

**Leonardo Academy's
Cleaner & Greener® Program**

Event Holders Guide to



**Emissions Offsets and Certification
For Your Event**

Event hosts and participants are increasingly seeking ways to reduce their environmental emissions footprints caused by event activities. Leonardo Academy's Cleaner and Greener® Program provides a simple method to offset all of the emissions associated with your event!

We offset emissions that negatively affect the climate and human health.

Most offset programs focus on greenhouse gas emissions. The Cleaner and Greener Program, however, addresses the full range of emissions including greenhouse gases that contribute to climate change (such as carbon dioxide) and emissions that are harmful to human health (like particulate matter, nitrogen oxides, sulfur dioxide, and mercury). Because each type of emission causes a specific set of climate or human health problems, it is important to offset the full array of pollution caused by the energy use and activities associated with your event.

Leonardo Academy provides the following services for participating events:

- Emissions Footprint Analysis, Competitive Procurement of Offsets, and Certification of Level of Achievement
 - ✓ Calculation of emissions footprint caused by the energy use associated with the event (types of event energy use include travel, lodging, meals, and convention center space)
 - ✓ Estimate of the cost of various event offset levels so event organizers can decide on the level of offsets they want to achieve
 - ✓ Competitive procurement of offsets for the emissions caused by the event (Emission reductions can be donated in kind and/or purchased with financial donations made on behalf of the event, with event organizers paying for the difference depending on the offset level chosen. All renewable energy-based emissions offsets purchased with financial donations will be Green-E certified.)
 - ✓ Certification of the level of offsets achieved
- Public Communications Services
 - ✓ For your event documents (event marketing materials, program, website, etc.)
 - A description of how the event is advancing positive environmental action by participating in the Cleaner and Greener Program to offset the emissions caused by the event
 - Use of the Cleaner and Greener® Certification Seal
 - ✓ Press release to media groups selected by the event on emission offset achievements

- ✓ Web pages on the Cleaner and Greener website that include:
 - A description of the event purpose, the resulting environmental emissions and the emission offset achievements
 - An area for event participants and supporters to take personal responsibility by making charitable donations to support the purchase of additional emission reductions to offset the emissions resulting from their event participation (All direct participant donations, less associated credit card fees and a 10% fee to cover transactions costs and Leonardo Academy's environmental work, go to purchasing offsets). All renewable energy based emissions offsets purchased with financial donations will be Green-E certified.
 - An area inviting event supporters to make charitable in kind contributions of emissions offsets for the event
 - Informational materials about emissions caused by energy use and how these emissions can be reduced and offset
- Additional optional education services
 - ✓ Additional optional education services related to emissions, offsets and other environmental issues can be provided for the event upon request (See list in next section.)

**There are Three Cost Components for Cleaner & Greener®
Event Emission Offset Services**

(1) Leonardo Academy Basic Service Fee

Type of Organization Holding Event	Nonprofit Organizations	For Profit Organizations
Number of Event Participants		
1 to 250	\$500	\$1000
251 to 500	\$1000	\$2000
501 - 1000	\$2000	\$4000
1001 - 5000	\$4000	\$8000
Above 5000	*	*

*Fees tailored to event. Contact Leonardo Academy to determine.

(2) The cost of the purchasing emission offsets for the event

Emission offsets are purchased through competitive procurement. The cost depends on the level of offsets chosen by the event host and organizers, the amount of emissions generated by the event, and the current cost of offsets.

- ✓ The event host and organizers chooses the level of offsets they wish to achieve.
 - A wide range of choices are possible, including (1) No offset purchases beyond the donations made by event attendees, (2) the purchase of 100 percent or more offsets of all types of emissions caused by the event, or 3) non-profit organizations can seek to recruit donations of emission offsets by offset providers and other event supporters.
- ✓ The event host pays the actual cost of emission offsets purchased for the event if it pays for these offsets by check. (Fees apply if paid by credit card, including processing fee and an additional 10% charge to cover associated transaction costs and to support Leonardo Academy's environmental work.)
- ✓ Upon request, Leonardo Academy will carry out a preliminary calculation of estimated event emissions and provide an offset cost estimate for a particular event prior to registration, at a cost of \$100. This will be deducted from the Leonardo Academy service fee upon registration.

(3) Optional Additional Educational Services from Leonardo Academy

Leonardo Academy provides a number of additional Educational Services for events:

Optional Additional Educational Services	Description	Cost
Educational Video Kiosks	Continuous looping video presentation describing (1) how the event causes emissions, (2) how these event emissions are being offset, and (3) how event participants can contribute to offsetting to further offsetting the emissions of the Event and their personal and professional lives.	\$1,000 per Kiosk
Presentation of Certificate of Achievement and/or Presentation to Event Attendees	1) Presentation of Cleaner and Greener® Program Certificate of Achievement and/or 2) presentation (up to 90 minutes) to event attendees that is tailored to the particular event and provides an update on current sustainability, environmental and emissions issues and the particulars of offsetting the emissions of the event. All presentations will be made by Leonardo Academy staff.	\$1,500
Educational Workshop for Event Attendees	Educational Workshop (Up to 4 Hours) tailored to fit event. Range of possible topics include: (1) sustainability, (2) state of the environment, (3) energy and emissions issues, (4) emissions inventories, reduction credits and offsets, (5) how to reduce emissions, and (6) how to offset environmental emissions from energy use in the participants' professional and personal lives.	\$2,000
Other	Other educational services for event	Negotiable

A Registration Form is included on Page 5 - Sign Up Today!

