



VER transaction case study: **Yahoo!**

Yahoo!'s objective

In April 2007, Yahoo! announced its decision to become a carbon neutral organisation. In order to achieve this, they are changing their internal energy consumption practices alongside investing in greenhouse gas emission reduction projects.

Yahoo! wanted to support projects that met their criteria and provided the best fit for Yahoo!'s overall objectives – this included investing in projects located in areas of the world where Yahoo! has a presence.

Yahoo!'s other criteria for investing in emission reduction projects included:

Measurable results

They wanted to see real, measurable, direct emissions reductions.

Verification

Yahoo! wanted their projects to be screened through a third-party verification process to ensure they are actually delivering their expected environmental benefits.

Additionality

Yahoo! wanted to ensure that their investments supported projects that go beyond the business as usual scenario, and help to develop the use of clean energy in regions where coal and diesel are the standard approach to providing power.

High quality

Yahoo! looked for projects with strong environmental returns and also helped other businesses and consumers build faith in this new and emerging offset market.

Working with EcoSecurities

After reviewing over 100 projects and undertaking much due diligence, Yahoo! decided to offset part of its 250 thousand metric ton carbon footprint from 2006 using pre-registration VERs from EcoSecurities' Primavera hydropower project, located near Catorce de Abril, a small village in the state of Rondonia, 1,400 miles northwest of Sao Paulo. Primavera is a small run-of-river dam, which means it uses natural flow and elevation drop to generate electricity.

Although hydropower is common in Brazil as a whole, much of this region receives its power from state-subsidised diesel plants, therefore investing in a clean power project here seemed to be a critical and timely decision for Yahoo!

"When Yahoo! committed to going carbon neutral in April, we knew it would be a global initiative. We wanted to set a strong standard for approaching this emerging marketplace and developed this checklist to guide us:

- Support high-quality carbon offset projects in areas where Yahoo! has a local presence.
- Find uniquely Yahoo! ways to give back to the communities that benefit from our projects.
- Ensure that the projects we support are verifiable.
- Be as transparent as possible about our process.

After much due diligence, Yahoo! decided to offset part of its carbon footprint from 2006 through an EcoSecurities hydropower project in rural Brazil. So, on my first day as Yahoo!'s director of climate and energy strategy – before moving my belongings from my life in Colorado – I found myself on a plane headed for Western Brazil – and things haven't slowed down much since then!" Chris Page, Director of Climate and Energy, Yahoo!