

Proposal for a Carbon Neutral Conference Boston 2007

The basic motivation for the System Dynamics Society to create the opportunity for each participant to offset his or her CO₂-emissions is the historically close connection between system dynamics and sustainable development - In early applications of system dynamics such as 'Limits to Growth' as well as in current research. Climate change in particular is a hot topic and is being investigated by outstanding system dynamicists.

The celebration of the foundation of the field of system dynamics and of the System Dynamics Society at next year's conference in Boston will provide a good opportunity of materialising this intimate relation between system dynamics and sustainability by the suggested proposal for a carbon neutral conference. Each participant will get the possibility of contributing his or her share to a CO₂ emission reduction.

The following document briefly introduces the topic and describes the features offered. The total amount is 1500 €, which is due only for the initialisation (no annual costs).

This project was initiated by

Justus Gallati
seecon gmbh
Alpenstrasse 29
6010 Kriens
Switzerland

fon: + 41 41 311 02 05

mail: justus.gallati@seecon.ch
www.seecon.ch

Supporters:
Environmental SIG of the System Dynamics Society

Be a Carbon Neutral Conference with myclimate!

Proposal to the ISD Conference

Climate change is the environmental challenge number one in the 21st century. Scientists recommend that not more than 1.5 tons of CO₂ shall be emitted per person yearly to guarantee a stable climate - an amount emitted by an air traveller on a one-way trip from New York to London!



Kids playing in the Sebokeng Township where *myclimate* supports a project to capture methane and generate clean power in a waste water treatment plant.

Participants' air travel to conferences produce considerable greenhouse gas emissions. We propose to backup scientists' efforts to contribute to a sustainable society by offering them the possibility to offset the greenhouse gas emissions caused by their travel to the ISD conference 2007.

Offsetting greenhouse gas emissions

myclimate offers a simple approach to engage in climate protection on an individual basis. By buying a *myclimate ticket*, air passengers support carefully selected projects in developing countries that bring real benefits for climate protection. A *myclimate ticket* is priced at a rate equivalent to the costs of offsetting the amount of greenhouse gases emitted by a flight, at approx. US\$14/1000 miles. Currently *myclimate* supports projects in Costa Rica, Eritrea, India, and South Africa (For further information visit www.myclimate.org/EN).

Simple implementation

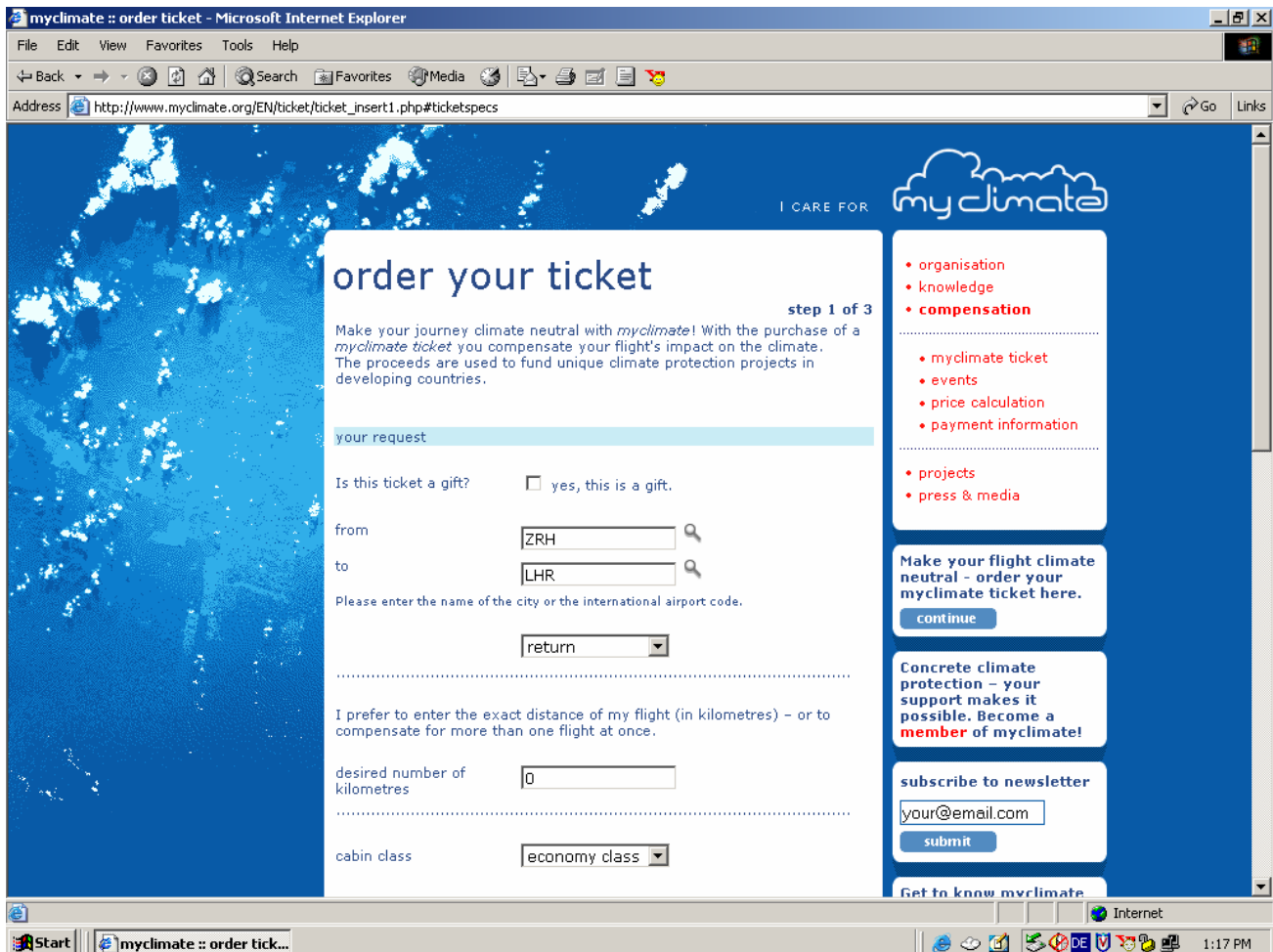
Directly integrated in the conference's online registration process, every conference participant can decide to offset the greenhouse gas emissions related to his flight.

