



## Frequently Asked Questions

### 1. What is climate change?

The prime cause of global warming is the build up of CO2 in the atmosphere. CO2 is produced as a by-product of almost everything we do. Because we are all responsible for producing CO2 emissions, it's possible to cut them and help to slow global warming. A major source of CO2 emissions is energy used in the office, the home, driving and flying.

### 2. What is CarbonNeutral®?

The CarbonNeutral® brand mark signifies that CO2 emissions are reduced to net zero within defined parameters in accordance with The CarbonNeutral Protocol. [www.carbonneutral.com/pages/cnprotocol.asp](http://www.carbonneutral.com/pages/cnprotocol.asp)

### 3. To become a CarbonNeutral® Company, GoCar Tours has:

- Measured CO2 emissions from their company-wide fleet, energy consumption, travel and waste
- Set in motion plans to reduce CO2 gradually through improving operational efficiencies
- Immediately reduced all CO2 emissions to net zero through carbon offsetting

### 4. How is net zero CO2 achieved?

To achieve rapid CO2 reductions, carbon management strategies generally involve a mix of internal change as well as carbon offsetting. Carbon offset is a valuable tool enabling businesses to counter-balance each ton of CO2 they produce with a ton saved by a validated emission reduction project.

### 5. Is GoCar Tours the first company in your sector to become CarbonNeutral®?

Yes. GoCar Tours is the first travel and tourism company in San Francisco to achieve CarbonNeutral® company status.

### 6. Why did GoCar Tours decide to go CarbonNeutral®?

We believe that pro-actively incorporating solutions to environmental problems is simply good business. Companies who aren't forward thinking about their impact are going to be at a disadvantage, as consumers will increasingly incorporate an environmental component into their purchasing behavior. We want to be a part of the solution to make San Francisco one of the most environmentally responsible cities in the US.

Continued...



CarbonNeutral.com  
CO<sub>2</sub> emissions reduced to net zero in accordance with The CarbonNeutral Protocol



## FAQs Continued

**7. What is GoCar Tours carbon footprint?**

GoCar Tours carbon footprint for their company-wide fleet, energy consumption, travel and waste is 183 metric tons.

**8. What is the main source of GoCar Tours carbon emissions?**

The primary source of our emissions is our cars.

**9. What plans do you have to internally reduce your carbon footprint?**

GoCar Tours has near-term plans to convert our fleet to cleaner vehicles. We have commissioned a cleaner burning 4-stroke engine to replace a number of cars in our fleet in 2009 and have longer-term plans to convert to electric vehicles as battery technology matures and the costs become viable for our business. We need a cost-effective vehicle that is road safe, can recharge quickly and has 60-mile range. We are consistently in tune with the latest developments in electric vehicles.

**10. What projects are GoCar Tours investing in to offset their carbon emissions?**

GoCar Tours is offsetting their company footprint through three projects: a clean hydro-power development in Callahuanca Peru, a waste heat-to-electricity project in Raigarh India and a sustainable redwood forest-management project in the Garcia River Valley in Northern California. These carbon-offset projects are verified to the Voluntary Carbon Standard or the California Climate Action Registry Standard.

**11. Who is The CarbonNeutral Company?**

The CarbonNeutral Company is one of the world's leading carbon offset and carbon management companies. Commitment, quality and experience are fundamental to the Company and the manner in which they handle clients, regardless of size, project scope or geography. Established in the mid-1990s, they have worked with over 300 national and international clients to measure and substantially reduce their carbon footprints.

**12. Why did you choose The CarbonNeutral Company?**

They have the most robust quality assurance program in the voluntary market. They have put in all the necessary quality assurance measures to ensure that carbon offset credits represent emissions reductions, are not double allocated or double sold. We liked their variety of offset projects and the fact that they have maintained an overwhelmingly positive reputation in the carbon offset industry through 12 years of working with clients.



CarbonNeutral.com  
CO<sub>2</sub> emissions reduced to net zero in accordance with The CarbonNeutral Protocol