

Together we  
can take action on  
climate change.





When we work together  
we can do amazing things.

The world's climate is changing  
and we have the ability  
to do something about it.

## Cut the Carbon

Today's industry leaders recognize that sustainability has become an essential strategy for long-term viability and success.

We've helped more than 150 companies commit to making their businesses more sustainable, providing them with the knowledge, experience and solutions to succeed.

You know what reducing emissions can do for our climate. This is what managing your organization's emissions can do for your business:

- Reduce operating costs
- Increase revenue opportunities
- Meet customer demands
- Improve employee attraction and engagement levels
- Mitigate risk by staying ahead of the regulatory curve
- Add brand value

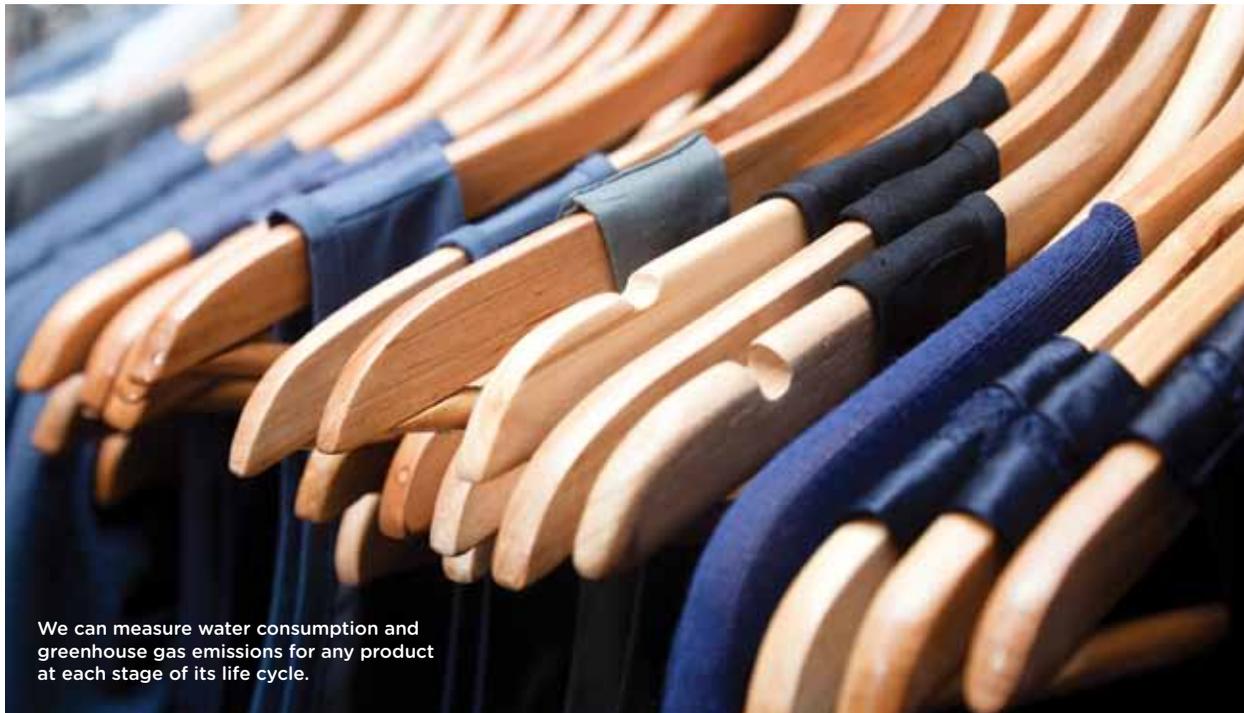
## Start the Solution

As Canada's leading provider of carbon management solutions, we promote the shift to a low-carbon future by helping our clients understand, reduce, and offset their greenhouse gas emissions. At the same time, we develop and invest in high-quality offset projects that promote the adoption of next-generation clean technology.

We can work with your organization to:

- Measure your carbon and water footprint to understand your climate impact
- Identify opportunities to reduce emissions
- Provide high-quality offsets to reduce the footprint beyond what internal reductions can achieve
- Educate, engage and inspire stakeholders through transparent communication

Carbon management pays off. Leading companies recognize that reducing emissions can save money, build value, and create significant business opportunities.



