



Beyond Green

The future of climate friendly
hospitality





Our Mission

To protect and conserve our planet's most vulnerable destinations by transforming tourism's impact on nature and people.



Our Vision

A world where tourism actively contributes to environmental and community well-being.



WE'VE WORKED IN OVER 100 DESTINATIONS



AND ENGAGED BUSINESSES & TRAVELERS IN RESPONSIBLE PRACTICES





CLIMATE EXPERTS

• • •

15+

Years of experience in carbon reduction and offsetting

400k+

Metric tons of carbon offset

Recognized as the best carbon offset program for travel and tourism by:

Treehugger

 Investopedia





Tourism is at risk from climate change

Climate change is bringing on impacts that could devastate the people, places, and resources that tourism depends on.

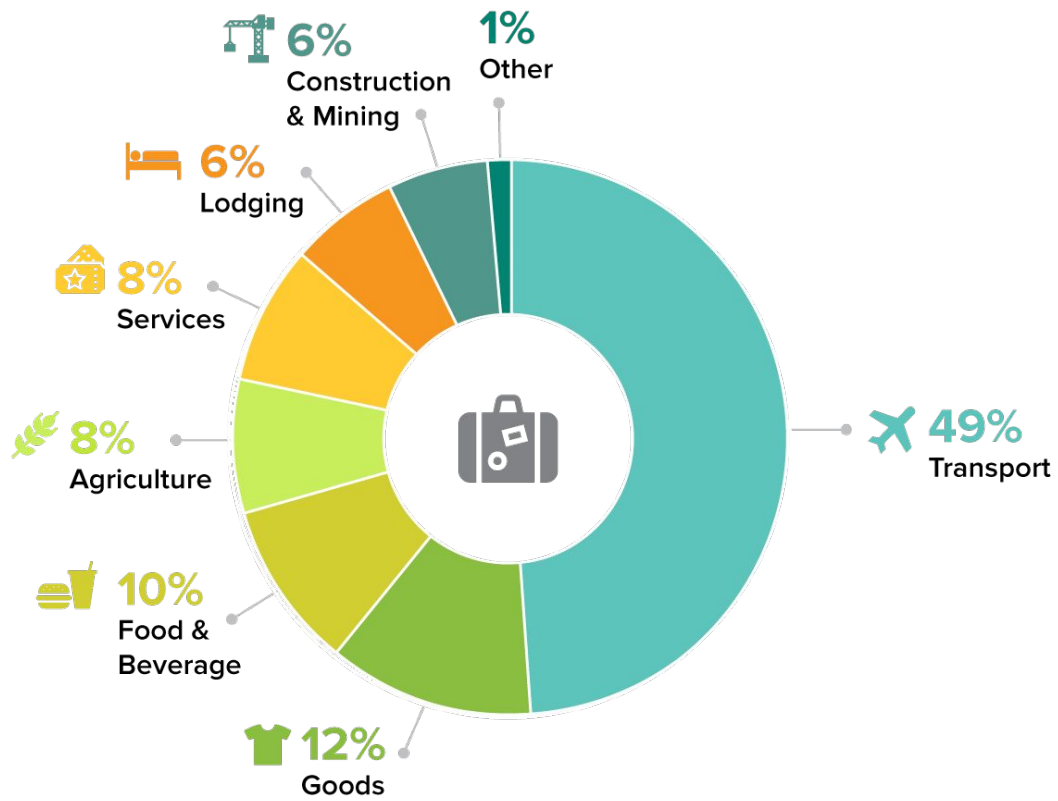
But it also contributes to the problem

Global tourism is responsible for approximately **8%** of the world's greenhouse gas emissions.



LODGING ACCOUNTS FOR 6% OF TRAVEL EMISSIONS

• • •



Source: [Nature Climate Change, 2018](#)

THERE IS GROWING DEMAND FOR SUSTAINABLE TRAVEL & CLIMATE ACTION



73%

of travelers would be more likely to choose an accommodation if it has sustainability practices



69%

of travelers are committed to reducing / offsetting the carbon footprint of their trip



