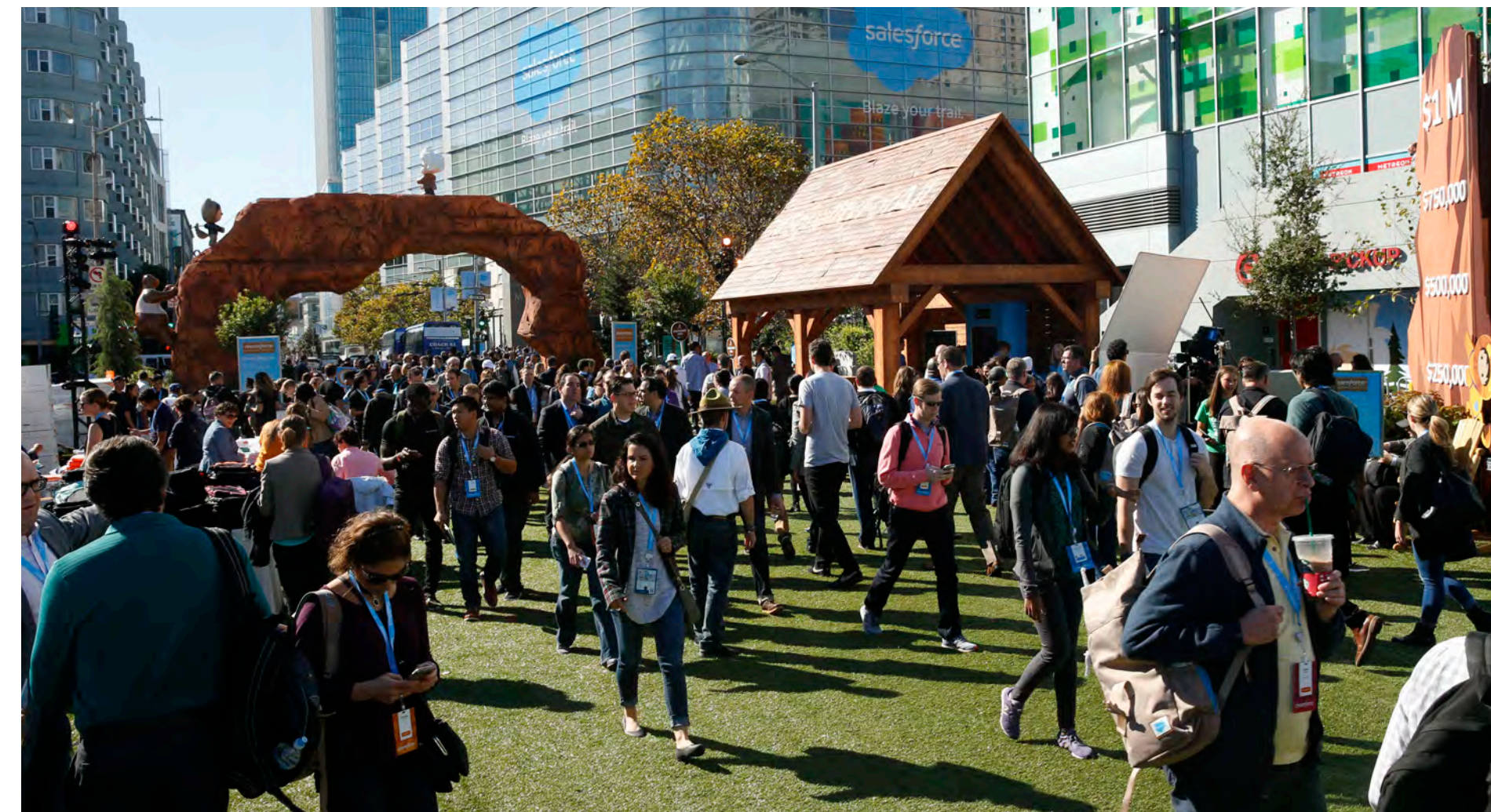
- ✓ **Requesting Renewable Energy**
This is often as simple as calling your energy provider and requesting renewable energy. By demanding renewable energy, we incentivize power companies to move away from fossil fuels.
- ✓ **Going Paperless**
The less we print, the lower our footprint. This includes switching billing statements to download, storing documents digitally, and simply printing personal items less frequently.
- ✓ **Recycling at the Next Level**
Provide specific instructions such as posters on recycling containers to describe what is and is not eligible for recycling. Provide filtered water and encourage reusable drinking bottles and lunch materials. If possible, implement a composting program and serve less meat at company-sponsored events.
- ✓ **Food Waste**
When you serve company lunch, do not over-serve. Food waste produces emissions.
- ✓ **Buy Used and Refurbished Items**
This can help both the environment and your bottom line.
- ✓ **Reduce Shipping**
Ship products you need to do business in as few shipments as possible. Avoid overnight and second day if possible. Shop locally for anything that can be purchased and picked up rather than shipped.
- ✓ **Change Your Light Bulbs and Use Green-Certified Office Products**
This may be old news but so many organizations have not done this as of yet.
- ✓ **Alternative Transportation**
Consider an incentive program to encourage people to bike, walk, and take public transportation.
- ✓ **Product**
Look for materials that have lower carbon footprints, such as recycled paper and soy ink. If you are producing products, consider your raw materials and the impact that they have from cradle to grave. Extend your product lifespan as much as possible.

