



Green Globe International

www.greenglobeint.com

10th Annual Conference

Caribbean Sustainable Tourism Development,

Turks & Caicos, April 28 – May 1





Green **Globe International**

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1. 900 tourism operators across 30 countries.
2. Conceived at the Rio Earth Summit in 1992, for more than 15 years its been the world's premier brand and sustainability system for travel and tourism.
3. Internationally accepted as a scientifically valid method for measuring carbon from energy and reporting triple bottom line sustainability.
4. Certification is based on compliance to the Green Globe Standard for environmental performance.



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“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**



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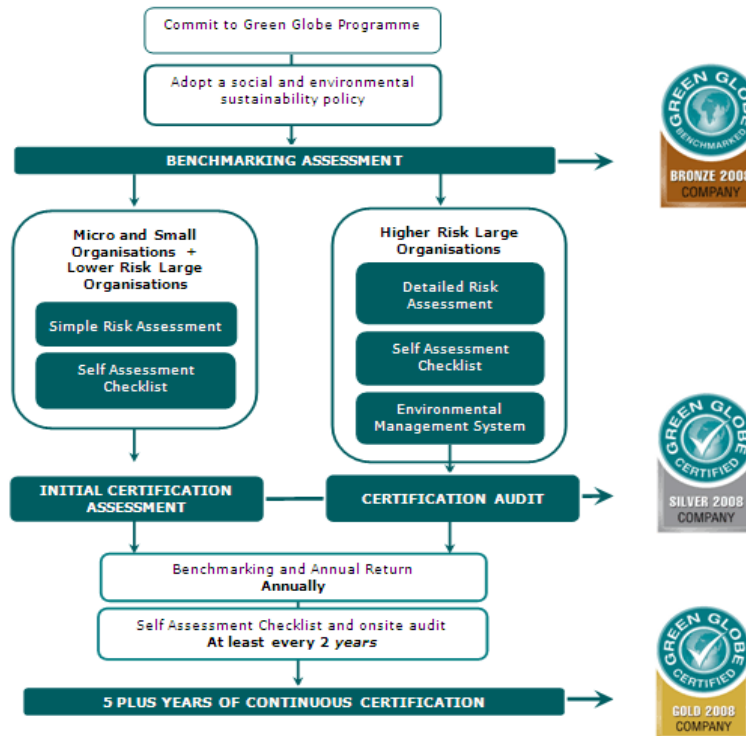
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Green Globe International Inc.

1. Acquired 88% of UK based Green Globe Ltd, the owner of the Green Globe Brand
2. Publically traded company – OTC BB: GGLB
3. Provide investment into the Green Globe brand, its climate and sustainability systems and roll out via partners.



Key Performance Areas

1. Greenhouse gas emissions
2. Energy efficiency
3. Management of freshwater
4. Ecosystem conservation
5. Social and cultural issues
6. Land use planning
7. Air quality and noise control
8. Waste water management
9. Solid waste management
10. Storage of harmful substance



BENCHMARKING ASSESSMENT REPORT

ACCOMMODATION BENCHMARKING

Error! Bookmark not defined. **The Vacation Hotel Australia**

Report Date: 31 January 2007
 Benchmarked Certificate Expiry: 31 January 2008
 Benchmarking Data Collection Period: 1 January 2005 – 31 December 2005

earthcheck ACCOMMODATION PERFORMANCE BENCHMARKS

- Sustainability Policy** ★
- Energy Consumption**

Energy consumed / Guest night ✘

Carbon dioxide (CO₂) produced / Guest night

The Vacation Hotel consumed 540 MJ per Guest Night for the year 2005 (1/01/05 – 31/12/05), which was 13% greater than the Baseline level.

Reported Energy Consumption for the year 2005 (1/01/05 – 31/12/05) produced an estimated 161 kg of CO₂ per Guest Night.

Energy type	Quantity used	Calculated Energy		Calculated CO ₂	
		MJ	% of total	kg	% of total
Coal (Black)	18 956 750	81 044 300	100	18 153 700	100
Totals:		81 044 300	100	18 153 700	100
- Water Consumption**

Water consumed / Guest night ✔

Water saving ★

The Vacation Hotel consumed 880 L per Guest Night for the year 2005 (1/01/05 – 31/12/05), which was 2% better than the Baseline level.

The Water Saving checklist rating for the year 2005 (1/01/05 – 31/12/05), was 16.1 points better than the Best Practice level.

Performance level:	Baseline	Best Practice
Current result:	Below Baseline ✘	At or above Baseline ✔ / At or above Best Practice ★



The Challenges Ahead

1. Communication

- Play an active role in communicating both the sophistication of our robust systems and the sustainability and carbon neutrality achievements of our certified operators to consumers.

2. Global delivery and support

- Ramp up investment in, and offer new services through partners and agencies to provide greater resource on the ground for our operators.



Communication



TravelMole Group Chairman and Publisher Charles Kao serves on the Green Globe International Board of Directors and represents the company at worldwide Travel and Tourism Industry events.

Alliance with Travel Mole & Travel Mole.tv

- Enhanced news distribution for Green Globe
- Development of a Green Globe VISION co-branded online community and newsletter
- Audio and Video content posted to TravelMole and TravelMole.tv
- Travel and Tourism event sponsorship
- Brand visibility for Green Globe
- Leveraging travel and tourism industry relationship



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



Bangkok, Thailand
April 29-30, 2008

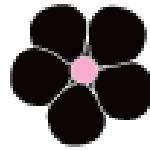


Communication

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



Global delivery and support



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TravelMole
THE NEWS AND RESOURCE CENTRE
FOR THE TRAVEL INDUSTRY

SUSTAINABLE
TOURISM





Destination Focus



1. Green Globe has destination champions with our partners, agents and certified operators
2. Destinations have mature brand identities that are being harnessed by the local tourism organizations to compete in global tourism markets
3. Green Globe is singularly recognized across all tourism sectors and can now be applied to destinations
4. To accomplish this we need to build “localized” Green Globe organizations
5. Bring together expertise that can deliver new destination services and attract investment to grow Green Globe destinations



Suite of destination services



1. Certified Green Globe Destination Standard
2. Benchmarked for Carbon, Energy, Water, Waste and local social and cultural commitment
3. Strategies for moving towards a carbon neutrality
4. Scientifically validated carbon trading and/or offset programs
5. Travel consumers recognition of commitment to sustainable environments and communities
6. Tourism policy development that drives consumer demand for sustainable, carbon neutral industry
7. New tourism revenues to maintain investment in sustainable tourism systems



Sustainability and Carbon Neutrality Plan for Tourism Destinations



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



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To discuss our plans and more information

Steven Peacock, Chief Executive Officer

Bradley Cox, Chief Operating Officer