

NcGreenPower

Balance your impact on the environment.



north carolina

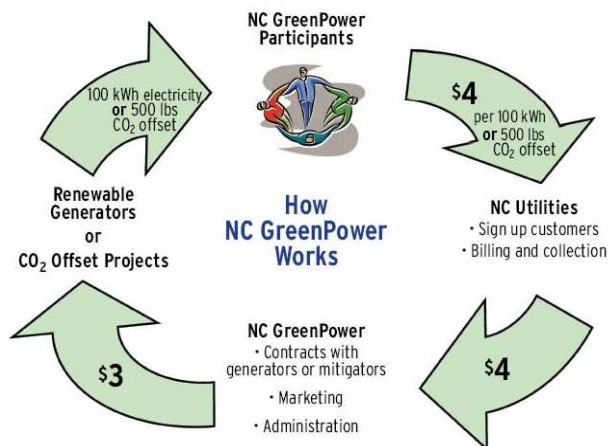
visitnc.com 1-800-VISIT NC

NC GreenPower provides an easy and affordable opportunity for the North Carolina tourism industry to balance its environmental impact through investments in clean energy solutions. NC GreenPower offers complementary ways to make a difference – Renewable Energy that supports cleaner energy sources and Carbon Offsets that mitigate greenhouse gases. Combined with your personal energy conservation, NC GreenPower's Renewable Energy and Carbon Offsets help you create a cleaner and greener North Carolina.

What is NC GreenPower?

- NC GreenPower is an independent, nonprofit organization established to improve North Carolina's environment through voluntary contributions toward renewable energy and carbon offsets.
- NC GreenPower works to increase the amount of electricity generated from renewable resources, such as solar, wind, hydro, and organic matter. Through carbon offsets, NC GreenPower mitigates harmful greenhouse gases.

How NC GreenPower Works



- Because renewable energy is a newer technology and not yet produced on a scale comparable with traditional fossil fuels, the production of electricity from these cleaner resources can cost slightly more. NC GreenPower was established to “bridge the gap” between the costs of producing renewable energy and the utility payments for that energy which are based on the cost of more traditional electricity production like coal or nuclear.
- Projects that mitigate greenhouse gases directly improve the environment and can help reduce the threat of climate change
- NC GreenPower provides premiums to generators through tax deductible contributions from individuals and organizations across the state. These premiums are collected via the participant's servicing utility or through direct contributions to NC GreenPower.

Why Participate in NC GreenPower?

- 1) It's affordable and tax deductible: For as little as \$4 a month, your monthly tax-deductible contribution will add green energy to North Carolina's power supply or mitigate greenhouse gases.
- 2) It supports economic growth in NC: NC GreenPower provides your tourism business the opportunity to support cleaner energy sources for our state's power supply.
- 3) It's smart: Environmental responsibility is an important factor for travelers to consider when making travel plans. NC GreenPower participation can be promoted as part of your corporate environmental initiative, which has positive impacts on customers, shareholders, and members of the community. NC GreenPower will work with your organization to develop promotional options to fit your needs.

Participating in NC GreenPower

Identify Objectives: Before participating consider:

- What Benefits are expected from becoming a sponsor?
- How can this sponsorship impact the organization's environmental image?
- What other practices can be employed to further extend the initiative?

Evaluate current energy data: Collect and compile data from monthly utility bills and find out how much electricity is consumed. Energy efficiency results in energy savings which can help cover much, if not all, of the cost of participating in the NC GreenPower program.

Calculate your Carbon Footprint: Consumers are increasingly aware of the environmental impact of their activities, offering them a “greener” alternative through Carbon Offsets will increase their enjoyment of their visit with you.

To find out more visit www.ncgreenpower.org or contact NC GreenPower at 866-533-NCGP or email Martha Gettys, Business Development Manager, at mgettys@ncgreenpower.org.



This document was made possible through a partnership between the Center for Sustainable Tourism at East Carolina University, East Carolina University's Office of Economic Development, the North Carolina Division of Tourism, Film, and Sports Development, and the North Carolina Division of Pollution Prevention and Environmental Assistance. Information presented is collected, maintained and provided for the convenience of the reader. While every effort is made to keep such information accurate and up-to-date, the state of North Carolina does not certify the accuracy of information that originates from third parties. Under no circumstances shall the state of North Carolina be liable for any actions taken or omissions made from reliance on any information contained herein from whatever source nor shall the state be liable for any other consequences from any such reliance. Mention of a company should not be considered an endorsement by the State of North Carolina.