Ways to Get Started (continued)

From startups to Fortune 500 companies, we take pride in creating and maintaining successful relationships with any size business or organization interested in sustainable practices. Opportunities include but are not limited to:

- Educational material for employees and members
- Presentations about sustainable practices and the role of carbon credits
- Advice and help calculating carbon footprints
- Travel offsets
- Conference and event offsets, including customized web pages, digital certificates, and badges
- Co-branded offset opportunities for your customers
- Employee programs that encourage matching donations and other incentives

We welcome the opportunity to help you get started with the basics or discuss a specific need. See pages 5–8 to review examples of how we have supported other organizations.



Images (clockwise from top-left): Cool Effect team providing educational materials at the March for Science event in Washington, D.C., of which Cool Effect was the official carbon offset partner for the 2017 and 2018 march; Zero waste fashion brand LIVARI, unveiling a partnership with Cool Effect during 2017 New York Fashion Week. In addition to LIVARI using Cool Effect to achieve net zero emissions for the brand launch, they designed a custom T-shirt, and for each sold, one tonne of carbon was retired on the Cool Effect platform; Salesforce partners with Cool Effect to offer Dreamforce attendees the opportunity to offset their travel to San Francisco for the one-week conference. Additionally, Cool Effect had an immersive experience at the festival to introduce attendees to the concept of the volume of CO₂ that surrounds us.



Salesforce, driven by a strong corporate sustainability mission, achieved net zero emissions by supporting projects on Cool Effect for the past several years. Salesforce also offers Cool Effect travel offsets to attendees of their conferences such as Dreamforce, and matches individual employee contributions.

“Sustainability is important to Salesforce because we consider the environment to be one of our key stakeholders. Cool Effect shares our core value of innovation and enables our employees and customers to also get involved by making carbon offsets approachable.”

—Sunya Ojure, Director, Sustainability at Salesforce

THE REDFORD CENTER

The Redford Center creates films that galvanize environmental action, and we help them implement a carbon neutrality standard for each one. By educating filmmakers on carbon pollution's impact in filmmaking, and demonstrating how to reduce that impact, we ensure that The Redford Center's environmental commitment isn't just reflected on-screen, it's reflected in everything they do as an organization.

“The Redford Center is rooted in sharing meaningful stories and impactful films to inspire environmental action. When we were introduced to Cool Effect, we knew that we needed to support the nonprofit due to our like-minded goals. As a first step, we partnered with Cool Effect to offset the production of Happening: A Clean Energy Revolution. We continue to collaborate on our shared goals, from educating filmmakers on the environmental impact of storytelling to speaking at corporate offices to engage employees and inspire tangible action.”

**—Jamie Redford, Chairman and Co-Founder of
The Redford Center**

The Yale Climate Change and Health Initiative at the Yale School of Public Health ran several workshops on “Climate Justice: greenhouse gas emissions reduction in developing countries” where Cool Effect projects were presented. Students had an opportunity to discuss each project and vote to provide support.

Yale SCHOOL OF PUBLIC HEALTH

“At the Yale School of Public Health, an important approach to educating students on the complexities of climate justice is to provide tangible examples of work happening today. Cool Effect enabled us to do so with their range of carbon reduction projects across the globe, giving us verified and qualified projects to review as part of the workshop’s analysis.”