78%

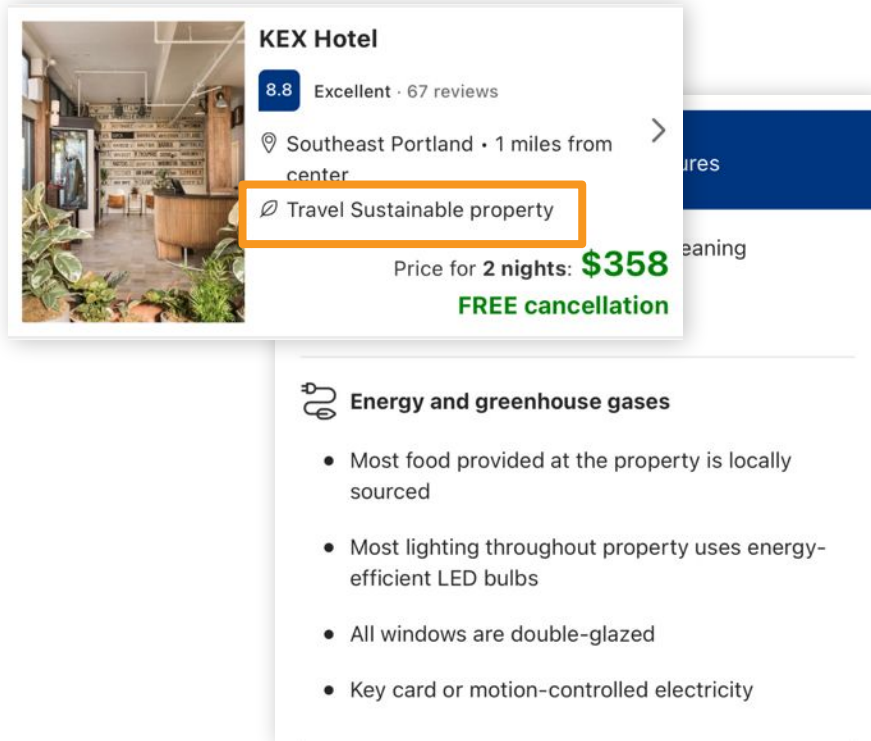
of travelers intend to stay in a sustainable property in the coming year

Source: [Google 2022](#), [Booking.com 2021 Sustainable Travel Report](#)



OTAS ARE HIGHLIGHTING SUSTAINABLE OPTIONS

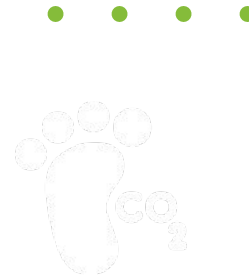
Booking.com



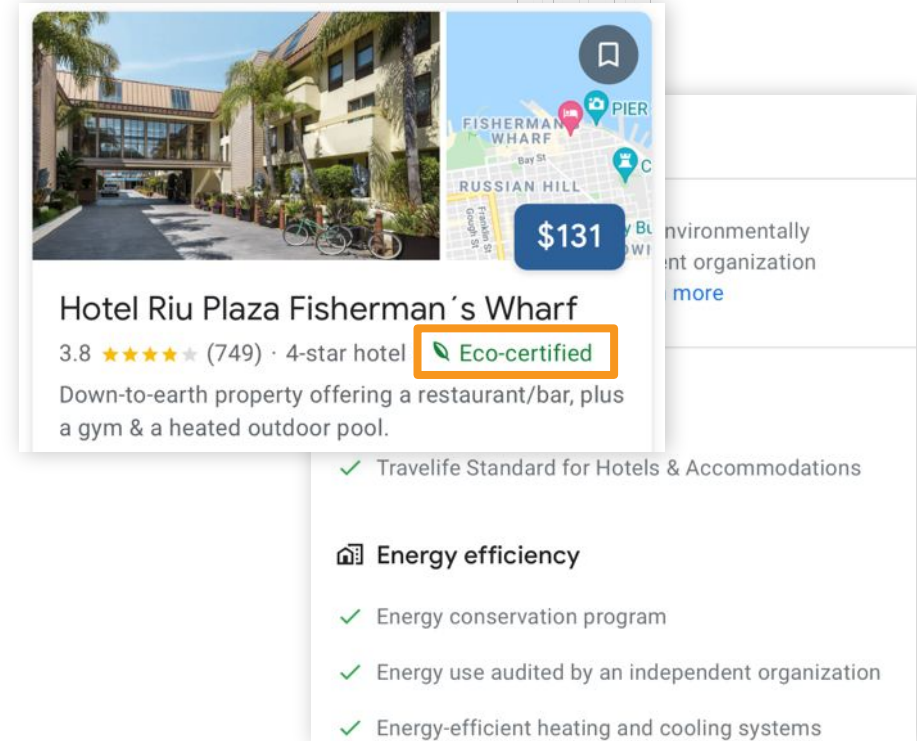
KEX Hotel
8.8 Excellent · 67 reviews
Southeast Portland · 1 miles from center
Travel Sustainable property
Price for 2 nights: **\$358**
FREE cancellation

