

# BCHA & GreenStep EcoFund Program

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The Webinar will begin shortly



HOTEL ASSOCIATION

BRITISH COLUMBIA  
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**GreenStep**

# BCHA Team

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Ingrid Jarrett -  
President & CEO



Mike Macleod - Director,  
Member & Business  
Development



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GreenStep

EcoFund



## A \$Million+ Opportunity for BC Hotels

Presentation to the BCHA Membership  
September 16, 2020

# + About GreenStep

We've helped 2000+ businesses since 2008



Thompson Okanagan  
Tourism Association



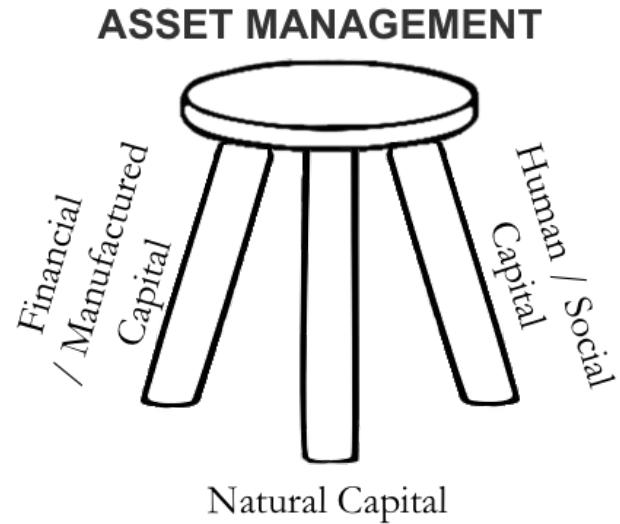
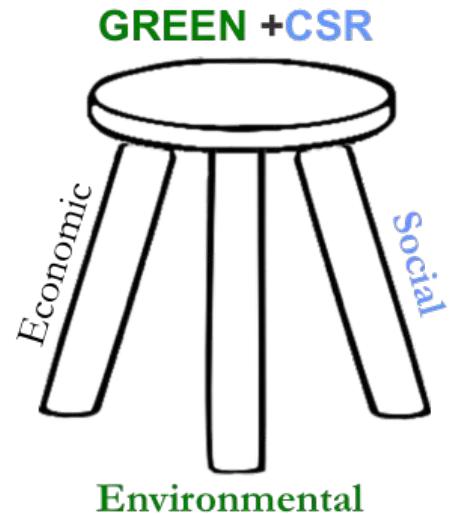
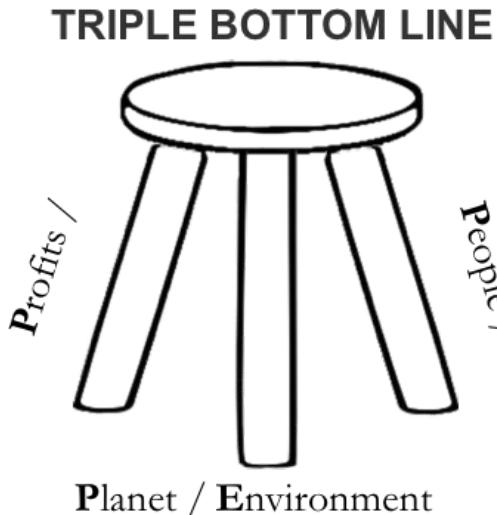
PREDATOR RIDGE



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# Definitions of Sustainability

The three-legged stool model



# Definitions of Sustainability

The nested interdependencies model



*"The economy is a wholly owned subsidiary of the environment."*

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# Sustainable Development

*“Sustainable development is development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs.”* - Our Common Future: The World Commission on Environment & Development



## WHY MOST BUSINESSES HAVEN'T DONE MORE TO TACKLE ENERGY SAVINGS...

- Time
- Budget
- Expertise



## WHY MOST BUSINESSES NEED TO DO MORE...



- Energy prices are going up
- Carbon taxes are going up
- \$Million+ opportunity

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# What is the EcoFund?

An eco funding and efficiency program

- For hotels
- To tackle large energy retrofit and renewable energy projects
- Drive down costs
- Improve profits and grow bottom line
- Increase business valuation
- While being environmentally responsible.

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## Hospitality Industry Trends

Sustainability at top of agenda

**Deloitte.**

*“Sustainability will become a defining issue for the industry ...businesses that ingrain sustainability in everything they do will not only **improve brand reputation**, but will also **reduce costs**.”*

+ Consumer Demand

**Booking.com**

“87% of all tourists want more sustainable travel options.”

