



**CARBONBUDDY®**  
YOUR FRIEND TO TACKLE CLIMATE CHANGE



I am the #solutiontoclimatechange

2019

ANNUAL

REPORT





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# ALOHA.

>> *It has never been easier to live a climate friendly life. Download the CarbonBuddy app and get started today.* <<

At CarbonBuddy we are looking back at a very successful year 2019. We expanded, reached more people and reduced more emissions than ever before.

Here are some of 2019s highlights:

- Released the CarbonBuddy App!
- CarbonBuddy became a **Kuleana Green Business** after joining the local Kona-Kohala Chamber of Commerce
- We have expanded our list of businesses/organizations taking climate action to eight
- Founder and Owner M. Johannes Seidel received a **Honorary Award** for his work with CarbonBuddy
- We have helped our customers to **offset over 450 metric tons of CO<sub>2</sub> equivalent emissions**
- CarbonBuddy collected over **\$3,000** for local non-profits

towards renewable energy and native trees in 2019 alone and almost \$4,000 since going into business

- In December of 2019 CarbonBuddy ran a **successful Kiva crowdfunding campaign** and raised \$7,500 with in three days toward 2020 investments and the #HawaiiClimateTalks

Besides looking back to a truly successful 2019, we are even more excited about 2020. In the coming year we plan to expand our reach heavily within Hawaii and support even more business and individuals to take action on climate change. With the resources of the KIVA loan we will move into a new office space and start the #HawaiiClimateTalks series bringing awareness to the community we serve.

We are looking forward to working with you and continue our existing relationships towards a carbon neutral Hawaii. Mahalo for your leadership to all who already work with us.

Sincerely yours,

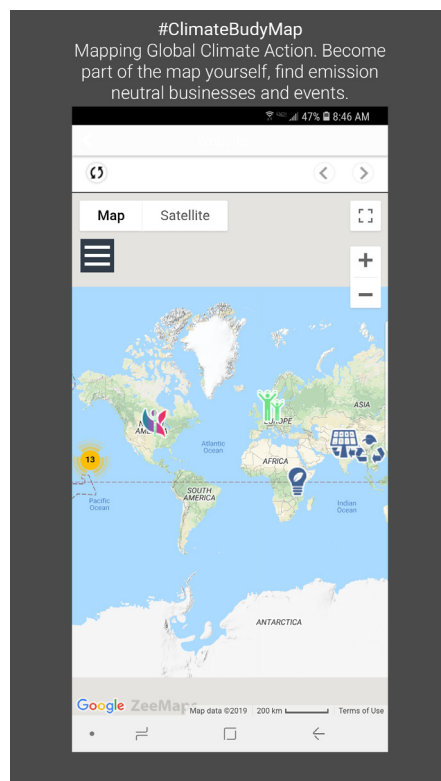
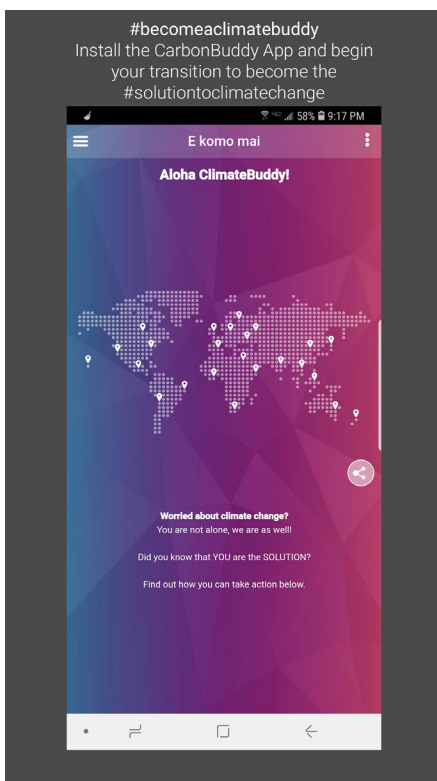
*M. Johannes Seidel*



# CARBONBUDDY APP

Yes, it's here!

It was quite a bit of work, but in the beginning of 2019 we have finally released the Carbonbuddy App for Android and Apple devices. Now everyone with a smartphone and internet access can benefit from our comprehensive tools and manage their climate impact on the go. The app gives individuals quick access to all features needed to conveniently become carbon neutral. Services for businesses/business events are not accessible via the app.



Get the app at the Apple App Store or on Google Play.

