

Click the logo to calculate your energy efficiency & offset carbon emissions from home, business or travel.



Welcome to the July, 2011 Colorado Carbon Fund e-News

Epitomizing the Colorado Summer

Regardless of each of our responsibilities, the seasonal allure and nostalgia of long, sultry summer days invoke certain universal phenomenon. Take for instance, the abundance of bicycles and lemonade stands; the ambient sound of evening porch conversations or "The Entertainer" as the ice cream truck weaves through the neighborhood; the cooling rush of a prevailing storm front or the burning of a hot vinyl car seat; or the smell of sunscreen, barbecues, and lodgepole pine forests. With our climactic freedom from the binding cold and snow comes an overall liberation to our senses. We've come to associate summertime with a kinetic frenzy of activity both within us and around us that is seldom embodied during any other season. This is the time of year when the terms "creative", "cool", and "social" seem to hit their stride and stay aloft long after the stars come out.



In this issue, we take a look at three organizations that have struck that fine balance of incorporating the above adjectives with their objectives and overarching decree to acknowledge and reduce their environmental impact. Certainly, these groups are well-enough ahead of the curb to sit back and ride the wake of their own momentum. But instead, they're pushing forward and raising the bar for all of their counterparts to follow and, in the process, making a positive impact we can all appreciate. So we invite you to take five, kick up your feet, and entertain your brain with these notably fresh perspectives.

Tell Your Friends



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Creative . . .

The Endless Possibilities of . . .



onetribe creative

While One Tribe Creative has developed innovative graphics and marketing strategies since 1985, it was in 2001 that the company incorporated a greater purpose to its portfolio: To help socially responsible organizations change the world. As stated on their website, One Tribe Creative "gets our strength and creative energy from knowing

that the better we tell our clients' stories, the more customers can make the right choice...let's work as one towards a better world."

[Boulder Outlook](#)

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[Yellow Dog Printing](#)

Upcoming Events

Interested in offsetting your summer adventures?

Use the calculator at the [Colorado Carbon Fund](#) website and offset now.

[REmpowering Southern Colorado Renewable Energy Expo and Virtual Solar Tour](#)
August 6, 2011: CSU - Pueblo Campus in Pueblo, CO:
August 6th, 2011 from 9:00 a.m. to 4:00 p.m.

[American Renewable Energy Day \(Aspen\)](#)
August 18, 2011: Hotel Jerome & Paepcke Auditorium: Thursday, Aug. 18th, 2011 through Sunday, Aug. 21st, 2011

[Pikes Peak EcoFestival](#)
August 27, 2011: Rock Ledge Ranch Foundation, Colorado

So how did they go about incorporating this idea? Simply put, they surrounded themselves with companies whose brands and philosophies they respected. Some of those companies -Garden Burger, Rapunzel Organics, Blue Sun Biodiesel, Southwest Wind Power and Bella Energy - became customers. More recently, One Tribe Creative and the Colorado Carbon Fund recognized their shared beliefs which resulted in One Tribe Creative designing both the website and advertisements for the Colorado Carbon Fund.

Having implemented successful communication with its own customers, One Tribe Creative's founder Paul Jensen advises other socially responsible businesses to keep the following principles and communication strategies in mind.

1. **Do what you know is right.** This strategy provides a roadmap for interacting and navigating corporate business decisions while acknowledging that businesses and consumers are a community working together for the greater good.
2. **Be honest and transparent.** No business is environmentally benign, thus communications should be more about being truthful and humble to help mitigate the impacts a customer's business has upon the environment.
3. **Tell stories.** Instead of publishing a list of product benefits, allow customers to tell stories about how your product and company benefitted them. Jensen recommends stories about how a product was useful, what features customers felt they couldn't live without, and what happened as a result of using a product.

In April of 2011, the CCF debuted a new website that was created by One Tribe Creative to help people realize that they can make an even greater impact. This new website was created to engage people with fun, creative, and informative graphics and information about conservation and energy efficiency. It also reminds them that by purchasing tax-deductible offsets for carbon emissions from their lifestyle, they are funding clean energy projects that help create jobs, help the environment and reduce rising energy costs within Colorado.

"I have been very impressed by One Tribe Creative's ability to help us tell the story of a very complicated subject: carbon offsets. They have done this through simple, yet creative, solutions that help our supporters understand and even get excited about carbon offsets", said Hillary Dobos, the CCF's program manager.

Visit [One Tribe Creative](#) or call 970-221-4254 to find out how they can assist your business.

Springs, CO: Exhibitors, food, beer, kids activities, music and more: Saturday, Aug. 27th, 10 am - 4 pm

[Sustainable Living Fair](#)

September 17, 2011: Fort Collins, CO: September 17 - 18, 2011

[Boulder Green Streets](#)

September 18, 2011: Boulder, CO: Sunday, September 18th, from 10 a.m. to 4 p.m.

