

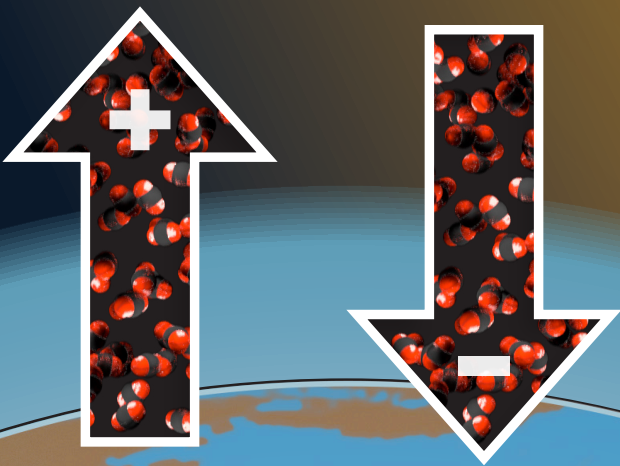
# Addressing Climate Change Through the Voluntary Marketplace

**Some human activities release CO2 into the atmosphere.**

As this CO2 accumulates, it traps heat from the sun, overdriving the greenhouse effect.

**Some human activities remove CO2 from the atmosphere or prevent it from being released in the first place.**

This helps us to manage climate change's catastrophic effects.



## Investment in a Sustainable Balance

**Investing in Technology that Reduces Human Energy use or Generates Energy with Less Carbon Production**

There are many technologies being produced or invented that can change the human impact on climate. Purchasing these gives companies incentive and capital to improve quality and drive down prices.

**Addressing Climate Change Using the Stock Market**

If you have investments in fossil fuels, consider joining the fastest growing divestment campaign in history. The global movement for fossil fuel divestment is asking institutions and individuals to move their money out of oil, coal and gas companies for both moral and financial reasons.

**Purchasing Carbon Offsets**

Carbon offsets are inexpensive donations by individuals or companies to projects that can sequester large amounts of greenhouse gasses, such as land-use, methane capture, biomass, renewable energy and industrial energy efficiency.

## The 3 Basic Steps of Carbon Offsets



**Using a Carbon Calculator**

Use an online carbon calculator to find out how much you are contributing to climate change. The average American produces 20 tons of CO2 annually. How much do you produce?



**Decreasing Your Personal Impact**

Assess where you can make personal reductions to your contribution to climate change by modifying your lifestyle and consumer habits.



**Purchasing Carbon Offsets**

No matter what, you will never be able to become carbon neutral through lifestyle changes alone. Currently, the most effective action an individual or business can take to combat climate change is to purchase inexpensive carbon offsets.

**Verifying Carbon Offsets**

In order to ensure that the offsets are robust, credible and precise, projects must demonstrate to independent oversight that the emissions reductions meet a specific set of measurement and verification criteria. This includes showing that the reductions would not have been generated without the project — meaning that they are additional to a business-as-usual scenario.

The Alaskans Know Climate Change education campaign is working to develop non-partisan climate change resources to help our citizens recognize the scope of these changes and to see why they are driven primarily by human activity. We are working to inspire action toward climate change mitigation to preserve our beloved state of Alaska.

For more information please visit: [AlaskansKnowClimateChange.com](http://AlaskansKnowClimateChange.com)

