



EnviRelation Emissions Quantification (E₂Q)

Sustainable Hospitality Knowledge
through Carbon Management Metrics



Overview

EnviRelation Emissions Quantification (E₂Q) Services help hospitality operations track their Greenhouse Gas (GHG) emissions and carbon footprint, providing them with a valuable tool for measuring the performance of their environmental initiatives.

Hotels are complex entities with multiple sources of GHG emissions in several scopes which vary over time, and as such necessitate in-depth analysis and reporting. We therefore take the initiative in leading this process, working with specific standards for hospitality emissions reporting in order to help the industry maximize its environmental efforts.

We make carbon calculation easy for you, by consolidating all relevant data and performing the appropriate calculations to produce Emissions Scorecards that enable decision-making without spending valuable time sorting through data.

Furthermore, our services enable you to communicate the carbon footprint generated from a night's stay to interested parties such as meeting organizers, corporate client representatives, environmentally-conscious travelers, employees, and owners.

E₂Q consists of a set of base services included for our subscribing customers, and additional services provided as needed.



Why Track Emissions?

Why should hospitality operations track their carbon footprint? Here are the six most common reasons cited for subscribing to E₂Q:

1. Inform Guests and Clients

Customers are becoming increasingly mindful of the environmental impacts generated through their activities. Consumers now offset the GHG emissions from their travel, businesses, and households as a form of reducing this impact and contributing to a greener world.

2. Offset Emissions

Whether offering a carbon offset option for guests, offsetting property emissions, offering a carbon neutral room rate or carbon neutral meeting, the first step is to accurately measure the amount of GHG emissions that must be offset.

3. Track Usage Data

Carbon is an excellent lens through which controllable costs can be analyzed. The sources of GHG emissions in hotels are cost centers that can be reduced when property analyzed.

4. Pursue Certification

Addressing GHG emissions is a stipulation in some certification programs. For example, reporting emissions can be used to obtain LEED credits, and additional innovative credit opportunities exist for tracking and evaluating emissions.

5. Prepare for Regulation

As international and government policies to regulate emissions become commonplace, businesses are preparing for by getting a head start on carbon accounting, in the case that carbon footprint analysis and reporting be required for hotel transactions or environmental impacts communicated to consumers.

6. Compare Performance

The Carbon Footprint of a night's stay, as well as its drivers, are valuable indicators which can be compared across segments, regions, and the industry as a whole, in order to evaluate a property's environmental performance and identify opportunities for improvement using important benchmarks .

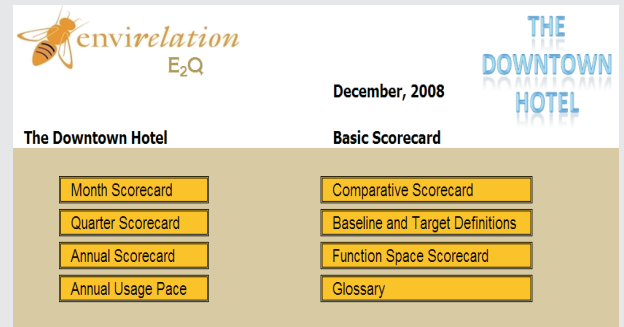


E₂Q Services

Emissions Scorecards

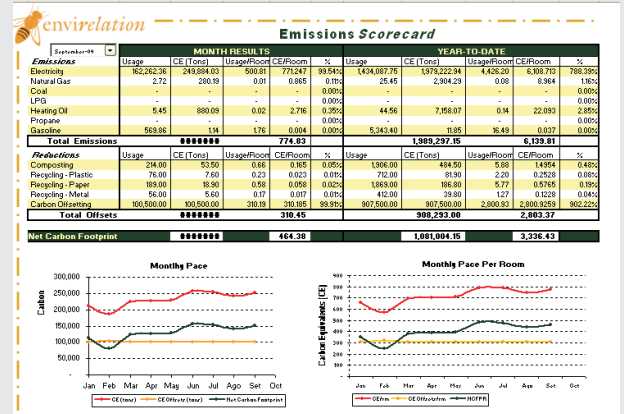
Our Scorecards consolidate information and help hotels understand operations-driven carbon footprints from consumption and reduction efforts.

Chose from our Basic, Comparative, or Custom scorecards to receive the most valuable information needed for your operation.



Basic Scorecard

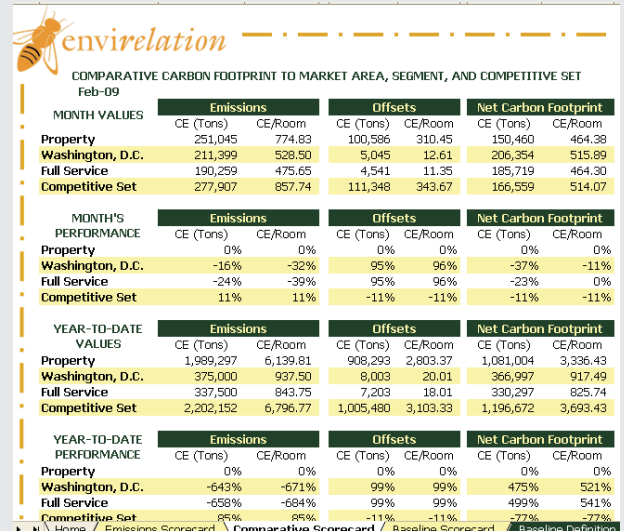
Tracks the Net Carbon Footprint (NCF) and GHG Emissions Per Occupied Room (GEPOR™) generated from your property's operations, on a monthly and year-to-date basis. This is produced in a series of worksheets that demonstrate variances from prior years and months. Graphs plot the data for visual reference.



