

EcoLogo^{CM} Program Certification Criteria Document

CCD-162
Greenhouse Gas Neutral Air Travel



Introduction

The EcoLogo^{CM} Program is designed to support a continuing effort to improve and/or maintain environmental quality by reducing energy and materials consumption and by minimizing the impacts of pollution generated by the production, use and disposal of goods and services.

The Intergovernmental Panel and Climate Change estimates that by 2050, emissions from global air travel will account for 5% of the total human climate change impact. Offsetting greenhouse gas emissions from air travel through the purchase of emission reduction offset credits is an effective way of mitigating the environmental impact of air travel and is consistent with the Kyoto Protocol.

Accurate accounting of credits, limits on the types of projects eligible to produce offset credits and educating consumers about the benefits of purchasing offset credits are all essential to providing consumer confidence in greenhouse gas neutral air travel. The methodology and assumptions used to offset the greenhouse gas emissions from air travel should be credible, transparent and readily available.

Based on a review of currently available life cycle information, the category requirements will produce an environmental benefit through a reduction in greenhouse gas emissions to the environment.

Life cycle review is an ongoing process. As information and technology change, the requirements will be reviewed and possibly amended.

Notice

Any reference to a standard means to the latest edition of that standard.

The EcoLogo^{CM} Program reserves the right to accept equivalent test data for the test methods specified in this document.

Interpretation

1. In the following criteria document:

“accredited personnel certification body” means personnel certification bodies accredited to assess individuals' necessary competencies, and ensuring these are appropriate to the work being performed.

“additionality” means greenhouse gas emission reductions are only credited when they can be proven to have taken place in addition to what would have occurred in the absence of the project which the reductions were sourced from;

“carbon dioxide equivalent”, or “CO₂e”, means the unit for comparing the radiative forcing of a GHG to carbon dioxide. The carbon dioxide equivalent of a particular GHG is calculated using the mass of a given GHG multiplied by its global warming potential (GWP). The greenhouse gases identified for international regulation are carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs) and sulphur hexafluoride (SF₆);

“consumer” means, for the purpose of this Certification Criteria Document, an individual or organization who purchases an airline ticket, where the additional purchase of greenhouse gas emission reduction credits can be made with such tickets;

“current emission factors” means a published greenhouse gas emission factors for airline travel;

“double-counting” means the allocation of a greenhouse gas reduction credit to more than one transaction either at the wholesale or retail level;

“global warming potential” or “GWP” means the time-integrated change in "radiative forcing" due to the instantaneous release of 1 kg (or 2.2 lbs) of a trace gas expressed relative to the radiative forcing from the release of 1 kg (or 2.2 lbs) carbon dioxide (CO₂);

“greenhouse gas” or “GHG” means anthropogenically-generated gas suspected of enhancing the atmosphere’s natural heat-trapping abilities, the greenhouse gases identified for international regulation are carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs) and sulphur hexafluoride (SF₆);

“greenhouse gas burden” means the mass, in kilograms, of greenhouse gas emissions, measured in carbon dioxide equivalents (CO₂e) that can be allocated to an individual consumer for a particular activity (e.g., taking a commercial air flight);

“greenhouse gas neutral” means that the generation of the calculated greenhouse gas emissions from an activity have been offset by the retirement of an equivalent number of greenhouse gas emission reductions from a separate activity;

“greenhouse gas neutral air travel” means air travel with no net greenhouse gas emissions associated with the burning of fossil fuel used to transport a passenger from one place to another. The greenhouse gas emissions associated with this travel is offset by the purchase of greenhouse gas reduction credits from separate activities;

“greenhouse gas neutral transaction” means a retail transaction in which a consumer purchases greenhouse gas emission reduction credits in association with the purchase of one or more air travel tickets. An individual greenhouse gas neutral transaction may encompass more than one flight, taken by

more than one passenger, but the associated greenhouse gas emission reduction credits may only be applied to a single transaction;

“greenhouse gas emission reduction credit” means a quantified credit, measured in kilograms or metric tonnes of carbon dioxide equivalents (CO₂e), that can be allocated to particular project or activity that prevents the emission of greenhouse gases to the atmosphere or otherwise removes such gases from the atmosphere. For the purposes of this document, it is understood that the calculation of greenhouse gas reduction credits utilize a recognized emissions reduction quantification protocol;