1. At the end of the registration process, the webmaster implements a link "Do you want to offset your climate emissions?"
2. If the participant clicks on the link, a pop-up appears. The participant simply needs to enter his departure airport, name and e-mail, and his impact on the climate as well as costs for offsetting this impact are calculated.
3. The participants can easily access further information regarding climate change, offset projects, and *myclimate*.
4. Payment is done by credit card, and a confirmation of the climate contribution is sent as a PDF file. The confirmation indicates the amount of CO₂ that will be offset in the corresponding carbon offset project.

As the calculation and transaction is done on the *myclimate* server, your conference has no risks or obligations whatsoever.

***myclimate* Neutral Conference (not part of this offer)**

On request, *myclimate* will also provide an estimation of the costs for a fully carbon neutral conference, such as offsetting emissions generated by the local mobility, the heating or cooling of the conference's premises and the waste incineration (approx. US\$ 300 per 1000 participants per day).



Online interface to order a carbon neutral flight.

Services and Prices

myclimate offers you the following services:

- ⇒ Implementation of a fully automated interface that allows participants of your conference to offset their emissions, including security certificates, credit-card payment option, PDF confirmation sent directly to participants.
- ⇒ Checkbox on your website to offer climate neutral flights to participants
- ⇒ Text and pictures to communicate your engagement to participants
- ⇒ Promotion of your conference on the myclimate website and in our community
- ⇒ Certificates to offset carbon emissions generated by participants' flights and stay

myclimate offers these services for a total initial price of EUR 1500. Once implemented, the "carbon neutral" feature can be used for all future ISD conferences at only marginal updating costs.

Schedule

Jan 2007: Agreement between ISD conference and myclimate

Beginning of March 2006: The "carbon neutral" application for IDS conference is online

July 2007: Evaluation and reporting to ISD conference

About myclimate

myclimate is a Swiss non-profit organisation located in Zurich. It is a leading international provider of voluntary carbon offsets. *myclimate* has been founded in 2002 as a spin-off from the Swiss Federal Institute of Technology (ETH). It is represented by Sustainable Travel International in the United States (www.myclimate.com), and by 500PPM GmbH in Germany (www.500ppm.com/de/). Contributions to *myclimate* are tax-exempt in the United States and Switzerland.

myclimate has for example offset greenhouse gas emissions for Madrid's Olympic Candidacy 2012, the United Nations Environmental Programme (UNEP) 6th Global Civil Society Forum, or the World Economic Forum. (see: <http://www.davosclimatealliance.org/calc.php>)