



Sustainability Report 2009



Are we ready to change, in dramatic and prolonged ways, in order to offer a workable future to subsequent generations and diverse forms of life? It's our coming-of-age moment, and there are no certainties or guarantees. Only a window of possibility, closing fast but still ajar enough to let in some hope.

-Bill McKibben, Brighter Planet Advisory Board Member



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Brighter Planet is dedicated to engaging people in the fight against climate change. From the individual to the Fortune 500 company, we believe that all must participate vigorously in the development of a more sustainable future. The world faces unprecedented challenges in the 21st century, from global climate change and biodiversity loss to resource depletion and mounting population pressures. Never before has the need for reduced environmental impact and socially responsible corporate actions been of greater necessity. We recognize we are a small player in the business world, but nonetheless we seek to be a global leader in sustainable business practices.

We do not believe in the either-or proposition of environmental and social benefit versus profit. In fact, we strongly believe that our initial commitment to environmental integrity and social quality was instrumental in our ability to attract talented employees, develop close relationships with climate leaders, select reputable partners, and begin to build a customer base.

In conducting this sustainability report we are establishing a baseline for our environmental and social performance. In keeping with our core principle of transparency we will make this document public and will actively seek feedback from all of our stakeholders. As this report demonstrates, we still have a long way to go in reducing our impact and strengthening our social commitments. We know the challenge and pressures to live up to our sustainable principles will only grow as we grow. Nonetheless, we remain undaunted and as committed as ever to these principles. Let this report serve as our benchmark for evaluating our future performance, while helping to guide our growth.

Sincerely,



Patti Prairie, CEO
Brighter Planet Inc.

This sustainability report – our first one – predominantly explores Brighter Planet’s operations during 2008. It is the product of internal collaboration as well as incorporated feedback from Ceres, Bank of America, other partners, and our customers.

We hope this report is viewed as a living document. Sustainability has no start and stopping point, it is an ongoing goal to be continually expanded. We aim to solicit feedback from our stakeholders throughout 2009, so as to improve both our overall performance as well as our reporting efforts. We believe this form of evaluation from all angles helps us to focus our operations on specific goals and keep us honest in our assessments of success.

Report Guidelines & Guidance	<ul style="list-style-type: none"> • Global Reporting Initiative (GRI) Third Generation (G3) Guidelines • Ceres Guidance
Boundary of Report	<ul style="list-style-type: none"> • Brighter Planet’s Internal Operations: waste, travel, energy use, supply chain (office supplies and material use). • Activities & policies related to full time employees. • Marketing, Sales & Technology as related to our triple bottom line.
March/April ‘09	<ul style="list-style-type: none"> • Gather data, run emission inventory. • Write first draft of report. • Circulate document internally & incorporate feedback.
May ‘09	<ul style="list-style-type: none"> • Submit to Ceres, receive feedback. • Circulate to other partners. • Incorporate feedback.
June ‘09...	<ul style="list-style-type: none"> • Make report public. • Publish to blog, website, and social media outlets. • Encourage feedback from all stakeholders.

To provide feedback on this report please email robbie@brighterplanet.com or comment directly through our social media channels: <http://blog.brighterplanet.com>, www.twitter.com/brighterplanet, <http://brighterplanet.justmeans.com>, or our Facebook Fan Page.

Brighter Planet helps people to measure, reduce, and offset their carbon footprint – then share their efforts and successes with others. As reflected in our products and services, the company is inherently committed to helping people envision and build a more sustainable future.

Our core products are the Brighter Planet™ Visa® Credit Card and Check Card, and Planet Shares. The credit and check card are affinity programs that reward cardholders with carbon offsets. With every dollar they spend, cardholders help to combat climate change and reduce global greenhouse gas emissions. Planet Shares are our carbon offset packages that are purchased through brighterplanet.com and mitigate the emissions associated with specific lifestyle choices such as driving a station wagon or flying across the country for vacation. We also offer carbon offsetting solutions for events, schools, and businesses through our exclusive blend of renewable energy projects.

