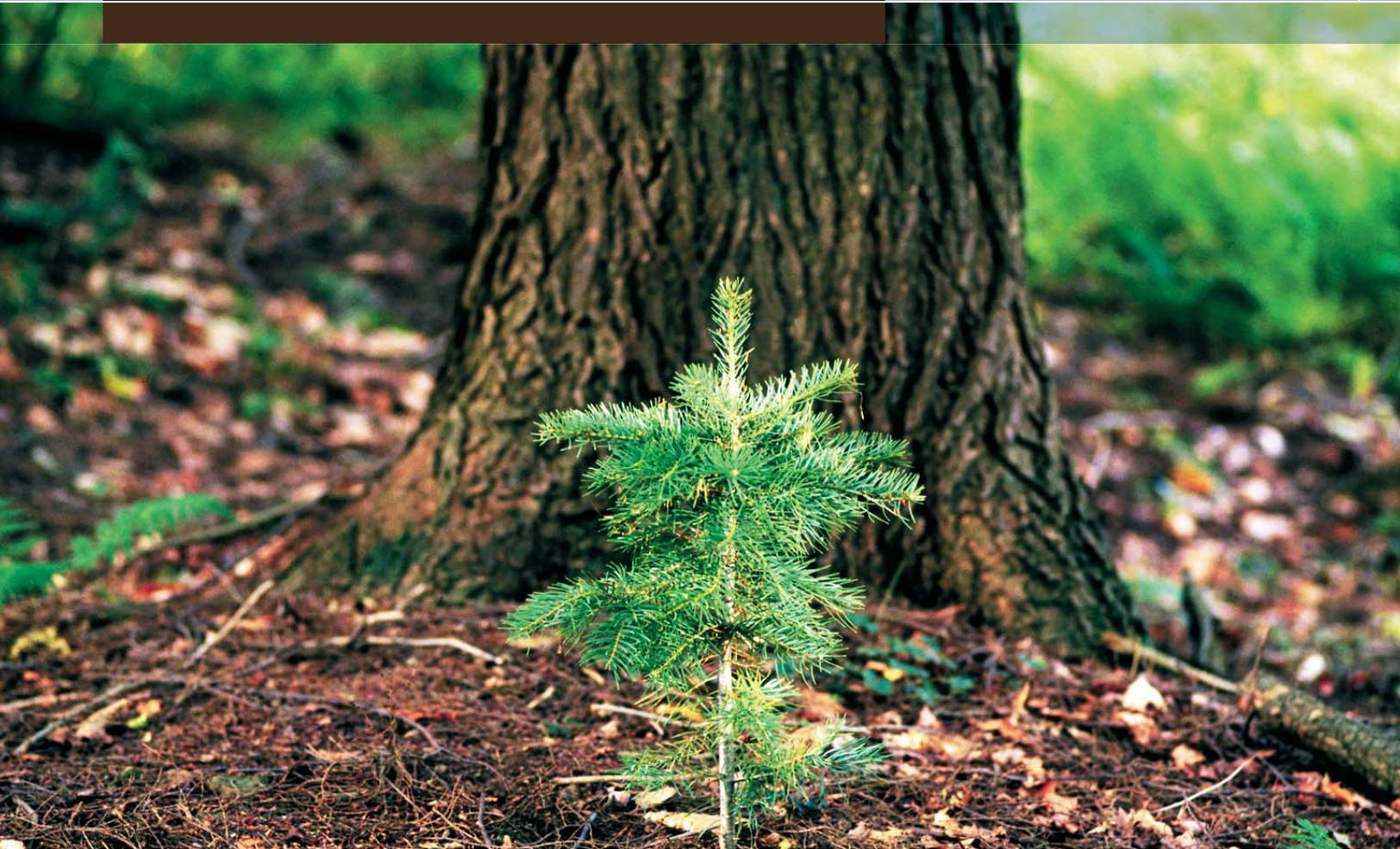


THE CONSERVATION FUND

America's Partner in Conservation

INITIATIVES

Go Zero



Climate change has emerged as the dominant environmental issue of the 21st century. Across the country and around the world, leaders at top companies in every industry are recognizing the need for higher-profile climate change strategies.

Launched by The Conservation Fund in 2005, Go ZeroSM is engaging people around the world—companies, communities and individuals—in the effort to combat global warming. Go Zero measures the carbon dioxide emissions of virtually any slice of life, from branded products and company headquarters to individual travel and annual events, and then offsets that impact by planting trees, which absorb carbon dioxide as they grow. Beyond addressing climate change, these newly planted forests also restore important wildlife habitat, expand lands for recreation and improve air and water quality.

RESULTS

Go Zero's customized carbon offset program offers organizations a cost-effective climate change solution for just about any purpose on almost any budget. Launched in 2005, the program already enjoys partnerships with leading brands ranging from Dell to The North Face to Yale University, all of which have incorporated Go Zero into their conservation and outreach strategies.

As part of its Carbon Sequestration program, The Conservation Fund has planted 9 million trees on 30,000 acres, which will sequester an estimated 13.5 million tons of CO₂ over the next 100 years. This record of success is unmatched among environmental groups in terms of projects completed, acres reforested and future carbon dioxide captured.

HOW IT WORKS

After working with corporate partners to identify business activities to offset—such as company headquarters/facility energy use; branded products; product manufacturing/shipping; customer product use; business travel and company events, meetings or conferences—Go Zero staff then calculate the activities' total CO₂ emissions and the number of trees necessary to neutralize them. The Conservation Fund offers a variety of planting sites, based on the nation's most critical reforestation needs.

Go Zero then works with its partners to develop and implement targeted communications strategies that share each company's positive actions with key stakeholders.



PROGRAM BENEFITS

- Improve the global environment, address climate change, achieve carbon offset goals and leave a lasting land legacy
- Differentiate corporate brand and products with key audiences
- Inspire and engage customers and employees in a meaningful campaign
- Realize positive reputational benefits and public relations opportunities

KEY PARTNERS

- Dell
- e-Blue Horizons
- Gaiam
- Home Depot
- National Association of Counties
- The North Face
- Syngenta
- Travelocity
- United Talent Agency
- Universal Studios
- The Walt Disney Company
- William McDonough and Partners
- Yale School of Forestry

