



Green Globe International

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Sustainability – the path for travel and tourism



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 **WORLD
TRAVEL &
TOURISM
COUNCIL**



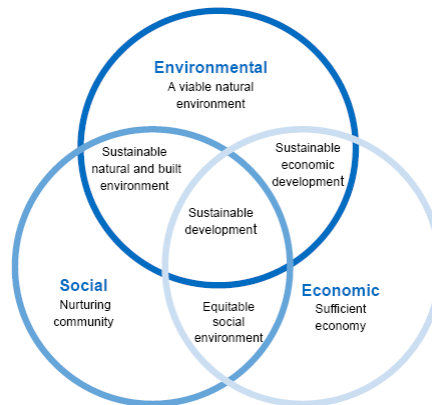
“The Caribbean islands – especially Jamaica, Barbados and Aruba – are considered to be the world leaders in sustainable tourism. Almost 40 per cent of the eco-certificates awarded by Green Globe have so far gone to this region. So it is in the interests of all stakeholders that they preserve this leadership”,

WTTC

**The Caribbean The Impact of Travel & Tourism
on Jobs and the Economy**



Sustainability - Triple Bottom Line



Importance of Sustainability for Businesses



- Businesses that can support their claims in their green messaging and sustainability are at an **advantage in the marketplace.**
- Sustainability is ultimately about resource management and that can lead to **cost savings.**
- Corporate Social Responsibility (CSR) is **now expected –but the “green-wash” is under the microscope.**



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Evolution of Green Globe

- Comprehensive action program adopted by 182 governments at the Rio Earth Summit in 1992
- Based on Agenda 21
- Developed in 1993 by the World Travel and Tourism Council as a membership, commitment scheme
- Green Globe Standard introduced in 1999
- Expanded in 2000 to include Benchmarking and Independent On-site Audit
- located in > 50 countries worldwide
- > 5,000 benchmarks



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Green Globe International Inc.

- Acquired 88% of UK based Green Globe Ltd, the owner of the Green Globe Brand
- Publically traded company – OTC BB: GGLB
- Attract investment from capital markets to finance sustainability initiatives around the world.
- Build Green Globe as the world's premier green brand



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Accor Executives Announce
Green Globe Certification of 400
Novotels on TravelMole.tv



Challenge 2008
CONFRONTING CLIMATE CHANGE
Pacific Asia Travel Association
Bangkok, Thailand
April 29-30, 2008



Communication to the Travel & Tourism Industry

- In April 2008, Green Globe entered into an agreement with Accor / Novotel. TravelMole.tv covered the live new conference
- Green Globe sponsors TravelMole coverage of the *Global Travel & Tourism Summit in Dubai, UAE, 20-22 April 2008.*
- Green Globe sponsors TravelMole's coverage of the *PATA CEO Challenge in Bangkok, Thailand, 29-30 April 2008*



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Green Globe Public Relations Campaign

Dedicated to highlighting clients' corporate and social responsibility to investors, supply chain companies and travel and tourism consumers.

- **Travel Mole Profile** - Introduction to the client's business activities, and focus on commitment to sustainable and carbon neutral practices. 450,000 subscribers
- **Bloomberg** - 330,000 monthly online readers; affiliated with 400 Bloomberg publications in 70 countries
- **Reuters** - distribution to 160 countries with readership estimated over 1 billion
- **Dow Jones/Wall Street Journal Online** - average 24.2 million visitors readers
- **Forbes.com** - 30 million unique visitors worldwide readers
- **Associated Press** - AP serves 1,700 newspapers and 5,000 radio and television outlets in the United States; and newspaper, radio and television internationally
- **MSN Money** - 465 mil unique consumers each month globally - 117 mil in the U.S
- **CNN Money** - 7.8 mil unique visitors per month



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Global Affiliations



TravelMole
THE NEWS AND RESOURCE CENTRE
FOR THE TRAVEL INDUSTRY



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Green Globe Benchmarking & Certification Program

- **“If you can’t measure it - You can’t manage it”**. Reporting signals a company’s seriousness about climate change and provides a gauge of its ability to track and manage emissions.
- **Green Globe** is a performance improvement programme which uses benchmarking to measure and monitor an organisation’s environmental and social performance outcomes and to provide a framework for its own Environmental Management initiatives, Corporate Responsibility and Social Engagement.