“ISO” means the International Standards Organization;

“recognized emissions reduction quantification protocol” means a methodology for the quantification of greenhouse gas emission reduction credits that has been approved by a provincial, national or international body mandated for the approval of such documents, for example the United Nations Framework Convention on Climate Change Clean Development Mechanism Executive Board, or the Canadian Offset Program Authority. Appendix 1 provides examples of recognized protocols for projects;

“retired” means to permanently remove the greenhouse gas emission reduction credits from the market;

“travel booking agents or systems” means both individual travel agents and electronic web-booking systems; and

“wholesale market” means the market on which credits, stemming from projects and facilities that produce tangible reductions in greenhouse gas emissions, may be bought and sold. For the purpose of this Certification Criteria Document, it is understood that once purchased, such credits will be sold on the retail market, in association with greenhouse gas neutral air travel.

Category Definition

2. This category includes all greenhouse gas neutral air travel.

General Requirements

3. To be authorized to carry the EcoLogo^{CM}, the greenhouse gas neutral air travel must:
 - (a) meet or exceed all applicable governmental and industrial safety and performance standards; and
 - (b) be delivered in such a manner that all steps of the process, including the disposal of waste products arising therefrom, will meet the requirements of all applicable governmental acts, by laws and regulations.

Product Specific Requirements

4. To be authorized to carry the EcoLogo^{CM} greenhouse gas neutral air travel must for each greenhouse gas neutral transaction, determine an individual consumer's greenhouse gas emission burden, by:
 - (a) accounting for the number of person-flights and travel distance attributed to that transaction;
 - (b) utilizing current emission factors; and
 - (c) basing the final greenhouse gas burden in units of tonnes or kg CO₂e.
5. To be authorized to carry the EcoLogo^{CM}, a program supporting greenhouse gas neutral air travel must ensure that consumer purchases of greenhouse gas emission reduction credits meet the following requirements:
 - (a) credits purchased by the consumer are at minimum, equivalent to that transaction's total calculated greenhouse gas emission burden;
 - (b) credits are passed on, sold, transferred or donated to, or used or retired on behalf of, the consumer as part of their air travel ticket transaction;
 - (c) credits are not passed on, sold, transferred or donated to, or used or retired on behalf of, more than one consumer; and
 - (d) credits are passed on, sold, transferred, donated, used or retired one time only. Once the consumer has completed their flight, the greenhouse gas reduction credits are automatically considered retired.
6. To be authorized to carry the EcoLogo^{CM}, a program supporting greenhouse gas neutral air travel must ensure that greenhouse gas emission reduction credits:
 - (a) are identifiable to ensure that a credit can be tracked back to the source project and to the individual consumer for whom the credit is passed on, sold, transferred or donated to, or used or retired through the use of a credit numbering system;
 - (b) are numbered and tracked in a registry or ledger such that double counting of credits is prevented;
 - (c) are sufficient to offset the greenhouse gas emission burden of the individual consumers under the program; and
 - (d) are recognized as passed on, sold, transferred or donated to, or used or retired on behalf of the individual consumer by a paper certificate or electronic record.

