



Your Friend to tackle climate change!



2018 ANNUAL REPORT

BECOME THE #SOLUTIONTOCLIMATECHANGE



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Aloha.

Look back with us at a year of development and creation here at CarbonBuddy.



2018 was the second year for CarbonBuddy and the first full calendar year of operation. Because of a growing family, we decided that I should be the one staying home, spending most of the daytime raising our son while his mother would continue her full-time work at The Nature Conservancy.

At times, easier said than done, it was the right decision because it allowed me to focus on our child while at the same time being able to spend every free minute creating and developing new services for CarbonBuddy and refining existing ones. The entire year, I could focus on developing CarbonBuddy in the kind of business I always dreamed of. Bringing you outstanding, never before seen services that empower you to tackle climate change and inequality.

Here are just a few things CarbonBuddy added to its list of services in 2018:

- six Hawai'i specific emission calculation and offset tools
- three international emission calculation and offset tools serving everyone except large businesses around the world

Of course we did not stop at these tools. In addition, we have refined the #CarbonDashboard and gave it a new look, just as we did with the ClimateBuddyLabel.

Besides adding features itself, we have also added numerous new features within the calculation and offset tools and made them more user friendly than ever before.

Now you can enter your information to join the #ClimateBuddyMap right within each calculation and offset tool and see your information added to it within a day.

Behind the scenes we were working on developing more local offset options and reaching out to organizations and events to take the lead and become emission neutral. It is just the beginning.

Mahalo nui for a great 2018.

M. Johannes Seidel



Right: How CarbonBuddy serves you. Our tools as found at www.carbonbuddy.com

What you can do with CarbonBuddy



Our Emission Calculation and Offset Tools

For Hawai'i



Make your business/organization stand out and offer emission neutral services/products.



Calculate & offset your tourism business emissions & offer a climate neutral experience in Paradise.



Calculate and offset your (family's) annual emissions within a few minutes.



Calculate & offset emissions of your (family's) Hawai'i visit for a climate neutral vacation.



Make your business event in Paradise stand out. Calculate and offset event emissions and host a climate neutral event.



Welcome or bring your family to Paradise and do it emission neutral within 5 minutes. Aloha.

For the rest of the world



Calculate and offset your small business/organization's emissions within a few minutes.



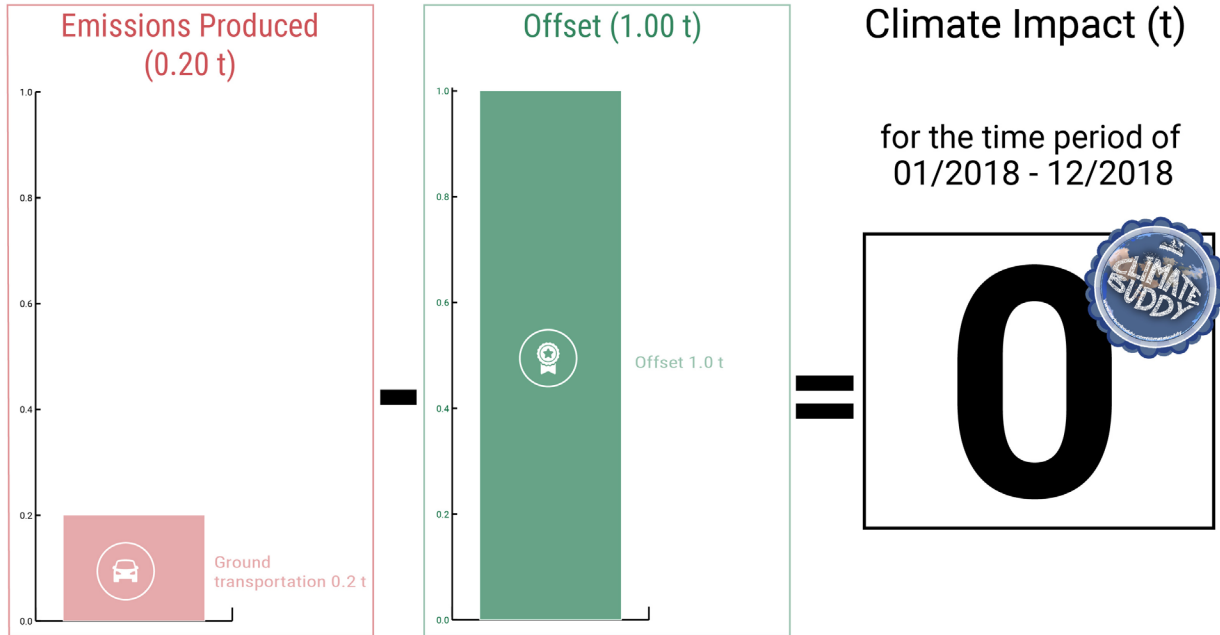
Calculate and offset your (family's) emissions today and become climate neutral.



Only want to calculate and offset a private or business trip? Be done in less than 5 minutes!



