



**CARBONBUDDY**  
YOUR FRIEND TO TACKLE CLIMATE CHANGE

# 2017 ANNUAL REPORT

BECOME A CLIMATE HERO





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# BECOME A CLIMATE HERO!



**WE WORK ON THE REDUCTION OF  
GREENHOUSE GAS EMISSIONS WHILE  
USING FUNDS TO REDUCE INEQUALITY  
LOCALLY AND GLOBALLY FOR A MORE  
JUST AND SUSTAINABLE FUTURE.**



# Mahalo nui.

A message from the founder.

After a long, winding journey of learning what is most important in life, I finally decided to start a business working on the two major issues keeping me up at night.

## **Climate Change / Justice**

and

## **Inequality** (Locally / globally)

I hope you will be part of this journey which started in 2017 and will continue for many years to come.

Now living with his wife and son on the Island of Hawaii the goal of CarbonBuddy is to create a business that will benefit the people and the environment, locally and globally.

Hawai'i has an abundance of tourists coming to enjoy the overwhelming beauty of these lush tropical islands every year. This trip of a lifetime however also brings a heavy carbon footprint with it – just as life here does. So why not create climate friendly vacation options for the future tourist and support the local residents in becoming more energy efficient? Funds generated will be used to support parts of

the society that need it most while accelerating the transition into a low-carbon future. At CarbonBuddy we are convinced that this is worth our passion and our time.



Sincerely yours,

M. Johannes Seidel (Founder of CarbonBuddy)



## OUR CLIMATE IMPACT 2017

In the effort to assess the climate impact of organizations we developed a simple, easy to grasp overview we call

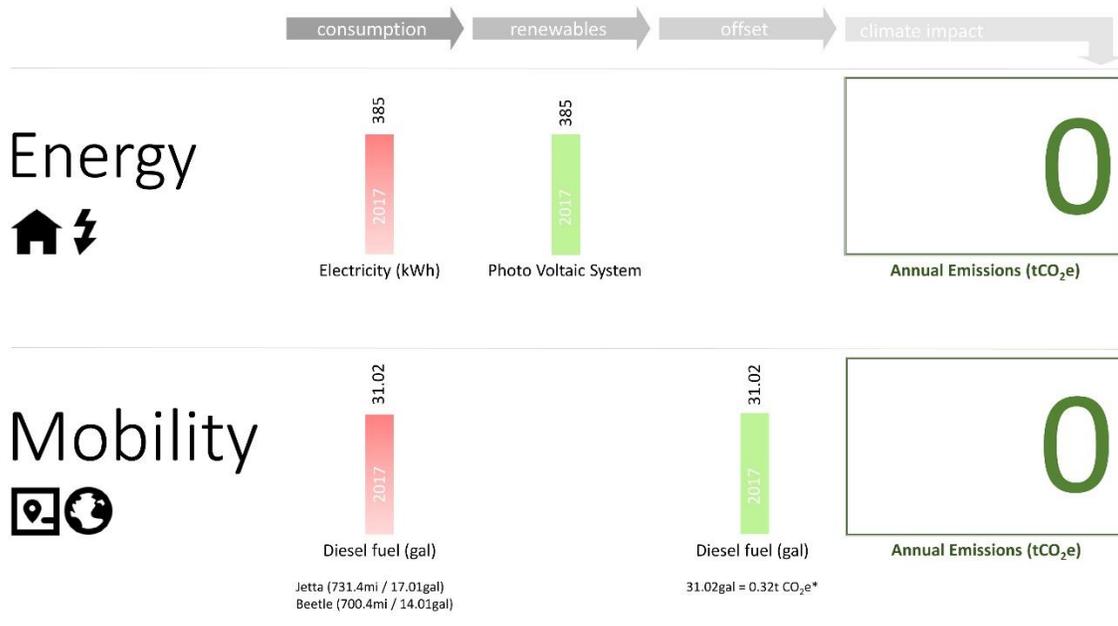
### #carbondashboard

This simple graphic is intended to give everyone the ability to understand the climate impact of organizations, events and individuals by listing emission sources and weighing them against the amount of renewables used and offsets to estimate

the overall annual climate impact.

