

Click the logo to calculate your energy efficiency & offset carbon emissions from home, business or travel.

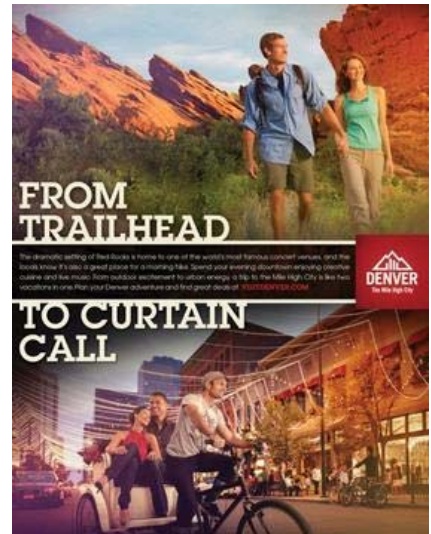


Welcome to the June, 2011 Colorado Carbon Fund e-News

Greening the Visitor Experience in Colorado

It's not always obvious to visitors of Colorado how much we care about our environment. Yet, from the minute someone arrives at Denver International Airport and heads out to a conference or summer getaway at unique mountain towns or even a visit to the Denver Zoo, their environmental impact has been anticipated, carefully planned for, and mitigated as much as possible while making education part of the experience.

In this issue, we look at the significant environmental work that continues to develop at very large organizations that serve Colorado visitors. We think that you will be impressed - and take home ideas for your own out-of-town visitors. Is there more work to be done? Absolutely. But it's great to know that organizations serving our state's carbon intensive tourism industry are working closely together to make Colorado - and the visitor experience - greener than ever.



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First Stop

Largest U.S. Airport, DIA Focuses Upon GHG Emission Reductions

For most visitors, the first stop in Colorado is Denver International Airport (DIA). Completed in 1995, the largest international airport in the U.S. covers 53 square miles to the northeast of Denver and hosts more than 50 million passengers each year. DIA is a major economic artery, pumping \$22 billion into the Colorado economy every year.

Predictably, the airport contributes significantly to greenhouse gas (GHG) emissions in the Denver region and is a focus of greenhouse gas mitigation actions that are outlined in Denver's 2007 [Climate Action Plan](#). The plan's focus is upon reductions in the economic, social and environmental impacts of global climate change in the metro area, and notes that:

- DIA buildings and operations contributed 2% of the Denver region's

[Eagle Valley Alliance for Sustainability](#)

[Eco Snow Removal](#)

[Environmental Communication Associates \(ECA\)](#)

[GO Alpine](#)

[Irwin Backcountry Guides](#)

[LBA Associates](#)

[Moving Mountain Chalets](#)

[ProLogis Management LLC](#)

[Reinvision International](#)

[Visit Denver](#)

Upcoming Events

Interested in offsetting your travel & lodging when you attend an environmental event?

Use the calculator at the [Colorado Carbon Fund](#) website and offset now.

Thursday through Monday, June 30 - July 4
[Eco-Music Festival \(EMU\)](#)
Snowmass Village

Friday, July 29
[Energy Legislation & Policy Analysis](#) Summer lecture course at the University of Colorado.

Friday & Saturday, Aug. 26-27
[Center for Urban Research & Environmental Technology](#)

total greenhouse gas emissions.

- Emissions from DIA operations, tenant operations, and public and commercial vehicle traffic to and from the airport contributed almost 5 million metric tons of CO2 emissions to metro Denver air based on a 2009 GHG inventory done last year.

Consequently, DIA's plans for reducing the airport's carbon footprint are a significant component of Denver's Climate Action Plan. The CCF advocates measuring one's carbon footprint, reducing energy use and finally looking at offsetting some of the remainder. DIA is actively involved in that process and is a great example of action on a very large scale. Highlights of DIA actions include:

- DIA is the first airport in the U.S. to have designed and implemented an [ISO 14001-certified](#) environmental management system for the entire airport. In addition, it has met the standards required to be accepted into the state's Environmental Leadership Program as a Gold Leader and has received several other environmental awards.
- Reductions in electric power requirements were made through lighting retrofits, other facility modifications, and the installation of 44 acres of solar photovoltaic panels in three locations which produce 6% of the airport's electrical power requirements. Energy use per passenger has also been reduced by 16% from 2005 levels. DIA has exceeded its goals for reduced electricity use per passenger and currently is using LED lighting on some of the airport's taxiways.



