

W&M Carbon Offset Program

Dr. John Swaddle and Max Cunningham

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Carbon Offset Defined

- Compensating for personal emissions
- **Example:** Flight from Richmond, VA to Singapore
 - Direct Flight: 7,600 lbs of CO₂
- To *offset*: contribute to a carbon reducing project
 - A town in Kansas replaces its coal plant with wind energy



Carbon Offset Companies

- Offset companies identify carbon reducing projects



- For profit
 - Prefer big donors as official partners
- Less than transparent
 - Unclear how donated money is spent

The W&M Solution

- Launch our own W&M Offset Program
 - 100% of money goes toward energy reduction projects on campus
 - Give full transparency to donors
- How to design our offset program:
 - Identify carbon-reducing projects on campus
 - Calculate the carbon they save
 - Offer members of the W&M community the opportunity to offset their activities by contributing to a W&M fund

Examples

Activity	Offset Contribution	Carbon Offset (Megatons of CO ₂)
Airplane Flight to Asia	\$114	1.44
Airplane Flight to New York	\$9	0.12
Driving an SUV for 1,000 miles	\$47	0.59

Implementation: Web Presence

- Web pages, with shopping cart
 - Background information about program
 - Popular travel options and home living (2-bed house, dorm room)
 - Write-in box to specify activity, \$-amount
 - Visibility: drill-down links so users can research how offset values were calculated
 - Annual updates of project progress

Implementation: Launch

- Link Offset web pages throughout relevant W&M sites
 - COS, Study Abroad, ENSP
- Press release campaigns: novelty of program, buy-in from community
- Alumni Magazine story
- Posters in Undergraduate Admission Office
- Offsets of W&M event days (e.g. Earth Day, Charter Day, Homecoming) with Challenge Grants
 - BOV meetings

Benefits

- CO₂ emissions reductions on campus and for our community (in a broader sense)
- W&M as a leader
- Productivity and efficiency gains
 - New revenue stream
 - Reduces campus spending
- Growing our donor base
 - Engaging current students in giving to W&M
 - Re-engaging with young alumni