



INSTITUTO ECOLÓGICA

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**Pop!Tech Carbon Initiative**  
Project Listings run October 18 to December 31, 2007 **POP! TECH**

**Offset your carbon emissions in 3 easy steps:**

- 1** Use this **calculator** to determine your carbon footprint.
- 2** Decide how many tons you would like to offset. Your footprint is measured in tons, and offsets are sold on a per ton basis.
- 3** Buy your offsets. You can buy them from one project or distribute them among the three (minimum one ton per project).

### About the Pop!Tech Carbon Initiative

Human-induced **climate change** is one of the most potentially consequential and damaging threats facing us today. To encourage **action** on this issue, the **Pop!Tech Carbon Initiative** enables you to **offset your personal carbon emissions** by purchasing carbon offsets from environmental projects that are also contributing to the social and economic development of the communities they serve. In conjunction with reducing your energy consumption and using energy more efficiently, investing in these projects will help in a small way create a better and brighter **future** for everyone.

You can choose to offset as much of your personal carbon emissions as you wish. To help you find the offset level that's right for you, this **calculator** will help you understand your own carbon emissions.

### About the Projects



**OFFSET NOW!**  
**SOLAR-IRRIGATION PROJECT KALALE, BENIN**

The Solar Electric Light Fund is working with a local NGO to install low-cost micro-irrigation and



**OFFSET NOW!**  
**RETURN TO FOREST PROJECT RIVAS, NICARAGUA**

Paso Pasifico is engaging private reserve owners and small-scale farmers in restoring abandoned



**OFFSET NOW!**  
**CERAMIC KILNS - SWITCHING TO RENEWABLE BIOMASS TOCANTINS, BRAZIL**

Ecologica Assessoria is helping the local red ceramic industry switch from native wood to

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## Bandeira Project: Switching to Renewable Biomass for Ceramic Kilns

Tocantins, Brazil

The Institute Ecológica is a non-profit environmental NGO working across different Brazilian ecosystems. Their mission is to support, develop and implement scientific research, reconciling development with environmental conservation in a democratic, transparent and participatory way, while ensuring that proper consideration is given to the needs and aspirations of the local population.

The Bandeira project is situated in the northeast of Brazil, in the State of Alagoas. The local red ceramic industry has historically used Atlantic Forest wood as the fuel source for their kilns. Atlantic Forest is the second major forest of South America and has been subject to uncontrolled deforestation, leading to the break up of land with only 7% of the original area now covered.

The objectives of this fuel-switch project are to stem the deforestation of a highly diversified biome while also reducing the anaerobic decay of agricultural waste in the surrounding region, which would otherwise release methane, an extremely potent green house gas.

By switching the fuel from Atlantic Forest wood to sawdust, bamboo, sugar cane bagasse and coconut husks – all renewable sources of biomass – the project will decrease CO2 emissions by 194,863 tons over a period of seven years, and this is not even taking into consideration the decrease in methane emissions.

*Each project has been (or is in the process of) being verified by independent, third-party auditors.*