- Over half of DIA's light-duty vehicles and 32% of the entire fleet are alternatively fueled, with CNG-powered vehicles numbering more than 200. Hybrid and alternatively fueled commuter vans and taxicabs get a reduced airport use fee, and bus transportation to and from the airport is widely available and popular. Still, the 2010 annual report shows that gasoline reductions remained 24% above the goal, so there's still more to be done, as always.
- Waste reduction at DIA is evident throughout the facility. The airport has reduced its paper use by 22% since 2005, has added food waste and composting to its diversion program, and is now diverting 13% of its solid waste goal from the landfill overall. The airport has

(CURE), Denver. Program & speakers to increase awareness of the benefits of renewable energy and energy efficiency for low-income urban populations.

Saturday, Aug. 27
[2011 Green Route Denver](#)
Launch of Colorado's Green Route and celebration of local resources for leading a sustainable way of life. Live music, local food and beer, green business vendors.

Saturday, Aug. 27
[Pikes Peak EcoFestival](#) at Rock Ledge Ranch. Includes an Eco Auto Alley this year.

Thursday, Sept. 8
Grand Hyatt, Denver
[2011 Heroes of Sustainability Awards](#)
dinner honoring Denis Hayes



Event
Earth Week Offset Celebration

dramatically decreased the amount of hazardous waste to 3.6 pounds per million passengers (2010).

Part of the city's Climate Action Plan called for kiosks at DIA to promote and offer carbon offsets to travelers. Although that part of the plan has not yet been implemented, DIA currently provides a link from its public FlyDenver website to the Colorado Carbon Fund, where travelers can calculate and purchase offsets for their travel impacts. DIA has plans to further engage the public as well as its business partners in helping DIA meet one of its strategic plan goals- to become a carbon neutral airport by 2050.

Sustainability at DIA makes cents: The airport has saved more than \$8 million through reductions in hazardous and solid waste, and use of gas and electricity.

Learn more at [Denver International Airport's website](#).

Second Stop, Meetings and Conventions **VISIT DENVER Actively Promotes Green Meetings**

In May 2007, several months after Denver was selected to be the host city for the 2008 Democratic National Convention (DNC), then-Denver Mayor John W. Hickenlooper asked the community and convention planners "How do we make this the greenest Convention in the history of the planet?" That question-and the enormous effort that followed, involving more than 140 volunteers and a few paid staff-paved the path for a continuing emphasis upon green meetings and conventions in the Mile High City of Denver.



Colorado Convention Center:
Significant cost savings from conservation

It was "a legacy effort," says Tiffany Hoambrecker, associate director at [VISIT DENVER](#). Pedometers and reusable water bottles were issued to 20,000 media reps and delegates. Food waste at the Denver Convention Center was composted. Efficient lighting and low-flush toilets were installed. The initiatives undertaken were extensive and impressive and are summarized in the report [Greening the Democratic National Convention](#).

Many of the programs developed for the convention continue today, including the Colorado Grown local food movement, the Greener Denver Business Program, and the [Green Meeting Industry Council \(GMIC\)](#) of which Hoambrecker currently serves as president. From the lessons learned from greening the DNC came the Sustainable Events Guide now used by meeting planners in Denver and elsewhere. Last but not least,



Awards Given at Earth Week Offsets Reception

Hillary Dobos, the Colorado Carbon Fund's program manager, hands plaques to Jennifer Mich of ProLogis, Jennifer Hale of the Denver Zoo, and Tiffany Hoambrecker of VISIT DENVER.

These organizations were recognized for innovative employee participation programs in support of the CCF's "Earth Week Offsets" campaign. 14 organizations were recognized in total at the Governor's mansion on June 24, 2011. Visit the [Colorado Carbon Fund website](#) for a full list of organizations that were recognized.

True Story
Sometimes You'll Need to Order Carbon Fund License Plates Ahead of Pick-up



Recently we received a phone call from the owner of a construction company with offices and vehicle fleets in several Colorado counties. He

VISIT DENVER maintains a carbon calculator on its website that can be used by travelers to measure the carbon footprint of their trip and offset their travel through the [Colorado Carbon Fund](#).

For the brand new Colorado Carbon Fund, the DNC was a major stepping stone. Organizers measured and purchased offsets for most of the convention's activities and meetings with the goal of minimizing the DNC carbon footprint. After the DNC made substantial energy and waste reductions, the Colorado Carbon Fund sold close to 5,000 carbon offsets for the convention, and that income set the stage for the Fund's first major offset project, a landfill methane gas capture system in Fort Collins.

