



PROJECT PROPOSAL

Reducing Ecological Footprint

SLWF consultation for **Mahoora Mobile Safari Camps- Sri Lanka**
to make their carbon footprint "0" or minimum possible by end 2012

SECTION 1

Basic Information on the Proposed Project

TITLE OF THE PROJECT

Ecological footprint assessment for EcoTeam- through Carbon footprint Assessment, for Mahoora camping, a CO₂ online calculator for guest, identification and action to decrease ecological footprints in all locations, and coordinating reforestation projects as CO₂ gap and as eco friendly actions.

Key words: sustainability, carbon footprint, ecological footprint, society, environment, economy, education

PROJECT SITE

Country: Sri Lanka

Province: Sabaragamuwa, Kuzey Bat, Kuzey Merkez, Merkez, Dogu, Uva, Bati, Güney

Districts: Ratnapura, Trincomalee, Polonnaruwa, Nuwara Eliya, Anuradhapura, Ampara, Bandulla, Colombo, Kalutara, Hambantota, Kandy, Kegalle, Matale, Rekawa, Puttalam, Mannar

Area: Sinharaja Rainforest, Udawalawe National Park, Bundala National Park, Gal Oya National Park, Horton Plains National Park, Kaudulla National Park, Kumana (Yala East) National Park, Minneriya National Park, Wasgamuwa National Park, Wilpattu National Park, Yala National Park, Belihuloya, Sigiriya, Veddha territory (Dambana), Bandarawela, Adam's Peak, Knuckle Mountain range, Arumgambay, Kalpitaya, Rekawala, Trincomalee, Buttala, Kalu Ganga and Colombo



PROJECT IMPLEMENTING ORGANIZATION

Sri Lanka Wilderness Foundation

SUMMARY OF THE PROJECT

In the year 2009, Tourism had been the sixth largest Foreign Exchange earner in Sri Lanka with US \$326.3 million*. Sri Lankan Biodiversity had to face a massive tourism drive coming from Asia (38.9%* of the total tourism arrival) and Europe (42.8%* of the total tourism arrival). Eco team Private Limited is an ecotourism company whose aim is to promote Sri Lankan beauty and responsible tourism without damaging the biodiversity and ecosystems of the island within 24 destinations. In so far as the International community is becoming aware of many urgent environmental problems such as pollution, over exploitation, loss of Biodiversity, Climatic changes and Global Warming. Sustainable measures have to be now taken into consideration. One of the most globally sustainable acts companies can take to reduce their environmental impact is, to work on reducing their carbon footprint. Indeed, carbon emission is one of the indexes used to value environmental damage levels, since CO₂ is the most common global warming gas.

The major objectives are to:

- As a service, calculate and make public the Mahoora camps carbon emission (Eco team's main product carbon footprint) www.mahoora.lk including camps, personal footprint for staff and personal footprint for clients
- Identify and take action to reduce Carbon footprint. Become a carbon neutral company.
- Create the awareness of global benefits by reducing carbon emission: not only in the company, but also in each concerned household.
- Improve Human welfare inside and outside the company...

Expected outputs are

- Thanks to annual reports, get a realistic and complete report on Mahoora camps' global carbon emission and monitor CO2 emissions
- increase the knowledge of the importance and consequences of the carbon footprint among staff and clients
- get pedagogical and accessible material (posters, slides...) for wider distribution of sustainability knowledge
- Increase the proactive participation of Eco team staff and clients for environmental care through daily acts: recycling, switching off extra/unwanted/non utilized lights and electronic devices, saving water, using less plastic...
- Improve efficiency of the Company on sustainable topics: economy, society and environment
- In the long term, Reach a 'Sustainable Culture' in and around the Eco team company *Sri Lanka Tourism development authority annual report 2009: <http://www.sltda.gov.lk/home>

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PARTNER ORGANIZATIONS none

DURATION OF THE PROJECT

- Total: 6 months
- Start from: October 2010

ESTIMATED BUDGET (IN US DOLLARS)

\$ 9.400



SECTION 2

Outline of the Proposed Project

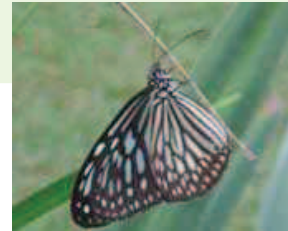
BACKGROUND TO THE PROJECT

Carbon emission is a very big issue in the actual environmental crisis: half of ecological footprints are due to carbon emission. There is a necessary aim for society and all companies to reduce their carbon emission, in order to fight against over consumption, and to limit the environmental impact. This is not a society or company's marginally eco friendly action; it's a necessity for humanity's future.

