The Center for Sustainable Tourism at East Carolina University, the University of Colorado at Boulder and the National Renewable Energy Laboratory, to further the goals of the Renewable Energy in Tourism Initiative, present

A Webinar Series:

**Connecting Sustainable Energy and Tourism**

**Tuesday, November 3rd  10:30 a.m.-11:30 a.m. ET**

- Session 1: Sustainable Energy for Tourism Explained with guest expert Martha Gettys, Business Development Manager, NC GreenPower
- Session 2: Energy Conservation at Attractions and Accommodations with guest expert Chris Metzler, President, GreenWise Business Consultants

**Thursday, November 12th  10:30 a.m.-11:30 a.m. ET**

- Session 3: Renewable Energy Systems for Attractions and Accommodations
- Session 4: Marketing Sustainable Energy to Green Minded Travelers with guest expert Chris Adams, Director of Research and Online Marketing, Miles Media

**Topics covered:**

- The difference between purchasing renewable energy and producing renewable energy
- How any tourism business or organization can start right away to reduce their operating costs by increasing their energy efficiency
- Methods to determine if investing in a renewable energy system is right for your business and what renewable energy system best fits your needs
- How to avoid greenwashing and other common renewable energy marketing mistakes but still capture the growing green-minded tourists

Attendance for the series is free of charge, but space is limited. To secure your spot and for more information, contact Shannon Arnold at SAA1202@ecu.edu or at 252-737-2148.

For more information on Renewable Energy in Tourism, visit www.renewabletourism.com. For any questions on sustainability in the tourism industry contact Alex Naar at naara@ecu.edu or at 252-737-1346.