Since CarbonBuddy is a strong believer in the concept of **leading by example**, we thought, we start with our self and show you the estimated climate impact of our first 8 months in business.

The #carbondashboard is an evolving concept and will be edited to address further emission sources in the future.



\* the offset certificate can be found in our annual report



## OUR PRINCIPLES OF DOING BUSINESS

As a small local business, we feel responsibility to improve the local communities that will support us in becoming and growing a successful business in the future. We are convinced, that businesses can be a vital part of a society's well-being in many different ways - economically, socially and environmentally. Therefore, CarbonBuddy is working diligently on the development of local offset projects. This will allow local businesses to offset their emissions within the State and ensures that funds will benefit the local community. We are aiming to support Hawai'i in becoming a global leader in tackling climate change with our projects by supporting the

### Sustainable Hawai'i Initiative.



At the same time however, CarbonBuddy is well aware of the issue of

### “climate justice”

and we are determined to address this problem in its work. Therefore, we will always offer international offset projects alongside local ones and make sure that a part of the funds will benefit less industrialized countries and improve lives in parts of the world that need it most.

For this type of work but also serving as a fundamental basis of doing business, CarbonBuddy is determined to be guided by the

### Sustainable Development Goals



On September 25th 2015, countries adopted a set of goals to end poverty, protect the planet, and ensure prosperity for all as part of a new sustainable development agenda. Each goal has specific targets to be achieved over the next 15 years.

of the United Nations. We are constantly working on aligning our actions along these goals.

With these guiding principles in mind, we are aiming to do business and hope you join us.



## THE YEAR 2017

CarbonBuddy was registered with the State of Hawai'i in April of 2017. Our registration can be found [here](#).

Like for many young businesses, our first year in operation was coined by defining the exact scope of work, building relationships, gaining trust and developing products/offset projects with incredible, local partner organizations.

After the establishment of the business, CarbonBuddy was able to immediately offer international offset projects to its customers in which it had invested earlier and remains to do so.

For the remaining time of the year, the focus of work was on the establishment of local offset projects that will give businesses the opportunity to actively support Hawai'i's energy transition while offering their customers a climate friendly experience and/or product.

At the same time, we are addressing the transition of the energy system as a main goal. CarbonBuddy is determined to focus on projects that will impact lives within parts of the society that need it most. Therefore, CarbonBuddy is seeking local projects partners that support low to medium income families and individuals as a priority.

By following this double approach, we are able to have a greater positive impact on people's lives through our future work. Furthermore, by supporting these kind organizations we can leverage the impact of your offset contribution by helping them to

reduce their cost of operation and make resources available to help even more people.

Even though we started with the development of several local offset projects, we were not able to finalize any of the initiated projects, but we are confident that this will change in the very beginning of 2018.



## PROJECT WORK

All mitigation options offered throughout 2017 were international projects. Current available projects are found at:

[www.carbonbuddy.com/projects](http://www.carbonbuddy.com/projects)

and include:

- Energy production from chicken manure and residues from starch and sugar industries. India<sup>1</sup>
- Waste Water treatment captures methane for renewable energy production. Thailand<sup>2</sup>
- Solar Water Heater Program. India<sup>3</sup>
- Cook Stove Project. Malawi<sup>4</sup>

This list is continuously evolving since projects will be finished and new ones will be added.



<sup>1</sup> <https://www.carbonbuddy.com/projects/international-projects/waste-handling-india/>

<sup>2</sup> <https://www.carbonbuddy.com/projects/international-projects/waste-handling-thailand/>

<sup>3</sup> <https://www.carbonbuddy.com/projects/international-projects/solar-india/>

<sup>4</sup> <https://www.carbonbuddy.com/projects/international-projects/cookstove-malawi/>



## PROJECT CERTIFICATION

CarbonBuddy is committed to providing high quality, trustworthy offset projects that can be held accountable towards our guiding principles.

