International Carbon Equivalent Mechanism Attributed to Neutrality

CARBON FACT

ICEMAN

CFI

"Imagination is better than knowledge…" Albert Einstein

IMAGINE:

- A market driven mechanism that harnesses the positive market forces of competitive advantage to reduce greenhouse gases.
- A mechanism that uses a bottom-up approach to incorporate the calculation of the carbon footprint of small business operations to reduce greenhouse gases.
- Creating an attribute based on science and mathematics by which consumers and buyers of products may evaluate the product's carbon footprint prior to the purchase of the product.
- A methodology that simplifies the complex sciences and protocols that developed since the world focused on anthropogenic greenhouse gas emissions by mathematically converting metric tonne measurements of carbon equivalent gases into a universal, simple to understand indexing system.
- Creating a certified label that is placed on packaging of all products designed to identify a value of the product's relationship to carbon neutral.

Low Carbon Products – An Indexing Mechanism

ICEMAN™

International Carbon Equivalent Mechanism Attributed to Neutrality, ICEMAN™ is a methodology that applies well accepted sciences developed for the calculation of greenhouse gas emissions to provide a quantitative measure of factors that reduce or mitigate greenhouse gas emissions. These quantitative measures are converted into an indexing system that represents a percentage of carbon neutral. An index number of “50” represents 50% Carbon Neutral; an index number of “100” represents 100% Carbon Neutral. The index number will be certified and registered on a website for public access. The index number will be incorporated into a logo certification mark that will be licensed to businesses to be placed on packaging, websites, advertising or any means the business uses to promote themselves or their products or services. A consumer of products or services will have an additional attribute by which to evaluate those products or services. The index number defines the greenness of a product based on the product’s embodied greenhouse gas emissions. It enables the market forces of competitive advantage to be a contributor to the overall reduction of greenhouse gas emissions.

