



# CARBON OFFSET AT STARWOOD HOTELS & RESORTS

## THE BASICS

### WHAT IS A CARBON OFFSET?

- 🌱 The World Resources Institute defines a carbon offset as “a unit of carbon dioxide-equivalent (CO<sub>2</sub>e) that is reduced, avoided, or sequestered to compensate for emissions occurring elsewhere”<sup>1</sup>
- 🌱 More simply, carbon offset is the process of reducing greenhouse gas (GHG) emissions to compensate for emissions produced elsewhere
- 🌱 An offset is typically achieved through the financial support of projects, such as wind farms, solar, hydro power plants, social investment projects, etc., that reduce the emissions of greenhouse gases

### WHO CHOOSES TO OFFSET?

- 🌱 Businesses and/or individuals can purchase offsets to compensate for emissions produced by their business, travel, vacation, etc.

### WHY CHOOSE TO OFFSET?

- 🌱 In addition to reducing carbon emissions, carbon offsets can assist in reducing pollution for local populations and preserving wildlife habitats
- 🌱 Carbon offsets also assist companies in achieving their environmental sustainability goals

## STARWOOD'S OFFERING

### WHAT CAN I OFFSET AT STARWOOD?

- 🌱 Any Starwood customer can offset the emissions from their meeting or event at a Starwood hotel or resort as a part of our Sustainable Meeting Practices program.

### HOW CAN I OFFSET AT STARWOOD?

Customers can offset their meeting or event at a Starwood property in 4 quick steps:

1. Ask the hotel to complete a Starwood Meeting Impact Report (MIR).  
This report will show the emissions produced as a result of your meeting/event.
2. Click the offset link on the Meeting Impact Report you receive from the hotel.  
You will be taken to the South Pole Carbon webpage created specifically for Starwood's carbon offset program.
3. Choose a South Pole Carbon project to which you would like to contribute.
4. Pay the amount listed to that project to offset your meeting/event's emissions.  
South Pole Carbon will then send you a certificate verifying that the meeting/event's emissions were offset.

### WHO IS SOUTH POLE CARBON?

- 🌱 Starwood's global carbon offset partner
- 🌱 A leading developer of emission reduction projects, nominated Best Project Developer by Environmental Finance four years in a row (2011 – 2014)
- 🌱 Offer offset projects according to a variety of standards including Gold Standards, Verified Carbon Standard, Social Carbon, CCBA, and Carbon Fix

<sup>1</sup> <http://www.wri.org/publication/bottom-line-offsets>

# SAMPLE MEETING IMPACT REPORT CARD

starwood  
GLOBAL CITIZENSHIP

## Meeting Impact Report Card



Thank you for completing a Meeting Impact Report Card. If you would like to offset the carbon emissions created by your event, you can do so through Starwood's preferred carbon offset provider, South Pole Carbon, by clicking [here](#).

### Emissions

Emissions Breakdown	Kg of CO2e	Metric Tons of CO2e
Meeting Emissions *	139718.61	139.7186
Emissions per Attendee	217.63	0.2176
Emissions per Attendee per Hour	4.53	0.0045
Emissions for Occupied Rooms only	132028.29	132.0283
Emissions for Meeting Space only	7690.32	7.6903

\* Offsetting these emissions would be the equivalent of:



**29 vehicles**

removed from the road for a year



**19 homes**

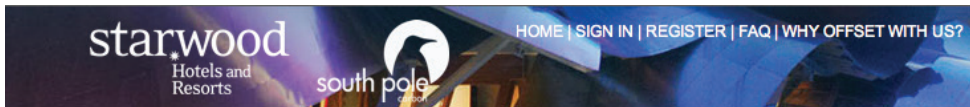
powered for a year



**3583 trees**

planted

### SAMPLE CARBON OFFSET PURCHASE



### OFFSET YOUR CARBON FOOTPRINT NOW


Category	CO <sub>2</sub> emissions from	Tons
Tons of CO <sub>2</sub>	139.72 tCO <sub>2</sub> e directly added	139.72 ✕
<b>Total</b>		<b>139.72</b>

Commit to 2°C Path [What is this?](#)


Continue

### CHOOSE YOUR EMISSION REDUCTION PROJECT

Currency: USD ↕



**Kariba Avoided Deforestation in Zimbabwe** This forest conservation project is aimed at providing sustainable livelihood opportunities for poor communities in Northern Zimbabwe, a region now suffering heavily from deforestation, poverty, and drought.



Find more information in our factsheet and video: [📄](#) [📺](#)

Your offsetting cost at 22.76 USD/t with 0% VAT **3,180.03 USD**



**Cooking stoves in Honduras (Proyecto Mirador)** Distribution of efficient woodstoves



Find more information in our factsheet: [📄](#)

Your offsetting cost at 22.76 USD/t with 0% VAT **3,180.03 USD**

Other emission reduction projects available.

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FOUR POINTS

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THE LUXURY COLLECTION

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HOTELS

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