

# Center for Sustainable Tourism



## ncGreenPower

Balance your impact on the environment.

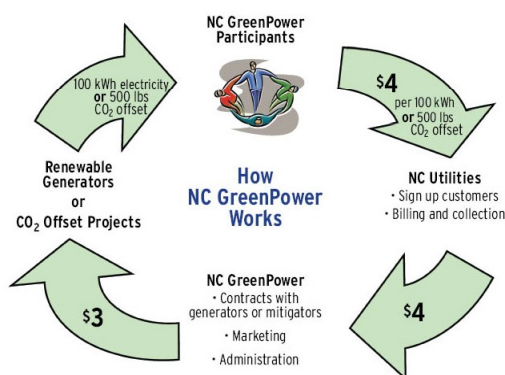


NC GreenPower provides an easy and affordable opportunity for the North Carolina tourism industry to balance its environmental impact through investments in clean energy solutions. NC GreenPower offers complementary ways to make a difference – Renewable Energy that supports cleaner energy sources and Carbon Offsets that mitigate greenhouse gases. Combined with energy conservation, NC GreenPower's Renewable Energy and Carbon Offsets help you create a

### What is NC GreenPower?

- NC GreenPower is an independent, nonprofit organization established to improve North Carolina's environment through voluntary contributions toward renewable energy and carbon offsets.
- It works to increase the amount of electricity generated from solar, wind, hydro, and organic matter. And through carbon offsets NC GreenPower

### How NC GreenPower Works



• Because renewable energy is a newer technology and not yet produced on a scale comparable with traditional fossil fuels, the production of electricity from these cleaner resources can cost slightly more. NC GreenPower was

established to “bridge the gap” between the costs of producing renewable energy and the utility payments for that energy which are based on the cost of more traditional electricity production like coal or nuclear.

- Projects that mitigate greenhouse gases directly improve the environment and can help reduce the threat of climate change
- NC GreenPower provides premiums to generators through tax deductible contributions from individuals and organizations across the state. These premiums are collected via the participant's servicing utility or through direct contributions to NC GreenPower.

### Why Participate in NC GreenPower?

- 1) It's affordable and tax deductible: For as little as \$4 a month, your monthly contribution will add green energy to North Carolina's power supply or mitigate greenhouse gases
- 2) It supports local economic growth: NC GreenPower provides your business the opportunity to support local cleaner energy sources
- 3) It's smart: Environmental responsibility is a growing factor for travelers consider when making travel plans. NC GreenPower participation can be promoted as part of your environmental initiative, which has positive impacts on customers, shareholders, and members of the community. NC GreenPower will work with your organization to develop promotional options to fit your needs.

### Participating in NC GreenPower

**Identify Objectives:** Before participating consider:

- What Benefits are anticipated from becoming a sponsor?
- How can this sponsorship impact the organization's environmental image?
- What other practices can be employed to further extend the initiative?

**Evaluate current energy data:** Collect and compile data from monthly utility bills and find out how much electricity is consumed. Energy efficiency results in energy savings which can help cover much, if not all, of the cost of participating in the NC GreenPower program.

**Calculate your Carbon Footprint:** Consumers are increasingly aware of the environmental impact of their activities, offering them a “greener” alternative through Carbon Offsets will increase their enjoyment of their visit with you.

To find out more visit [www.ncgreenpower.org](http://www.ncgreenpower.org) or contact NC GreenPower at 866-533-NCGP or email Martha Gettys, Business Development Manager, at [mgettys@ncgreenpower.org](mailto:mgettys@ncgreenpower.org).



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