



renewable choice
ENERGY

Supporting Renewable Energy and Carbon Offsets to Benefit your Hotel

► Thursday, July 24, 2014

Contents

- **Hotels & Resorts Who Support Renewable Energy**
- **Benefits of Renewable Energy**
- **Environmental Impact of Renewable Energy and Carbon Offsets**
- **How to Support Renewable Energy**
- **Carbon Offsets**
- **About Us**
- **Contact Information**



▶ Hotels & Resorts Who Support Renewable Energy

Hotels Who Support Renewable Energy



- ✓ The Breakers Palm Beach, Inc.
- ✓ Intercontinental Hotel Miami
- ✓ Wyndham Worldwide, Parsippany, NJ Campus
- ✓ Mandarin Oriental, Washington DC
- ✓ Fairmont Hotel Washington, DC
- ✓ Saunders Hotel Group Boston, MA
- ✓ Intercontinental New York Barclay Hotel
- ✓ Hyatt Regency Reunion & DFW Airport Hotels
- ✓ Sheraton Boston Hotel
- ✓ Hilton Garden Inn Springfield, MO

► Benefits of Renewable Energy

Benefits of Renewable Energy



- ✓ Supports domestic energy
- ✓ Protects natural resources
- ✓ Fights global climate change
- ✓ Stimulates economic growth and job creation
- ✓ Secures our energy future
- ✓ Improves health and safety
- ✓ Social responsibility

✓ *MARKETING...*

Cambean Hotels



Custom Door
Hanger

Cover of Lodging Hospitality



For Cambean Hospitality, contact:
Brian Scheinbaum
President, Cambean Hospitality
bscheinbaum@cambean.com
Tel: 305.485.2238

Media Representative:
Andrea Roland
Plan A Public Relations & Marketing, Inc.
Tel: 407.682.3693
andrearoland.com

FOR IMMEDIATE RELEASE:

Cambean Hospitality to Become World's Most Progressive Carbon Neutral Hospitality Company

1 hotel chain to mitigate energy consumption for operations of the property portfolio through offsets and renewable energy credits

MI, FL — April 20, 2009 — Cambean Hospitality, a Miami Beach-based hospitality company that manages four boutique hotel properties in the historic South Beach area, today will soon be the most Earth-friendly, carbon neutral hospitality company in the world. To achieve this designation by installing solar panels and a wind turbine on the South Beach Hotel, and by purchasing carbon offsets and renewable energy credits from, Colo.-based Renewable Choice Energy to offset Cambean's fuel and electricity.

"As hospitality companies have embraced being 'green,' their involvement, and the guests, is purely a voluntary or opportunistic approach and is not mandated by law," stated Brian Scheinbaum, president of Cambean Hospitality. "Cambean Hospitality has quantified the carbon footprint for our entire portfolio of properties, and is becoming carbon neutral. To that end, we've invested in the most progressive offsetting and renewable credit purchase program anywhere."

To quantify energy consumption, Cambean Hospitality hired HVS in Miami to perform an Energy Audit (EA). The EA analyzes opportunities within a hotel for saving energy through retrofits and changes in operational procedures, all of which contribute to sustainability. The cost of these changes is calculated and compared against the savings in operating expenses, allowing a clear understanding of the cost/benefit and the time period for investing in these changes.

-- more --

Press Release

Talbott Hotel



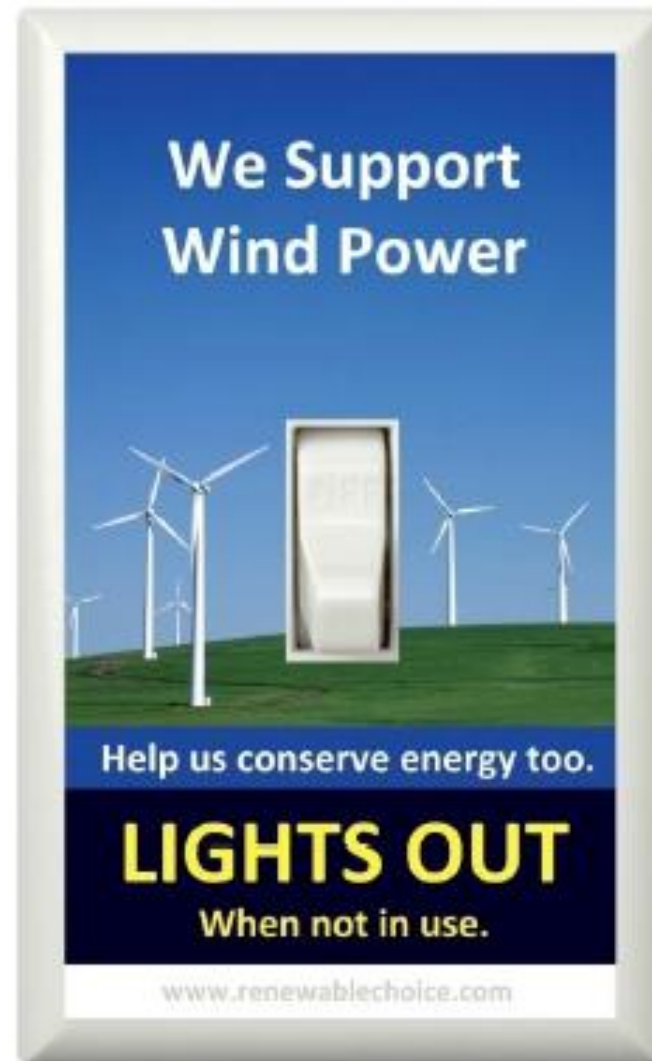
- Clients that signed up for the Talbott's energy conservation received a Home Wind Power offset for one month
- Conservation program included: turning off A/C or heat and lights when guests were out of the room