We can measure water consumption and greenhouse gas emissions for any product at each stage of its life cycle.



## Understand

Managing starts by measuring. We provide precise, thorough, and actionable information regarding:

- Corporate emissions inventory: An organization's annual carbon footprint
- Life cycle inventory: Emissions at each stage of a product's life cycle
- Value chain inventory: The environmental impacts of your supply chain
- Water footprinting: Water consumption over an entire product's supply chain
- Event inventories, including low-carbon planning and best practices: For conferences, trade shows, sporting events, concerts, and even the occasional wedding

## Reduce

Real solutions. Practical and cost-effective methods. Working with you and your team, we'll develop effective carbon reduction strategies that set you up for success. We can help you:

- Identify ways to reduce emissions while saving money
- Learn about the tools and resources available to achieve climate gains in a cost-effective way
- Provide thorough cost-benefit analyses
- Move beyond the low-hanging fruit and outline operational strategies that can have a substantial impact
- Define benchmarks to monitor emissions trends, and track achievements

## Offset

Once you've quantified your emissions and made efforts to reduce them, you've reached the point of offsetting. A carbon offset is an innovative financial mechanism that enables investment in a project with real and measurable emissions reductions. By investing in high-quality carbon offsets, you can:

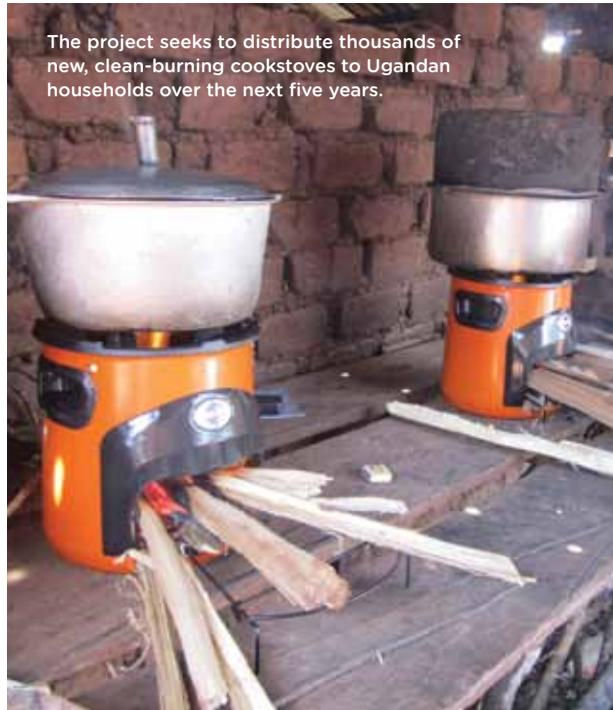
- Take responsibility for your organization's greenhouse gas emissions
- Meet your emissions reductions targets in a cost-effective way
- Adhere to industry and marketplace best practices, staying ahead of the regulatory curve
- Differentiate yourself from competitors
- Proudly tell your organization's carbon management story

Once this process is complete, we can designate your company, product, or event as *Climate Friendly* or *Carbon Neutral*. Achieving a *Climate Friendly* designation indicates that emissions have been calculated and marginally reduced, where as *Carbon Neutral* means an organization has gone one step further by offsetting the entire footprint to successfully achieve net zero emissions.

We are the first Canadian company to co-develop a Gold Standard cookstove project in Africa.



The project seeks to distribute thousands of new, clean-burning cookstoves to Ugandan households over the next five years.



## Making a Real Difference

### Highest Quality

Not all carbon offsets are created equally. From the very beginning, we've set our bar high by focusing and differentiating on quality. The projects you invest in with Offsetters are truly different, and truly effect change. Every offset credit is validated and verified by qualified third parties to be:

- Real. Independent experts validate and verify that each of our projects takes place as promised
- Additional. Your investment leads to reductions in total greenhouse gas emissions because they enable projects that would otherwise not take place
- Permanent. The carbon reductions of our projects are permanent reductions
- Socially beneficial. Offsetters' projects bring social and local environmental benefits as well as climate gains

### Highest Standards

It's important that all our projects, at home and abroad, meet a high standard of offset quality. When you choose to offset, you should be confident you're buying credits developed to one of these recognized standards:

- The Gold Standard
- Verified Carbon Standard
- British Columbia's Emissions Offset Regulation
- British Columbia's Forest Carbon Offset Protocol
- California's Climate Action Reserve
- Verified Emissions Reductions
- Reducing Emissions from Deforestation and Forest Degradation

We develop and invest in high-quality offset projects that promote the shift to a low carbon economy.