Energy and greenhouse gases

- Most food provided at the property is locally sourced
- Most lighting throughout property uses energy-efficient LED bulbs
- All windows are double-glazed
- Key card or motion-controlled electricity



Google



Hotel Riu Plaza Fisherman's Wharf
3.8 ★★★★★ (749) · 4-star hotel
Eco-certified
Down-to-earth property offering a restaurant/bar, plus a gym & a heated outdoor pool.

- ✓ Travelife Standard for Hotels & Accommodations

Energy efficiency

- ✓ Energy conservation program
- ✓ Energy use audited by an independent organization
- ✓ Energy-efficient heating and cooling systems



ESG ISSUES ARE DRIVING INVESTMENT DECISIONS

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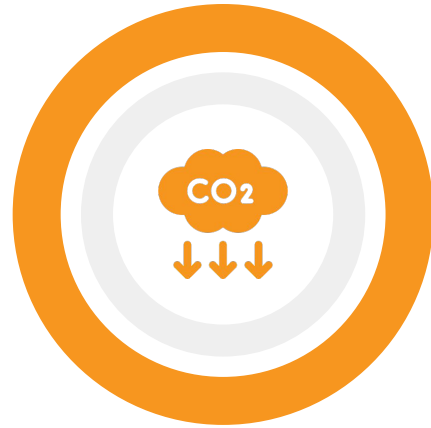


HOW YOUR BUSINESS CAN TAKE CLIMATE ACTION



Measure

your baseline
footprint



Reduce

via sustainable
practices



Offset

by financing carbon
reducing projects



Empower

travelers to take
climate action





WHAT EMISSIONS TO MEASURE?



SCOPE 1



Company-owned tour van
Office furnace

DIRECT EMISSIONS

SCOPE 2



Electricity purchased to power office building

INDIRECT EMISSIONS

SCOPE 3



Transport provided by other companies (international & domestic flights, boat rides, etc.)



Accommodations



Activities (excursions, attractions, shopping, etc.)



Meals



Supplies (water bottles, beach towels, guide t-shirts, paper, etc.)



Employee commuting & business travel



Waste disposal

VALUE CHAIN EMISSIONS





ACCOMMODATION EMISSIONS PROFILE



8% - SCOPE 1



Company-owned vehicles (shuttle vans, golf carts, etc.)



On-site gas consumption (furnace, boiler, generator, stove, etc.)

37% - SCOPE 2



Building energy consumption (in-house laundry, lighting, etc.)



Office heating, cooling & electricity



55% - SCOPE 3



Food & beverage



External laundry service



Employee travel

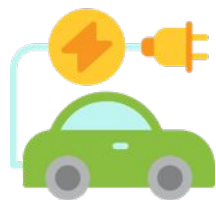


Waste disposal

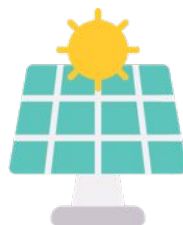




WAYS TO DECARBONIZING YOUR HOTEL



Low carbon transportation



Clean energy



Energy-efficient design, technologies & processes



Local & sustainable sourcing



Waste reduction & management



Protecting & restoring local ecosystems

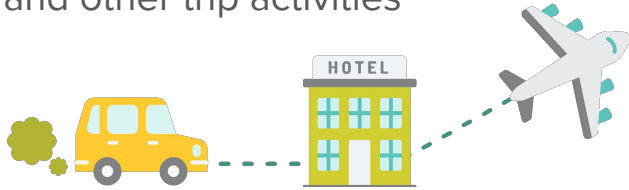




WHAT IS CARBON OFFSETTING?



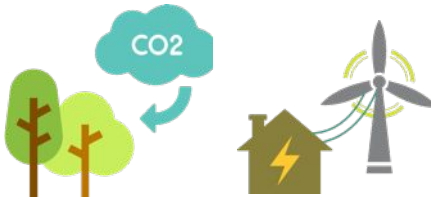
Carbon emissions are generated by air travel, lodging, transportation, and other trip activities



You purchase carbon offsets from us equivalent to the amount of CO2 you produced



These projects fight climate change by removing existing carbon from the atmosphere or reducing future emissions



Your contribution funds certified projects that protect and restore ecosystems or reduce fossil fuel consumption.