Legitimate Offset Credits

7. To be authorized to carry the EcoLogo^{CM}, a program supporting greenhouse gas neutral air travel must purchase only greenhouse gas emission reduction credits that meet the following:
- (a) are derived from eligible projects or facilities (see Appendix 1);
 - (b) are quantified, and in accordance with the *ISO 14064 Part 2 - Greenhouse gases: specification for the quantification, monitoring and reporting of project emissions and removals*, and/or using a recognized emission reduction quantification protocol listed in Appendix 1;
 - (c) must be based in units of tonnes or kg CO₂e; and
 - (d) are verified:
 - (i) by a verification body accredited (when final standard available) to *ISO/CD 14065, Greenhouse gases -- Requirements for greenhouse gas validation and verification bodies for use in accreditation or other forms of recognition* draft international standard,
 - (ii) by a verification body accredited to register management systems to the ISO 9001 standard and ISO 14001 standard or by an external auditor that has received qualification from an accredited personnel certification body,
 - (iii) in accordance with *ISO 14064 Part 3 - Greenhouse gases: specification and guidance for the validation and verification of greenhouse gas assertions*,
 - (iv) such that the verification specifically addresses additionality, and
 - (v) annually, with project documents including a description of the project, the verification statement and summary calculations of the number of credits created submitted (annually) to the EcoLogo^{CM} Program and made available on-line to interested parties.
8. To be authorized to carry the EcoLogo^{CM}, a program supporting greenhouse gas neutral air travel must ensure that the accounts of greenhouse gas emission reduction credits purchased in the wholesale market and sold in the retail market are in good standing (i.e., the number of credits bought and sold are in balance), such that;
- (a) sufficient emission reduction credits are secured under contract from the wholesale markets to cover the credits sold in the retail market with a grace period of 45 calendar days;
 - (b) any deficiencies between the number of credits delivered from the wholesale market and those required to meet the obligations under 8(a) are resolved within four months of the end of the

calendar year (e.g., this covers the time for making up any credits that were contracted but were not delivered because of failed verifications, bankruptcy of project or other reasons); and

- (c) an annual audited statement of the reconciliation described in 8 (b) is submitted annually to the EcoLogo^{CM} Program.

Educated Consumers

9. To be authorized to carry the EcoLogo^{CM}, a program supporting greenhouse gas neutral air travel must feature an educational and promotion component that:
 - (a) educates consumers on the climate change issue and its relationship to GHG emissions;
 - (b) clearly explains the benefits of purchasing greenhouse gas reduction credits, as part of the consumers air ticket transaction;
 - (c) clearly explains that the greenhouse gas reduction credits purchased by the consumer are being retired by this transaction;
 - (d) clearly describes how the consumers' decision to purchase greenhouse gas reduction credits will translate to tangible reductions in GHG emissions and how they can be confident this will occur; and
 - (e) does not mislead the consumer, in any manner, as to what they are purchasing and what the benefits of this transaction will be.

10. To be authorized to carry the EcoLogo^{CM}, a program supporting greenhouse gas neutral air travel must ensure travel booking agents or systems participating in the program:
 - (a) deliver the program's required educational component to consumers, in compliance with the requirements set out in (9);
 - (b) calculate the greenhouse gas burden allocated to each greenhouse gas neutral transaction, and maintain accurate records of such transactions;
 - (c) provide a monthly accounting of greenhouse gas neutral transactions and associated sale of all greenhouse gas emission reduction credits to the program supporting greenhouse gas neutral air travel; and
 - (d) not make claims to consumers which credit specific projects as the source for the greenhouse gas reduction credits allocated to specific transactions.

Note: Notwithstanding 10(d), participating travel agents are permitted to communicate the type or range of source projects for greenhouse gas reduction credits.

Verification

11. To verify a claim that a product meets the criteria listed in the document, the EcoLogo^{CM} Program will require access, as is its normal practice, to relevant quality control and production records and the right of access to production facilities on an announced basis.
12. If applicable, compliance with requirement 3(b) shall be attested to by a signed statement of the Chief Executive Officer or the equivalent officer of the licensee. The EcoLogo^{CM} Program shall be advised in writing immediately by the licensee of any non-compliance that may occur during the term of the license. On the occurrence of any non-compliance, the license may be suspended or terminated as stipulated in the license agreement.

Conditions for EcoLogo^{CM} Use

13. The EcoLogo^{CM} may appear on promotional literature and official documents and stationary of the program supporting greenhouse gas neutral air travel, provided that the EcoLogo^{CM} Program meets the requirements in this document.
14. All licensees and authorized users must comply with the EcoLogo^{CM} Program's *Guide to Proper Use of the EcoLogo^{CM}* regarding the format and usage of the EcoLogo^{CM}.
15. Any accompanying advertising must conform with the relevant requirements stipulated in this document, the license agreement and the EcoLogo^{CM} Program's *Guide to Proper Use of the EcoLogo^{CM}*.
16. Corporate entities wishing to utilize or promote the purchase of greenhouse gas neutral air travel either by the organization or their individual employees, may contact the EcoLogo^{CM} Program to discuss authorized use of the EcoLogo^{CM}.
17. It is recommended that a criteria statement appear with the EcoLogo^{CM} whenever the EcoLogo^{CM} is used in association with the greenhouse gas neutral air travel. The intent of this statement is to provide clarification as to why the product was certified and to indicate constraints to which the certification is limited. This is to ensure no ambiguity over, or misrepresentation of, the reason(s) for certification.

