

FAIR CLIMATE

A FREE-MARKET, VOLUNTARY, NON-GOVERNMENTAL CLIMATE CHANGE ADAPTATION PROGRAM



"Gold Standard" of \$30 per ton of CO₂ emitted

• The Problem

Even if climate change is beneficial for the planet as a whole, there will surely be **some** people adversely affected. In any properly functioning market, these people deserve compensation.

Even if a concerted effort is made to reduce CO₂ emissions and adapt renewable energy, it will take time and some people will **still** be adversely affected by climate change. These people deserve compensation.

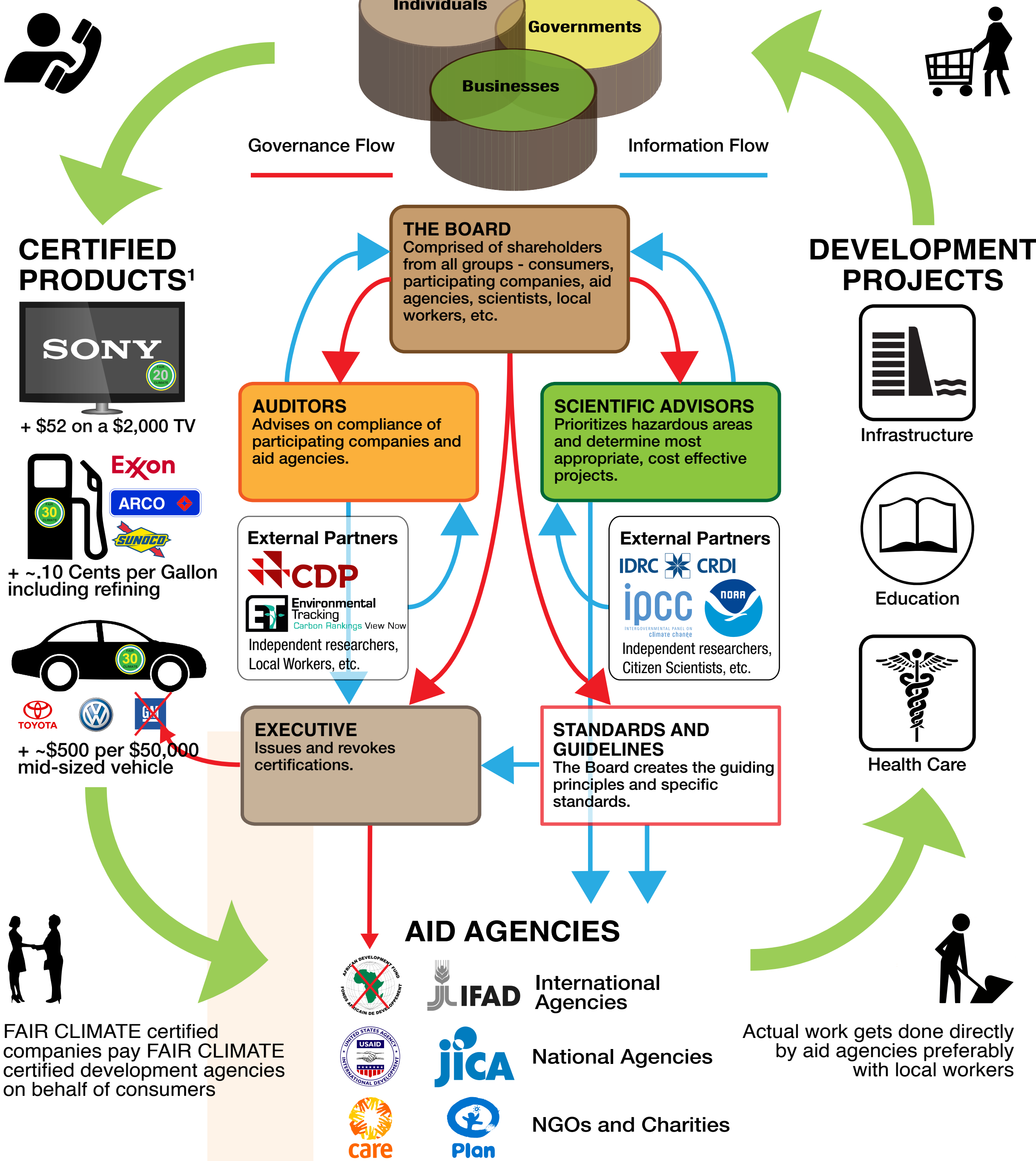
• The Solution

Businesses achieve **FAIR CLIMATE** certification by funding certified development agencies. Various levels of funding could be included such as a \$30 per ton CO₂ "Gold Standard", a \$20 "Silver Standard", etc.,

