



WWF

FACTSHEET

2013

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FOOTPRINT: WWF-South Pacific

WWF Tourism Energy Efficiency Investment Programme



MARKET DRIVEN
LOW CARBON
TOURISM
INITIATIVE

WWF's conservation programs in the region have traditionally been focused on:

- Working with communities & partners on natural resource management
- With a sustainable livelihoods and income generation focus for our communities
- Regional policy work on tuna, marine species & climate change
- Now focusing more towards lowering the footprint of society and of industry on our planet

Why are we doing this?

- Under a "Business-As-Usual" scenario, the outlook is grave: even with modest UN projections for population growth, consumption and climate change, by 2030 humanity will need the capacity of 2 Earths to absorb CO2 waste and keep up with natural resource consumption, and just over 2.8 planets each year by 2050.

Business for, and Business from Nature approach...

- We need greater impact – our traditional conservation activities are not enough
- ...hence a Business for, and Business from Nature approach
-and clever partnerships with industry, government & partners

Tourism Energy Efficiency Investment Programme for the Pacific

- Tourism – one of the fastest growing economic sectors for many small developing countries (provides government revenue, jobs for people, spin off industries ie arts/crafts/tourist activities/guiding/diving etc)
- Has a significant ecological footprint on the environment which it uses and markets
- Tourism sector faces challenges - rising cost of energy, pressure to be more environmentally sensitive and lack of investment capital to make the switch.
- In Fiji more than 50% of costs for hotels and resorts are in purchase or generation of electricity (diesel).
- Need investment to reduce energy usage, reduce their monthly power bills and reduce carbon output

WWF is already working with communities and government to

- help safeguard their environments
- restore, strengthen ecological functioning in threatened coastal areas
- increase resilience
- protect local livelihoods

WWF is facing its own challenges with trying to always find funds to support our field activities - we need a sustainable financing mechanism

Working with the tourism sector on energy efficiency measures presents an opportunity that is Good for Business, Good for Nature and Good for People

Tourism Energy Efficiency Investment Programme: How will this work?

- Green investment funds finance the energy efficient measures through Energy Performance Management contracts
- Investment is channeled into a consortium of Fiji hotels/resorts to lower energy costs, reduce carbon emissions and generate carbon credits
- Carbon credits traded through a certified scheme
- Programme will be certified by a WWF carbon certification scheme
- Credit income is generated through WWF's links to commercial partners ready to buy carbon credits
- Hotels pay back initial investor from savings on energy bill and a share in the carbon credit income.
- Portion of carbon income is reinvested into community led Climate Change adaptation and conservation projects

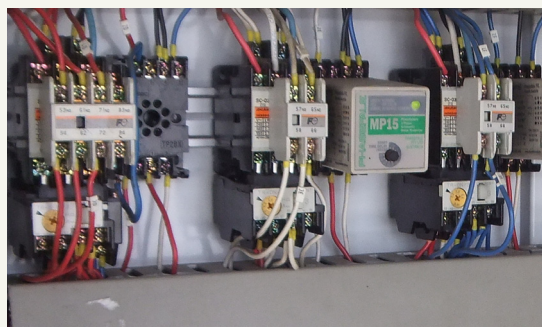
helps WWF and the communities it works with to have a sustainable fund for projects on resorting and protecting coral reefs, mangroves and other habitats that the hotels market as part of the tourism experience in Fiji

The investment is for:

- Simple technologies - valves on coolers & air conditioners
- Energy efficient light bulbs
- Typically saves hotels 20-40% on their energy bills
- Immediate benefits to tourism sector-attraction of green conscious tourist
- Marketing opportunity based on more low carbon tourism in Fiji



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For more information

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Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

www.wwfpacific.org.fj