

RETI



Renewable Energy in Tourism Initiative
www.renewabletourism.com



The Center for Sustainable Tourism
is proud to present our

Renewable Energy and Tourism Webinar

Tuesday, January 24th 2:00pm - 3:00pm EST

***Cheers: A Toast to Renewable Energy Use
in Breweries and Wineries***



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The Center for Sustainable Tourism at East Carolina University is an interdisciplinary research center comprised of many diverse university academic and non-academic units.

The goals of the Center are to promote and support the adoption of sustainable practices throughout the tourism industry whether business, government or individual traveler behaviors.

This is done through graduate level education, academic research, and community engagement and outreach.



- **Session 1: Renewable Energy at Sierra Nevada Brewing Company**

Featuring Guest Expert Mandi McKay, Assistant Sustainability Director

- **Session 2: Solar Cogeneration Solutions featuring Cogenra Solar**

Featuring Guest Expert Kate Sherwood, Vice President of Sales, Cogenra Solar



The Center for Sustainable Tourism Renewable Energy and Tourism Webinar

Sustainable Energy Use at Sierra Nevada Brewing Company

***Mandi McKay, Assistant Sustainability Director,
Sierra Nevada Brewing Company***







Carolina Unive









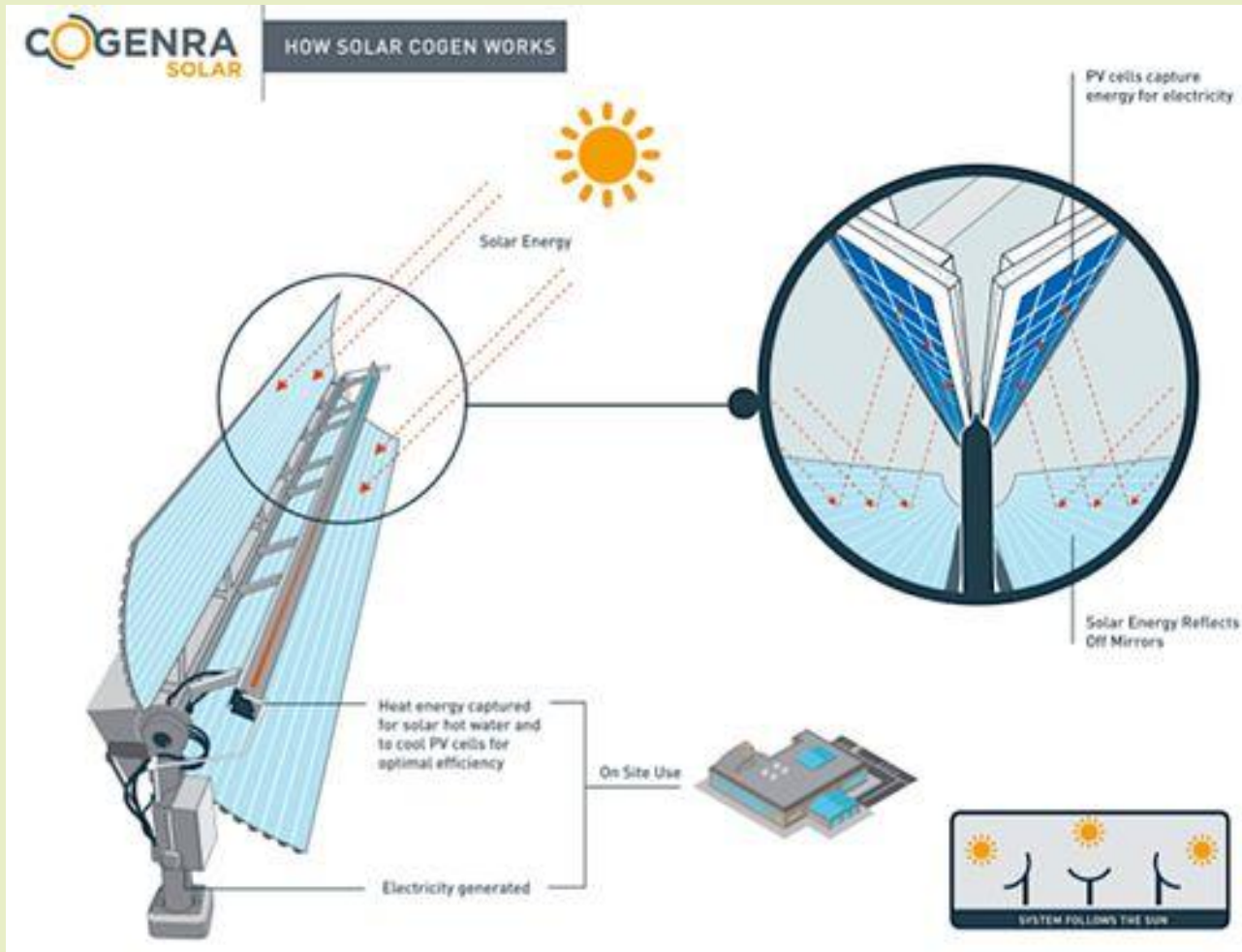


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Cogenra Solar

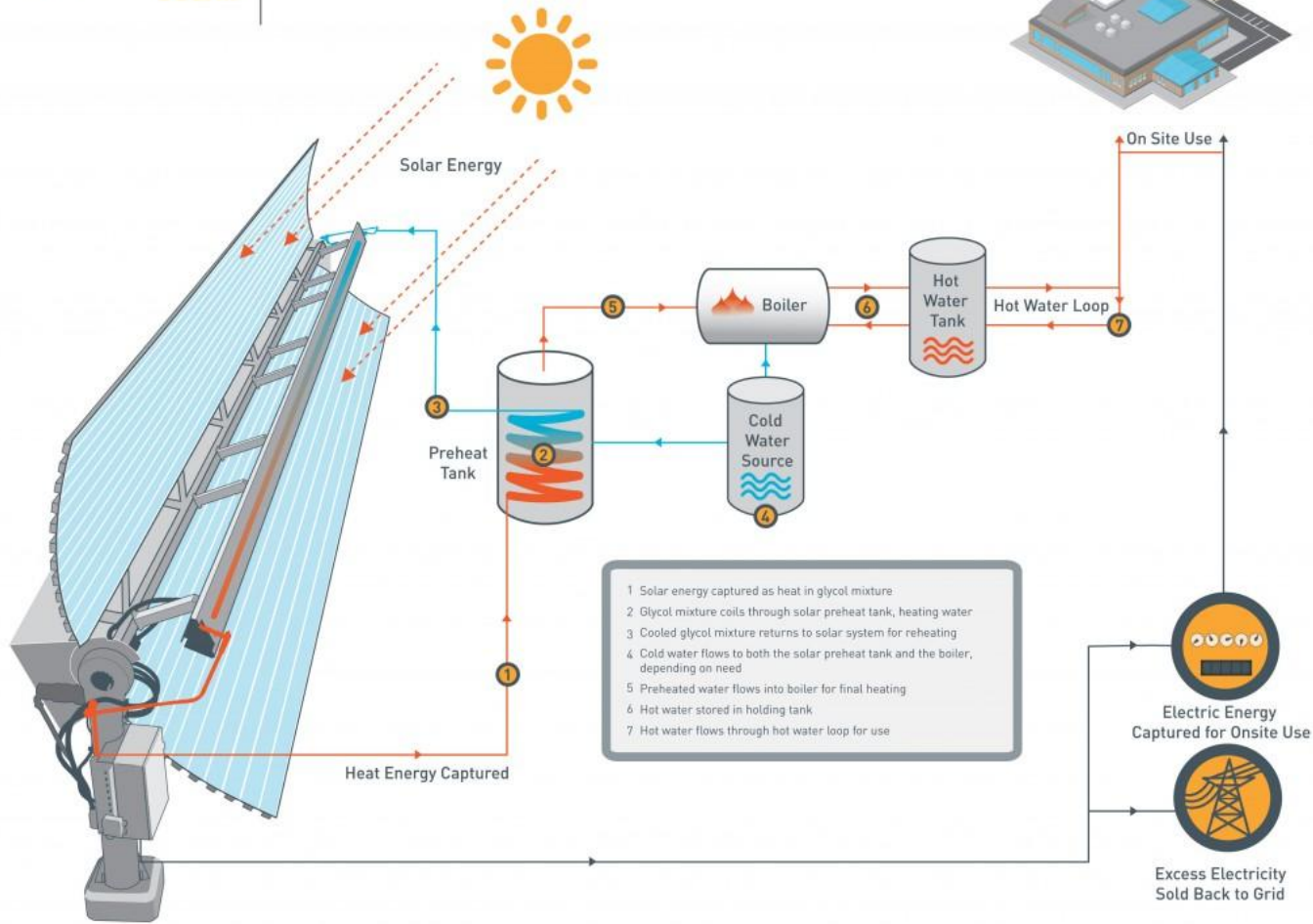
Kate Sherwood, Vice President of U.S. Sales







