

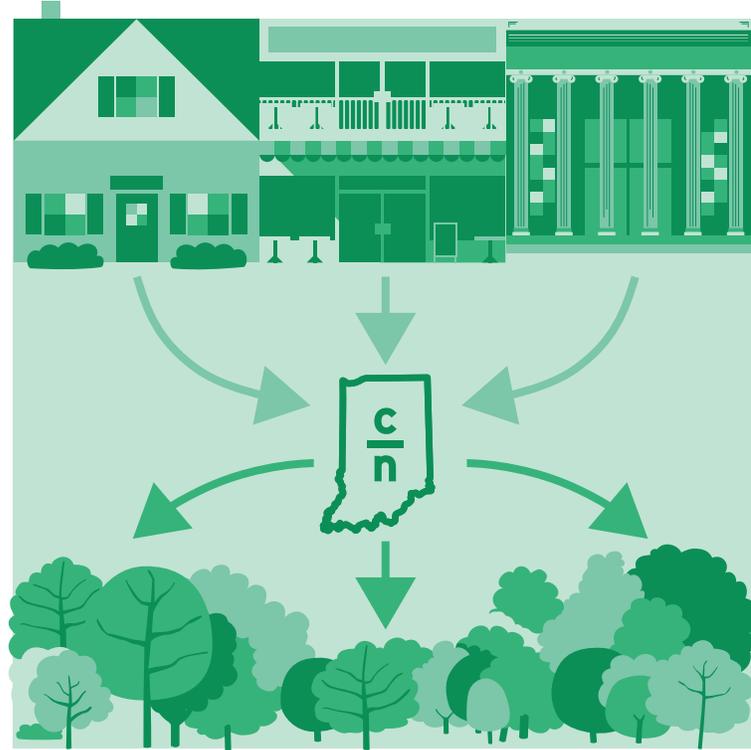
executive summary

In 2018, the Intergovernmental Panel on Climate Change declared the world must become carbon neutral by 2050 or face expensive and horrific consequences. Many solutions will help us get there, but carbon neutrality is the north star. Carbon Neutral Indiana is a scalable concept with little political baggage, and exponential benefits.

THE SITUATION: CARBON DEBT

A person, place or entity is carbon neutral when it takes responsibility for its carbon footprint and invests financially in projects that soak up the same amount it emits. Otherwise, our carbon footprints cause social damages not accounted for. People of color and those with fewer resources pay the highest social costs. More and more people and companies want to become carbon neutral voluntarily because they want to right this wrong.

23% of Americans are willing to invest \$40 per month in climate solutions, according to a 2018 study by the Energy Policy Institute at the University of Chicago. This is about what it costs for the average household to be carbon neutral.



THE SOLUTION: CARBON NEUTRAL INDIANA

After a year of research, Carbon Neutral Indiana launched in April 2020. It's a social enterprise non-profit that's helping Indiana become carbon neutral as soon as possible. We're starting with **households, businesses, and academic institutions** -- analyzing their footprints at no charge, and connecting them with verified projects that offset their footprints -- while creating a social norm around taking responsibility for emissions.

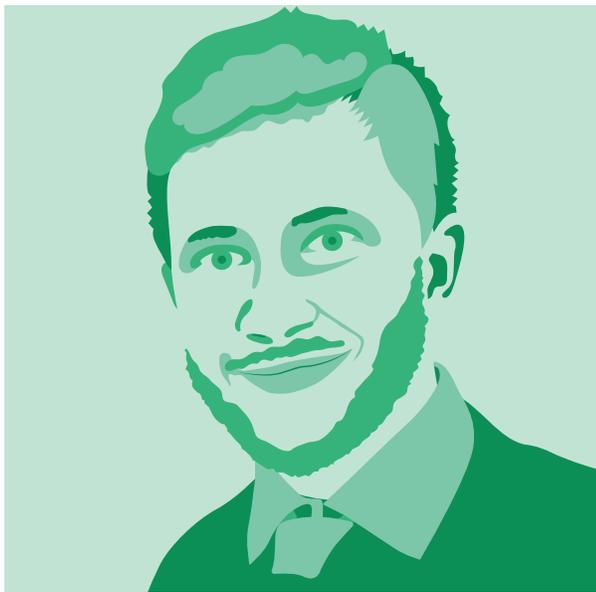
As we grow, CNI will act as a broker between the demand and supply for carbon offsets. “The supply” may mean a forest preserved or planted, a farm shifting to regenerative agriculture practices, or a landfill outfitted with methane capture.

The Indiana Forest Alliance is a 501(c)3 non-profit and CNI’s fiscal sponsor. We see synergy between IFA’s mission of preserving forests and CNI’s effort to channel demand for carbon offsets.



[see our blog]. After an initial investment from grantors and donors, CNI can sustain itself by retaining a small percentage of funds invested in offset projects.

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CNI Founder Daniel Poynter

THE ORIGIN: AN ENTREPRENEURIAL EYE

CNI is a non-profit because our #1 focus is social good. Founder Daniel Poynter’s background in executive coaching, software engineering, public speaking, and philosophy shows in CNI’s entrepreneurial approach. The startup mentality means that we are working for systems-level change grounded in metrics and transparency

THE IMPACT: A POWERFUL INDIANA PILOT

In less than a year, CNI recruited **120 households and 7 businesses in 26 of Indiana’s 92 counties** to become carbon neutral, offsetting more than 3,000 metric tons of CO2 and averting nearly \$750,000 in social damages. Starting from zero in April 2020, CNI grew revenue 76% month over month, with no paid staff. How? With storytelling, positivity, word-of-mouth marketing, and metrics.

The formula is working, even in a red state like Indiana, where polls show that voters are willing to act on climate. Among 800 Hoosiers polled, 66% believe that climate change is one of the most serious problems facing the world today. In 2020, Carbon Neutral Indiana even helped fa-



Facilitate climate legislation at the Indiana Statehouse. The Republican supermajority heard testimony about facilitating voluntary carbon markets, and State Senator Sue Glick, Republican chair of the Senate Committee on Natural Resources, agreed to champion the legislation in the next session. Our early success in Indiana means this model can succeed anywhere.



THE STAKEHOLDERS: BENEFIT FOR ALL

Carbon Neutral Indiana targets people who acknowledge the climate crisis and are ready to invest in solutions. To date, we've recruited college students, single professionals, families, and retirees. Our network is ready to mushroom and diversify. More and more businesses -- from small local shops to major corporations -- are motivated to become carbon neutral because they want to get ahead of coming regulations, or align their brands with pro-social values.

Other beneficiaries of the CNI model are forest or land owners, either private or public [governmental]. They are the most likely to receive revenue from carbon capture and storage projects [i.e. unlogged forests].

Current CNI collaborators include: the Afognak Forest Carbon Project, King County (Seattle) Carbon Forest Project, Indiana Forest Alliance, and others. Climate pioneer Bill McKibben even endorsed CNI in an August 2020 *New Yorker* column.



THE POTENTIAL: FROM PILOT TO SCALE

If 64% of consumers are willing to pay more for environmentally friendly products, and businesses need to spend less than 1% of their annual revenues to achieve carbon neutrality, a massive potential for voluntary carbon neutrality is waiting to be tapped, as CNI's pilot phase has shown. With initial operating support, and as our earned revenue potential snowballs, Carbon Neutral Indiana can lay the groundwork to achieve traction on climate at transformational scale.

We'd love to answer your questions and tell you more about our plans and needs. Please reach out!

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