—Robert Dubrow, MD, PhD, Professor of Epidemiology; Faculty Director, Yale Climate Change and Health Initiative



ZeroFoodprint works with restaurants to make nonintrusive improvements that can reduce their climate impact. Many of these changes end up saving the restaurants money on utility bills. But even the most efficient restaurants still have a carbon footprint. ZeroFoodprint partners with Cool Effect to offset the remaining emissions.

“We are proud to have partnered with Cool Effect to source our carbon credits. Cool Effect does carbon correctly.”

—Tiffany Nurrenbern, Executive Director of ZeroFoodprint

Our Story

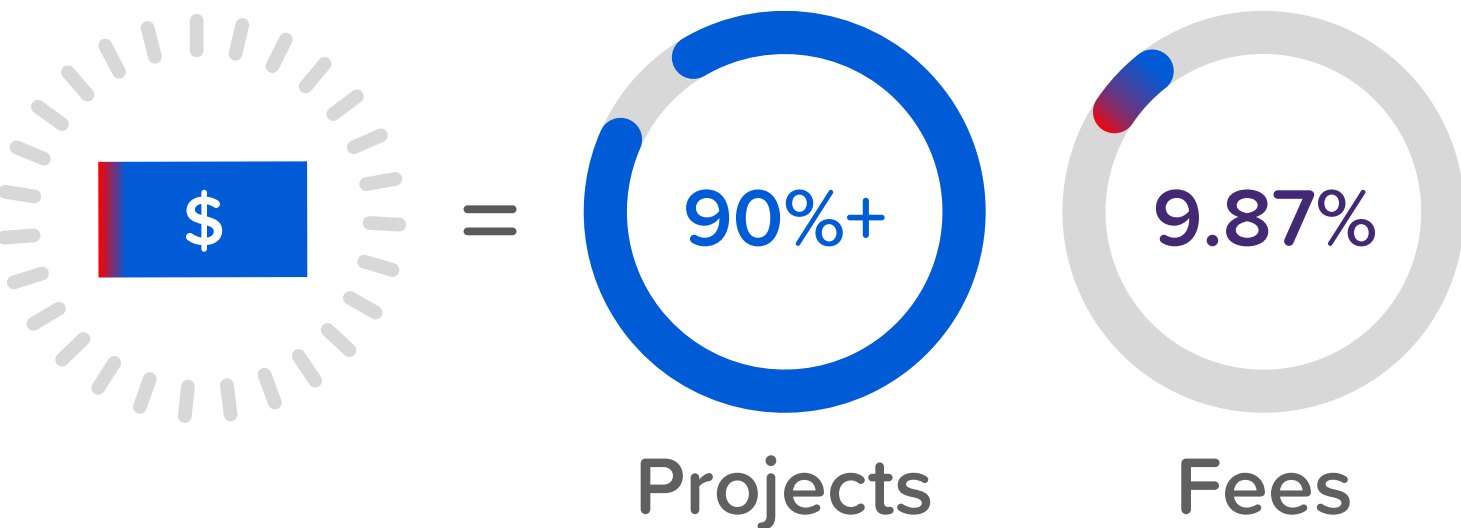
We started with one clean-burning cookstove and have grown into a community that includes **500,000+ members**, and have kept over **600,000 tonnes** of harmful gas from entering the atmosphere.

In 1998, the Lawrence family joined a medical mission to rural Honduras after Hurricane Mitch and noticed that respiratory issues among women and children stemmed from smoke inhalation caused by wood-burning cookstoves inside their homes. This discovery led the Lawrence family to implement a new stove system that was more energy efficient, and better for everyone's health. This was the beginning of Proyecto Mirador, a clean cookstove carbon offset initiative, which paved the way for Cool Effect. Since the launch of Proyecto Mirador, over a dozen projects (and counting) around the globe have been added to the Cool Effect platform—all verifiably reducing greenhouse gases.