[Brighton Eco Fair](#)

September 24, 2011: Brighton, CO: Saturday, September 24, 2011

Event

Steamboat Community Center receives help from the sun!



The Steamboat Springs Community Center's new solar-thermal collectors.

This past June, the City of Steamboat Springs welcomed the installation and completion of two solar-thermal collectors at the Steamboat Springs Community Center.

These collectors will help supply the facility, which was built in 2007 and is LEED certified, with 56% of its hot water needs. The [Colorado Carbon Fund](#) is grateful to

Cool . . .

COMMUNIQUEY unlocks the door to artistic creativity and innovation

There are festivals, and then there is Communikey's Festival of Electronic Arts. What exact is this, you ask? Well, to put it simply, its a skillful collection of cutting-edge music, art, and ideas that are put on display through an incredibly dynamic 5-day festival in Boulder, CO. Not only are attendees treated to a bounty of pioneering events, but also to a festival that is sustainable by design, thanks to Communikey and its partner, Yes...And?.



Communikey's Festival of Electronic Arts

Held annually on Earth Day weekend, Communikey's Festival of Electronic Arts flexes its artistic prowess through a variety of exhibitions, performances, workshops, films, discussions and parties. Communikey's intent is to merge technology-based lifestyles and sustainable approaches through a number of efforts that include a zero waste program, bio-fueled picnic, pedestrian/cyclist transportation methods, a Green Pass program, carbon offsetting, and much more. As a technology-based fine arts collective, Communikey sees its opportunity to use its festival as a vehicle to explore the possibility of sustainability in a digital world and aims to activate participants to reconsider their impact and role in the future of the planet.

This years event was just as impressive as before, with Communikey and Yes...And? offsetting approximately 80 mtCO2e emissions through its Green Pass ticket sales. By contributing \$5 on top of their ticket price, individuals helped to fund all the sustainability initiatives at the event, which included carbon offsetting, transportation, zero waste, and other efforts.

With all the energy, insight, and enjoyment that the [Communikey Festival of Electronic Arts](#) brings to Colorado, it would be worth your while to mark your calendar for the big event in 2012!

have helped with this project, not only for its carbon offset benefits, but to help support the over 2,000 meals this center makes annual for community members in need.

True Story Get em' While You Can!



While the iconic "Advancing Clean Energy" license plates that you see across the state are still available, there's only one way to ensure they'll be around for years to come. Considered as a "Group Special Plate" by the Colorado Division of Motor Vehicles, these plates will only become permanently available for purchase if 3,000 of them are purchased by July 31, 2016.

This date may be 5 years down the road, but we all know that its not too often that you get the chance to pick up new plates. As of this month, there have been 781 of these plates purchased since their introduction, which still leaves a large margin to make up in a short period of time.

Luckily though, many of us Coloradans understand the need to support reducing our footprint. So if you've had intentions of picking up a plate to offset your emissions, as well as add

Social . . .

Good things are brewing at the Great American Beer Festival®!

While it still may be months away, the 30th annual Great American Beer Festival (GABF), hosted by the Brewers Association, has already garnered enough attention to have sold out to 49,000 attendees in one week! From classic German wheats, to chocolately stouts, to spicy ales infused with fiery peppers, the GABF is sure to keep your palate pleased. And if that alone doesn't provide enough incentive to attend, then maybe bagpipes, crazy outfits, pretzel necklaces, surprises, dancing, and beer and food pairings might make you parched and thirsty for more.



While beer remains the centerpiece of this event, the organizers of GABF have ensured that sustainability is "on tap" throughout the festival. For the fourth year in a row, GABF planners are implementing sustainability programs throughout the venue with the help of a number of partnerships which include the [Colorado Governor's Energy Office](#) and the [Colorado Carbon Fund](#), the Colorado Convention Center, Centerplate Catering, and [ZeroHero](#).

With so many hands pitching in for support, the GABF is aiming to divert at least 70% of the event's waste. Some of the steps they'll be implementing will include dimming the house lights to 50% throughout the event, banning all Styrofoam products, composting all applicable waste, making hybrid taxis available at the event, and recycling all paper, plastic, glass, and aluminum items at the event with help from GABF's sustainability volunteers. Beyond these measures, the GABF has once again committed to calculating its event footprint and offsetting its carbon emissions for a second year in a row through the Colorado Carbon Fund and will be encouraging attendees to do the same. With all these efforts, and great beer to boot, this year's event will certainly remain a success on a number of fronts.

To quench all your questions regarding the 2011 Great American Beer Festival, and their impressive sustainability measures, visit them [here](#) for more info!

some "curb" appeal to your vehicle, now is a great time to get your [certificate](#), and your [license plate](#), to ensure that drivers can do the same many years down the road!