



NEUTRAL TOGETHER

Bulk Carbon Offsetting for ATTA Members

SEPTEMBER 2019



ADVENTURE TRAVEL
TRADE ASSOCIATION



INTRODUCING: **NEUTRAL TOGETHER**

A BULK CARBON OFFSET PROGRAM FOR ADVENTURE TRAVEL TRADE ASSOCIATION MEMBERS

ADVENTURE TRAVEL TOUR OPERATORS WANT TO OFFSET, BUT OFTEN DON'T: WHY?

- › Too expensive, too complicated and time consuming particularly for smaller operators
- › Once they calculate emissions they discover they cannot afford the offset expense

ATTA AND SOUTH POLE HAVE TEAMED UP TO MAKE OFFSETTING EASIER FOR ADVENTURE TRAVEL TOUR OPERATORS

NEUTRAL TOGETHER PROGRAM WILL ENABLE:

- › Easy measurement of carbon emissions for tour operators and accommodations providers
- › Industry-wide emissions aggregation for greater volume and reduced price per ton for all

OVERVIEW

MEASUREMENT



PROJECT
SELECTION



INVOICE



PAYMENT &
RECEIPT



YEAR END
REPORT

HOW IT WILL WORK

STEP 1 MEASUREMENT

- **Input emissions information into South Pole tool (January - April each year)**
- **View GHG footprint from the tool**
- **Send emissions result provided through the tool to ATTA**

STEP 2 PROJECT SELECTION

Select one of three types of offsetting projects:

- **Forestry**
- **Renewable energy**
- **Cookstoves**

HOW IT WILL WORK

STEP 3 INVOICE

- **ATTA communicates industry volume total to South Pole**
- **South Pole bills ATTA for aggregated volume**
- **ATTA bills individual members adding a 5% administrative fee**

STEP 4 PAYMENT AND RECEIPT

- **Members pay ATTA**
- **ATTA pays South Pole**
- **Members receive receipt and certificate of participation**

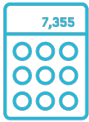
Digital badge | Templetized blog post | Downloadable imagery

STEP 5 YEAR END REPORT

- **ATTA receive year-end report showing the results of the ATTA carbon offset program, aggregating the impacts of all of the participating members.**
- **Each member receives a digital copy of this report for their records.**

CURRENT CARBON OFFSET MODEL

Costs for carbon offsetting for adventure travel companies up to now:



Invest in calculating emissions

Ex: A company with 3,500 pax a year running week-long trips could have a footprint of ~2,625 metric tons of tCO_2e^* . Through a standalone program, this can cost as much as:



Find an offsetting partner/ select quality projects

\$29,000 emissions offset
\$4,000 calculation fees (+ company admin time)



Pay for the offsets, which at low volume can be expensive (\$11 per metric ton for example)

\$33,000 TOTAL

*Assumes .75 tCO_2e per pax, which covers only on-trip operations (ie, no international flights). If international flights are considered, the footprint would likely be 2.0+ tCO_2e per pax.

NEUTRAL TOGETHER



Input data into calculator

Ex: A company with 3,500 pax a year running week-long trips could have a footprint of ~2,625 metric tons of tCO_2e^* . Through Neutral Together, this would cost as little as:



Aggregate emissions with similar companies (under 10,000 tons)

\$7,875 emissions offset
\$393 (5% admin. fee for Neutral Together)



Receive volume pricing \$3-\$5 per ton

\$8,269 TOTAL

*Assumes .75 tCO_2e per pax, which covers only on-trip operations (ie, no international flights). If international flights are considered, the footprint would likely be 2.0+ tCO_2e per pax.

Note that for companies with >10,000 tons it will be better to go directly to an offsetting partner (like South Pole or any of the others). At that level, more tailoring of the program is possible and the cost savings provided by the aggregated community is diminished.

EMISSIONS MEASUREMENT TOOL

The emissions measurement tool was developed based on the global standard Greenhouse Gas Protocol including Scope 1, 2, and 3 emissions sources. It will capture:



Transportation and activities associated with adventure travel trips: flights and ground



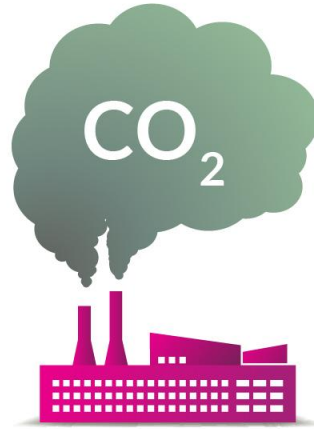
Hotel nights



Company headquarters energy usage

IMAGINE

80
COMPANIES



84,000
METRIC TONS
CARBON DIOXIDE



THE AMOUNT
CAPTURED
BY 12.25 MILLION

TREES

THAT'S LIKE
MANHATTAN,
BUT COVERED
IN TREES



WANT TO LEARN MORE?

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