In response to the tremendous growth in social media and online consumer engagement, we have shaped our website (<http://brighterplanet.com>) to help people measure and track their personal carbon footprint and conservation efforts, then share their experiences. We expanded this forum into the blog-o-sphere through our 350 Challenge (<http://350.brighterplanet.com>), launched in spring of 2008, as well as into Twitter (<http://earthtweet.com>) to encourage positive conservation efforts among ‘tweeters’ during – and beyond – Earth Day 2009. As further outreach, our field team has traversed the country visiting schools, concerts and other events in ‘Bessie’ – a van powered by waste vegetable oil – to educate people about steps they can take to reduce their carbon footprint.

These diverse offerings from Brighter Planet have grown out of our little office above the bookstore in Middlebury, VT – not far from the college campus where the idea for the company was launched in a 2005 environmental economics class. We are a private company, having raised \$3.5 million since 2007. Fifteen people are now on staff at Brighter Planet, and our seven-member Board of Directors oversees strategy and business operations and provides corporate governance. Ultimately, the Board makes any decisions requiring significant capital or human resource investment. However, all individuals associated with the company are deeply committed to and responsible for identifying and implementing ways we can make our operations more sustainable.



Company Impact

Brighter Planet's mission is to help individuals, businesses, and other groups measure and reduce their carbon footprint. Internally, considerations of environmental impact shape everything from staff work routines to product procurement.

Energy & Resource Use:

- Heating in winter
- Fans and window air conditioners in summer
- Lighting
- Kitchen appliances and refrigerator
- Computers, printer and fax
- Other general electronics (e.g. phones)
- Off-site servers
- Shipping supplies and marketing material
- Paper use
- Water use
- Solid waste
- Business travel
- Company vehicle (2005 diesel Dodge Sprinter)
- Employee commuting
- Plastic and ink use for the Brighter Planet Visa Credit and Check Cards (see card page)

Greenhouse Gas Emissions:

- Scope 1 & 2 emissions:** 13.5 tons CO₂e (16.4%)
- Fuel Oil: 6.8 tons CO₂e (8.3%)
 - Diesel for Company Vehicle: 3.5 tons CO₂e (4.2%)
 - Electricity: 3.2 tons CO₂e (3.9%)
- Scope 3 emissions:** 68.6 tons CO₂e (83.6%)
- Commuting: 23.4 tons CO₂e (28.5%)
 - Paper for direct mail: 21.0 tons CO₂e (25.6%)
 - Air travel: 12.9 tons CO₂e (15.7%)
 - Off-site servers: 8.0 tons CO₂e (9.7%)
 - Car travel: 2.5 tons CO₂e (3.0%)
 - Rail & metro travel: 0.5 tons CO₂e (0.6%)
 - Office Paper: 0.4 tons CO₂e (0.4%)
 - Credit and check card production (see card page)
 - Shipping: Not Estimated
 - Solid waste: Not Estimated

Total CO₂e Emissions = 82.1 tons CO₂e

1 ton = 1 short ton = 2000 lbs
Figures may not sum due to rounding

Reducing Brighter Planet's Impact

Energy & Resource Use

- Programmable thermostats.
- Extensive natural lighting.
- Compact fluorescent light bulbs (when needed).
- Use of tap water only.
- Recycling all paper, plastic, glass and metals.



Sustainable Procurement

- Second-hand office furniture and supplies.
- 100% post-consumer recycled paper for all printing.
- Company promotional products (e.g. t-shirts, totes, and bags) made of organic cotton.
- Support of local businesses (e.g. office supplies, printing, food).
- A roof-top garden, supplying staff vegetables.



Transportation Emissions

- Many employees walk and/or bike to work.
- Many employees telecommute.
- Company vehicle powered by waste vegetable oil.
- Staff air travel is limited.



A few Sustainability Highlights from 2008



Bessie, our 2005 Dodge Sprinter, traveled the country powered by waste vegetable oil.



Our rooftop garden supplemented our lunches from the local food co-op.



We removed our water cooler due to the electricity it required (0.127kW) and the emissions from production and shipping.



We requested a programmable thermostat from our landlord, to better control heating



We offset the entirety of our 2008 carbon footprint, 82.1 tons of CO₂e, thus, mitigating the emissions from our operations that could not be reduced through conservation and efficiency efforts.

Brighter Planet Visa Credit & Check Card Impact

Production & Shipping

- Produced and shipped domestically.
- Card made of polyvinyl chloride acetate, laminated.
- Ink made of metal oxide particles and appropriate solvents.



Direct Mail Solicitations

- 21 tons CO₂e from paper use.
- 1 oz packages shipped throughout the U.S. via 3rd class mail.