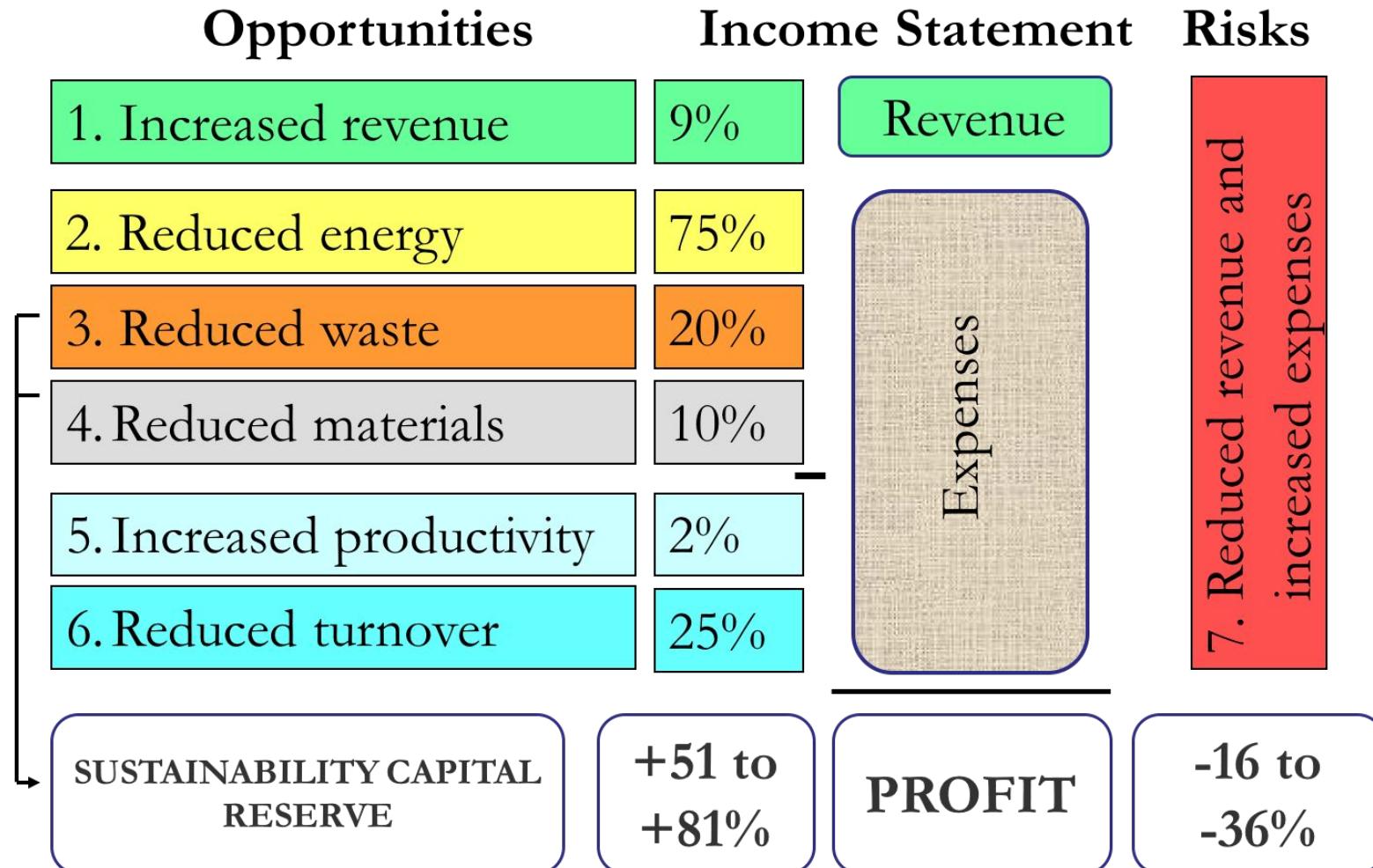
+ Consumer Demand



66% of global respondents would “pay more for products and services from companies committed to positive social and environmental impact.”