### International Projects.



We carefully select our international projects. All international projects offered by CarbonBuddy in 2017 were in accordance with the procedure for voluntary cancellation in the CDM<sup>1</sup> registry. Whenever possible we will provide 3<sup>rd</sup> party certified projects (i. e. Gold Standard ([www.goldstandard.org](http://www.goldstandard.org))). Applicable certifications are always displayed on the project pages.

### Local Projects.

A certification such as the Gold Standard is not feasible for all of the local projects. To counterbalance the accountability in these

cases, we collaborate with trustworthy local partner organizations.

Furthermore, we are able to monitor these projects more closely and can supply a much greater amount of information regarding the projects. We will always be 100% transparent about

- the name of and
- contact person within



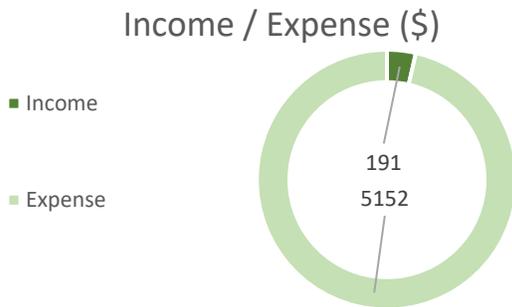
the partner organization. We believe, that our customers have the right to know what kind of projects and organizations they are supporting with their offset and encourage everyone to get in touch with the project parties to find out more about them.

Additionally, CarbonBuddy provides periodic project updates on our website and through social media so customers are able to monitor progress of local offset projects.

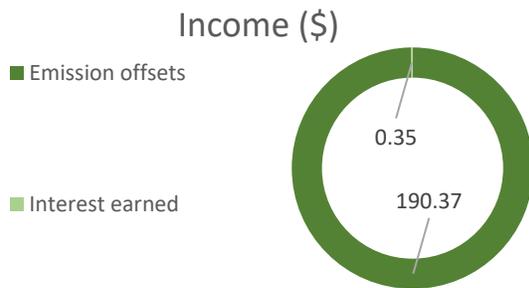
<sup>1</sup> CDM stands for Clean Development Mechanism. To find out more, click [here](https://cdm.unfccc.int/). (<https://cdm.unfccc.int/>)

## FINANCES

Within 2017, expenses outperformed income leaving a net income of \$-4,961.

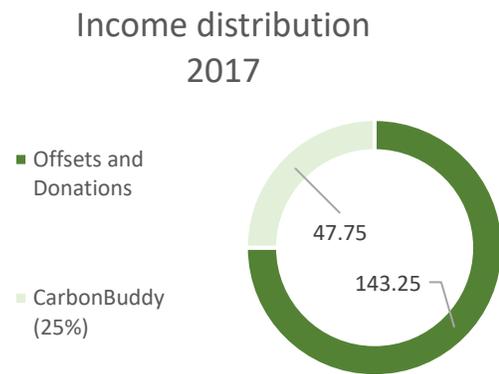


Income consisted of the sales of emission offsets (including 4% General Excise Tax, excluding credit card or PayPal processing fees) and interest earned.



While the income of 2017 was 191\$, 75% of the funds went towards offset projects. Only 25% were used to finance the CarbonBuddy operation. It is the intention of CarbonBuddy to finance as many projects as possible and we decided to comply with our goal of always forwarding a minimum of **75% of offset revenue towards projects** from the first day on.

Donations were contributed in the fiscal year of 2018 towards CarbonBuddy's first local offset project in partnership with Hawaiian Community Assets.



**CarbonBuddy pledges:  
At least 75% of  
revenue from offsets  
will go towards the  
projects. Always.**