Internet Marketing

- Computer use
- Supporting Servers

Event Marketing

- Staff Travel
- Electricity Use
- Paper Use
- Promotional products (e.g. t-shirts, totes, and bags)



Mitigating & Reducing Card Impact

Production & Shipping

- Emissions associated with individual cards are offset with the purchase and retirement of 1 ton of carbon offsets, awarded to the cardholder upon card activation.



Direct Mail Solicitations

- 100% post-consumer recycled paper used for all printing.

Internet Marketing

- Internet campaigns gifting carbon offsets and promoting conservation efforts.

Event Marketing

- Company vehicle powered by waste vegetable oil.
- Avoidance of air travel when possible.
- 100% post-consumer recycled paper used for all printing.
- Promotional products made of organic cotton.

Sustainability is not solely a social or environmental policy – it lies at the core of Brighter Planet’s business. We are in the market of developing sustainable products and services focused on environmental impact. There is great economic opportunity in this sector, as evidenced in particular by the strong growth of the Brighter Planet Visa Check Card.

Of course, neither Brighter Planet nor the sustainable product and service market at large is immune to the strains of a recessionary economy. We’ve adjusted to the rapidly changing economy by highlighting products and services that we feel are right for the time: small carbon offset gifts and packages, conservation tips, and the Brighter Planet Visa Check Card.

Legislative uncertainty surrounding the carbon offset market poses additional risks for our long term success. We continue to monitor federal climate legislation and are working with our partners to assure the passage of an effective and fair bill.

Amid the worst economy since the Great Depression, Brighter Planet continues to grow, reaching more people everyday with an increasingly beneficial impact on the environment. There is a direct correlation between carbon mitigated by the Brighter Planet community and the growth of Brighter Planet’s revenue. We are one of many companies in a burgeoning business sector striving for a more sustainable future, and we can only hope that someday a strong commitment to sustainability will transcend this sector to inform the practices and products of all businesses.

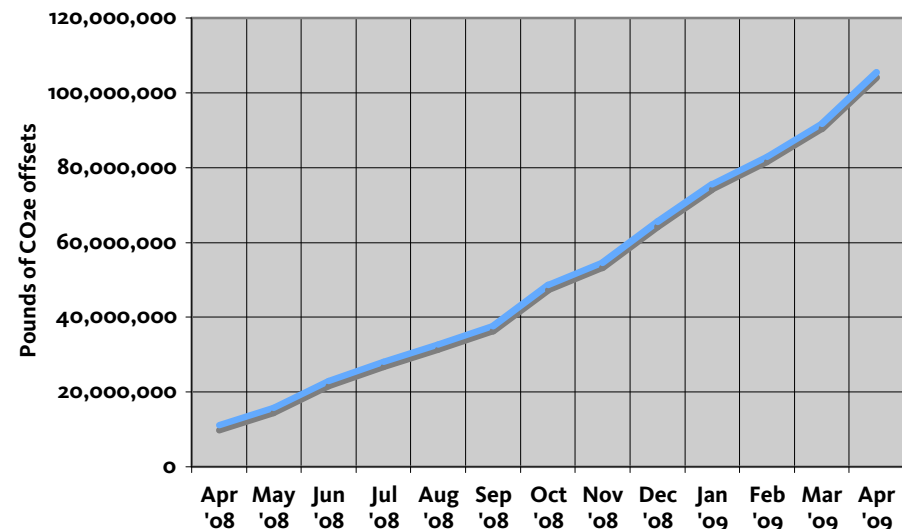
“[Brighter Planet] buys the world time in the fight against global warming... by paying for projects that reduce greenhouse gases, [it] educates consumers and allows them to do something more with their rewards than purchasing airline tickets and hotel stays.”

-Mindy Lubber, Ceres

“More people need to heed the call of global warming and do what they can. Ditch the miles. Brighter Planet’s debit card is a breakthrough product especially useful to youth driving positive environmental change.”

-Billy Parish, Energy Action Coalition, Ashoka Fellow

Impact of the Brighter Planet Community



Technology & Marketing

One of the challenges facing Brighter Planet in the sale of our products and services is a lack of consumer awareness and knowledge surrounding environmental impact, climate change, and carbon offsets. In order to be successful and fulfill our mission, we not only have to sell, but we must also educate.

