

From: Daniel M. Matross [mailto:dan@climatecooler.com]
Sent: Thu 5/21/2009 8:08 AM
To: Climate Change Workshops@ARB
Subject: Public comment from Cooler, Inc.

To: California Air Resources Board
From: Cooler Inc.
Date: 21-May-2009
Re: Compliance offsets for AB32 Cap and Trade

Cooler Inc. is a for profit social venture with the goal of getting consumers and small businesses to know and reduce their individual carbon footprints. We present innovative carbon calculations based on financial data and customized actions with climate benefits. As part of our offering, we can provide offsets to our clients and as such have been an active buyer in the voluntary carbon markets for over two years. We currently screen project-by-project for very high quality offsets which our partners, a set of major environmental organizations, approve and can stand behind with us.

Given our experience as buyers in the offset market, we encourage the California Air Resources Board to incorporate a full spectrum of programs which have rigorous, science-based standards for compliance offsets under AB32. These include Climate Action Registry, the American Carbon Registry, and the Gold Standard, among others. Including multiple programs enhances flexibility, ensures competitiveness, and careful screening of those programs maintains offset quality.

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