

Media Kit



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Contact: Melanie Wong
Marketing Manager
Offsetters
604 699 2652
melanie@offsetters.ca

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Offsetters Story Starters

Firsts

- Offsetters is the first official supplier of carbon offsets in the Olympic and Paralympic movement
- Offsetters is working with the Vancouver Organising Committee for the Olympic and Paralympic Winter Games (VANOC) to be the first carbon neutral Olympic Games Organizing Committee for the entire organizing period dating back from the bid process through to the end of the Games in 2010.
- In what is another first for the Olympic Movement, Vancouver 2010 Olympic Torch Relay presenting partners Coca-Cola and RBC have joined VANOC in offsetting all their emissions arising from the 45,000-kilometre journey across Canada.
- First developer of high quality carbon offset projects in British Columbia and in Canada
- First Canadian company to be listed on a Voluntary Carbon Standard registry-Markit (formerly TZ1)
- Largest initial supplier to the Pacific Carbon Trust (PCT), a BC Crown Corporation, established by the provincial government under the Climate Action Plan, with a mandate to deliver quality BC-based greenhouse gas offsets to help clients meet their carbon reduction goals and to support growth of this industry in BC.

One tonne = rare collectors item. Get one while you can.

Spectators can purchase one tonne of carbon offsets from the 2010 Legacy Portfolio and receive a limited edition commemorative Offsetters 2010 pin.

Click, calculate, contribute - Carbon Neutral Spectators

The 2010 Travel and Accommodation Calculator allows visitors to the Games to use a simple online tool to calculate their flight and travel emissions, reduce where possible and offset to become carbon neutral spectators.

Carbon Neutral Athletes

Athletes and officials are carbon neutral at the Vancouver 2010 Olympic and Paralympic Winter Games. Emissions from the flights of close to 7,000 Olympic and Paralympic athletes and officials participating in the Games are included in the direct footprint of the 2010 Winter Games making VANOC, the first Olympic Games Organizing Committee in history to have carbon neutral athletes, coaches and officials.



Carbon Neutral Torch Relay

Another Olympic first! The 45,000 kilometre journey of the Vancouver 2010 Olympic Torch Relay is carbon neutral.

Carbon Neutral Olympic Superstore with HBC

HBC is working with Offsetters to offset the operations of the HBC Olympic Superstore in downtown Vancouver to help meet the goal of hosting a carbon neutral Games.

Reaching the goal of a carbon neutral Vancouver 2010 Olympic and Paralympic Winter Games

The ambitious and aspirational goal of a carbon neutral Vancouver 2010 Olympic and Paralympic Winter Games has been set. It entails offsetting the direct carbon footprint of the Games (118,000 tonnes of carbon emissions) related to activities from the bid in 2003 through to the end of the Games in 2010 as well as executing a voluntary program to cover the indirect footprint (150,000 tonnes of carbon emissions) of spectators, partners and sponsors. This represents a total of 268,000 tonnes or the equivalent of removing roughly 49,000 cars off the road.

The goal of the voluntary program to offset indirect carbon emissions is to enable and inspire Games participants to take responsibility for the carbon they emit. Offsetters will use the spotlight of the 2010 Winter Games to raise awareness of the issue of climate change and to educate spectators, partners and sponsors to take steps within their own lives to embrace solutions like offsetting.

Spectator Carbon Video

Offsetters and VANOC have developed an animated short film to help spectators better understand carbon offsets in the context of the 2010 Games which then encourages spectators to take that knowledge and Pass It On.

Who is taking responsibility for their Games footprint?

Spectators, visitors and locals are encouraged to understand and reduce their footprint, then to offset their emissions in various ways. They can purchase one tonne of offsets with a special commemorative pin, and measure their emissions with an easy to use online carbon calculator. Close to 50% of VANOC sponsors through the Carbon Partner Program have volunteered to offset their emissions related to their involvement in the 2010 Winter Games.



The 2010 Legacy Portfolio - investing in climate change

A blend of high quality offsets from British Columbia based clean technologies and international Gold Standard projects are being put together to create a lasting legacy of climate change for the Vancouver 2010 Olympic and Paralympic Winter Games.

British Columbia's clean technology companies are working with Offsetters to put technologies such as biomass gasification systems for renewable heat and power production to work in communities around the province.

In addition, international Gold Standard projects are being included to represent the global reach of the Games, with projects in New Zealand, Turkey, Uganda, China and India, and beyond.

Top tips to reduce your carbon footprint:

- Save your money: reduce consumption, buy retro
- Give more thoughtful gifts: a gift certificate for a massage = smaller footprint gift
- Drive less, and drive smarter if you drive: properly inflated tires, an engine in tip-top shape and sticking to the speed limit - it will save you money
- Eat less meat - one day a week without meat is good for your carbon footprint
- Make simple, smart office decisions - like set defaults at double sided, black and white.
- Offset what you can't reduce

Offsetting from home - A quarter tonne has you covered

How much carbon does your Gold Medal Hockey party produce? Probably not more than a quarter of a tonne, even when you consider multiple car trips of guests, getting to the grocery and beer stores, lighting up the BBQ and of course - your TV viewing. Invite as many people as you want to your carbon neutral party!