Brighterplanet.com



- Deductive carbon footprinting model from national averages
- Holistic approach to impact: track for free emissions, conservation efforts, and offsets
- Large knowledgebase covering carbon offsets, conservation tips, etc.
- Free tools to engage and collaborate with others to mitigate and reduce environmental impact.

Social Media Campaigns in '08



- 2500+ participants and growing
- Partner with 350.org
- Gift 350 pounds of offsets to each participant

Planet Shares



- Carbon offset packages & gifts purchased through brighterplanet.com.
- Educates individuals on the impact of various lifestyle choices.

Brighter Events



- Partner with event organizers to manage and reduce the event's environmental impact.
- Run emission inventories.
- Offset all scope 1 & 2 emissions.
- Create attendee & vendor engagement programs.
- Collaborate on implementing conservation efforts.



- 100+ submissions
- Partner with iSky & Vimeo.com
- Top submissions sent to presidential campaigns and every member of congress, helping to strengthen climate dialogue in Washington.



- Partner with The Climate Project
- Give the gift of carbon neutrality for a day to all participants

Carbon Offset Policy: RATE

Brighter Planet is committed to fighting climate change by investing in community-based projects that reduce greenhouse gas emissions. Only projects that meet rigorous standards and are unanimously approved by our Project Selection Committee are added to the Brighter Planet project portfolio. The carbon offsets generated from our projects are utilized by our card program as well as through the sales of Planet Shares on brighterplanet.com

Offsets purchased by Brighter Planet satisfy the following requirements (RATE):

- **Real:** offsets are permanent emissions reductions that are properly quantified, audited and retired. Brighter Planet offsets cannot be invalidated by future events, are tracked and accounted for, and are not double sold or double counted.
- **Additional:** Projects would not have been built were it not for the prospect of receiving additional proceeds from the sale of offsets.
- **Transparent:** Complete transparency throughout the offset lifecycle is essential, given the inherent intangibility of carbon offsets and the absence of regulation in the voluntary market.
- **Environmental & Social Value Added:** Projects with environmental and social value added fight climate change while also helping solve other pressing challenges facing our communities and ecosystems. Brighter Planet invests in community-based climate solutions that also address issues like public health, biodiversity, poverty, and water quality.

Project Selection Committee:



Jon Isham; Co-founder
Brighter Planet, Luce
Professor of International
Environmental Economics
Middlebury College



Terry Kellogg;
Executive Director,
1% for the Planet



Mindy Lubber;
President, Ceres



Gus Speth; Dean, Yale
School of Forestry &
Environmental Studies



Billy Parish; Co Founder
Energy Action Coalition
& Ashoka Fellow



Brighter Planet is a young company, and many official employee policies are still evolving. All policies, however, are informed by Brighter Planet's strong commitment to being a socially responsible company. Our team of 11 full-time and 4 part-time employees all contribute to defining and enacting our sustainability and workplace practices.

Code of Conduct & Business Ethics

- Brighter Planet is an equal opportunity employer.
- Employees are protected under a workers compensation policy.
- Strong consumer privacy policy, http://brighterplanet.com/privacy_policy.

Employee Compensation & Workplace Practices

- Brighter Planet pays highly competitive salaries for the state of Vermont.
- All full time employees receive health insurance with the option of dental coverage.
- All employees receive at a minimum 10 paid days of vacation, as well as 10 paid holidays.
- Brighter Planet supports telecommuting for all employees.
- Brighter Planet operates under a flex-time policy, allowing employees to shape their work hours around external obligations as well as leisure and exercise.



**Many employees bike to work
(VT weather permitting!)**

Brighter Planet pursues its mission of helping people to build a more sustainable future in concert with non-profit partners, while also positively contributing to the local community and economy of Middlebury, VT. Further, Brighter Planet has identified a number of avenues through which to engage its stakeholders – beyond its non-profit partners and the surrounding community – in furthering this quest for sustainability at both a company and society level.

Stakeholder Engagement

Our stakeholders include our customers and members, our partners (e.g. Bank of America, 350.org), our Advisory Board, our investors, our employees, our suppliers (e.g. *NativeEnergy*), the communities where our offset projects are located, our server hosts and website designer, our landlord, the town of Middlebury, and the state of Vermont at large. As we continue to critically examine Brighter Planet's environmental impact, we intend to actively engage these stakeholders and solicit feedback through online channels (e.g. blog, newsletter), conference calling, and direct community outreach (e.g. energy auditing town block).