About Leonardo Academy's Cleaner & Greener® Program:

Leonardo Academy's Cleaner & Greener program addresses the full range of emissions that are harmful to human health, as well as those that contribute to climate change. We work with companies and organizations, families and individuals to quantify their emissions footprints; develop strategies to soften their environmental impact through reduced energy use, alternative transportation, and other sustainable actions; and offset remaining emissions through offset purchases and/or donations. Cleaner and Greener recognizes program participants for their environmental stewardship through Cleaner and Greener Certification of the level of emission reductions and offsets achieved.

About Leonardo Academy:

Leonardo Academy is a 501(c)(3) non-profit organization founded in 1997. We are a think and do tank dedicated to advancing sustainability and putting the competitive market to work on improving the environment. Our integrated approach makes sustainability very practical for our clients. We develop and distribute strategies, guidance, metrics, standards, education, and information on how to increase and implement sustainability for companies, organizations, families, and individuals. We provide sustainability assessments and strategy development for companies and organizations, support for LEED® and LEED-EB Implementation and Certification, emissions footprint analysis and development of emission reduction and offset strategies, sustainable land management, sustainability education and training, and certification of emission reduction and offset achievements through our Cleaner and Greener® Program for events, companies and organizations. Our integrated approach makes sustainability very practical for our clients.

Leonardo Academy's Cleaner & Greener® Program Achievement Levels for Events, Buildings, and Organizations

The Cleaner and Greener Program® Addresses the Full Range of Emission Types

Emissions that are Harmful to the Climate:
✓ Carbon Dioxide (CO2)
Emissions that are Harmful to Human Health:
✓ Sulfur Dioxide (SO2)
✓ Nitrogen Oxides (NOx)
✓ Large Particulates (PM10)
✓ Small Particulates (PM2.5)
✓ Mercury (Hg)

Event Offset Achievement Levels

Level of Achievement and Requirements for Offsetting Emissions	Level Achieved
Double Platinum Level Achievement <ul style="list-style-type: none"> ✓ Offset at least 300% of CO2 emissions (Good for Climate) ✓ Offset at least 100 % of each other emissions type (Good for Health) ✓ Require your suppliers to be at least Gold Certified 	
Platinum Level Achievement: <ul style="list-style-type: none"> ✓ Offset at least 300% of CO2 emissions (Good for Climate) ✓ Offset at least 100 % of each other emissions type (Good for Health) ✓ Require your suppliers to be at least Silver Certified 	
Gold Level Achievement: <ul style="list-style-type: none"> ✓ Offset at least 200 % of CO2 emissions (Good for Climate) ✓ Offset at least 60 % of each other emissions type (Good for Health) ✓ Recommended optional action: ask your suppliers to be at least Gold Certified 	
Silver Level Achievement: <ul style="list-style-type: none"> ✓ Offset at least 100 % of CO2 emissions (Good for Climate) ✓ Offset at least 30% percent of each other emissions type (Good for Health) ✓ Recommended optional action: ask your suppliers to be at least Silver Certified 	
Bronze Level Achievement: <ul style="list-style-type: none"> ✓ Offset at least 50% of CO2 emissions (Good for Climate) ✓ Offset on average at least 15% of each other emissions type (Good for Health) ✓ Recommended optional action: ask your suppliers to be at least Bronze Certified 	
Participating Level Achievement: <ul style="list-style-type: none"> ✓ Calculate emissions (Good for Knowledge) ✓ Ask your suppliers and their suppliers to be at least Participating Level Certified ✓ Make opportunities to help offset emissions available to your audience (staff, attendees, suppliers etc.) 	
Registration Only <ul style="list-style-type: none"> ✓ Report and retire emission reductions (Good for both Climate and Health) 	



**Leonardo Academy's Cleaner & Greener® Program
Registration Form for Event Emissions Offsets and Certification**

Event Information	
Name of Event	
Location	
Date of Event	
Expected Number of Attendees	
Event Host Organization Information	
Name of Organization Holding the Event	
Event Contact Person	
Name	
Phone	
Cell Phone	
Email	
Street Address	
Leonardo Academy Fees	
<u>Leonardo Academy Basic Service Fee</u> - based on the number of expected attendees (see Table A) <i>*Note: after the event this fee will be adjusted based on actual attendance</i>	
<u>Leonardo Academy Fees for Other Educational Services for Event</u> (see Table B)	
Total Leonardo Academy Fees	
Cost of Offsets to be Acquired	
The cost of offset purchases, less any financial and/or in-kind donations, will be paid for by the event host.	The cost of offsets will be determined by the offset emissions level chosen by the event host and by the amount of emissions caused by the event.
Signature	
Signature of Event Host or Representative	
Print Name	
Title	
Date	

**Return this form to: Leonardo Academy
1526 Chandler St.
Madison, WI 53711
Fax: 608-255-7202**

Once we receive this registration form, we will forward you an event reporting form for providing the information needed to calculate the event emissions.