

EFM's Carbon Offset Buyers Guide

Why Buy Carbon Offsets?

As hard as you try, you cannot reduce your own carbon dioxide output to zero. By purchasing carbon offsets, you fund an atmospheric greenhouse gas (GHG) reduction project to 'offset' what you emit. You can also buy offsets to directly reduce GHGs well beyond what you personally emit.

When Should I Buy Carbon Offsets?

1. When your actions result in significant GHG emissions, e.g., plane travel.
2. Every month/quarter/year to offset your estimated emissions or go beyond to offset emission for others who cannot afford to do so.

How Do I Pick the Best Offsets to Buy?

- **Impact:** Ensure the offset has been verified by an accepted standards groups such as Gold Standard, VCS, American Carbon Registry or Climate Action Reserve
- **Low administrative costs:** Virtually all your money should be going to the project you are supporting by purchasing an offset.
- **Co-benefits:** Carbon offset projects range in price based on different factors and typically have a lot of benefits beyond reducing GHGs
- **Personal preference:** Decide what type of project is most interesting to you, e.g., planting trees, providing cookstoves, capturing methane, etc.

Some Places to Buy Verified Carbon Offsets:

Cool Effect	www.cooleffect.org
Gold Standard	www.goldstandard.org
Terrapass	www.terrapass.com

Environmental Forum of Marin
www.MarinEFM.org