Benefits of Benchmarking & Certification

- **Independent Verification** - Green Globe provides members independent verification of their achievements;
- **Increased profitability** – there is incontrovertible evidence that superior environmental performance improves the risk level, profitability, and performance of organisations;
- **Leadership position** - Enhancement of Green Globe members position around the world to include recognition for achievements in environmental and social performance improvement;
- **Raised Awareness** - Improved awareness amongst members partners, customers, employee and suppliers regarding the Group’s environmental initiatives; and
- **Corporate Social Responsibility (CSR)** - An opportunity for Green Globe members to be recognised for CSR through environmental commitment and leadership.



Covers 26 Travel & Tourism Sectors

The Green Globe Company Standard is supported by *Sector Benchmarking Indicators (SBI's)* covering over 26 travel and tourism sectors including:

Tour Operators	Theme Parks	Aerial Cableway
Accommodation	Convention Centre	Activity
Tour Company (Wholesale)	Golf Course	Farmstay
Cruise Vessels	Railway	Vineyards
Restaurants	Resort	Wineries
Airlines	Marina	Trailer Park
Airports	Exhibition Hall	Visitor Centres
Attractions	Spa	Vehicle
	Administration Office	Vehicle Rental



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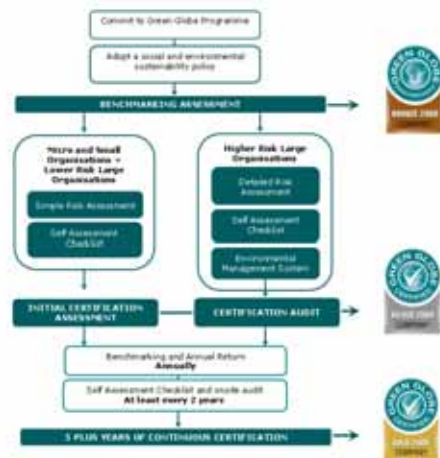
Green Globe Standards – Foundation of Sustainability



Green Globe International

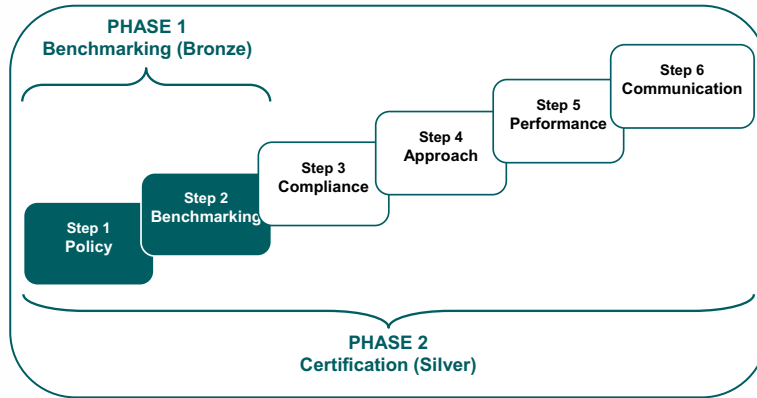
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Green Globe Certification Process





Six Steps to Certification



Step 1. Company's Sustainability Policy - Template





Step 2. Benchmarking

Key performance areas to improve sustainability;

- Reduced green house gas emissions
- Energy efficiency, conservation and management
- Reduced consumption of fresh water resources
- Ecosystem conservation and management
- Local community development
- Improved management of social and cultural issues
- Improved land use planning and management
- Improved air quality and noise reduction
- Improved waste water management
- Waste minimisation



Step 3. Compliance

- What are your organisation's legal and regulatory requirements?
- Know and understand the law
- Comply with the law