Non-Profit Partners

- 350.org: With this international activism campaign, we co-created the '350 Blogger Challenge' and rewarded 350 pounds of carbon offsets to any blogger who signed up for the program.
- 1Sky.org: Before the 2009 Presidential Election, we partnered with 1Sky to launch 'Climate Matters: Inspire Your Next President' to encourage voters to call upon the next president to take bold climate action.
- Center for New American Dream: We were the lead sponsor of their Break the Bottle Water Habit campaign
- Clean Air-Cool Planet: To ensure that our customers' offsets are never re-sold in the future, we automatically donate the offset property rights to this independent non-profit that retires them permanently.
- Ceres: We are actively working with this national network of investors, environmental organizations and other public interest groups to look critically at our own environmental impact and develop this report.

Community Engagement

- We practice local procurement whenever possible.
- We were a '07/'08 sponsor of the Green Mountain Hill Climb, a benefit run for the North Branch School in Ripton, VT.
- We offer multiple paid internships to Middlebury College students.
- We participate in panels on entrepreneurship and other business forums.
- Our employees volunteer and support a number of community organizations, including youth sport teams, community associations, church groups, a local radio station, a youth outdoor camp, etc.

At its core, Brighter Planet is committed to helping people build a more sustainable future fueled by renewable energy and characterized by positive environmental stewardship. We aim to ensure that our company's operations and policies reflect this commitment as well. Drafting this sustainability report has helped us reflect upon steps we have already taken towards reducing the company's environmental impact while highlighting areas where further efforts are needed.

Our core products, the Brighter Planet Visa Credit Card, Check Card, and Planet Shares are aimed at lowering the barrier to entry to fighting climate change. Tens of thousands of people have used our products and are now making a real impact by mitigating their emissions on a day-to-day basis.

We recognize, however, that sustainability is an ongoing process and that there is always room for improvement. We believe that our sustainability goals are not merely internal, but rather we must seek to influence and work with all of our stakeholders to reduce our collective impact. With this idea in mind, we will be actively pushing for the use of a biodegradable plastic for our credit and debit card program in 2009. Internally, we are working with our landlord to conduct an energy audit of our office, in the hopes of identifying areas of low hanging fruit for reducing our heating, cooling, and electrical use. We will continue to develop employee policies that maintain and strengthen our commitment to a fair and flexible workplace.

This report serves as our initial benchmark. Over the coming years, we will work tirelessly to try to reduce our environmental impact amid growth, while maintaining the social values that lie at the heart of our business. While this will not be an easy challenge, we believe it is absolutely essential to our identity and overall mission.



**Wray School District Wind
Turbine, Wray CO**

Board of Directors



Jon Isham*



Stan Fishkin



Churchill Franklin



Kaj Jensen



Nicco Mele



Patti Prairie



Andy Rossmeyssl

Advisors



Terry Kellogg*



Russel Long



Mindy Lubber*



Bill McKibben



George Overholser



Billy Parish*



Auden Schendler



Peter Schiller



Michael Silberman



Gus Speth*



Betsy Taylor

2009 Team



Patti Prairie- CEO



Adam Rubin-CTO



Nancy Zylstra-Controller & Office Manager

* Project Selection Committee Member

Science



Ian Hough-Staff Scientist



Matt Kling-Science Analyst

Outreach & Sales



Robbie Adler-Partnership & Outreach Manager



Carolyn Barnwell-Communications & Outreach Coordinator

Community & Special Projects



Caitlin Littlefield-Special Programs Coordinator



Tara Moira McBride-Communications & Media Specialist



Pamela Gettinger Tucker-Brighter Schools Specialist



Ian Wilker-Community Manager

Technology



Seamus Abshere-Senior Systems Engineer



Andy Rossmeyssl-Co-founder & Product Design Director



Rich Sturim-Rails Developer

Global Reporting Initiative Indicators

Indicator Description	Status
Vision & Strategy	
Statement from CEO	4
Organizational Profile	
Name	4
Major Products	4
Operational Structure	4
Locations	4
Nature of Ownership	4
Markets Served	4
Scale of Organization	4
Significant Changes re: size, structure, ownership	4
Governance Structure & Management Systems	
Governance Structure	4
Chair of the Highest Governance Body is also an Executive Officer	4
% of Independent non-executive board	4
Mechanism to provide recommendations	4
Stakeholder Groups	4
Basis for ID of Stakeholders	⊙