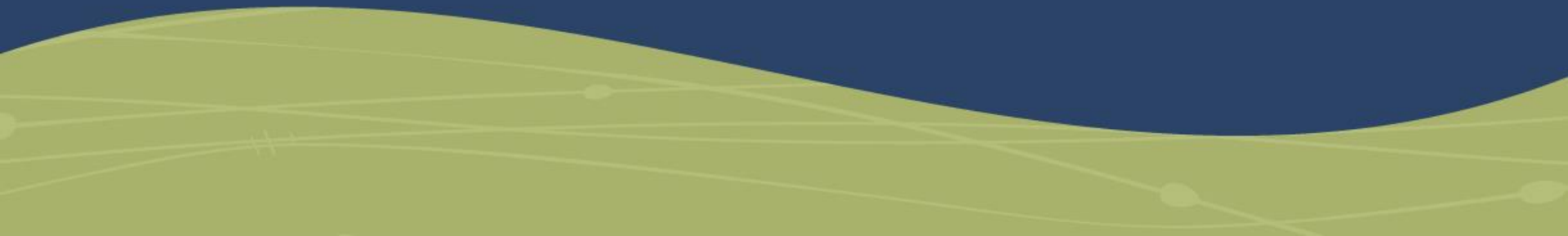
Thank You Card with One Month Home Wind Power Offset



► Lights Out for Guest Rooms – Light Switch Cover

- ✓ Visual reminder that conservation is everyone's responsibility
- ✓ Simple messaging that guests will notice
- ✓ Easy-to-apply light switch cover
- ✓ Complements the existing conservation messaging in guest rooms





► Environmental Impact of Renewable Energy and Carbon Offsets

Comfort Inn & Suites - Boston Logan



Since 2013:

2,907,293 kWh of American Wind
657.88 MtCO₂e of Choice Carbon

Equivalent to the annual greenhouse gas emissions from:

561 passenger vehicles

6,339,540 miles/year driven by an average passenger car

955 tons of waste sent to the landfill

136.7 garbage trucks of waste recycled instead of landfilled

The Lenox



Since 2012:

6,167,610 kWh of American Wind
1,228.31 MtCO₂e of Choice Carbon

Equivalent to the annual greenhouse gas emissions from:

1,154 passenger vehicles

13,050,457 miles/year driven by an average passenger car

1,964 tons of waste sent to the landfill

281 garbage trucks of waste recycled instead of landfilled



▶ How to Support Renewable Energy

The Two Ways to Support Renewable Energy



On-site Generation

Most organizations lack the ability to install onsite renewable energy due to:

