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Seeking To Purchase a Greener Vehicle? Offset It.

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Introduction

Is there such thing as a green vehicle?

What is a Carbon Offset?

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Seeking To Purchase A Greener Vehicle? Well Then, Offset It.

Is There Such Thing As A Green Vehicle?

Shopping for and deciding on a vehicle to purchase (or lease) for many, could never be described as a simple, easy, low stress, or even fun experience. Add to that, the process and complexity in searching for and purchasing a GREEN vehicle. *[Green, as described by Merriam Webster is, "a: concerned with or supporting environmentalism, orb: tending to preserve environmental quality (as by being recyclable, biodegradable, or nonpolluting)]."*

The more one investigates this matter, the more that person knows that the varying technologies – electric, hybrid, alternative fuel, etc. – all have significant drawbacks. Moreover, these drawbacks are difficult to compare and truly measure - general environmental inefficiency vs. carbon inefficiency for example. As a result, what one finds out upon even the most preliminary investigation is...there really are NO green vehicles.

Here's just a quick glimpse; considering that most of all the electricity produced in the United States today is still generated from (dirty) coal burning plants, electric vehicles therefore (while more environmentally efficient), are carbon inefficient. Moreover, while hybrid technology vehicles have recently sequestered a significant portion of the market, there is still no solution in what to do with all the batteries (fuel cells) after they have exhausted their usefulness - which by the way only have a predicted lifetime of 6 years. So while hybrid vehicles are more "carbon" efficient than both electric and traditional vehicles, they are still environmentally inefficient.

The bottom line therefore is this... while these green vehicles are either more environmentally efficient and/or more carbon efficient than traditional vehicles, they still have a deleterious effect on our environment. So, given these hard truths, which vehicle/technology type (traditional vs. electric; electric vs. hybrid, etc.) is a better green choice you ask? Well, that is a thesis project for a graduate student. However, while presently there is only a possible "lesser of evils" and no panacea (no truly green vehicle - yet)... there is one other environmental alternative for us everyday people whose lives are complicated, moving at the speed of sound and want to make the right "green" decisions. It's called a Carbon Offset.

What Is A Carbon Offset?

The standard definition of a carbon offset is a reduction in emissions of carbon or [greenhouse gases](#) made in order to compensate for or to offset an emission made elsewhere. A better explanation, if not perhaps a definition would be this...a measured exchange and transference of monies in projects and initiatives that, in its most pure form, conversely emit oxygen to neutralize, or "zero out" those carbon emissions. Initiatives like reforestation for example, are taking place every day around the world to offset government, corporate and

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consumer generated emissions. In 2008, about \$705 million of carbon offsets were purchased in the voluntary market, representing about 123.4 million metric tons of CO₂ reductions¹.

Why Offset Your Vehicle?

While offsetting is by no means an ameliorating technological or societal solution, it is unquestionably an intelligent strategy till such time as an environmentally innocuous vehicle becomes commercially available. Carbon offsets therefore enable all of us to voluntarily take simple, positive action *now*.

Offsetting your carbon footprint will support greenhouse gas reduction projects and hasten the transition to a clean energy future. Reduce, Re-Use, Recycle and make better environmental choices when and where you can... offset what you cannot.

How Do We Know The Money Really Goes To These Offset Initiatives?

A world recognized and U.S. government approved third party financial institution called the Chicago Climate Exchange, ensures that these monies are responsibly funneled to the right companies, for the right project, for the right Offset. Go to www.chicagoclimateexchange.org for more.

How Do I Offset My Vehicle?

Just go to www.goenv.com and follow the easy, step by step instructions!

¹http://ecosystemmarketplace.com/documents/cms_documents/StateOfTheVoluntaryCarbonMarkets_2009.pdf