COST TO GO CARBON NEUTRAL



Examples European hotels carbon footprint per (MT Co2e) and cost to offset.
Based on a 100 room hotel with 80% occupancy rate per year.

3-star

9.9 kg Co2e
per occupied room

289 MT Co2 per year

**\$385 monthly to
Go Carbon Neutral**

\$0.15 per guest night

4-star

14 kg Co2e
per occupied room

409 MT Co2 per year

**\$545 monthly to
Go Carbon Neutral**

**\$0.22 per guest
night**

5-star

21.1 kt Co2e
per occupied room

616 MT Co2 per year

**\$821 monthly to
Go Carbon Neutral**

**\$0.33 per guest
night**

*Cost to offset based on our current climate impact portfolio retail rate of \$16 / MT





CARBON EMISSIONS EQUIVALENCY



It would take

6,763 tree seedlings **10 years**

to remove

409 metric tons of CO₂e

from the atmosphere

(Average annual carbon footprint - 4-star European urban hotel)





OUR CLIMATE IMPACT PORTFOLIO



Energy



**Blue/Teal
Carbon**



Forests



**Innovative
tech**



Designed to supercharge
your impact



Project diversification



Fixed, affordable price



Third-party verification



Impact+ due diligence





MIKOKO PAMOJA MANGROVE CONSERVATION



Blue Carbon

Kenya

Mikoko Pamoja is a community-based project that is protecting and restoring mangrove forests along Kenya's southern coast. By conserving these valuable blue carbon ecosystems and creating livelihood opportunities, the project is fostering marine health and improving the resilience of coastal communities. Funds from carbon offsets support community initiatives that supply clean drinking water, improve schools, and more.

Additional Resources:

- [Full project description](#)





