



Offset Now

## Welcome to the April, 2011 Issue: Colorado Carbon Fund E-news

### A Heartfelt Thanks to All Who Contributed to the *Earth Week Offsets Campaign*

Coloradoans purchased offsets for more than 350 metric tons of CO2 emissions in honor of CCF's Earth Week Offsets campaign. This included hotel members of the Boulder Hotel and Motel Association, employees of ProLogis and Denver International Airport, Canopy Airport Parking, Visit Denver, the Denver Zoo, financial services businesses, associations like Women in Sustainable Energy (WISE), The Colorado Oil & Gas Association and Colorado Hazardous Waste Management Society. The surprise was how many individual Coloradoans invested in carbon mitigation and clean energy for the campaign: approximately 75, with individual and family contributions ranging from \$3 to several hundred dollars. We heartily thank all who participated!

We learned a great deal from our first Earth Week Offsets campaign. For instance, companies like Mountain Whitewater Descents (rafting) and CS Irwin (back country skiing) that rely on snow and tourism for their livelihoods are very concerned about climate change and its effect on their business and therefore were motivated to participate in the campaign. We appreciated support from non-profit community-based environmental organizations like Yampa Valley Sustainability Council and Eagle Valley. We also saw first hand how strong the grassroots environmental movement is. Many newspaper and organizations helped publicize the event - for that we say thank you!



Earth Day at DIA: Travelers offset flights

All this will come in handy next year as we build more partnerships and reach even more Coloradoans with an invitation to invest in carbon mitigation and clean energy projects for our communities. In short, we are thrilled with this year's participation of Coloradoans living in every corner of the state, and thank you all for your participation.

Participants, please mark your calendars for the Friday, June 24th from 2:30-5 PM, reception at the Governor's residence in Denver. All participants will receive a formal email invitation.

By the way, if you forgot or otherwise missed contributing to the campaign, you can still sneak it in if you wish. Click [here](#) and credit Earth Week Offsets which is still in the drop-down menu (how did you hear about us).

## Earth Week Offsets Campaign Supporters Thank You!!

Thanks to the following organizations for their generous participation.

[Boulder Outlook Hotel](#)

[Boulder Creek Quality Inn & Suites](#)

[Briar Rose Bed & Breakfast](#)

[Canopy Parking](#)

[Colorado Conservation Voters Education Fund](#)

[Colorado Hazardous Waste Management Society of America](#)

[First Affirmative Financial Network](#)

[Mountain Whitewater Descents](#)

[The Golden Hotel](#)

[The Denver Zoo](#)

[Visit Denver](#)

[CS Irwin](#)

[Colorado Oil & Gas Assn.](#)

[Ameriprise Financial Services](#)

[Women in Sustainable Energy \(WISE\)](#)

[ProLogis](#)

[Alliance for Sustainable Colorado](#)

[Ecosyste.ms Consulting](#)

[Land Art Studios](#)

[Green Ride Company](#)

[The Atmosphere Conservancy](#)

[Namaste Solar](#)

## May Events:

### National Clean Energy Month & National Runner's Month Team Up

Ah, summer.

You are probably in love with balmy temperatures, blossoming trees, longer days. That means it's time to dust off your outdoor gear and check the internet for interesting things to do.



Turns out that May is both National Clean Energy Month and National Runner's Month. So whether you are competing athletically or collaborating on solutions to climate change, this month has an event for you. We have included our favorites below. They offer you great ideas for greenhouse gas reduction at events, and they provide an opportunity for participants to offset carbon emissions from travel through the Colorado Carbon Fund.

No matter what event you choose to attend this next month, consider how you might reduce your energy use by carpooling or using an efficient vehicle. Then purchase offsets for your remaining energy use in the spirit of investing in renewable and clean energy in Colorado.

#### Sunday, May 1 [9th Annual Earth Day 5K run/walk](#)

Earning its moniker as the "Greenest 5K in Boulder," the event includes shoe recycling, free bike parking at the event, and the opportunity for participants to purchase carbon offsets for their travel through the Colorado Carbon Fund. There are Green Kids Runs too.



Earth Day 5K

If you go green—that is, walking, biking or taking the bus to the race, bringing a pair of shoes to recycle, bringing your own water bottle or purchasing carbon offsets—then you'll receive a gift from Noodles and Company. Race organizers will quantify carbon emissions for the event and expect that—with sponsorship by the Colorado Carbon Fund and voluntary offset purchases by participants—this year's event may be carbon neutral.

One great idea at this year's event is the "virtual" schwag bag. You may be familiar with the goodie bag that registered runners receive along with their registration, a bag filled with free samples and coupons. The virtual schwag bag will be received electronically by runners via email immediately after the race. It includes the same coupons for goodies, samples and discounts, plus the business logo

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## Tell Your Friends

[Follow us on !\[\]\(cbe2492b119e39e02a1dab2af4a4b296\_img.jpg\) Twitter](#)[Find us on !\[\]\(e474458956c9a37fbf9586ddb60a7fa1\_img.jpg\) Facebook](#)

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## Upcoming Events

**Friday, May 10 [Clean Energy Economy Gala](#)**, Denver Museum of Nature and Science  
 Recognizing one of the country's fastest growing business sectors, organizers of National Clean Energy Month in Colorado claim that within four years the majority of new electricity added to the grid in the U.S. is expected to come from renewable sources like wind, solar, geothermal and hydro. That calls for a celebration.

