

# How to Offset your Carbon Footprint:



1. Visit [AppalachianOffsets.org](http://AppalachianOffsets.org)
2. Calculate Your Carbon Footprint
3. Offset the Carbon Locally
4. Reduce the Energy Use You Can
5. Your Reward:

You are part of the solution towards a cleaner, healthier, more sustainable environment and a more secure future.

## Transparency and Verification

Transparency and Verification are very important to us. Our intention is to serve our community by offsetting carbon emissions locally to combat global climate change. The offsets will be calculated and posted on the website monthly. The method of calculations, the source of the values and the projects will be shown on our site and evaluated by a third party, Waste Reduction Partners.

Appalachian Offsets is a collaboration between the WNC Green Building Council, Clean Air Community Trust and Waste Reduction Partners.



Clean Air Community Trust



For More Information:  
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[www.AppalachianOffsets.org](http://www.AppalachianOffsets.org)



Your Local Solution to  
Global Pollution

[www.AppalachianOffsets.org](http://www.AppalachianOffsets.org)

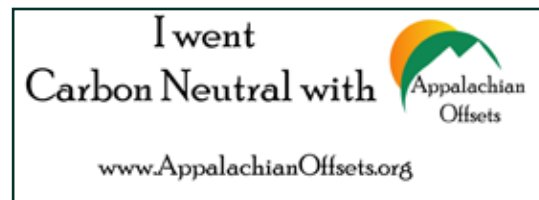


## Appalachian Offsets is Different

Appalachian Offsets is a voluntary Carbon Offset program to combat global climate change through local renewable energy and efficiency projects in WNC.

While it is best to first reduce the amount of greenhouse gas you or your business produces, you can also offset your impact by supporting our programs that will reduce the amount of carbon and greenhouse gases generated in our community and would not have happened without your contribution.

The first project will replace incandescent light bulbs with compact fluorescents (CFLs) in the Asheville Housing Authority's low-income rental housing. A single CFL will save 425 pounds of coal that would release 583 pounds of carbon dioxide and 17 pounds of sulphur dioxide, not to mention a variety of other harmful pollutants. Participants in this project will be helping to clean the air for the region's future generations and save money for those who need it most.



## What are Carbon Offsets?

Global climate change is a crisis caused by human activities, so it is up to us to reverse the trend. A carbon offset is purchased to neutralize the impact of a carbon emission. For example, if you were to purchase 5 tons of carbon offsets, a renewable energy or efficiency project will be implemented that will eliminate 5 tons of carbon dioxide from being released into the air.

Carbon offsets are a great way to learn about how you use energy in your personal life or business and with Appalachian Offsets, you be a part of the solution in your local community.

## Be a Part of the Solution Locally

Offsetting a ton of carbon costs about \$15. If members of an organization get together to purchase an offset, it can reduce the cost per ton and make a large impact. Additionally, if a business or organization offsets their entire footprint, they can market themselves as "Carbon Neutral".

Becoming 'carbon neutral' means that you have neutralized the effect of your greenhouse gas emissions, so that your activities no longer contribute to the dangers of global climate change. Be a part of the solution and act locally to prevent global pollution!