The International community found a global index to estimate humanity's environmental impact and to try to reduce it: this is the Carbon footprint. A Carbon footprint is the quantity of carbon (in tons) emitted by an activity or an organization. The carbon component in Ecological Footprint definition is the translation of the quantity of carbon dioxide in surface of Forest necessary to sequester that carbon emission. It allows representing the pressure of fossil fuel demand for our planet. In so far as since its begins, **Eco team Private Limited** is acting as an ecological company it was necessary to set up a global report of ecological footprint and carbon emission and to make official the company's action against global warming and pro environment and sustainability.

OBJECTIVES OF THE PROJECT

- As a service, calculate and make public the Mahoora camps carbon emission (Eco team's main product carbon footprint) including camps, personal footprint for staff and personal footprint for clients
- Identify and take action to reduce Carbon footprint and reach Neutral emission or at least low emission
- create the awareness of global benefits by reducing carbon emission: not only in the company, but also in each concerned household.
- Improve Human welfare inside and outside the company



OUTLINE OF THE PROJECT ACTIVITIES

Key activities

Methodology:

1. Identify emissions: through carbon assessment by third part, customers and staff involvement...
2. Decrease ecological footprint: decrease emissions and wasting, strategic choice for the company, avoid waste
3. Offset remaining carbon emission, reforestation programme
4. Monitor ecological footprint on a long term

1. Identification of resource persons/groups

For the carbon reducing campaign and the reforestation campaign, the following resources have been identified:

- Staff of the Department of Wildlife Conservation & Forest Department
- Extension Service of the Agriculture department
- Other government agencies and local authorities
- Independent carbon Company supported, par, International Carbon Organizations
- Eco team staff needs to be aware of the willingness to change sustainable action in the company
- Eco team customers who are also sensitive to sustainable issue and ready to cooperate when they know the company's action.

2. Carbon evaluation for Mahoora camps and environment reports on EcoTeam facilities

All Mahoora camps' emissions have to be valued by an independent organization. After comparison of different carbon companies, the more suitable will be chosen to redact the official assessment. In so far as this movable camp is a service, the report will take more time. An index based on an internationally recognized organism will be used taking into consideration Sri Lankan factors. Around two months will be necessary to finish the global carbon assessment.

Environmental efforts will also be done inside the main office in Colombo. The aim will be to increase staff awareness on energy and water consumption, transportation to office, waste and recycling inside the office, use of ecological material (sheets, printer's ink, electronic device, and ecological wood-made furniture), and sustainability in social topics.

In Eco team's 24 touristic campsites and locations around the country: environmental assessments will be redacted for each activity being provided. Eco quality of facilities (i.e. check sustainable building materials for accommodation), organic food, Eco transports, sustainable energy, and sustainability in social topics, Nature promotion and sustainable use have to be identified and valued.

These reports will be part of the company global sustainable and quality report.



3. Identify group's aims and needs

The project is going to be aimed at double populations: the company staff and the clients. Strategies will also be different depending on the selected group.

On one hand, there will be the education of Eco Team/Wild drift staff, making them become aware of their carbon footprints. The chronological strategy will be first to get global agreement to work on Carbon and environmental impact reduction. Then, by an online survey, each staff will make a personal report, after which trainee sessions will be organized (slides, meeting, recommendations on posters...) based on the survey's results on how reducing personal daily carbon emission at office. This will also include home energy, accommodation, consumption and transport: recycling, reducing daily plastic use, using carpool, cycling... At the least, a monitoring program to evaluate sustainable improvement will be organized. Also an environment report will be set up for the Colombo office. A personal and volunteer approach is necessary to subscribe to an effective global action in the company.

On the other hand, the approach concerning Eco team clients will be different. Average carbon emission for each demand will be calculated by a computer program available on the Sri Lanka Wilderness Foundation website on a voluntary basis. This calculation will take into consideration, all concerned fields during their trip: accommodation, foods, transport. Environmentally friendly project Carbon offset programs such as reforestation projects will be proposed for guests.

4. Setting up programs and material to explain environmental footprint's importance inside the company

- Posters to have to be designed and printed explaining how to act in reducing environmental footprint in the office. These posters have to be stuck in strategic places in the office premises. •
- Main topics covered will be about: waste & recycling, energy, transport.

