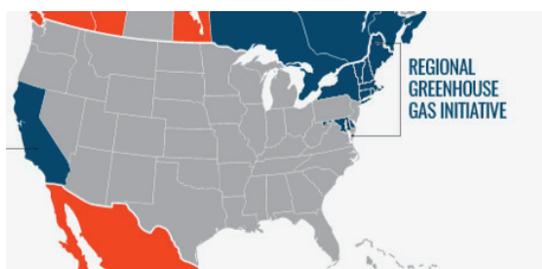


Reducing Greenhouse Gas Emissions Through a Voluntary Federal Framework that Empowers States, Municipalities, and Businesses

Complementing existing state and corporate efforts

Many states, municipalities, utilities, and organizations ALREADY report carbon emissions

Some power generators do it for compliance including nine mid-Atlantic and Northeast states plus California.



New Jersey and Virginia are in the process of becoming Regional Greenhouse Gas Initiative (RGGI) states.

Many corporations report voluntarily for perceived market advantage.

Many power generators/vertically integrated public utilities (e.g., Xcel, Duke) outside of California and RGGI states report voluntarily through the Edison Electric Institute.

Outside of the electric sector, many corporations report voluntarily to two major systems:

- Marriott, USPS, New York MTA, Utah Transit, Xcel Energy, among others report to The Climate Registry
- Alphabet, Apple, Bank of America, Best Buy, among others report to the Carbon Disclosure Project.¹

Why do companies voluntarily calculate and report carbon footprints?

- Calculating a carbon footprint can lead corporate managers to uncover costly inefficiencies (e.g., Walmart, Virgin Atlantic).
- It establishes a baseline, and then helps showcase and document emissions reductions.
 - This is particularly attractive for utilities that have been investing in or maintaining clean energy sources with zero emissions, such as nuclear and renewables.

Why are existing private-led systems falling short?

- Multiple private systems are a barrier to entry and cannot ensure honest reporting.
- Fail to convey a single narrative for the U.S.
- Fail to spotlight leadership in a way that sends a signal to the public, and investors.

The proposed Voluntary Federal Framework for carbon emissions reporting and offset exchange would increase transparency and accountability in the marketplace, driving additional investment in clean energy and offsets, and further decrease U.S. greenhouse gas emissions.

- It complements state, municipal, and corporate action through voluntary reporting and standardization for offsets.
- It's *not a carbon tax or pricing proposal*.
- It would allow consumers and the market to value and take further climate action.

¹Over 700 institutional investors with more than \$100 trillion in assets support CDP, and it discloses self-reported climate data from over 4,000 corporations and other organizations. The responding corporations include more than 1,000 of the largest global corporations and include ~70 percent of the S&P 500.