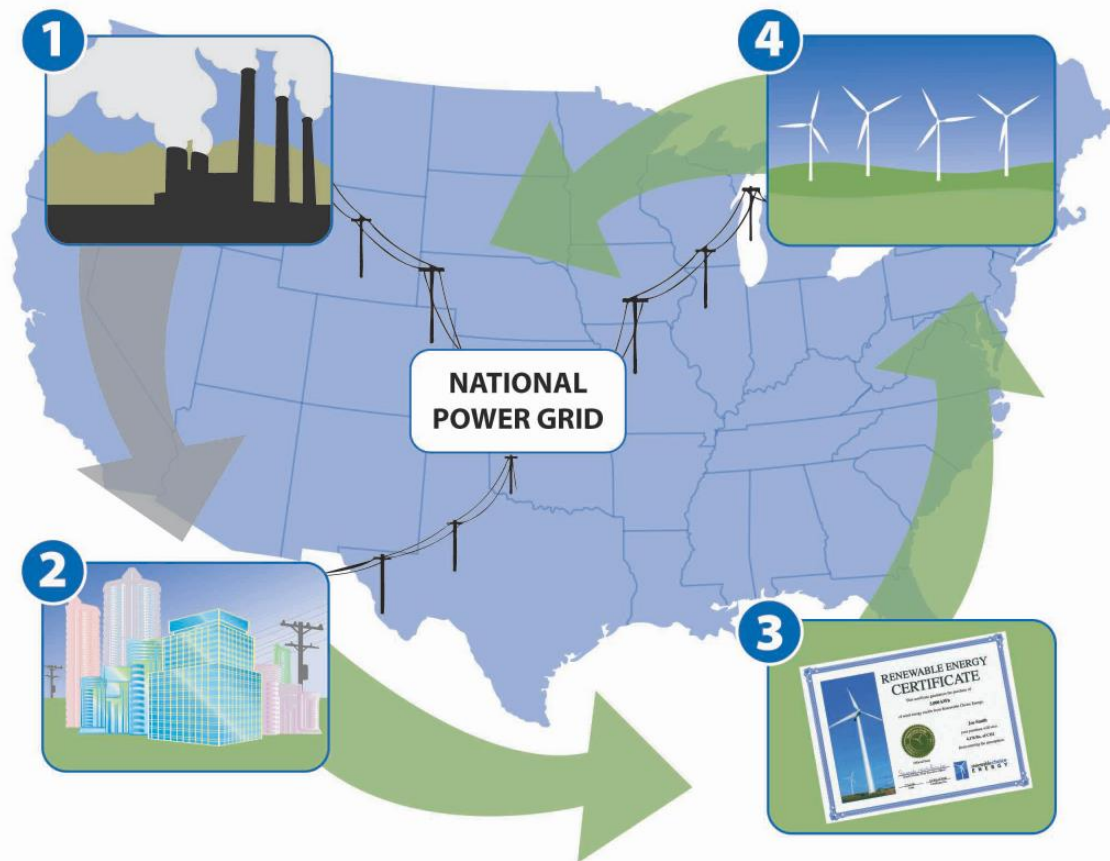
- Zoning Restrictions
- Lack of natural resources
- Capital limitations



Renewable Energy Credits/Certificates (RECs)

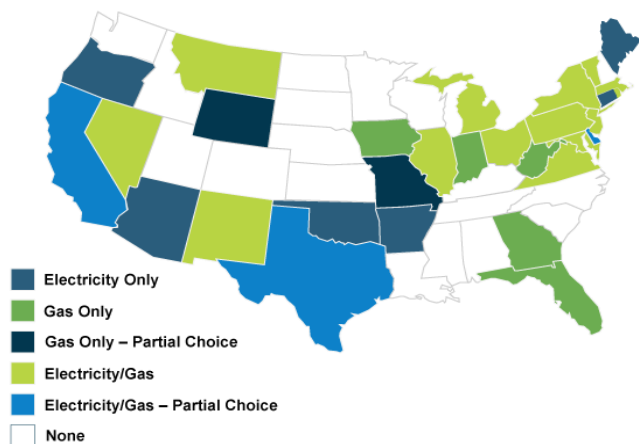
What is a REC?

- ✓ A REC is the accepted way to track and trade renewable energy in North America
- ✓ A renewable energy source is credited with RECs as it produces electricity
- ✓ A REC represents the environmental attributes associated with the generation of electricity from a renewable energy source
- ✓ The owner of the REC receives the right to claim its environmental benefits



