



CarbonCounted™

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CarbonCounted Volunteering Package

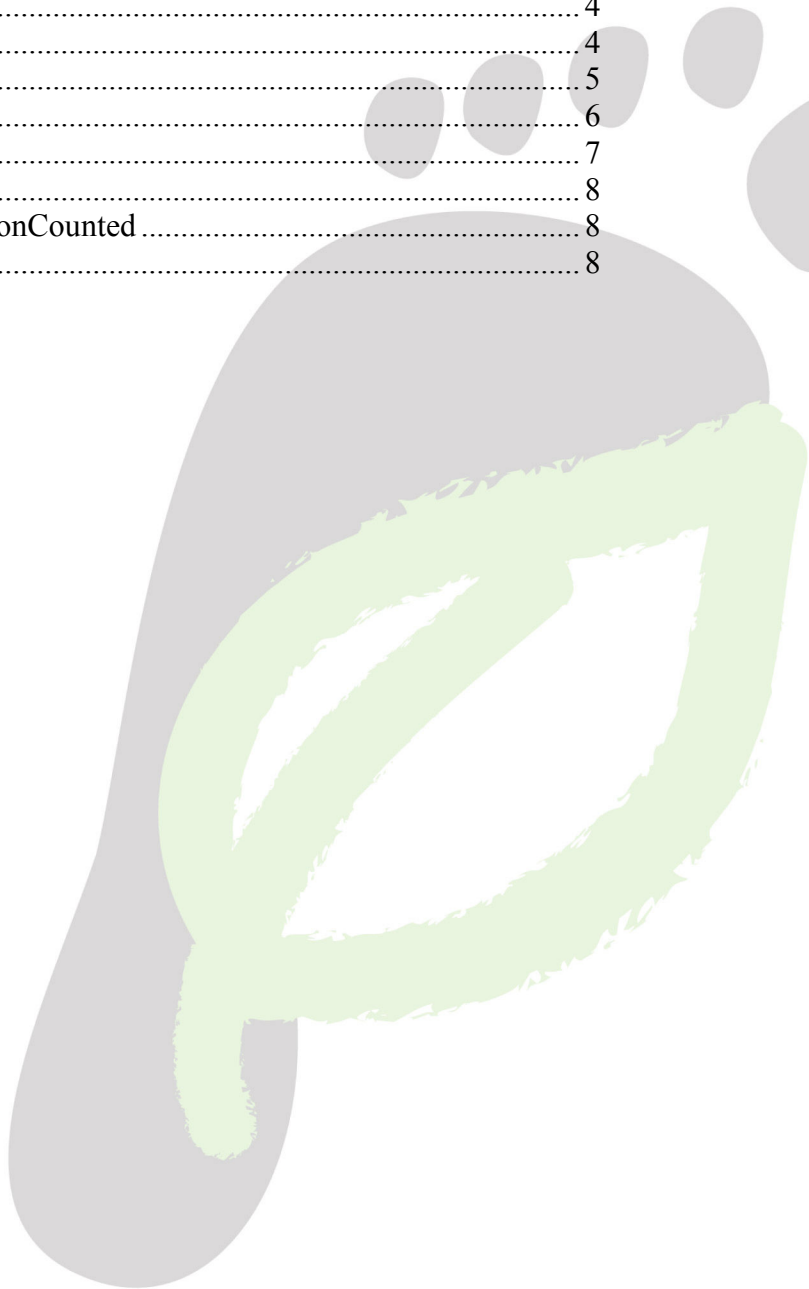
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Introduction

We are delighted to have you volunteer with CarbonCounted in whatever capacity your skills and interests dictate.

We suggest the following steps:

- a) Take an hour and review our site at www.carboncounted.com
- b) Let us know if you have any questions. Email volunteer@carboncounted.com or call us at 647-477-8455
- c) Let us know if you have any web, Flash, or graphics skills that might help us with our site. If not, take a look at the list of activities below that we need help with:
 1. Reaching out by - emailing (not spam!) or calling on government, businesses, or institutions that you know (following the advise in this volunteering package) to ask them if they would determine and publish their CarbonCounted footprint (and suggest our method/systems)
 2. Review our site and make suggested improvements. (Just copy text and email us with improvements or suggestions)
 3. Write news items on the blog portion of the site. The more often and relevant the new updates are the better our site is so any contributions would be appreciated. Note: you have to register at <http://www.carboncounted.com/wp-login.php> to get a blog account on CarbonCounted.
 4. Research: Look around on other blogs and sites and look for opportunities to write about or recommend our concept for measuring carbon and putting carbon labels on products and services.
 5. Do you know a business or organization that could/should measure its footprint (like your school or a family business)? Become a champion and do the measurement for them (get their permission first) - we'll help you and it may not cost them anything more than our registration fee (you could probably do an academic report on this for extra credit too)
 6. Any other ideas you may have. We are open to all assistance and help.

Remember to keep track of your hours (like a log e-mail) and cc us on any e-mails you send. We will need to review these logs/emails before we can issue documentation regarding volunteer hours. We are trying to reduce climate change by enabling carbon labels so that people and businesses can make better (lower carbon) choices.

Thanks for your interest and help!



Letters and E-mails

Below are examples of text you may use to contact businesses about for carbon labels and CarbonCounted. This is draft text, so feel free to modify it to suit your needs. When you write a letter, we would really appreciate a blind-copy (Bcc) at:

volunteer@carboncounted.com.