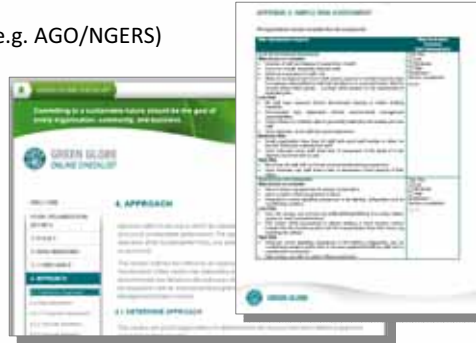




Step 4. Approach

What does your organisation intend to do and how will it manage it?

- GHG Regulatory Reporting (e.g. AGO/NGERS)
- Risk Assessment
- Green Globe Coordinator
- Action Plan or EMS
- Staff awareness and skills
- Implement programme
- Review performance
- Keep records



Step 5. Performance

What is your organisation doing to improve its environmental performance?

Criteria and Checklist, Key Performance Areas:

- Greenhouse Gas Emissions
- Energy
- Freshwater
- Ecosystem
- Social & Cultural
- Land Use
- Air & Noise
- Waste water
- Solid waste
- Harmful substances



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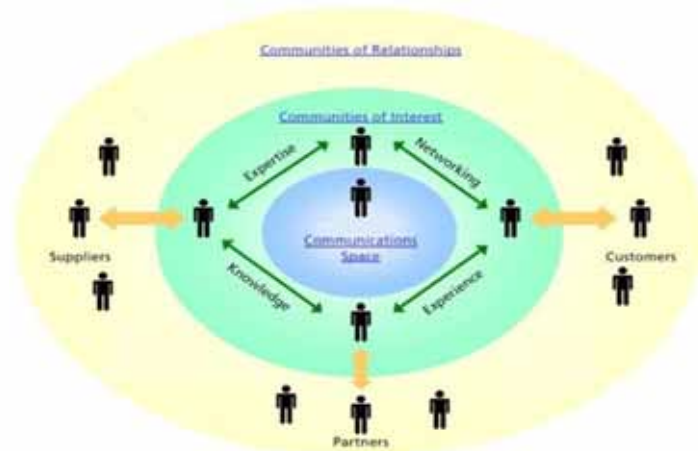
Sample Benchmarking & Certification Reports



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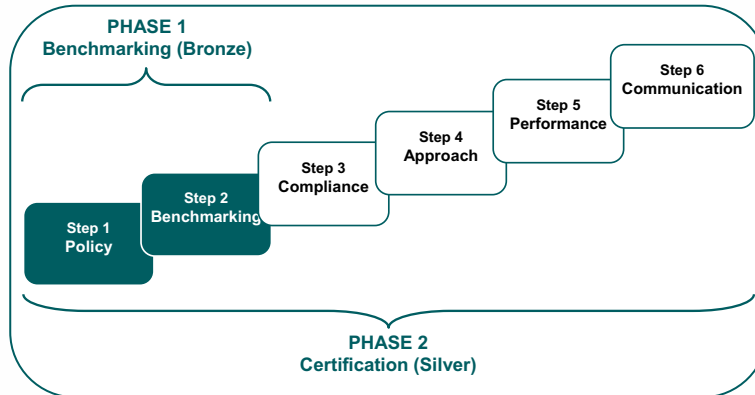
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Step 6. Communication





Six Steps to Certification



Sustainability & Carbon Neutrality Plan for Tourism Destinations



- **Finance:** Investors identified
- **Design:** Mobilise partners, agents and operators into local Green Globe organisation to manage the investment
- **Build:** Undertake initiatives to support tourism growth, through sustainability
- **Sustain:** Ensure rewards are invested within the destination



Green Globe Destination - Jamaica



INDICATORS	Jan - Feb 2007
Foreign nationals	251,740
Non-resident Jamaicans	10,965
Total Stop-Overs	262,705
Cruise passengers	266,858
TOTAL	529,563
Average Length per Stay / nights	9.7