We've worked with greenhouse operators to install energy-efficient heat trapping curtains.



## Innovative Project Development

We've evolved from a high-quality offset provider to a high-quality offset producer. We have developed and procured over 30 individual offset projects in Canada and around the world, focusing on projects that bring social and local environmental benefits as well as far-reaching climate gains. A few project types that have benefited from our investment include:

- Fuel-reduction programmes in transportation
- Landfill gas capture
- Biomass fuel switching
- Distribution of efficient cookstoves
- Energy efficiency
- Ground source heat pumps
- Small-scale hydroelectricity
- Installation of wind turbines

## Project Development Partnerships

If you have an offset project idea or one that's already under way, our experienced project development team can help you effectively reduce the costs, overcome the challenges, and mitigate the risks of getting your project off the ground. We can guide and support your work to:

- Assess the feasibility of a project
- Develop protocols for new project types
- Craft project and program documentation, including baseline calculations and projected emissions reductions
- Monitor and manage data
- Ensure successful validation and verification
- Bring your offset project to market

Offsets provide funding for new projects that permanently reduce greenhouse gas emissions. This means your offsets are making a real and measurable difference every time.

## Educate, Engage and Inspire

Once you've understood, reduced and offset your emissions, we can help you share your story of environmental sustainability with your employees, customers and investors.

### Report Your Results

Whether you're required to report your annual GHG emissions or you're reporting voluntarily, we can help. We work in all aspects of public disclosure including report writing, pre-verification assessments, and ongoing performance tracking.

### Excite Your Employees

Proud employees are the best ambassadors. We can help design a program that educates and engages your staff on key program elements. Think in-person training, workshops, lunch & learns, webinars, and other custom events.

Understand. Reduce. Offset. Tell your story.

Make the commitment. Engage your business and help us shift to a low-carbon future. Together we will make the difference.

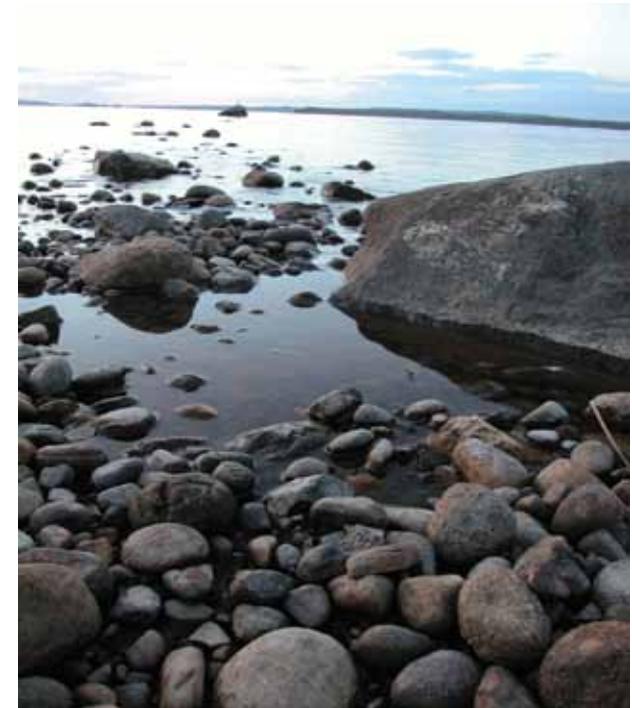
### Market Your Progress

Collaborate with our savvy marketing team to leverage your sustainability story. Your commitment to take action on climate change will only strengthen your brand. We can also work together to offer co-branded programs to your clients, expanding your environmentally friendly product offering.

## Earn Your Badge

We have developed a series of marks to share with our clients and partners to proudly display their 'Climate Friendly' or 'Carbon Neutral' designation of their company, product, or event. They are meaningful marks that indicate a specific achievement and, as such, add value to the organizations that use them.

We were the first Official Supplier of Carbon Offsets in Olympic history, playing an instrumental role in making the Vancouver 2010 Olympic and Paralympic Winter Games the first carbon neutral Olympics.





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