RIMBA RAYA BIODIVERSITY RESERVE



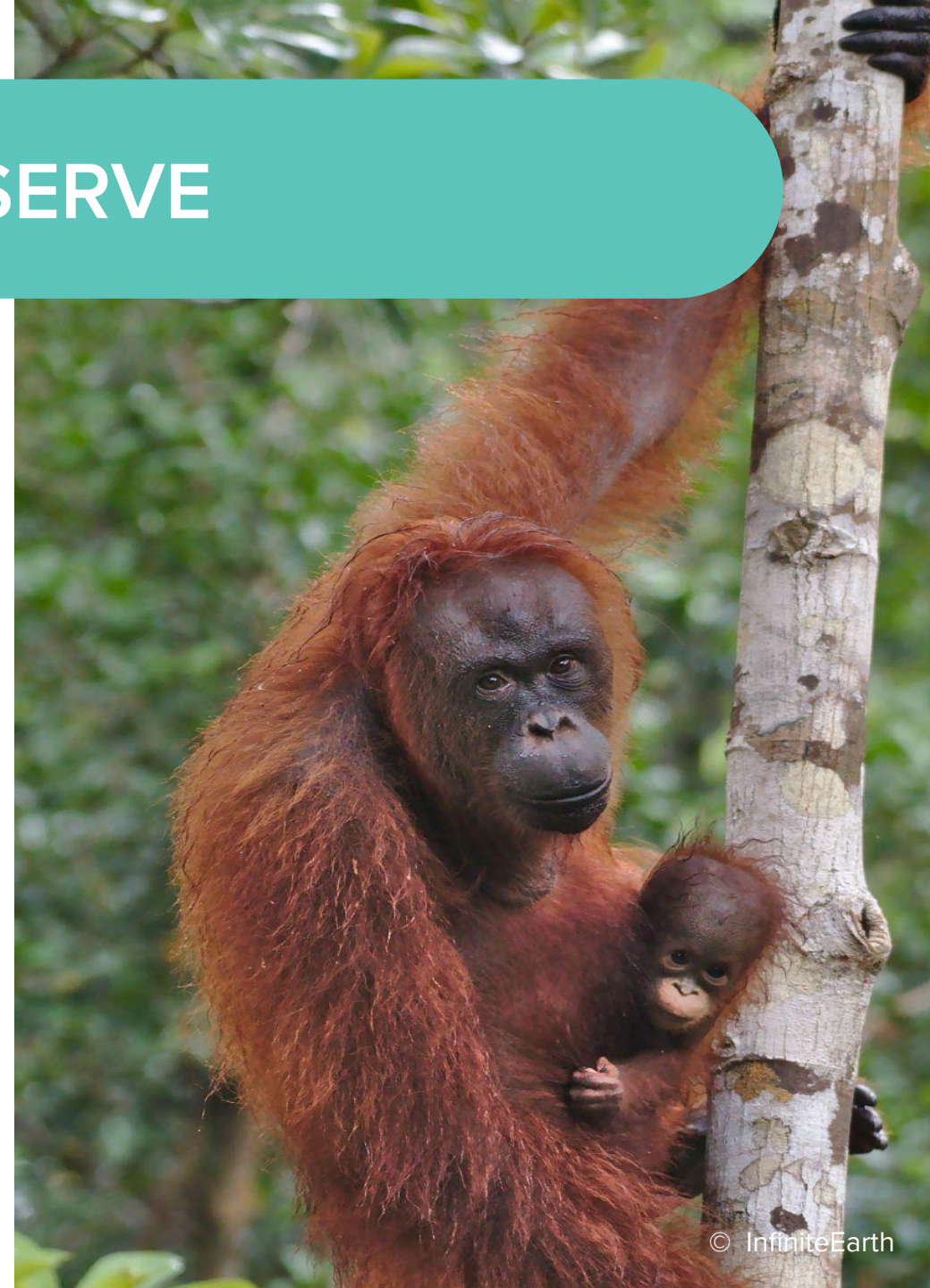
Teal Carbon

Indonesia

This project is conserving a peat swamp forest in Indonesian Borneo that was slated for conversion to palm oil plantations. Along with protecting this carbon rich ecosystem, the project supports the reintroduction of critically endangered orangutans into their wild habitat. By addressing issues such as poverty, hunger, and disease, the project is tackling the root causes of deforestation while improving local livelihoods.

Additional Resources:

- [Full project description](#)





EMPOWER TRAVELERS TO MAKE CLIMATE-FRIENDLY CHOICES



Educate about the impacts of tourism and climate change on the destination



Share sustainable travel tips, such as turning off the lights and AC when leaving the room



Incorporate experiences that highlight local climate action efforts



Provide waste disposal guidance and receptacles



Provide information on how to access low-carbon transportation options



Promote eating local foods and artisanal souvenirs



HOW WE CAN HELP YOU TAKE CLIMATE ACTION



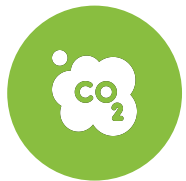
Carbon footprint products

We'll help select the carbon footprint product that best fits your business activities.



Climate action planning

We'll help you set climate targets and define a roadmap for going carbon neutral.



Carbon offsets

We'll help you launch a carbon offset program to compensate for any unavoidable emissions.



Communications + education

We'll help you raise climate awareness and communicate your impact.



CLIMATE PARTNERSHIP



Beyond Green has chosen to partner with Sustainable Travel International due to our proven track record in climate action and expertise in sustainable tourism development.

Our partnership consists of:

- ✔ Beyond Green has become a [sustainer-level member](#); and our [guardian-level membership](#) is offered to you at a discount
- ✔ The Beyond Green logo will be Listed as a strategic partner on our our supporters website, and our logo will be featured in your Sustainability leadership partners page
- ✔ We will feature at least two articles a year in our social media, promoting Beyond Green members accomplishments
- ✔ Our communications materials, webinars, and sustainability resources and program offering will be promoted to you






SPECIAL PERKS FOR BEYOND GREEN MEMBERS





Become a Guardian Member of Sustainable Travel International (use code **BeyondGreenMembers** for 50% off) to receive the following benefits (500 USD retail value)



SUSTAINABILITY

-  Traveler Best Practices Guide
-  Sustainable Business Self-Assessment
-  Business Best Practices Guide

CARBON NEUTRAL

-  Carbon Footprint Assessment
-  10% Off First Carbon Offset

PROMOTION

-  Promotional toolkit with logos, graphics, and messaging
-  Recognition on our website, newsletter, social media





QUESTIONS?

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www.sustainabletravel.org



SUSTAINABLE
TRAVEL INTERNATIONAL