



CO₂ MINUS

Climate Protection Initiative (CPI)

JOIN NOW
&
BE A PART OF THE FUTURE

Climate Protection Pays Off for you and your company. You can now profit by reducing CO₂ emissions and protect the planet

The easiest way for you or your company to start generating income and at the same time benefit the climate is to join our CO₂ MINUS Climate Protection Initiative (CPI).

All this is supported by Governments, Policy Makers, Scientists, The UN – Intergovernmental Panel on Climate Change, The World Meteorological Organisation, NGO's and many other reputable & recognised institutions.

In order to make our planet sustainable annual CO₂ (GHG = Green House Gases) emissions and pollution must be reduced to the level that balances the earth's normal capacity to remove CO₂ (GHG) emissions and pollution from the atmosphere. This means that CO₂ emissions per person (capita) per year must be reduced from current levels (see table below) to 2 tonnes (t) per person per year.

World Average	4.4 t per year	World Average	4.4 t per year
Average American ¹	20.0 t per year	Average Brazilian	1.8 t per year
Average Australian ²	19.1 t per year	Average Indian	1.2 t per year
Average German	10.2 t per year	Average Chinese	4.6 t per year
Average European	7.8 t per year	Average Ethiopian	0.1 t per year

Source: Umweltbundesamt – Klimaneutral Leben – www.umweltbundesamt.de except 1&2

Source: 1 & 2 EARTHSCAN www.earthscan.co.uk

The German Environmental Authority (Umweltbundesamt) recommends the purchase & retirement of EU CO₂ certificates .The CO₂ emission certificates purchased & retired on your behalf are VER's (Verified Emission Reductions) and will meet this requirement.

The world average is 4.4 t of CO₂ emissions per person per year as per the table above. The average CO₂ emissions in USA is 20 tons of CO₂ per person per year. An American will have to purchase & retire at least 15.6 tons of CO₂ per person per year an Australian at least 14.7 t of CO₂ emissions.

How does it work?

Option 1 **Purchase & retire CO₂ emission certificates from your profits**

You are welcome to engage Go Green LLC to purchase & retire CO₂ emission certificates on your behalf and to your account to benefit the climate. These costs are tax deductible.

Option 2 **You are a Hotel/Motel owner**

Take a one time fee from your guest at check-out & be a participant of the CO₂ MINUS CPI

For example if you were to implement the CO₂ MINUS CPI let's say at check-in you would bill the guest \$2.50 per night as green fee to benefit climate change. The green fee is refundable & the guest can come to the cashier/reception & have the green fee removed at any time. The green fee is voluntary. This off-out method has a much higher participation rate than an off-in option (90% will not remove the charge).

Option 3 **You are a retailer**

Most register systems even the inexpensive ones have TAX1, TAX2, TAX3 keys. These keys can be used to program a percentage to pay state, city, county sales tax etc. As an owner of a business you can program 1% green fee that is automatically added on to the purchase price of any goods sold at the store. This is again a voluntary fee paid by your customer to benefit climate change. It is easily track able as if it is a function of the store. Also businesses could add 1% on every invoice.

Option 4 **You are a business, bank, or insurance company**

You could add 1% on every invoice to your customers.

You must make this optional and customers can get it refunded since it is voluntary. Most of your client's won't decline because it is not worth their time.

There is no set price or percentage that you have to charge the customer. You can negotiate it with the customer and find out what they are most comfortable with.

The proceeds could be applied in the following manner (for Option 2, 3 & 4)

- 33% for you for instance for energy saving equipment
- 33% to retire CO₂ emissions certificates & benefit the climate
- 34% for Local Taxes, Fees, G & A, 24% projected
for Sales CONSULTANT & Go Green LLC 10% projected

You and or the company would collect the green fee deduct 33% and Go Green LLC will invoice you for 67%. Go Green LLC will purchase the CO₂ emissions certificates retire them and provide the paper work for your file. Go Green LLC will also publish all retired CO₂ emission certificates on an Internet registry. The link to the registry will be public. You could verify your purchase & retirement of the CO₂ certificates here.

How are CO₂ emission certificates generated ?

Power generated by renewable energy sources like solar, wind and also energy efficient plants and equipment lead to CO₂ emission reductions & certificates generated.

Climate Chaos can be averted with two measures. **First**, a cap must be put on the flow of fossil fuels into economy. **Second**, the benefits from the sky's ability to handle a limited amount of CO₂ (GHG) emissions must be shared equally amongst all adults in the world. This is called **CAP & SHARE 'Polluter Pays Principle'**. This is what CO₂ MINUS Climate Protection Initiative is implementing.

We are giving you the largest marketing boost ever for free. The big money is made by you implementing the CO₂ MINUS CPI. Your clients will be paying for your green status plus you get participation Certificate issued by Green Go LLC a company established since 2002 & the consultant having 30 years of experience & knowledge.

You could display this participation Certificate in your business premises for your customers.

Please be free to contact us for any further information & you are welcome to request for the Carbon Footprint of products & services from different industries.

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Signs of change

Trends and events consistent with theories of climate change
1990s – April 2007

Warning Signs

New records and observations around the world are consistent with scientist's expectations of climate change.

Increases in global average air and ocean temperatures, widespread melting of snow and ice, and rising sea levels led the Intergovernmental Panel on Climate change (IPCC) to report, in February 2007, that "warming of the climate system is unequivocal".

The world is experiencing increasingly uncommon weather, and the implications for day-to-day life are, becoming more apparent. Naturalist's observations of animal and plant behaviour suggest that ecosystems are already being forced to adjust. In April 2007, the IPCC stated with "high confidence" that recent warming has affected terrestrial, marine and freshwater biological systems, glaciers and rivers. Based on an analysis of over 29,000 data sets, contained in 75 studies from around the world, it concluded that over 90 percent of the observed changes were consistent with climate change.

A single extreme weather event or change in the natural environment does not prove that humans are changing the climate. However, the proven physical science, the history of recent observations, and the consistency in model assessments all support only one explanation: the emission of greenhouse gases by human activity is causing profound changes to the climate system and to the world we live in.

SOURCE: THE ATLAS OF CLIMATE CHANGE – EARTHSCAN –U.K

Stand September 2011