Indicator Description	Status
Report Profile	
Reporting Period	4
Date of Most Recent Report	4
Reporting Cycle	4
Contact Person	4
Process for Defining Content	4
Boundary of Report	4
Limitations	4
Basis for Reporting	4
Explanations for restatements	n/a
Significant Changes re: scope, boundary, measurement methods	n/a
Table identifying the standard disclosures in the report.	n/a
Policy/current practice with regard to seeking external assurance	⊙
<p>4 GRI Indicators that Brighter Planet Completed</p> <p>⊙ GRI Indicators that Brighter Planet Partially Completed</p> <p>○ GRI Indicators that Brighter Planet did not complete, but will seek to complete in future reports</p> <p>n/a GRI Indicators that are not applicable to Brighter Planet</p> <p>1 Table Format drawn from <i>Carbon Credit Corps 2008 Sustainability Report</i></p>	

Indicator Description	Status
Environmental Performance Indicators	
Land Use Near Protected areas	n/a
Impact on Biodiversity	n/a
Habitats Protected/Restored	n/a
Management of Effects on Biodiversity	n/a
Affect on Various Species	n/a
GHG Emissions by Weight	4
Indirect GHG Emissions	4
Initiatives to Decrease GHGs	4
Emissions of ozone depleting substances	n/a
NO, SO and other significant emissions	n/a
Total Water Discharge	n/a
Total Weight of Waste	n/a
Significant Spills	n/a
Weight of Hazardous Waste	n/a
Biodiversity Value	n/a
Initiatives to Mitigate Impacts	4
% of Products Sold Are Reclaimed	n/a
Monetary Value of Significant Fines	n/a

Indicator Description	Status
Environmental Performance Indicators	
Environmental Impacts of Transporting	n/a
Expenditures on Environmental Protection	⊙
Total Material Use Other Than Water	⊙
% of Materials Used that Are Recycled	⊙
Direct Energy Use	4
Indirect Energy Use	⊙
Energy Saved Due to Conservation/Improvements	⊙
Initiatives Towards Conservation	4
Initiatives Towards Reduction of Indirect Energy Use	4
Total Water	⊙
Water Sources Significantly Affected by Use	⊙
% and Total Water Recycled and Reused	⊙
Economic Performance Indicators	
Economic Value Generated	⊙
Risks	4
Coverage of Benefit Plan Obligations	4
Government Financial Assistance	n/a
Ratios of Wages	n/a
Locally Based Suppliers	4
Local Hiring	4
Donations/Indirect Economic Impacts	4

Global Reporting Initiative Indicators

Indicator Description	Status
Social Performance Indicators	
Geographic Breakdown of Workforce	4
Employment Creation & Job Turnover	4
Benefits to Employees	4
Union Employees	n/a
Min notification period	n/a
Healthy & Safety Committees	n/a
Standard Injury & Lost Day Rates	n/a
Risk Control Programs	n/a
Health & Safety Topics	n/a
Hours of Training	n/a
Programs for Lifelong Learning	n/a
Performance Reviews	○
Composition of Governance & Employees	4
Ration of Base Salary of Men & Women	n/a
Human Rights in Investment Agreements	n/a
Human Rights Within Supply Chain	⊙
Training on Human Rights	n/a
Freedom of Association	n/a
Discrimination Incidents	n/a

Indicator Description	Status
Social Performance Indicators	
Operations at Risk of Child Labor	n/a
Operations at Risk of Forced Labor	n/a
Security Practices	n/a
Indigenous Rights	n/a
Impacts on Communities	n/a
Bribery & Corruption	n/a
Political Lobbying & Contributions	n/a
Actions in Response to Corruption	n/a
Public Positions & Development	n/a
Financial Donations to Politics	n/a
Legal Actions	n/a
Compliance	n/a
Customer Health & Safety	n/a
Product Labeling	n/a
Policy/Procedures for Consumer Privacy	4
Incidents of non-compliance	n/a
Customer Satisfaction Surveys	n/a
Programs for Adherence Marketing Communications	n/a
Non-compliance with Regulations	n/a
Significant Fines	n/a