**Thursday, May 19 [Rebel with a Cause](#)**, Denver Center for Performing Arts  
 Colorado Environmental Coalition's annual 'Rebel with a Cause' gala honoring environmental visionary Bill McKibben of 350.org is expected to draw 500 attendees for the largest annual event for the conservation advocacy community in Colorado. Includes dinner, silent and live auctions, and the presentation of Conservation Hero awards.

**May 28--30 [Morgul-Bismarck Bike Race](#)**, Superior  
 The original race route includes three steep hills but new organizers are working to make the event carbon neutral by encouraging participants who

and website link of contributing sponsors, all online with no waste.

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## "Gneiss"ly Done

### GSA Offsets 2010 Annual Meeting

As to be expected in their line of work, the [Geological Society of America](#) (GSA) has spent the past 123 years working to leave "no stone unturned." With this embodied approach, as well as an intimate relationship with our geologic and earth systems, GSA's commitment to environmental stewardship comes...naturally.

For instance, GSA contributed to the Colorado Carbon Fund to help offset 170,000 flight miles for participants traveling to its 2010 Annual Meeting in Denver, CO. The agency completed a 66 kW solar energy system atop its Boulder headquarters last October that produces carbon offsets of approximately 160,000 lbs of CO<sub>2</sub>e annually.

The commitment doesn't stop there: The GSA signed on to Boulder's, "10 for Change" program to reduce its energy consumption by 10%. Its facility surpassed this goal in 2009 with a 17% percent reduction in energy use and is looking to continue these reductions as it pursues gaining LEED certification.

Also, GSA staff has eliminated disposable items from all of their meetings, they choose environmentally-conscious office and cleaning supplies, have expanded their recycling program, and utilize food scraps to create compost for the community garden they maintain and enjoy outside of their facility. For many years the GSA has integrated SFI-certified paper products and soy-based ink into printed books and journals.

Who's responsible for GSA's environmental program's momentum? All employees participate, but GSA's Jon Olsen and Todd Berggren find time to keep things moving in the right direction. The Colorado Carbon Fund is grateful for the Geological Society of America's significant efforts and contributions to environmental stewardship as well as its support of the Colorado Carbon Fund. Learn more at [www.geosociety.org](http://www.geosociety.org)

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## Your Online Shopping Can Support CCF When Dollars Make Cents

If you shop online, consider using <http://www.goodshop.com>. The search engine links to hundreds of great retailers. When you purchase goods and services from these retailers, Goodshop donates to the non-profit organization of your choice.

For example, every dollar you spend on Ebay your favorite non-profit

drive to the event to offset their carbon emissions with the Colorado Carbon Fund.

**May 30, 2011 - June 2, 2011 [Aspen Environment Forum](#)**, Aspen

The Aspen Institute, in partnership with National Geographic, will provide a critical framework for committed voices from around the globe to address a significant milestone: A global population of 7 billion and how to reconcile Earth's finite resources with its ability to sustain our expanding human needs. This event makes a comprehensive and quantified effort to minimize energy use and produce no waste. See the website for details about those efforts and its purchases of carbon offsets for attendee travel to the forum.

Interested in working on your event with the Colorado Carbon Fund? Visit our events page or [contact us](#) to find out about offsets and cross-promotional opportunities!

### [Our Sponsors](#)

[Visit Our Sponsor](#)

(aka Colorado Carbon Fund) 25 to 37 cents. Other online retailers include are 1-800-Flowers (7 cents on every dollar), Amazon (.5 to 1.5 cents) Barnes and Noble (4 cents), Travelocity (1.5 cents), The North Face, (2.5 cents), Nike (4 cents) and Kohls (2 cents).

The [Goodshop](#) website is easy to use. Once you are there, choose the Colorado Carbon Fund from one of the thousands of charities and schools listed in the database under the "Who do you GoodShop for" box. Then click through to merchants (clicking on the merchant's link will open a new browser window and redirect you to their site) and start shopping! Many of the online retailers offer discount coupons and free shipping.

### License Plate Envy

#### Get Your Own: Advancing Clean Energy

We keep hearing from folks who say that they see our attractive vanity license plate on someone else's car and immediately come down with license plate envy. What is it about those plates? The graphic of snow-capped mountains with solar panels and wind generators atop? Our cool Colorado Carbon Fund logo? The message: Advancing Clean Energy? We think it's the message.

Whatever it is that sparks your envy, here's a solution: Get your own! With a \$25 tax-deductible contribution to the Colorado Carbon Fund, you will receive a certificate for your very own "Advancing Clean Energy" license plate. You will truly be advancing clean energy because every dollar of your contribution supports clean energy projects in Colorado.



What are you waiting for? Go [here](#) for more info and [get your license plate](#) today!



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