Find out more at: [www.carbonbuddy.com/my-app](http://www.carbonbuddy.com/my-app)

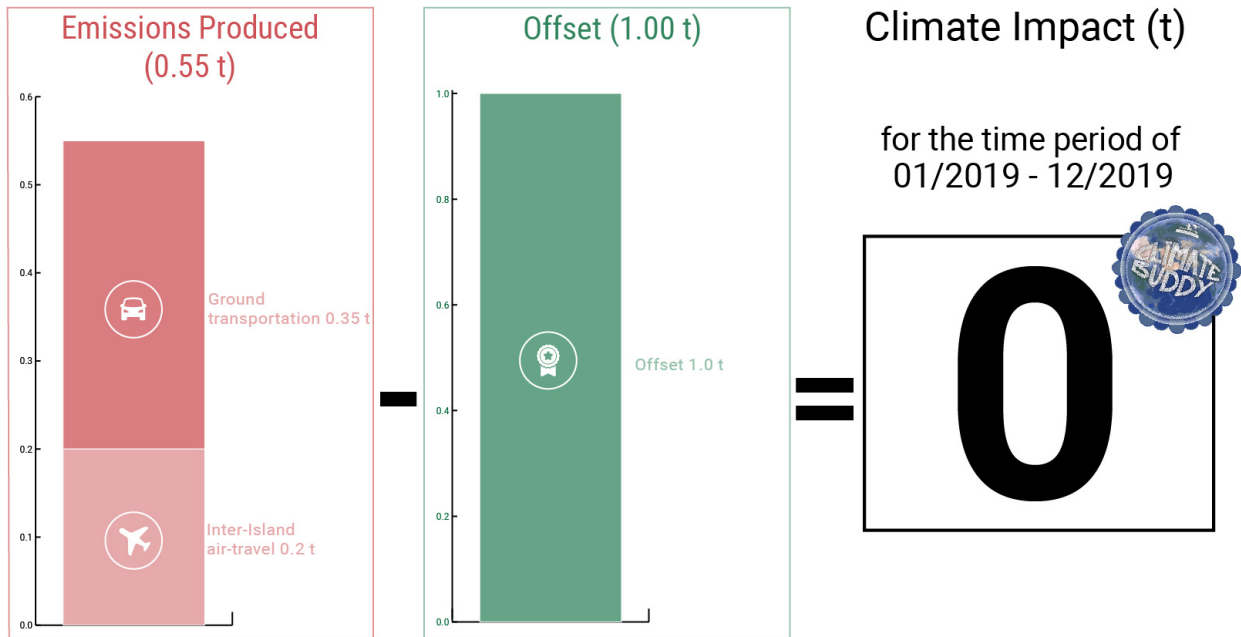
# OUR CLIMATE IMPACT

>> *As always, our intention at CarbonBuddy is to lead by example. Therefore, we offset all our emissions and operate carbon neutral since day one <<*

Below you can find our own 2019 #CarbonDashboard from which anyone can assess the climate impact of CarbonBuddy. As we bring climate action to others, we intend to continue to walk the talk and lead by example ourselves. As displayed, CarbonBuddy's overall carbon footprint remains negative and we are offsetting more than we emit. Also, our emissions before offsetting remain very low with "only" 0.55 t. This is due to the office being fully powered by renewable energy and the use of highly efficient vehicles for our local business trips.



## #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](http://www.carbonbuddy.com)

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

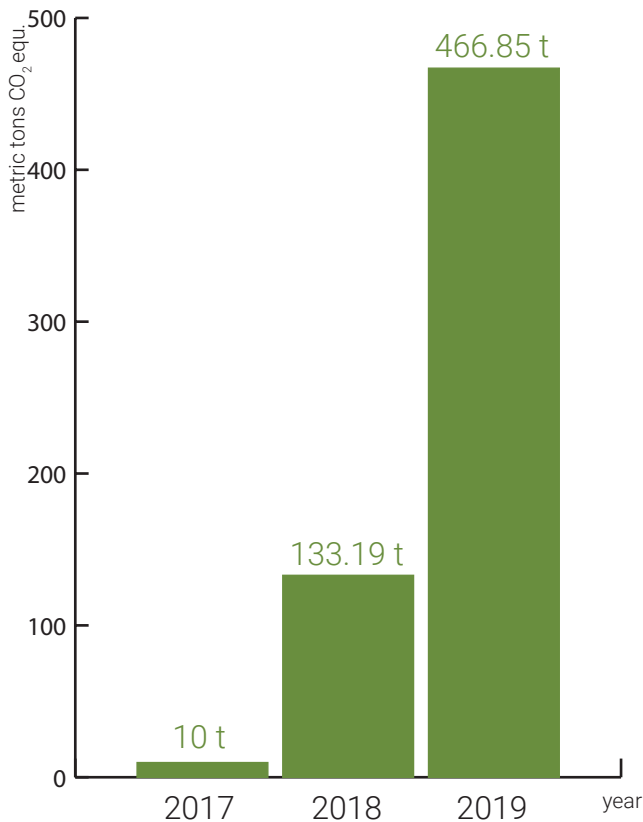
The number above shows the overall climate impact of this business / organisation / event for the stated time period in metric tons according to their calculation. A "0" value means this business / organization / event is emission neutral.

