

Climate Care



Carbon offsets for
sustainable travel

www.climatecare.org

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What is Climate Care?

- Climate Care “repairs” your global warming
- We fund projects that reduce ghg emissions:
 - Renewable energy
 - Energy efficiency
 - Reforestation
- The reductions match the emissions:
making the activity **climate neutral**

What is Climate Care?

- Climate Care is a voluntary scheme
- Makes additional CO₂ reductions
- Projects are outside Kyoto countries
- Companies and individuals
 - Travel
 - Marketing
 - Promotions

Efficient Lighting, South Africa

- Installing low energy lamps to households
- Local authorities and developers
- Saving coal in power stations



Biogas, India

- Household biogas digesters
- Reduces unsustainable deforestation
- Provides renewable energy



Rainforest restoration, Uganda

- Replanting an area of devastated rainforest
- Long term CO₂ storage
- Employment for local communities
- Re-creates a valuable wildlife habitat



The Cost of Climate Care

- £6.50 (€ 9.50) per tonne of CO₂
- To offset 100% of the greenhouse gas emissions from air travel costs:
 - Long Haul: 80 pence (€ 1.20) per hour
 - Short Haul: 60 pence (€ 0.90) per hour
- Based on cost of doing our projects

Case Studies – Individuals

- **Discovery Initiatives**
 - Includes in the price of every holiday
- **High and Wild**
 - Offer Climate Care as an “opt out”
 - Over 70% take up
- **Other Companies**
 - As an extra, on different website / form
 - <5% take up

Case Studies - Corporate

- Shell Exploration & Production Russia
 - Offset emissions from all air travel
- Association of British Travel Agents
 - Offset emissions from 1,500 delegates flying to Annual Convention

Lessons & the future

- Still early days for individuals
 - Value / Action gap
 - Branded calculator now available
- Corporates are seeing importance
- If you do fly, offset the emissions

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