| Emissions | MONTH RESULTS | | | | YEAR-TO-DATE | | | |
|------------------------|---------------|------------|------------|---------------|--------------|---------------------|--------------|-----------------|
| | Usage | CE (Tons) | Usage/Room | CE/Room | Usage | CE (Tons) | Usage/Room | CE/Room |
| Electricity | 862,282.38 | 248,884.03 | 500.91 | 771.247 | 89,544.0 | 1,434,887.75 | 1,979,222.84 | 4,428.20 |
| Natural Gas | 2.72 | 20.15 | 0.01 | 0.085 | 0.00 | 25.45 | 2,904.29 | 0.00 |
| Coal | - | - | - | - | 0.00 | - | - | 0.00 |
| LPG | - | - | - | - | 0.00 | - | - | 0.00 |
| Heating Oil | 5.45 | 880.09 | 0.02 | 2.78 | 0.00 | 44.56 | 7,859.07 | 0.14 |
| Propane | - | - | - | - | 0.00 | - | - | 0.00 |
| Sawdust | 583.88 | 9.14 | 1.76 | 0.04 | 0.00 | 5,345.40 | 8.85 | 8.43 |
| Total Emissions | | | | 774.93 | | 1,889,237.15 | | 6,153.81 |

Comparative Scorecard

In addition to the structure of the simple scorecard the comparative scorecard can include NCF and GEPOR comparisons within the industry, your property's region, and its competitive set. This allows you to verify the ingenuity and relative effectiveness of your sustainability programs, giving you benchmarks from which to evaluate your property's performance.



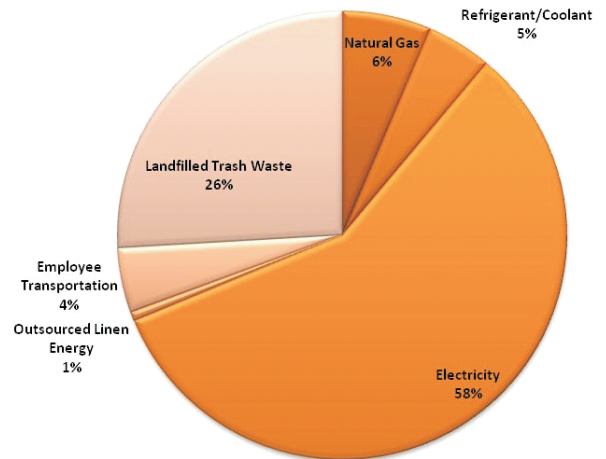
| MONTH VALUES | Emissions | | Offsets | | Net Carbon Footprint | |
|------------------|-----------|---------|-----------|---------|----------------------|---------|
| | CE (Tons) | CE/Room | CE (Tons) | CE/Room | CE (Tons) | CE/Room |
| Property | 251,045 | 774.83 | 100,596 | 310.45 | 150,460 | 464.38 |
| Washington, D.C. | 211,399 | 528.50 | 5,045 | 12.61 | 206,354 | 515.89 |
| Full Service | 190,259 | 475.65 | 4,541 | 11.35 | 185,719 | 464.30 |
| Competitive Set | 277,907 | 857.74 | 111,348 | 343.67 | 166,559 | 514.07 |



Custom Scorecard

Customizable to fit special subscriber needs, such as variances from emissions goals, an established baseline, or measurement against other property indicators such as RevPAR or Average Check. Portfolio analysis across properties is also available. This is the most thorough report format and can be used to track individual sustainability initiatives and compare them across functional areas or amongst different properties.

Breakdown of GHG Emissions Sources



Prior Emissions Scorecards

Have previous years' data analyzed to produce emissions reports for a period, before you had signed up to E₂Q Prior emissions reporting will help organizations gain a better understanding of how they have come to have the footprint they now have, and what measures will be required to address it.

Knowledge Center

We offer an on-line resource of sustainability-related knowledge, ranging from quantitative analytics to qualitative case studies. This growing library is an invaluable resource for subscribers looking to facilitate their learning process and evaluate the latest trends in GHG emissions as they relate to the hospitality industry. Here we promote “institutional” learning to increase the success and productivity of subscriber's sustainability initiatives.

Industry Reports

Beginning in late 2009, subscribers will receive an annual industry report which outlines the current trends relating to carbon footprints in hospitality, provides aggregate indices, and highlights case studies and best practices. Subscribers will have the opportunity to include their programs and efforts in the reports.



Interested? Want to Learn More? Want to Sign On?

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