The recommended criteria statement wording for this product type is "Greenhouse gas neutral air travel". The licensee may propose other wording for the criteria statement, but any such proposed wording must be approved by the EcoLogo^{CM} Program.

**For additional copies of this criteria document or for more information about the
EcoLogo^{CM} Program, please contact:
TerraChoice Environmental Marketing Inc.
Toll free: 1-800-478-0399, Telephone: (613) 247-1900, Email: ecoinfo@terrachoice.com**

Appendix 1 – Projects Eligible to Produce GHG Emission Reduction Credits for EcoLogo^{CM} Program certified Greenhouse Gas Neutral Air Travel

Greenhouse gas emission reduction credits that are sold to offset greenhouse gas emissions in EcoLogo^{CM}-certified greenhouse gas neutral air travel must derive only from certain projects or facilities. Note: Proponents of projects that meet the eligibility requirements below shall in no way interpret eligibility as a basis for use of the EcoLogo^{CM} or make claims of certification. The criteria for eligibility are:

1. Project types must have a recognized emissions reduction quantification protocol. The table below lists recognized protocols at the date of publication of this document.
2. Projects must create permanent greenhouse gas reductions (e.g., projects that seek to expand carbon storage “carbon sink” in standing biomass are currently not eligible)
3. Projects that reduce the greenhouse gas emissions of industrial processes (e.g., through energy recovery, or fuel switching) must be associated with industrial processes that meet the EcoLogo^{CM} Program's overall goals of rewarding environmental leadership through a marriage of life cycle review and social valuation. For example, waste heat recovery on natural gas pipeline impacting wildlife migration, or fuel switching for a factory that makes cigarettes are both industrial processes that cause demonstrable public concern and would not be eligible because of social concerns with these industrial processes. An EcoLogo^{CM} stakeholder panel of experts will provide guidance on social valuation issues.
4. Electricity production must be from facilities that either meet or could meet EcoLogo^{CM} criteria for low-impact electricity (e.g., solar, wind, small hydro, biomass electricity generation but not nuclear power)
5. Project types may be added to the list through application to EcoLogo^{CM}. Applications must include a written description of the project and copy of a recognized emissions reduction quantification protocol.

| Project Type | Recognized emissions reduction quantification protocols |
|---|---|
| Electricity generation from renewable resources (run-of-river hydro, solar, wind, geothermal, wind) | CDM Executive Board approved consolidated methodology ACM 0002 Consolidated methodology for grid-connected electricity generation from renewable sources --- Version 2 |
| Landfill gas recovery and electricity generation | CDM Executive Board approved consolidated methodology ACM 0001 “Consolidated methodology for landfill gas project activities” |
| Landfill gas capture and combustion without electricity | CDM Executive Board approved consolidated methodology ACM 0001 “Consolidated methodology for landfill gas project activities” |
| Waste heat recovery from industrial processes | CDM Executive Board approved consolidated methodology ACM 0004 Consolidated methodology for waste gas and/or heat for power generation |
| Electricity generation from biomass residue | CDM Executive Board approved consolidated methodology ACM 0006 Consolidated methodology for grid-connected electricity generation from biomass residues |
| Electricity generation (that supplies electricity to a grid) from biomass residue | CDM Executive Board approved indicative simplified baseline and monitoring methodology for selected small-scale CDM project activity categories - AMS-I.D.: Grid connected renewable electricity generation |
| Fuel switching to natural gas for industrial processes | CDM Executive Board approved methodology AM0008 “Industrial fuel switching from coal and petroleum fuels to natural gas without extension of capacity and lifetime of the facility” |