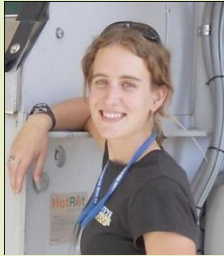
TYPICAL SITE INTEGRATION











Mandi McKay
Assistant Sustainability Director
Sierra Nevada Brewing Company



Alex Naar
Outreach Director
Center For Sustainable Tourism at
ECU



Kate Sherwood
Vice President of U.S. Sales
Cogentra Solar





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Green Publishing Options for Destinations
Summary of Environmental Options for Publishing Global Products

1. Working Within the "Big Picture"

In developing or rolling out your green publishing plans, you should first review what other agencies in your destination are working on. Coordinating your plans with others can save time, money and effort. Reach out to federal, state and city organizations. You may already be working with these organizations on public service announcements and other public education initiatives. For example, one of the national organizations working on environmental initiatives is the United States Conference of Mayors, which includes more than 300 mayors and cities across the U.S. Your destination, or cities within your state, may already be involved in their work. Accessing best practices and resources from organizations like this is a good first step in your green publishing plan.

2. Environmentally Friendly Paper Options: Sustainable and Recycled Paper

MilesMedia offers a range of options to "go green" in sustainable paper for a relatively modest change to the cost of a major print project. Your company website:

Sustainable Paper/Publishing: First, paper can be accredited and certified as "sustainable" by either the Forest Stewardship Council (FSC), an organization led by the Rainforest Alliance or the Sustainable Forestry Initiative (SFI). Both organizations can certify the paper as sustainable through the entire process, the growing/forest management, harvesting, or planting, distribution of the paper and finally the printing process. This comprehensive certification program covers both the impact on the environment and surrounding communities, and certifies the entire process (from forestry/forest growing to printing). Since the paper is FSC or SFI accredited, this allows the publisher to feature the appropriate logo as shown below.

FSC **SUSTAINABLE FORESTRY INITIATIVE**

State of American Traveler Research

Green Publishing Options for Destinations

milesmedia 2017 Environmental Progress Report | 100% Recycled Paper | 100% FSC Certified Paper



For more information on the Renewable Energy in Tourism Initiative, please visit www.renewabletourism.com

We will be posting the slides from our presenters, speaker contact information, and a recording of this webinar at www.sustainabletourism.org/RETI-Webinars.cfm

And to join our mailing list, visit www.sustainabletourism.org/listserv.cfm



Thank you for participating in our Renewable Energy and Tourism Webinar

Please Join us for Our Next Webinar:

Renewable Energy, Tourism and Biofuels