#CarbonDashboard



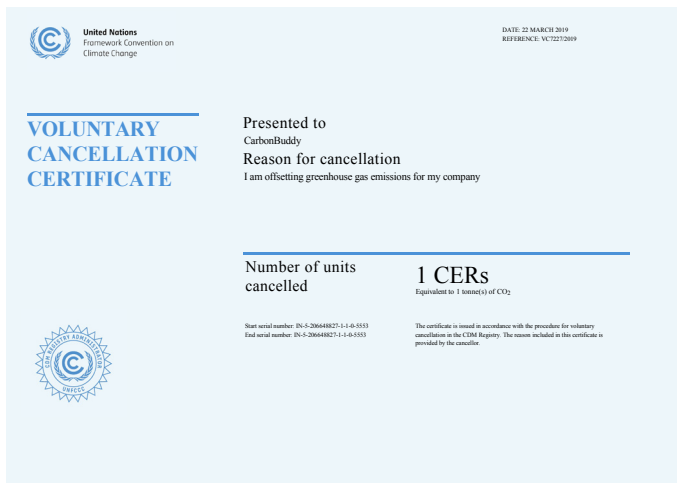
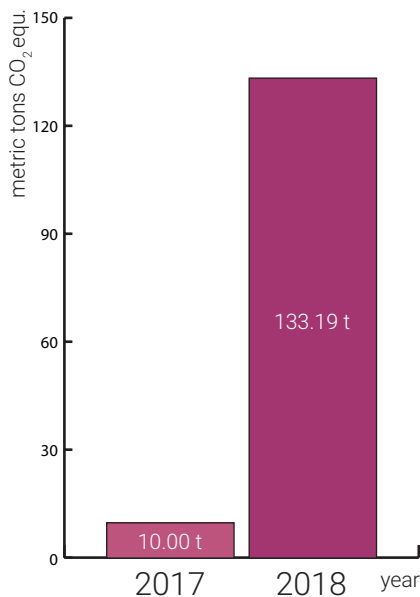
☑ This business / organization / event receives 100 % of its electricity from renewable sources

Emission values displayed above reflect emissions of this business / organization / event as calculated using a CarbonBuddy emission calculator available at www.carbonbuddy.com

Offset value represents offset purchase made by the party through CarbonBuddy.

The number above shows the overall climate impact of this business / organisation / event for the stated time period in metric tons according to their calculation. A "0" value means this business / organisation / event is emission neutral.

Emissions our customers and partners have offset with CarbonBuddy.



Our Climate Impact

“Our intention at CarbonBuddy is to lead by example. Therefore, we offset all our emissions and through that operate emission neutral since day one.”

Is growing. Even though we have spent the year 2018 creating and developing services for our customers and partners, we were able to increase our climate impact and support organizations, events and individuals become emission neutral. We are looking forward in further growing this number in the coming year with you.

Highlights in 2018 were a collaboration with the Sierra Club of Hawaii to offer their guests the option to enjoy an emission neutral 50th anniversary party in September. In addition we welcomed two Hawai'i Island Organizations - **The Hawai'i Wildlife Fund** and **Upcycle Hawai'i** - in becoming emission neutral for the entire year. Not only that, Hawai'i Wildlife Fund even went back an additional year and started with mitigating their 2017 emissions as well.

Both Organization as well as the event can be found - along with everyone else who took climate action with CarbonBuddy in 2018 - at the brand new **#ClimateBuddyMap** www.carbonbuddy.com/climatebuddymap This new tool within the CarbonBuddy family is intended to spread the word on climate action and give consumers a resource on which they can find solely carbon neutral services and products as well as individuals and events that take climate action.

Because Hawai'i Wildlife Fund and Upcycle Hawai'i offset their emissions for an entire calendar year, they also qualified for the complimentary **#CarbonDashboard** and **ClimateBuddyLabel** (both in digital form). These tools are intended to support these leading organizations in their effort to spread the word on their climate leadership. With these tools, emission neutral businesses and organizations can easily market the extra service they provide to their customers/clients/partners on social media, their web presence and in reports without additional effort.

**reducing
emissions
by 133 t!**

Left: Top - CaarbonBuddy 2018 #Carbondashboard, bottom left - amount of emissions offset by CarbonBuddy, bottom right - UN offset certificate displaying the offset according to the #carbonDashboard above



In 2018, CarbonBuddy offered emission mitigation via local and international offset projects. All local offset options also include a certified international offset to ensure traceable, verifiable offsetting on behalf of our customers. To learn more about how CarbonBuddy offsets emissions, please go to: www.carbonbuddy.com/how-we-offset

Above: Wind energy in Hawai'i (this is not a CarbonBuddy project)

INTERNATIONAL OFFSET PROJECTS OFFERED:

- Energy production from chicken manure and residues from starch and sugar industries. India¹
- Waste Water treatment captures methane for renewable energy production. Thailand²
- Solar Water Heater Program. India³
- Cook Stove Project. Malawi⁴

LOCAL OFFSET PROJECTS OFFERED:

- Hawai'i Community Assets. Photo-voltaic System for Hawaii's First-and-Only Financial Opportunity Center. Hilo, Hawai'i⁵
Project Balance on 12/31/2018 - \$1165.35

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

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

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

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

⁵ <https://www.carbonbuddy.com/hawaiian-community-assets/>

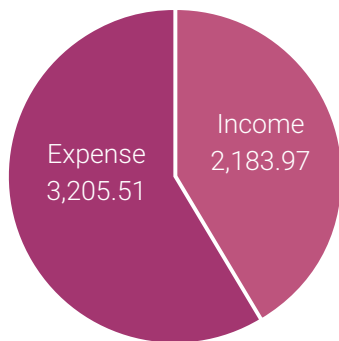
2018 Finances

In 2018, CarbonBuddy has increased sales significantly compared to 2017. While revenue in 2017 was at \$191, it increased in 2018 to \$2,274.97 (including 4% or \$91 Hawai'i General Excise Tax). Income after GE tax was \$2183.97 of which \$473.01 went to international offset projects and \$1165.35 went to the internal local offset project account. Both combined (\$1638.36) represent >75% of the annual offset income of CarbonBuddy for 2018. The remaining \$545.61 were used to cover some of CarbonBuddy's expenses.



“At CarbonBuddy, at least 75% of offset revenue goes straight towards projects. Always.”

Income/Expense (\$)



Income Allocation (\$)

