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Project will create an alliance to make Fiji a model for low carbon tourism

Tourism is critical to Fiji's economy, contributing approximately 25% to the GDP. The May 2009 World Economic Forum report *Towards a Low Carbon Travel & Tourism Sector* notes that "tourism destinations that pro-actively work on sustainability initiatives will be better positioned than their competitors to survive" in an era when European and US tourists are growing more environmentally conscious in choosing their holiday destinations.

With this global trend in mind, over the next 12 to 15 months, Greenlight Technology Group (www.gltg.com.au) will work to establish an alliance amongst all key players in the hotel and resort industry, along with the Government and clean technology businesses to help advance Fiji as a low-carbon tourism destination. This group of tourism and related experts will consider and agree methods for deploying energy efficiency technologies and small-scale renewable energy sources suited to hotels in the Pacific.

The resulting drops in greenhouse gas emissions could also open up a new source of income for hotels: CDM revenue. The Clean Development Mechanism or CDM is an arrangement under the Kyoto Protocol that allows industrialised countries to invest in projects that reduce emissions in developing countries rather than undertaking more expensive emission reductions at home. As part of the initiative, GLTG will help write an advisory paper on how to bundle a range of individual hotel initiatives into a larger CDM pilot project. "Given the diversity of hotels and resorts in Fiji and the complexities of the operator-owner relationship, an industry approach towards a bundled CDM project could be a really attractive carbon financing proposition" notes Eva Oberender, Regional Director REEEP South East Asia and Pacific.

In the process, Fiji could provide a cross-sectoral model for other Pacific Island nations in developing tourism on a sustainable path. This Fiji Hotel Sector Energy Efficiency & Renewable Energy Program is funded by the Renewable Energy and Energy Efficiency Partnership (www.reeep.org), an international organisation that promotes renewable energy and energy efficiency, particularly in emerging markets and developing countries.

"Bringing together all the key players in tourism is really what will ensure that the maximum benefits are achieved," says Chris Andrew, CEO Greenlight Technology Group "and it will help keep Fiji solidly positioned as an environmentally responsible destination."

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Date: 9 September 2009