

07.12.2009 - 10:25 Uhr

## **The NetCarbonOffset Consortium launched at the Climate Conference in Copenhagen under the leadership of WIS@key and United Nations Association-Brazil (UNA-Brazil)**

Geneva (ots) -

A private-public sector partnership led by the United Nations Association-Brazil (UNA-Brazil), the International Organization for Secure Electronic Transactions, the Sustainable Development Forum and WIS@key, the digital identity management solutions company, today announce the launch of the The NetCarbonOffset Consortium a pledge for the use of digitally authenticated ID software for citizens around the world to signal their support for clean energy policies through the Internet.

"Such a proposal is essentially geared towards using the Internet and digital identification for greater popular support around commitments to offset carbon footprints," said Carlos Moreira, WIS@key's founder and CEO. "The final objective of this Brazilian project is in line with our work on progressive climate change policy to support greenhouse gas reduction to save the planet."

As United Nations delegates, activists, and government negotiators from around the world meet in Copenhagen today to attempt to hammer greater commitments of resources from developed countries in the fight against bad energy use policies, this new Brazilian-Swiss private-public sector partnership promises to bring in popular support to help improve the fate of regions seriously threatened by the forces of climate change, like the Amazon.

"The project signals a new leadership model to tackle global climate change that may be worth replicating in other communities around the world," said Mario Ganero, President of the United Nations Association-Brazil (UNA-Brazil).

For more information please visit the site of the NetCarbonOffset Consortium at: <http://www.netcarbonoffset.com>

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