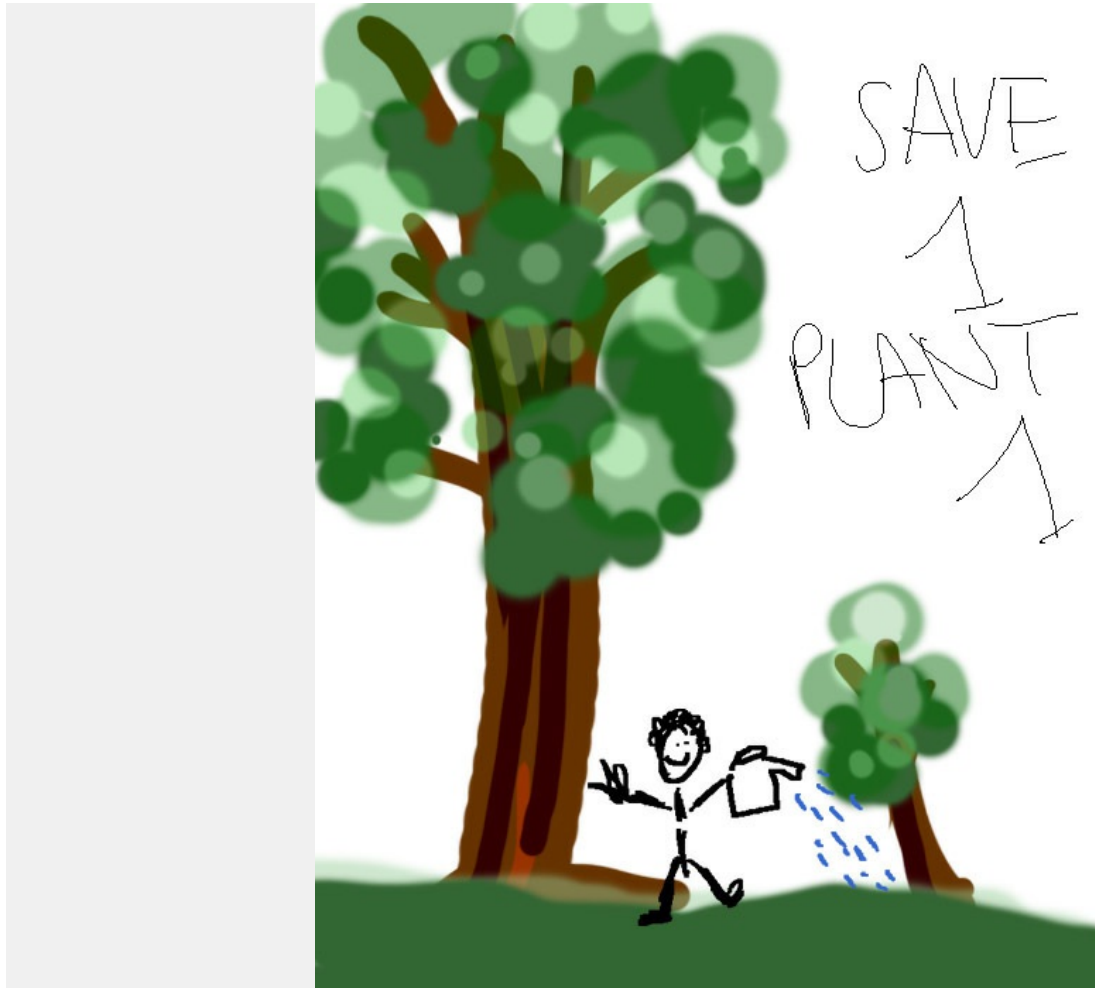


## 1/2 My carbon future

I can plant a tree to neutralize the CO2 I produce. Why can't I save a tree to neutralize the CO2 I produce?



### Solution

the concept of carbon trading is still not widely known. why not kill two birds with a stone: make this a campaign about carbon offsetting?

Carbon offsetting, very simply put, works like this: if you take a long distance journey, for example, you can calculate how much carbon that emits. Then you invest an amount into a reforestation project, just enough to neutralize your carbon.

This is the problem of the yasuni case - it doesn't fit a carbon trading program because, well, the jungle is STILL THERE. But it's kind of stupid in a way. Why can't I save a tree instead - a tree which is already old and grown and a much better CO2 neutralizer than a freshly planted one?

So how about making a carbon

trading program: Save one tree NOW and plant one for the future. It may take 50 years until the tree is large

2/2

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Creative's profile



**texastee** PRO

Creative's top 5 skills

Copy Writing, Communication Concept