During 2019 CarbonBuddy acquired with Big island Divers its first large business customer. Soon after followed another ocean based local business - Body Glove Ocean Adventures - who is now offering its customers a carbon neutral cruise optoin along the Kona coast. These are just two examples of the growing list of businesses here in Hawaii using the CarbonBuddy services to offer their customers a cleaner product/service.

Organizations that offset emissions with CarbonBuddy in 2019. Find out more at: [www.carbonbuddy.com/climateleaders](http://www.carbonbuddy.com/climateleaders)

>> *Mahalo to these climate leaders!* <<

Emissions our customers and partners have offset with CarbonBuddy since we started:



**->total >600t!**

# OUR YEAR

>> *Founder M. Johannes Seidel received the 2019 Honorary Award for its outstanding work with CarbonBuddy* <<

In July 2019, Founder M. Johannes Seidel received the **“Honorary Award”** from the Association of Engineers Weihenstephan. “Once again, I want to express my gratitude for your support and for bringing attention to this important topic. The experienced appreciation of the work I am doing with CarbonBuddy is highly motivating to be even better. Thank you!”

During the award ceremony at his alma mater, the Weihenstephan-Triesdorf University of Applied Sciences, a previously recorded 30 min. video talk was screened to the audience. You can watch the Honorary Award talk at the CarbonBuddy tube: <https://www.youtube.com/watch?v=fbFbN3w80aA>

In addition, you can read the news release (in german) on the Association's website at: <https://www.weihenstephaner-ingenieur.de/2019/08/30/ehrenpreis-la-2019-an-johannes-seidel/>



## Ehrenpreis LA 2019 an Johannes Seidel



Thematischer Schwerpunkt des Tags der Landschaftsarchitektur war der Klimawandel. So wurde der Ehrenpreis der Landschaftsarchitektur des „Verbands Weihenstephaner Ingenieure“ an den HWT-Alumnus Johannes Seidel verliehen, dessen Start-up die Reduzierung und den Ausgleich von CO<sub>2</sub> zum Ziel hat.

Die fachliche und menschliche Wertschätzung für Herrn Seidel brachten die Laudatio von Prof. Beirke – Leiter des Zentrums für Forschung und Wissenstransfer an der Hochschule – sowie der Beitrag von Herrn Grubet, 2. Vorsitzender des Verbandes der Weihenstephaner Ingenieure, nachdrücklich zum Ausdruck.



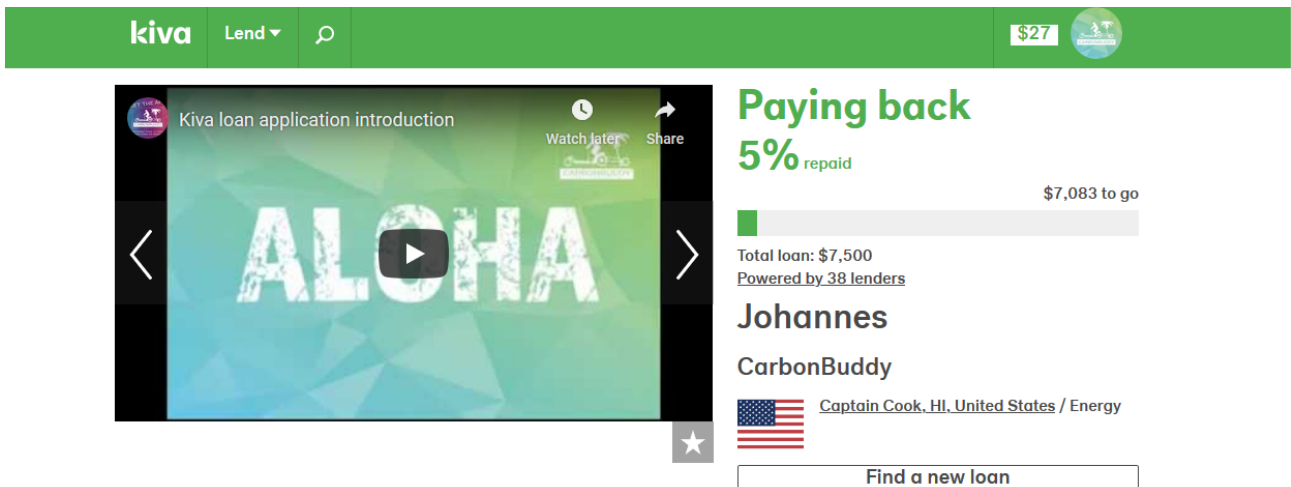


In March of 2019, CarbonBuddy joined the local **Kona-Kohala Chamber of Commerce** and became a dedicated **Kuleana Green Business.**



Just before the year came to a close, CarbonBuddy launched a [successful Kiva crowdfunding campaign](#) and raised \$7,500 in three short days. Founder M. Johannes Seidel is deeply thankful to everyone who supported Carbonbuddy in this campaign.