Slides shows to explain how to reduce carbon footprints in staffs' daily lives have to be designed and organized. Main topics covered will be about : Energy, Food, Accommodation, Transport and Society

- Events such as flash mobs (i.e.: paper delivery at once for three months)
- Communications about news on effective sustainability measures and ideas around the world could be organized through newsletters posted on the intranet

5. Improve sustainability inside the company and reduce the ecological footprint.

Using the obtained global sustainability report, measures to reduce carbon emission must to be taken. All fields have to be taken into consideration for reducing over consumption and waste: Energy, Waste, Facilities, Team management.

Organizing Carbon offset practical programs such as reforestation of Eco team lands in strategic areas, not only by staff but also by clients, is a useful measure to reduce the environmental footprint.

Get the staff informed on how to reduce their carbon footprint through simple daily acts through posters and lectures: (example/ suggestions) don't drop paper/plastic on the street, save water, switch off lights and air conditioners, when not required...

REMARQUE: previous reforestation action done by the company couldn't be taken into consideration in offsetting carbon footprints for the company.



6. Organize Environmental offset programs for both clients and the company for reforestation and replanting of carbon gap plants.

Carbon emissions can be reduced by capturing carbon in organic material. A deforested area cannot capture carbon and even produce CO₂ in case of slash-and-burn cultivation. That's why it's important to reforest areas choosing specific high-carbon-capture species of plants/trees. Eco team owns strategic lands available

to be reforested in three different natural areas:

- Sinharaja rainforest: a land is available in Sinharaja World Heritage Site buffer zone
- Udawalawe: 4 acre of land at the buffer zone of the National Park
- Belihuloya: land which is highly sensitive and threatened in terms of encroachment and soil erosion is available

An independent organisation will make an assessment on the possibilities to officialy offset Crabon emission of the company.

Differents projects will be organized with the sourounding villagers to replante trees and reforest the area with endemic and carbon-captur plants. Eco team clients and Eco team staff will be invited to join the effort of reforestation on a voluntary basis. Following their calculated carbon emission through the program described previously, clients will be able to plant their own tree in order to personally balance their carbon impact and act directly on biodiversity protection.

7. Work on communication

Even though mostly ecological and environmental-friendly measures have been taken since the inception of the company, the idea is to introduce a new way of 'thinking sustainably' in each act within the company.

- company staff, clients and Mahoora carbon emission reports have to be known and must be available on the Internet
- Reforestation programs, explanations and availability have to be clearly shown on eco team website
- pledge and carbon low tourism activity programs will be available on the Eco team and Sri Lanka Wilderness Foundation websites in order to contribute to the sustainable effort
- newsletters on how to continue improving sustainability in the company following new scientific/ industrial discoveries have to be posted on the company Intranet.
- it's also necessary for the staff and clients to have the opportunity to express themselves about sustainable topics, and their ideas have to be taken into consideration. A suggestion box for the staff could be set up and a questionnaire for the clients could be printed and handed at the end of the trip for suggestions.



Key stakeholders to be involved in the project and their role

All company staff will be involved, and has to agree to the project. Colombo and Belihuloya office staff are supposed to take active part of the inquest, lectures and measures to change the Eco team environmental impact and carbon emission statue. All the out-station staff in the others 24 Eco team locations is also invited to answer questionnaires, to change their habits and participate in Carbon statue evaluation of the company's facilities. Also, customers are encouraged to act in environment friendly programs. Global agreement is necessary to be efficient in this sustainable project. At the least, local authorities' agreement is necessary to set up reforestation projects such as carbon offset measure.

Key benchmarks and indicators for monitoring and evaluation

The Measure of successes of the proposed sustainable campaigns will be assessed by distributing questionnaires among staff to evaluate their carbon footprint, and questionnaires among clients to collect their feedback about sustainable programs and efforts. A suggestion box will be available for the company staff in the Colombo office. Newsletters about new sustainable topics will be posted in the company Intranet. At the least, the global sustainable report for Eco team will be analyzed and suggestions to improve sustainability in the company will be made.

Potential anticipated risks

No potential or anticipated risks are associated with key activities

OUTCOMES OF THE PROJECT

get a realistic and complete report on Mahoorra camps' global carbon emission and monitor CO2 emissions through annual reports.

1.increase the knowledge, the importance, and the consequence of carbon footprints among staff and clients

2.get pedagogical and accessible material (posters, slides...) for wider distribution of sustainability knowledge

3.increase the proactive participation of Eco team staff and clients through daily acts, for environmental care: recycling, switching off the lights and electronics device, saving water, using less plastic...etc.

4.improve efficiency of the Company on sustainability topics: economy, society and environment

5.on the long term, reach a 'Sustainable Culture' in and around the Eco team company

