

# THE IDEAL ALMANAC

June 2021

● Official News Source of Ideal Jacobs ●

[www.idealjacobs.com](http://www.idealjacobs.com)

## Boldly Go!

Welcome to the June Edition of the Ideal Almanac

I have been interested in the idea of Carbon Credits for almost two decades. To put it simply, a carbon credit is equal to one tonne of carbon dioxide (CO<sub>2</sub>) prevented. The reason why CO<sub>2</sub> should be prevented or reduced is due to its heat-trapping nature. CO<sub>2</sub> is a greenhouse gas that absorbs and radiates heat. While it is necessary to ensure that our planet does not get too cold, when there is too much of it in the atmosphere, the result is an increase the planet's global average temperature due to its inability to cool sufficiently. That is the simple definition of global warming. Simply put, the more CO<sub>2</sub> that escapes into the atmosphere the worse the problem gets and the warmer our planet. Climate change is believed to cause catastrophic events such as flooding (from the water levels increasing due to the melting of polar ice caps), as well as an increase in damaging storms such as hurricanes and tornados. In order to slow down the process, we need to change how we convert raw materials to finished products and create less CO<sub>2</sub> or find ways to reduce it. We also have to reduce or stop the massive clearing and burning of forests like in the Amazon and Southeast Asia. Not only does this emit more CO<sub>2</sub> into the air, it also eliminates trees and plants that naturally reduce CO<sub>2</sub> in the air by absorbing it during photosynthesis. One of the problems of course is that no one is voluntarily going to fight climate change in a global way, so many of the governments of our world have banded together to create carbon taxes or penalties for companies, individuals and governments therefore we are all forced to help with the payment to save our planet. That money will not only force the change of our overall behavior but will also help finance

carbon credit generation programs and incentives around the world.

The term "carbon neutral" simply means that the amount of CO<sub>2</sub> that is emitted in the air by an entity's activity is offset by some equal form of carbon savings or reduction somewhere else. Some examples include planting trees, being more efficient in our lives and manufacturing processes, not burning forest regions that will release sequestered CO<sub>2</sub> that is stored in vegetation and soil and buying carbon credits created by others who have caused an excess of CO<sub>2</sub> savings elsewhere. Carbon credits are therefore given value because the costs of buying these credits will be



way more than what it would cost to utilize and implement different processes or the cost of the taxes forcing them to change their CO<sub>2</sub> emitting behavior.

I've always liked the idea of carbon credits, both in their premise to help the world for our kids while giving people a chance to trade them to potentially make a lot of money, it's a win-win. It was not until last year, however, that the potential showed itself to me to actually get involved in the process. Through a series of events that I

refer to as "divine intervention", we are now in a position to create millions of these credits in Southeast Asia. In that process, we would also be able to help designate many thousands of acres of land to be left as forest and never be burned. The more land we can put into this designation the more carbon credits we can create, the more money we can give back to the owners of the land, often indigenous tribes, who want nothing more than to protect their property forever. All at the same time to help push the world towards carbon neutrality.

Why us? Because I am an outlier, I have been all my life. I have always lived on the fringes of what other people see as normal and while that has caused issues over the years it has also put us into a unique position to help our planet. Through similar actions in which I was following my gut, our companies now have locations in all of the areas of the world where we need to launch. We already started to hire additional people needed in key areas, so our core business will stay exactly the same which is critical because this effort has already cost a lot of money and we are self-financing my vision. The critical moment is coming soon. If the government involved will agree that the sequestered CO<sub>2</sub> already retained inside the soil and trees in the forests we represent, can be utilized for carbon credits, then we can launch this new action plan. If the governments will only let us certify the additional carbon year to year then there will not be enough credits to make this venture possible. Stay tuned for our next newsletter, to follow our journey and future developments in this venture.

Read more of Andrew's blogs at:  
<https://www.linkedin.com/in/andrewjacobs/>



**IDEAL JACOBS** CORP. World Headquarters

515 Valley Street • Maplewood, NJ • 07040 • USA  
T: 877.873.4332 • F: 973.275.5161 • E: [info@idealjacobs.com](mailto:info@idealjacobs.com)

Visit us at [www.idealjacobs.com](http://www.idealjacobs.com)