The Convention Center itself began the path toward efficiency in 2005 in response to a client request. "We have continued on our path as the numerous benefits of our efforts have become realized," says Lindsay Arell, sustainable programs manager for the convention center. "Simple actions like utilizing natural daylight in the atriums, coupled with infrastructure changes, have added up to huge cost savings and greenhouse gas emission reductions."

While VISIT DENVER promotes Denver and Colorado as a destination and acts as a resource to visitors, the GMIC promotes networking and education to create awareness of how meetings can be conducted with sustainability in mind.

Hoambrecker notes that the GMIC remains very active as a resource to meeting and convention planners. "GMIC advocates that conventions coming to Denver incorporate sustainability practices into their meetings," she says. GMIC has built a network of green suppliers and vendors, and they are listed on the VISIT DENVER website. "We're trying to demystify" green meetings, Hoambrecker says. "Green doesn't mean that a meeting is going to be more expensive or complicated." To help, VISIT DENVER offers vendor directories, sample requests for proposals for green meeting vendors, and case studies.

A bi-annual Watkins survey of the nation's top meeting planners found that 34% of planners are told by clients to hold their meeting in a "green" location. Denver is set to serve those clients and help edge the others forward.

"We can be that resource," says Hoambrecker.

Any Stop, But Do See...
The Animals & Poop-to-Power Plant at the Denver Zoo

Visitors who flock to the Denver Zoo to see the 4,000 animals who call this oasis home may not notice that they are also visiting a world-class energy conservation site. An ambitious employee team is dedicated to wildlife



had purchased carbon offset certificates for all of his fleet vehicles, but when he went to pick up the license plates, DMV (Colorado Department of Motor Vehicles) didn't have enough in stock.

DMV has ordered more license plates for him, but if you are redeeming certificates for more than five license plates and want to avoid making another trip down to the local DMV office, we recommend that you call your DMV office ahead of your visit to be sure that they have enough plates in stock for you. If they don't, then ask them to place an order. Orders take 5-6 business days to be delivered.

Don't have a certificate for our eye-catching Advancing Clean Energy plates yet? Go [here](#) for more info and [get your license plate](#) today!

conservation and the greenhouse gas reductions that support it. The zoo's Work Place Conservation Committee was recognized in 2010 as a Sustainability Champion by the State of Colorado and CORE (Connected Organizations for a Responsible Economy) for its efforts to reduce waste and greenhouse gas emissions.

"At Denver Zoo, our mission is to secure a better world for animals through human understanding," said Denver Zoo Sustainability Coordinator Jennifer Hale. "Being sustainable in our daily actions support that mission."

In 2009, zoo employees logged 156,000 commuter miles using alternative transportation such as public bus, light rail, walking, biking, and carpooling. The zoo diverted about 680 tons of compostable material from the landfill between 2008 and 2009, and recycled 2,600 pounds of electronic waste, 37 tons of commingled recycling, 54 tons of cardboard and 6.25 tons of metal.

The zoo's new 10-acre Asian Tropics complex is expected to meet the rigorous efficiency standards for gold or platinum LEED certification. Not only will 10 major buildings in the complex be efficient, but a new gasification plant powered by animal poop and visitor trash is expected to provide \$150,000 of methane natural gas at today's prices.

Hale is excited about the possibilities for carbon reductions with the gasification plant. Every day, Denver Zoo produces an average 4,200 pounds of general waste (food waste and trash left by visitors) that currently is landfilled, and 2,700 pounds of animal waste that currently is composted. Preliminary estimates indicate that the conversion of Zoo waste into usable energy could save as much as \$150,000 per year in energy costs and reduce Denver Zoo's landfill tally by 1.5 million pounds per year.

Biomass gasification is a proven, clean, environmentally-friendly technology that has never been used for such a diverse waste stream as that produced at the Denver Zoo. A pilot plant was built and is being tested before the larger investment is made in a full-scale plant. So far, the pilot is working well and puts the zoo on the cutting edge of green technology that could influence the way businesses worldwide handle their waste.

"Denver Zoo is trying to be as environmentally conscious as possible, in every facet of our organization. We're encouraging others to do the same. It's amazing how small changes can result in tremendous positive impacts, especially when many people practice them over time," said Craig Piper, President and CEO of the Denver Zoo.

Consider taking your out-of-town visitors to the Denver Zoo this



saiga antelope fawn

summer-and see how many conservation measures you can find amongst our world's animal friends.

Learn more at <http://www.denverzoo.org>