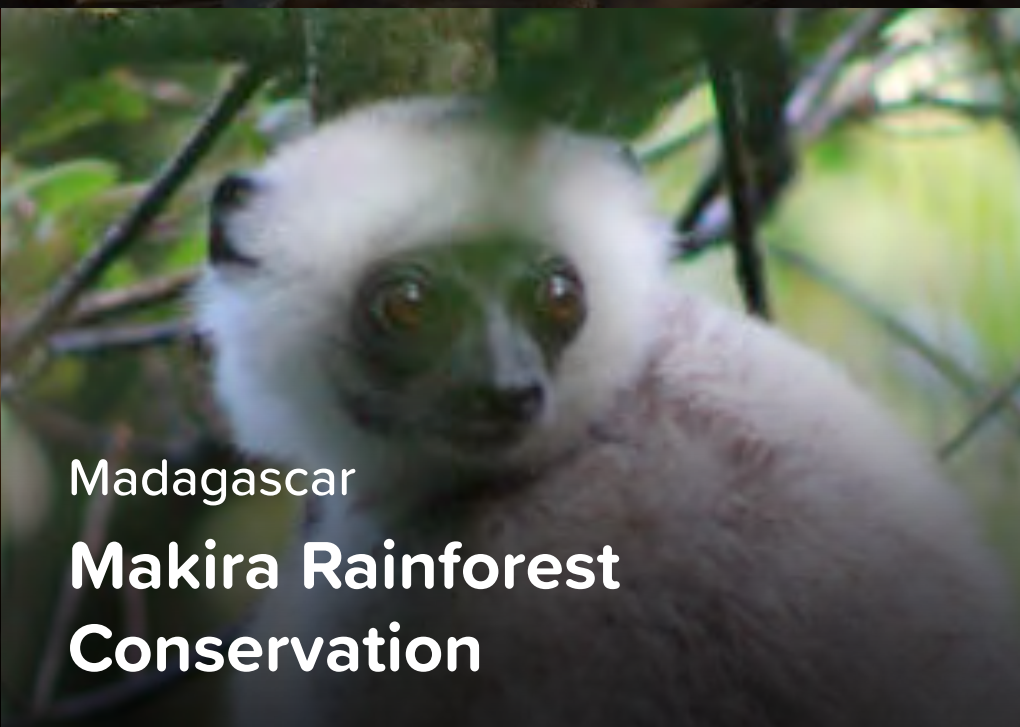


Our Projects*

More than 90% of each dollar donated goes directly to helping our projects.



*These are a sample of our projects. Please refer to our website, CoolEffect.org, to review all current projects on our platform.



What Are Carbon Credits?

High-quality carbon offsets, also known as carbon credits, are produced by carbon projects that are awarded carbon credits once they have proved that they have reduced greenhouse gases. Carbon credits are a common, credible, immediate, and cost-effective tool for reducing climate impact, while also helping these projects grow. They are measured in metric tons (tonnes) of carbon dioxide equivalents (mtCO₂e). Each tonne emitted can be offset by buying one carbon credit, as a carbon credit represents one tonne of carbon dioxide that was reduced somewhere else in the world. Carbon credits are about \$4–\$12 on average with Cool Effect.



Importance of Carbon Finance

Carbon finance from developed countries provides the money required to fund projects that reduce emissions in developing countries. Carbon finance is transformational for disadvantaged communities most harmed by climate change because the carbon-reducing programs bring economic benefits, jobs, improvement to family health, and provide access to clean energy. They also bring related environmental benefits such as improvements to forests and biodiversity for that community. With a reliable market for carbon, projects can base future growth estimates on regular income. The more projects expand, the more carbon they can reduce and the more people they can help. Our founders, Dee and Richard Lawrence, have seen firsthand what a difference carbon finance can make and the impact simple technologies can have in some of the poorest areas of the world.

Experience

We offer companies many ways to take action and see results, whether they're going completely carbon neutral, offsetting business and conference travel, calculating carbon footprints, or simply educating team members. Our experience has helped brands of all sizes take action against climate change.

Transparency

We share both the benefits and challenges of each project as well as the pertinent scientific documentation approved and accepted by international standards such as the Gold Standard, the Verified Carbon Standard, Plan Vivo, and the Climate Action Reserve. We are clear about our fees: we are a non-profit and add 9.87% to the cost per tonne negotiated with the project to cover research and transaction costs.

Flexibility

We believe that every tonne counts, and that's why we work hand-in-hand with companies to figure out the best projects and donations to fit their budgets and goals.

Scrutiny

Our range of global projects is carefully selected, meticulously analyzed, and scientifically verified by a United Nations Designated Operational Entity or other qualified verifier to reduce carbon emissions. We also perform our own scientific review and conduct on-site visits to ensure the best business practices.



Let's Work Together!

Got questions, ideas, or wondering where to start?
We'd love to hear from you.

Email: business@cooleffect.org

Thank You!

We appreciate your interest in saving the planet.



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