



November 20th 2009

[By email]

Bill Keller
Executive Editor
The New York Times
620 Eighth Avenue
New York, NY 10018

Dear Bill,

The International Carbon Reduction and Offset Alliance (ICROA), a non-profit formed in 2008 to promote best practices in the voluntary carbon market, wishes to correct several misrepresentations in Elisabeth Rosenthal's November 17 article, *Paying More for Flights Eases Guilt, Not Emissions*.

First, the article's headline (*Paying More for Flights Eases Guilt, Not Emissions*) incorrectly says that voluntarily purchased carbon offsets create no emission reductions. This is simply not the case. As to whether an offset purchase eases "guilt," that is pure speculation.

We agree that individuals and businesses should take every action directly to reduce their energy use and associated emissions, including considering alternate means to travel. Each ICROA member firm promotes such reductions and many assist in energy conservation services. Until we substantially reduce our dependence on fossil fuels, efficiency and conservation alone can only go so far in reducing carbon pollution. When individuals and organisations purchase carbon reductions from offset projects developed for the voluntary market they cause true and additional emission reductions above and beyond their direct reduction efforts. That statement is indisputable.

Ms. Rosenthal's article implies also that the individuals who are purchasing offsets for travel are doing so to ease their guilt for a small fee, rather than engaging in significant behavioural changes. Our experience and our client rosters prove just the opposite. Those who voluntarily pay to offset their travel and the like include the leaders in sustainability. These are the individuals and firms that have already

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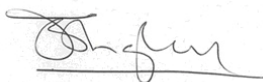


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replaced incandescent bulbs with efficient lighting, who car pool or use public transport where possible, and who are finding new ways to fight climate change. For these individuals and firms, offsets are the extra step to full responsibility.

We appreciate the opportunity to set the record straight.

Kind Regards,



Jonathan Shopley
ICROA Co-Chair



Tom Stoddard
ICROA Co-Chair

ICROA:

ICROA is the leading membership organisation for carbon reduction and offset providers in the voluntary carbon market. ICROA promotes best practice in the voluntary market with its Code of Best Practice, which the ICROA members sign up to and report against. The ICROA Code of Best Practice has specific requirements for how members provide their carbon footprinting, GHG reduction advice and offset services. ICROA members also engage with Governments and other key NGO stakeholders on voluntary carbon market issues.

To learn more about these issues and ICROA, please visit www.icroa.org

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