- **Non-Political:** Doesn't require government action to setup or operate although they can certainly take part.
- **Dynamic:** Responds quickly to public opinion.
- **Voluntary:** You can always buy non-certified products.
- **Broad Appeal:** Feels good to contribute to beneficial projects even if you don't worry about climate change.

• How It Works

Consumers pressure companies to certify their products as FAIR CLIMATE



• The Potential

If FAIR CLIMATE achieved

It would generate

50% coverage = \$148 Billion

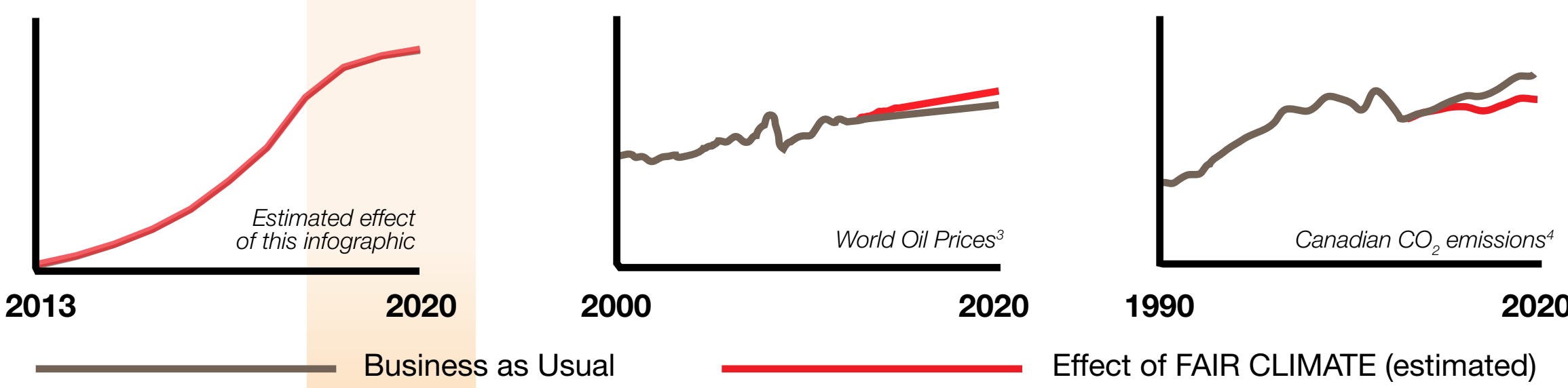
in the US, Canada, the EU, Russia, South Korea, Japan, South Africa, Australia and Saudi Arabia at an average certification of \$20 per ton CO₂...

annually for use on development projects based on 2008 emissions data - more than promised at UNFCCC's Cancun agreement²

