

# Media Kit



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February 2010



## Offsetting the Games

### Offsetters is the first Official supplier of carbon offsets in the history of the Olympic movement

Our approach to carbon management for individuals and businesses looking to reduce their climate impact is:

- **Understand** your carbon footprint
- **Reduce** emissions wherever possible
- **Offset** direct carbon emissions that cannot be reduced or eliminated

Offsetters hopes to enable and inspire further action by using the 2010 Winter Games experience to increase awareness of and participation in emerging solutions to climate change and to create a legacy of best practices for future Olympic and Paralympic Games Organizing Committees to follow.

An aspirational goal has been set to make the 2010 Winter Games in Vancouver carbon neutral. This includes offsetting a total of 268,000 tonnes of carbon from direct and indirect sources, the equivalent of removing 49,084 passenger vehicles from the road.

### The direct footprint

Offsetters is offsetting a minimum of 118,000 tonnes of direct carbon emissions from the Vancouver 2010 Olympic and Paralympic Winter Games that are a result of activities such as venue construction, operations, transportation and waste management. This is the first time that an Olympic Games Organizing Committee will be carbon neutral for the entire organizing period dating back from the bid process through to the end of the Games in 2010.

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 Games, making this the first Games in history to have carbon neutral athletes, coaches and officials.

### The indirect footprint

In addition to the direct footprint from the Games, Offsetters and VANOC have created a voluntary carbon offset program focused on offsetting the indirect footprint. These emissions are those created by spectators, guests, sponsors and partners of the 2010 Winter Games and are estimated to be an additional 150,000 tonnes.

Spectators, visitors and local residents can help to offset the carbon footprint of the Games in several ways, including:



- Using the Offsetters online 2010 Travel and Accommodations Carbon Calculator to calculate and offset their Games-related carbon footprint or,
- By purchasing one tonne of offsets for \$25.00 that also includes a commemorative pin.

During the 2010 Winter Games, Offsetters will be on the ground engaging spectators, visitors and local residents to educate them about the carbon footprint of the Games and opportunities for offsetting.

Many 2010 Winter Games partners have joined the Carbon Partners program to offset some or all of their Games-related carbon footprint. Current Partners include as of February 12, 2010:

Acer	McDonald's
Acklands Grainger	Newfoundland and Labrador
Afexa Life Sciences (COLD-FX)	Nine Network/Foxtel Australia
Aggreko	Nunavut
Atos Origin	Omega
Australian Broadcast Corporation (ABC)	Samsung
BC Hydro	Panasonic
Bell	Province of British Columbia
Birks and Mayors	RONA
Bombardier	Royal Bank of Canada
British Columbia Lottery Corporation (BCLC)	Resort Municipality of Whistler
Canada's Olympic Broadcast Media Consortium	Ricoh Canada
Canada Post Corporation	Samsung
Canadian Pacific Rail	Sky Italia
Canwest Publishing Inc.	SNC Lavalin
Coca-Cola	City of Surrey
The Globe and Mail	Teck
Hain Celestial Canada	City of Vancouver
Hudson's Bay Company	Visa



Insurance Corporation of British Columbia Weston  
(ICBC)

Province of Manitoba

### The Lasting Legacy of the 2010 Winter Games

Offsetters has created a special 2010 Legacy Portfolio which will support projects in development until the end of December 2012. This portfolio blends high quality offsets from BC based clean technologies and international Gold Standard projects to ensure that carbon emissions associated with all aspects of the Games will be offset with real, additional and permanent emissions reductions reflecting the local and global significance of the Vancouver 2010 Olympic Games. Every project is validated and verified by qualified third parties.

#### **Clean technology projects may include:**

- biomass gasification systems for renewable heat and power production
- manufacturing of cellulosic ethanol (biofuel made from wood debris)
- proton exchange membrane hydrogen fuel cell technology
- computer controlled hybrid fossil fuel and electric building heating systems
- reduced carbon-footprint silviculture

In addition, international Gold Standard projects in the 2010 Legacy Portfolio include projects in New Zealand, Turkey, Uganda, China and India, and beyond.