One Commodity – Two Markets

Compliance



Voluntary



RECs



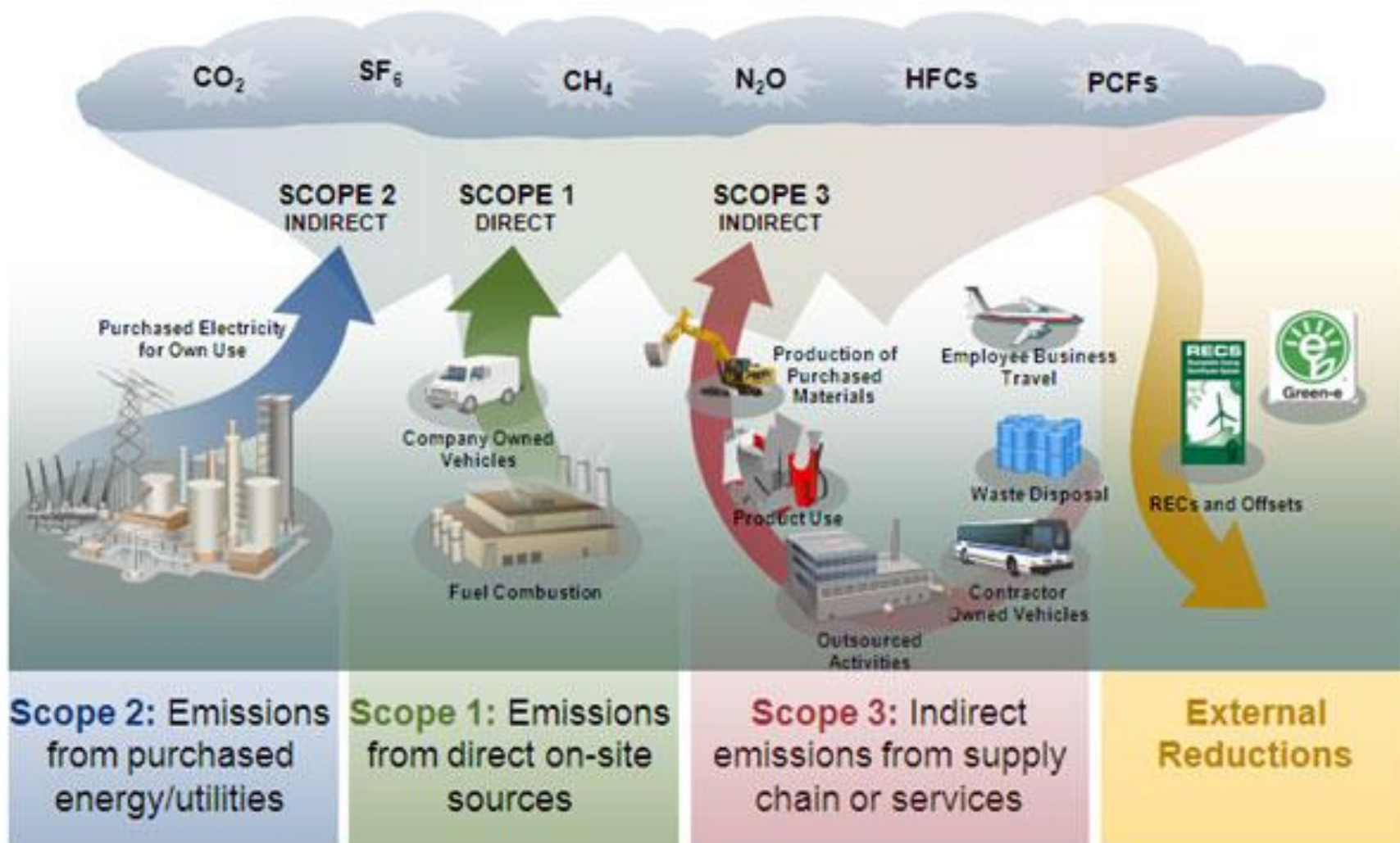
Green-e® Energy



- ✓ Board includes members from Environmental Defense, NREL, NRDC and the Union of Concerned Scientists
- ✓ Guarantees that RECs:
 - Originate from 100% new facilities
 - Are produced in the stated calendar year
 - Go beyond existing government mandates
 - Pass a process audit by an independent certified public accounting firm

▶ Carbon Offsets

Carbon Emission Scopes



What is a Carbon Offset?

- ✓ A carbon offset is the reduction of a specific amount of greenhouse gas (GHG) emissions resulting from carbon mitigation projects
- ✓ Avoiding the release of carbon into the atmosphere in one location by implementing an emissions reduction project in another location is known as offsetting
- ✓ A carbon offset ensures that one metric tonne of carbon dioxide (CO₂), or its equivalent in other GHGs (CO₂e), is removed from the atmosphere or prevented from entering it



Carbon Offset Project Type Examples



- Agricultural Methane Capture and Destruction



- Large Scale Hydro-Electric



- Biomass



- Small Scale Hydro-Electric



- Energy Efficiency



- Wind Power



- Landfill Methane Capture and Destruction

► About Us

What We Do



renewable **choice**
E N E R G Y

Green Power Products & Services

- Certified renewable energy credits
- Verified carbon offsets
- Green power for LEED certification
- Renewable energy advisory services
- Green meetings & events
- Customized sustainability messaging

Sustainability Consulting Services

- Reporting & disclosure
- Customized strategy development & implementation
- Scorecards & questionnaires



Contact



Stephen Beam

Director of Business Development

(303) 551-7565

sbeam@renewablechoice.com