Adoption of FAIR CLIMATE

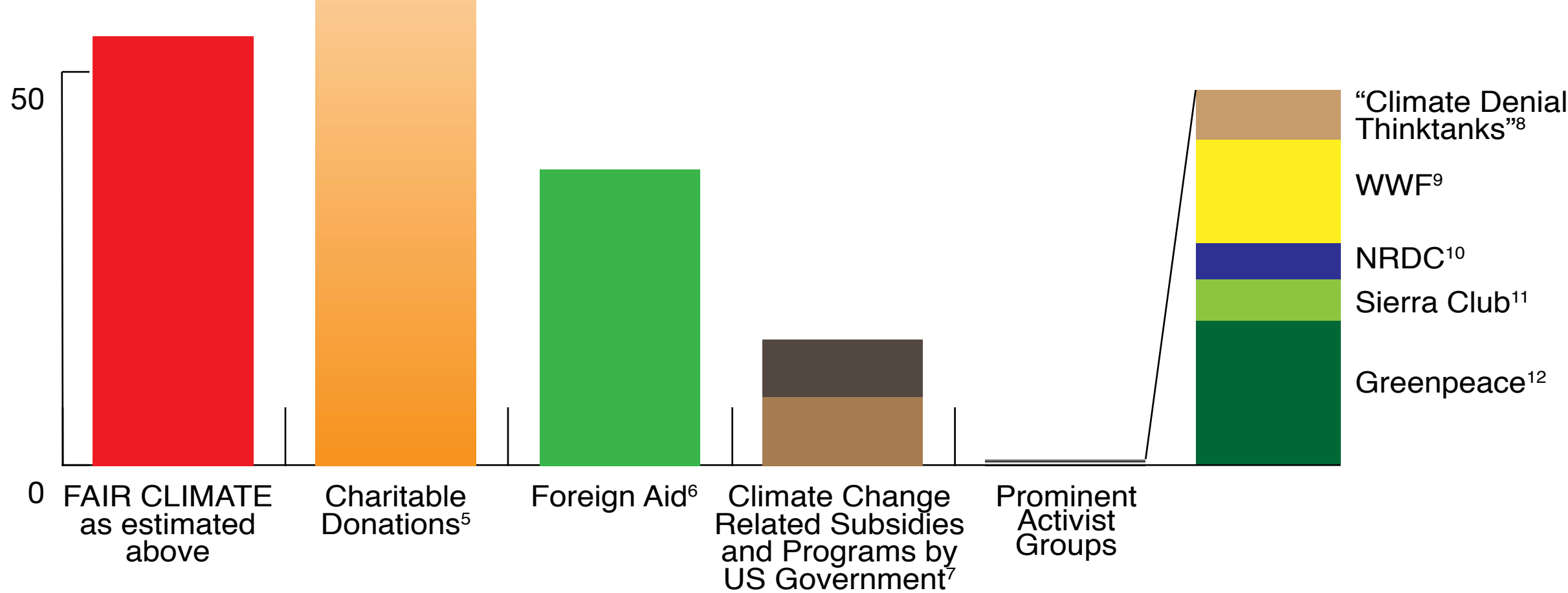
Price on Carbon

GHG Emissions



• In Comparison

Yearly US Budgets in Billions of Dollars



• Notes

1. The additional costs of certification are based on tons of CO₂ emitted X Certification level (\$30, \$20, etc).
 - The Sony TV was estimated by calculating Sony's total CO₂ emitted per dollar of revenue. This is then the average of all Sony products and not just TVs.
 - Gasoline was calculated using this estimation:
<http://www.stewartmarion.com/carbon-footprint/html/carbon-footprint-car.html> and
http://www.afteroillev.com/Pub/CO2_Emissions_from_Refining_Gasoline.pdf
 - The Car is a very rough estimate based on:
<http://www.globalchangeblog.com/2010/09/whats-the-carbon-footprint-of-building-your-car-and-how-does-that-compare-to-tailpipe-emissions/>
2. CO₂ emission by country: http://en.wikipedia.org/wiki/List_of_countries_by_carbon_dioxide_emissions
3. Based on: [http://search.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=ECO/WKP\(2013\)23&docLanguage=En](http://search.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=ECO/WKP(2013)23&docLanguage=En)
4. Using baseline scenario from: <http://www.ec.gc.ca/doc/publications/cc/COM1374/ec-com1374-en-s3.htm>
5. <http://www.reuters.com/article/2012/06/19/us-usa-charity-idUSBRE85105T20120619>
6. http://en.wikipedia.org/wiki/United_States_foreign_aid
7. <http://www.forbes.com/sites/larrybell/2011/08/23/the-alarming-cost-of-climate-change-hysteria/>
8. <http://www.theguardian.com/environment/2013/feb/14/funding-climate-change-denial-thinktanks-network>
9. <http://worldwildlife.org/about/financials>
10. <http://www.bbb.org/charity-reviews/national/environment/natural-resources-defense-council-in-new-york-ny-129/all>
11. http://green.blogs.nytimes.com/2011/11/18/sierra-club-leader-will-step-down/?_r=1
12. <http://www.greenpeace.org/international/Global/international/publications/greenpeace/2012/AnnualReport2011.pdf>