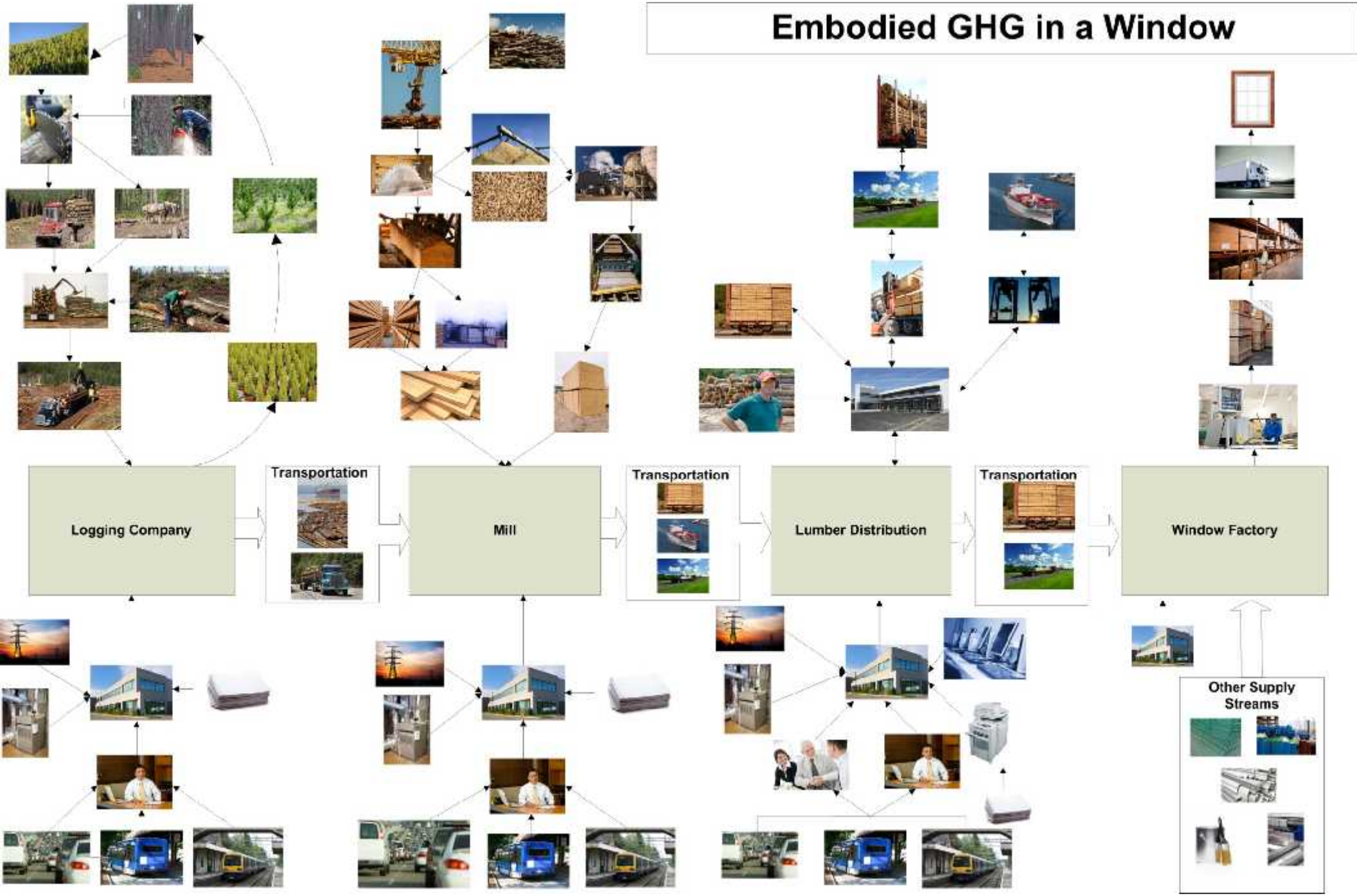
METHODOLOGY

- **ICEMAN Carbon Factor™** is a measurement of overall carbon emissions related to greenhouse gases of, but not limited to, products, materials, transportation, business operations and manufacturer operations. It will take into account certain factors that may impact the overall carbon emission calculations such as, but not limited to, sustainability, renewable energy usage, carbon offsets, acquisition of carbon credits and any carbon emissions mitigation or reduction programs.
- **ICEMAN Carbon Factor Offset™** is a measurement in metric tonne of the carbon credits required to offset the carbon emissions calculation of the Carbon Factor.
- **ICEMAN Carbon Factor Index™** is the mechanism for the mathematical conversion of the Carbon Factor into a unit of measurement between 1 and 100 that represents the Carbon Factor as a percentage to carbon neutral where carbon neutral equals 100.

MATHEMATICAL UNDERPINNINGS

- **Auditing** business operations are performed by well established standards such as the Greenhouse Gas Protocol, A Corporate Accounting and Reporting Standard by the World Resources Institute. Our partner is Verus Carbon Neutral, a leading carbon auditing firm, carbon offset provider, seat on CCX, aggregator, and verifier.
- **Baselines** are established for zero percent carbon neutral in each industry based on worse case scenario of greenhouse gas emissions for infrastructure, process, fuel, and efficiency.
- **Calculation** of the Carbon Factor Index™ of the product can be done once the Carbon Factor Index™ is known for raw materials, sub-products, components, services, and the manufacturer's operations by a simple calculation of the pro-rata sum of the parts used in the manufacturing process.

Embodied GHG in a Window



US Electric Grid GHG Emissions

Table 4 Phase II Purchased Electricity Emission Factors		
NERC Region	NERG sub-regions in the region	Metric Tons CO_2 per purchased Megawatt Hour
ASCC	All Alaska	0.49
ECAR	ECMI, ECOV	0.82
ARCOT	ERCT	0.64
FRCC	FRCC	0.63
HICC	All Hawaii	0.78
MAAC	MAAC	0.50
MAIN	MANN, MANS	0.68
MAPP	MAPP	0.83
NPCC	NYLI, NYCW, NEWE, NYUP	0.51
SERC	SRMV, SRSO, SRTV, SRVC	0.62
SPP	SPNO, SPSO	0.89
WECC	CALI, NWGB, NWPN, ROCK, WSSW	0.51

Figure 1 NERC Region Map

Source: Chicago Climate Exchange

LOW CARBON COMPETITIVE ADVANTAGE

Low Carbon Infrastructure

- Electric Grid
- Photovoltaic
- Wind Generation
- New Technologies

Low Carbon Buildings – Manufacturing Plants

- Lower Carbon Fuels
- Solar Thermal Hot Water
- Geothermal Heating
- Geothermal Cooling
- New Technologies

Low Carbon Processes

- Efficiencies - Wet Kiln vs. Dry Kiln
- Recycling
- Waste Reduction
- Reforestation
- Mitigation Programs
- New Technologies

Low Carbon Transportation

- Type – Container Ships, Rail
- Lower Carbon Fuels
- New Technologies


CARBON FACTOR INDEX
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