**Kiva crowdfunding loans** come at a 0% interest rate and are a great opportunity for small businesses like Carbonbuddy to make much needed investments that fuel future growth. With this funding, CarbonBuddy will rent a shared offices space at NELHA (Natural Energy Laboratory of Hawaii Authority) just north of Kona and work on implementing the first [#HawaiiClimateTalks](#) [www.carbonbuddy.com/hawaiiclimate talks](http://www.carbonbuddy.com/hawaiiclimate talks)



A loan helped my business, CarbonBuddy, to rent office space, purchase needed equipment and set up the initial **#HawaiiClimateTalks** event.



In 2019, 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](http://www.carbonbuddy.com/how-we-offset)

INTERNATIONAL OFFSET PROJECTS OFFERED\*:

- [Energy production from chicken manure and residues from starch and sugar industries. India](#)
- [Waste Water treatment captures methane for renewable energy production. Thailand](#)
- [Solar Water Heater Program. India](#)
- [Cook Stove Project. Malawi](#)

LOCAL OFFSET PROJECTS OFFERED\*:

- [Hawai'i Community Assets. Photo-voltaic System for Hawaii's First-and-Only Financial Opportunity Center. Hilo, Hawai'i](#)  
Project Balance on 12/31/2019 - \$2,869.07
- **NEW:** [Forest Restoration in cooperation with the Waikoloa Dry Forest Initiative](#)  
Project Balance on 12/31/2019 - \$934.30
- **NEW:** [Photo-voltaic system for the Hawai'i "Ulu \(Breadfruit\) cooperative](#)  
Project Balance on 12/31/2019 - \$83.50

\*Please note: Not all projects might still be available by the time this report is released



# 2019 FINANCES

During 2019, CarbonBuddy was able to increase sales significantly. Acquiring larger business customers has enabled Carbonbuddy to collect funding for local offset projects as show on the previous page.

**By December 31st, we have collected \$3,886.87 for local non-profit organizations.**

These funds will be used to switch to renewable energy or plant native vegetation in its natural habitat to bring benefits to the local community.

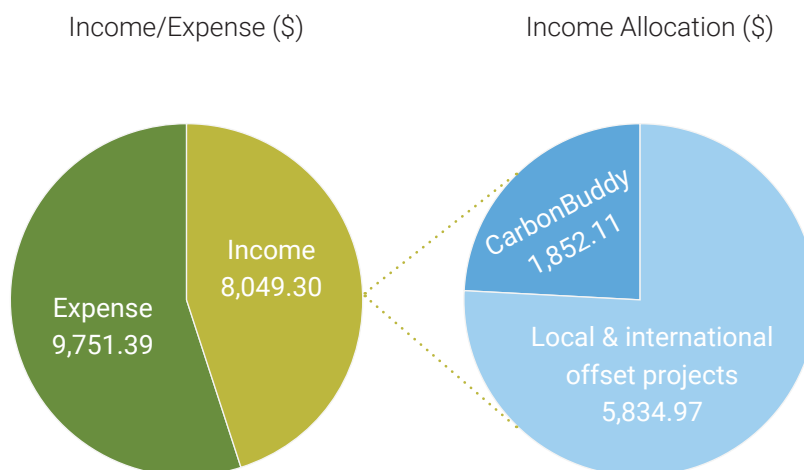
Revenue increased to \$8,049.30 (including 4.5% or \$362.22 Hawai'i General Excise Tax).

Income after GE tax was \$7,687.08 of which \$2,726.45 went to international offset projects and



\$3,108.52 went to the internal local offset project accounts. Both combined (\$5,834.97) represent >75% of the annual offset income of CarbonBuddy for 2019. The remaining \$1,852.11 were used to cover some of CarbonBuddy's expenses.

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





# WHO WE ARE

CarbonBuddy was founded by M. Johannes Seidel in April of 2017. For now, the is still the only person working on growing CarbonBuddy into a sustainable business. You can find more on our story and the founder at:

[www.carbonbuddy.com/our-story](http://www.carbonbuddy.com/our-story)

CarbonBuddy can also be found on:

[twitter](#)

|

[facebook](#)

|

[instagram](#)

|

[youtube](#)

|

[LinkedIn](#)

## Our Vision

A world in which we will restore a balanced climate system, reduce inequality and create a prosperous, clean future for coming generations. People will be living meaningful, happy lives and follow thier dreams.

## Our Mission

CarbonBuddy empowers you to tackle climate change and inequality. We will make the impossible happen.  
#solutiontoclimatechange