COUNTRY OF ORIGIN	Jan - Feb 2007
United States	161,740
Canada	45,987
United Kingdom	27,257
Other European	17,123
Caribbean	7,262
Latin America	1,703
Japan	335
Other	1,298
TOTAL	262,705



Green Globe Destination - Jamaica



Travel & Tourism activity (US\$ bn) (Jamaica)	2006	2007	2008
Personal Consumption	0.42418	0.466266	0.503256
Intermediate Consumption (transp. of persons)	0.247408	0.258641	0.269728
Non-Market Products - Individual	0.08	0.08	0.09
Exports (Visitors) Services	2.0943	2.08895	2.1382
Travel & Tourism Consumption	2.84388	2.89772	2.99782
Non-Market Products - Collective	0.178941	0.192292	0.198482
Gross Capital Formation	1.03855	1.07638	1.11999
Exports (Non-Visitor) Merchandise	0.04	0.04	0.05
Travel & Tourism Demand	4.10177	4.20818	4.36267
Industry Aggregates			
Gross Domestic Product	2.23299	2.20811	2.24051
Employment (000s)	206.135	199.151	195.626
Total Economy Aggregates			
Gross Domestic Product	3.34366	3.34801	3.41529
Employment (000s)	300.059	293.33	289.591



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PA Consulting Group

PA Consulting prepared four Jamaican hotels that were the first in the world to achieve Green Globe certification in 1998



Since then more than 70 hotels have implemented environmental audits, with 29 hotels achieving Green Globe International Certification



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PA Consulting Group

Corporate environmental programs for Sandals Resorts International

PA is working with Jamaica-based Sandals Resorts International to help each of its 17 properties implement a comprehensive environmental program and prepare for Green Globe certification.

Certified Environmental Hotel Manager (CHEM™) training course

During the third phase of the EAST Project, PA designed, organized and taught the first Certified Environmental Hotel Manager (CHEM™) training course in the Caribbean, in partnership with the American Association of Energy Engineers (AEE).



Public/private partnerships in the South Coast Sustainable Development Program

PA's tourism unit has formulated strategies to promote public/private partnerships in their development of tourist products in the south coast of Jamaica.



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Organization of the first annual Green Hotels Conference and Exhibition

PA organized the first annual Green Hotel Conference and Exhibition, in Montego Bay, Jamaica.

Environmental Audits for Sustainable Tourism (EAST) Project, Phase IV

PA developed and implemented a plan for Port Antonio to achieve Green Globe 21 certification.

Environmental Audits for Sustainable Tourism (EAST) Project, Phases I & II

Position the Jamaican hotel and tourism industry as a leader in the adoption of EMS.



Environmental Audits for Sustainable Tourism (EAST) Project, Phase III

PA broadened the work conducted under the first two phases of the EAST project in Jamaica's hotel and tourism sector.



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Strategies for sustainable and carbon neutral tourism

1. Establish Green Globe representative organization to plan and coordinate activities
2. Develop policy frameworks for government organizations
3. Develop implementation strategies with private sector businesses and communities
4. Plan and maintain workshops, expert panels and dedicated reporting functions.
5. Source collaborative investment in research and development activities.
6. Provide intellectual resources, including access to intellectual property to assist with mitigation, adaptation and sequestration.
7. Define a repayment structure for financing and maintenance of ongoing funding



Measurement and Management

1. Delivery of Green Globe awareness seminars to all government and business sectors engaged in tourism.
2. Uptake of the Green Globe Benchmarking and Certification Program by government organizations, communities and businesses.
3. Delivery of Green Globe educational material and web based communications in conjunction with destinations' tourism development activities.
4. In country and web delivered Green Globe training for service agents based in destinations



Change and Communicate

1. Access to academic and R&D networks to inform strategies for:
 - better sustainability and carbon performance
 - development of tourism products and services
2. Access to cooperative marketing efforts
3. Web reporting and ranking via mainstream travel
4. Web services for booking tourism based on actual sustainability and carbon performance.
5. Provide offset services measured against actual carbon footprint
6. Financial services that direct offset revenues to a destination's own mitigation, adaptation and sequestration programs.



