

The Guest Powered Carbon Offset Program

Climate Change: Cause and Effect

Almost every action we take in our lives has an environmental impact. Take electricity for example. Every time you use electricity from the grid, depending on the mix of generating sources, it's likely that at least somewhere along the line fossil fuels such as natural gas or coal were burned to generate the electricity. Combustion of fossil fuel creates carbon emissions, which in turn contribute to the environmental effects of global warming such as extreme storms, flooding, drought and wildfires.

Virgin's Mitigation of Climate Change

Virgin Hotels is doing everything we can to neutralize the environmental impacts of our hotels, from installing the most energy efficient equipment in our buildings to sourcing the most environmentally friendly fixtures, furniture and supplies. Virgin Hotels goal is working towards a net zero carbon footprint and net zero waste for all of our hotels.

We participate in [Green Hotels Global™](#), a third-party environmental measurement and benchmarking platform operated by [The Carbon Accounting Company](#), a global leader in carbon accounting and environmental sustainability management. This tool allows us to accurately measure and track the environmental footprint of our operations through room-night metrics such as carbon emissions, water use, and waste.

Empowering You, Our Guest

This is why we've created The Guest Powered Carbon Offset Program – to make it easy for you to make a difference. By purchasing a carbon offset, you neutralize the carbon emissions of your stay by supporting a carbon-reducing project somewhere else in the world. For \$0.75 per night, you are assured that an equal quantity of carbon will be removed from the atmosphere or prevented from happening somewhere else in the world.

Carbon emissions do not observe geographical boundaries, so whether the offsetting project is a forest planted in your backyard or a wind farm on the other side of the world, the net carbon reductions are the same.



David Suzuki Foundation

You can choose from one of two offset project portfolios:

Power Portfolio

Renewable energy is any form of energy which comes from naturally replenishing sources such as wind, hydro, geothermal, solar, and biomass energy. The Power Portfolio of Carbon Offset Projects contains 100% Renewable Energy. These projects are vital to helping reduce the greenhouse gas emissions from the increasing global energy demand and use of fossil fuels.

Q. How do these projects help offset the emissions from my hotel stay?

A. The carbon emissions from your hotel stay mainly come from energy use. Our hotel's carbon footprint is already relatively low compared to many other hotels, largely due to the commitment we have made to achieve LEED Gold certification. However, as long as we are using electricity and consuming fossil fuels, your hotel stay is carbon-positive. By purchasing a carbon offset from one of the projects in this portfolio, you are providing the essential funds to support renewable energy projects in developing countries. These projects remove or prevent an amount of carbon equal to the emissions of your hotel stay. Since carbon emissions observe no geographical boundaries, you are effectively neutralizing your emissions.

Q. Are these projects audited and verified?

A. Yes. All the projects in the Power Portfolio are independently verified and validated to third-party standards to ensure that they are producing the guaranteed carbon reductions. The projects in this portfolio are verified to at least one of the following standards: VCS (Verified Carbon Standard), Climate Action Reserve, American Carbon Registry, Social Carbon, and The Gold Standard.

Q. Where are the projects located?

A. The renewable energy projects are located primarily in India and China.

Refresh Portfolio

The Refresh Carbon Offset Portfolio combines water stewardship projects with renewable energy projects. These carbon offset projects have a multitude of environmental and community benefits such as reducing carbon emissions, improving water stewardship, and positively impacting people's health in some of the most vulnerable areas of the world.

Q. What is the connection between water and carbon emissions?

A. Millions of people around the world lack clean water. These communities use carbon-emitting fuels such as wood and charcoal to boil water for purification. Through the Refresh Portfolio, these communities are provided products such as water filtration systems to replace the fuel they would otherwise burn. Not only does this prevent emissions, it avoids deforestation from biomass harvesting. Preserving the forests means preserving the carbon sequestering benefit of the trees. It also safeguards the watersheds.

Q. What are the other projects in this portfolio besides water filtration systems?

A. This portfolio includes 40% water stewardship and 60% renewable energy. In addition to water filters, the water stewardship component includes wastewater treatments and forestry projects which safeguard watersheds (Agriculture, Forestry and Other Land Use –AFOLU). The renewable energy component includes wind power, solar power, hydro energy, and methane capture on landfill sites including the effective management of these sites to protect water supplies from waste leakage incidents.

Q. Are these projects audited and verified?

A. Yes. All the projects in the Refresh Portfolio are independently verified and validated to third-party standards to ensure that they are producing the guaranteed carbon reductions. The projects in this portfolio are verified to at least one of the following standards: VCS (Verified Carbon Standard), Climate Action Reserve, CCBA (The Climate, Community & Biodiversity Alliance), and The Gold Standard.