Businesses

Example letter/e-mail to a business asking for carbon labeling on their products

[DATE]

Dear [BUSINESS NAME],

I am a volunteer at CarbonCounted reaching out to businesses interested in carbon footprints and carbon labels.

CarbonCounted is a not-for-profit enabling fast, certified and cost efficient GHG inventories and carbon labels for businesses.

I believe we all need to strive to reduce carbon emissions, so I am making an effort to urge businesses to register with CarbonCounted.

Please visit www.carboncounted.com, register for the CarbonConnect system and work to carbon label your products and reduce your carbon emissions.

Thank you.

Sincerely,
[YOUR NAME]

Letters and E-mails (cont'd)

Politicians

Example letter to a politician asking for carbon labeling

For tips on writing to a politician, visit:

http://www.davidsuzuki.org/Take_Action/Politicians.asp

[DATE]

Dear [POLITICAL REPRESENTATIVE],

As a consumer I would like to see retailers, manufactures and government work together to create a simple, meaningful, voluntary and fair carbon labeling system for products sold in [YOUR COUNTRY]. Voluntary product carbon labeling is a mature science and can be accomplished inexpensively, quickly, accurately, and transparently.

A system called CarbonConnect, which has been created by the not-for-profit organization CarbonCounted, already exists and can achieve these goals. CarbonCounted advocates using an open, publicly accessible system to track and connect the emissions from businesses in a product's supply chain.

I believe we all need to strive to reduce carbon emissions, so I am making a conscious effort to purchase products that are registered with CarbonCounted, particularly those with the lowest carbon footprint.

As my local government representative I am strongly encouraging you develop and pass legislation supporting voluntary carbon labeling. Please visit www.carboncounted.com for more details about their program and carbon labeling.

Thank you.

Sincerely,

[YOUR NAME]

cc: [OTHER RELEVANT MEMBERS]



Letters and E-mails (cont'd)

Editors

Example letter to an Editor about carbon labeling and CarbonCounted.

[DATE]

Dear [EDITOR],

I recently read your article, [ARTICLE NAME], in [PUBLICATION NAME]. I would like to know if you are familiar with the not-for-profit organization, CarbonCounted, and their carbon labeling initiative.

CarbonCounted has created an open, publicly accessible system called CarbonConnect. Their system can meet the goals of simple, meaningful, voluntary and fair carbon labeling system for products and services. Voluntary product carbon labeling is a maturing science and can be accomplished inexpensively, quickly, accurately, and transparently.

Please visit www.carboncounted.com for more details about their program and carbon labeling.

Thank you.

Sincerely,
[YOUR NAME]



Letters and E-mails (cont'd)

Consultants

Example letter to an Environmental Consultant about carbon labeling and CarbonCounted.

[DATE]

Dear [CONSULTANT],

I am an advocate for carbon labeling and CarbonCounted.

CarbonCounted is a not-for-profit organization that has created an open carbon networking tool, CarbonConnect, to assist all businesses in measuring, managing and communicating their carbon footprints. They are not a consulting group, they do not sell carbon offsets, and they do not directly do GHG inventories or calculations for a client base.

They are looking for environmental consultants with appropriate experience to be partners. CarbonConnect is available to help you serve your clients. Many companies will require the professional assistance, guidance and auditing services of consulting firms to be CarbonCounted. When the requirement for a product-based footprint becomes mainstream, the opportunities for environmental consulting firms will grow quickly.

I believe the use of their open network is critical for general acceptance and management of all the data required to make carbon footprinting work. Further, their tool can easily be integrated with any existing GHG calculation tools you have worked hard to build. They are not asking for any fees or points from our consulting partners.

Use of the CarbonConnect system generally requires an annual certification or review by a consultant accredited by CarbonCounted. Partnering with CarbonCounted will offer new revenue and leads to your consulting business via these annual certifications.

The CarbonConnect tool can also be white sheeted to show your company's logo and any special features you require. Please visit www.carboncounted.com for more details about their program and carbon labeling.

Thank you.

Sincerely,
[YOUR NAME]



Making Phone Calls

As David Suzuki points out on his website, you don't write to your sister, you call her.

You can phone businesses, politicians, editors and consultants to advocate for carbon labeling and CarbonCounted.

Here's some suggested language you could start with if you pick up the phone:

“I was wondering if your businesses (or government, publication, firm etc.) is doing anything to footprint your GHG emissions? Have you heard about carbon labeling or CarbonCounted?”

From there, you could suggest they visit our website, www.carboncounted.com, send us an e-mail at info@carboncounted.com, or do a web search for carbon labels.

Tell People about Carbon Labels and CarbonCounted

When you talk passionately about something, people listen.

Everything we buy, from cleaning solutions to cars, makes up over 50% of the release of carbon emissions to the atmosphere. Almost all of the carbon footprint calculators we see only account for household direct emissions, such as gas and electricity. We need to start making better choices to build a sustainable society. With carbon labels, we will become empowered to reach right down through the supply chain of the products why buy and reduce emissions.

Challenge others to learn about carbon labels and CarbonCounted!

Provide Feedback

We can't make carbon labels a reality without your help and feedback. Please send any suggestions to volunteer@carboncounted.com, or give us a ring at (647) 477-8455.