Green Globe Financing



1. Provide clients with a long-term strategy for minimizing the environmental impact of tourism while simultaneously increasing the overall level of tourism.
2. Provide a draw down line of credit in an amount necessary to assist destinations and businesses with the development of a climate care and sustainability tourism program.
3. Advise on trading and offset programs, taxation regimes and other economic contributors that will be used by the country to establish sound environmental tourism practices



Renewable Energy Project for the Caribbean

Envirepel – Waste to Energy





Envirepel – Waste to Energy

The Company has developed a proprietary gasification and emissions control system that produces inexpensive thermal and electrical energy.

The gasification process takes place in a series of ceramic-lined units specifically designed to provide for the gasification/combustion of the biomass materials, and which are suited to accommodate biomass materials of varying size and moisture content.

These units are capable of 98% conversion efficiencies for converting solid fuels to useable thermal energy from almost any biomass source, including green waste, sludge, plastics, municipal solid waste ("MSW"), wood and other organics.



Envirepel – Waste to Energy

The Kittyhawk Renewable Energy Facility is located at the Company headquarters in Vista, California.

The Facility processes approximately 630 tons per week (six trucks per day) of biomass to produce approximately 20 tons of mineral ash materials per week. The mineral ash materials is comprised primarily of calcium, silicon, magnesium, phosphorus and potassium oxides.

The electricity produced is used to operate some of the ceramic curing ovens and other manufacturing equipment, with the surplus sold to the Utility. This allows the use of the Facility as a true "cogeneration" unit for the manufacturing of ceramics for other combustion units, at effectively one-third the cost for electricity.



Envirepel – Waste to Energy

The Kittyhawk Renewable Energy Facility is designed to export to the local service (12 KV) grid approximately 1.5 MW on a continuous basis with only minor down time (95% uptime).

The Facility is also certified under the State of California's Renewable Portfolio Standard.

All fuel for the Facility comes from a radius of less than 20 miles. The Company believes that approximately 60,000 tons of suitable fuel material will be available for the Facility each year in this small radius.

This fuel is typically from tree trimmings and clean wood sources. The fuel material can be delivered to the Facility as opposed to the surrounding landfills, allowing existing landfill space to be utilized for materials that are truly not recyclable, thereby extending the life of the landfills.



Envirepel – Waste to Energy

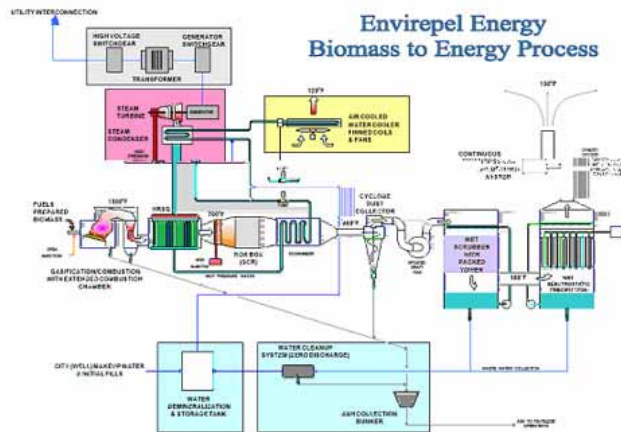
Envirepel Highlights:

- Diverts waste streams from landfills
- Gasifies waste streams to produce thermal energy
- Thermal energy can be converted into electricity
- Air pollution offset credits will not be required because of low-level exhaust emissions



Envirepel – Waste to Energy

Envirepel Energy Biomass to Energy Process



Sustainability in Tourism – Take Action!



1. Sign up to Green Globe
2. Commence your journey towards sustainability,
3. Improve your environmental, social and financial performance,
4. Understand the importance of the environment to tourism and to future generations, and
5. Become a leader in sustainability!



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Thank you!

For further information please contact

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