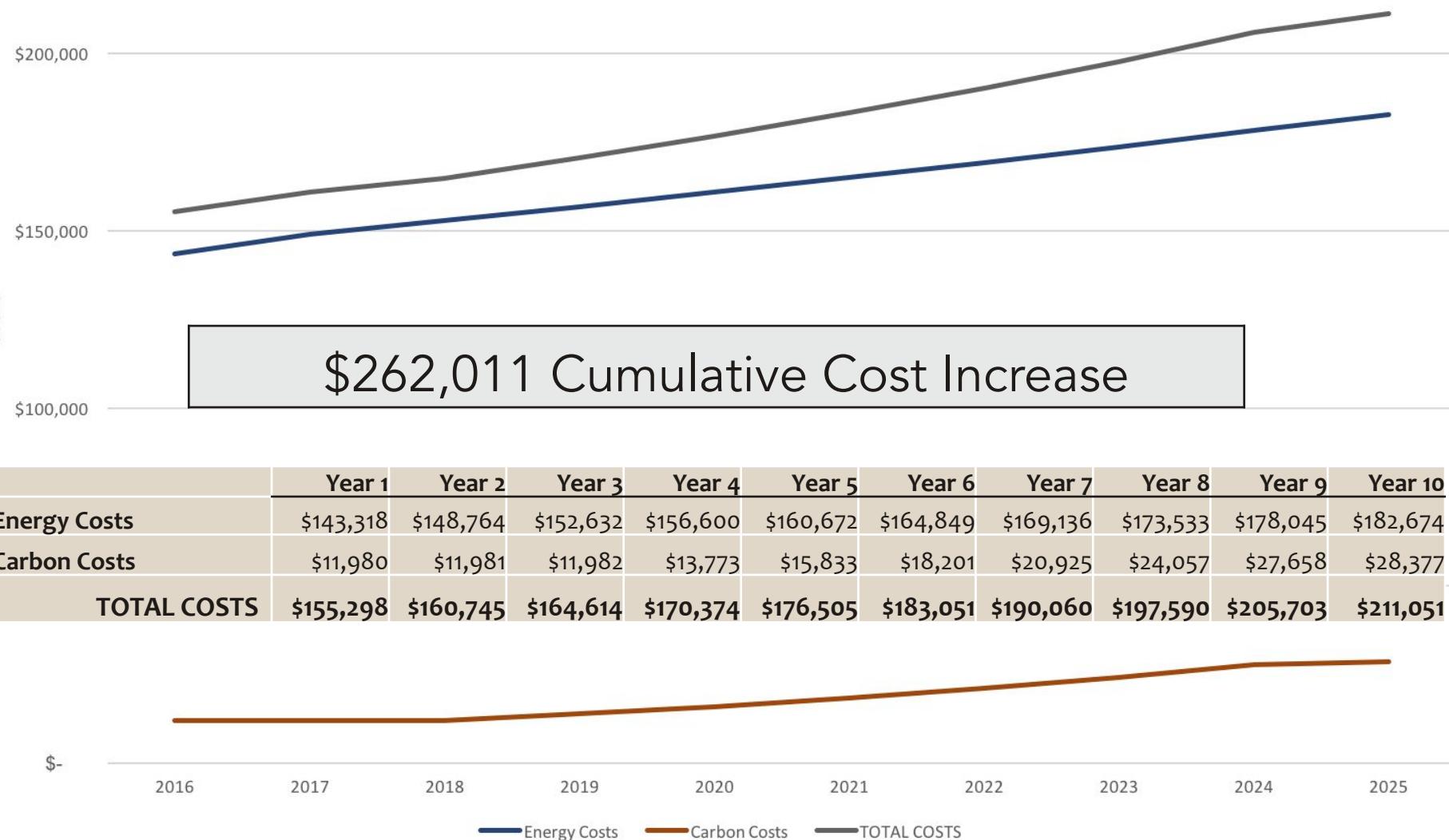
# The Business Case for Sustainability

Seven benefits that can increase profits by 51% to 81%



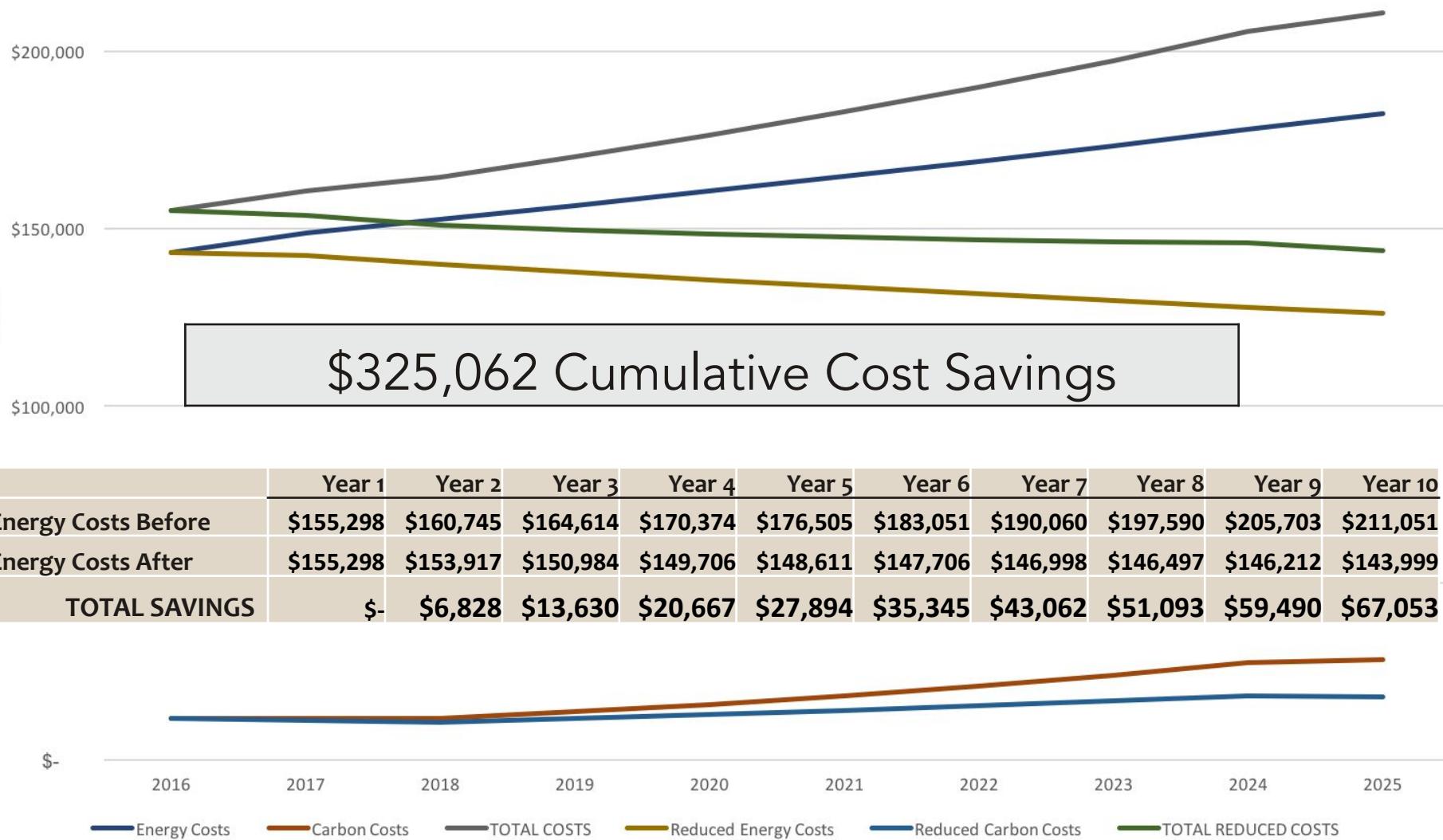
# What is the risk of doing nothing?

Scenario: 176 room hotel



# How do energy savings help?

Scenario: Average 5% per year annual energy savings





# Total Opportunity Analysis

	<b>Do Nothing</b>		<b>Join EcoFund</b>
Change in Energy Costs	\$262,011		\$325,062
Change in Property Valuation	\$280,000	<b>VS</b>	\$335,000
EcoFund Generated	\$600,000		\$600,000
TOTAL OPPORTUNITY:	<b>-\$1,142,011</b>		<b>+\$1,260,062</b>
<b>\$1,260,062 Opportunity</b>			

## Assumptions:

- 5% energy savings per year
- 2.6% increase in energy costs per year
- 5x market cap on hotel valuation
- 30,000 guest nights per year to which a \$2 eco fee is applied

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# EcoFund Verified

## Save Money. Go Green.

- Simple to manage
- Creates a budget
- Provides expert guidance
- Gives you green credibility



*At no cost to your business.*

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## How It Works

eco fee added to folio and remitted monthly



# Customer Response

“Guests are willing and happy to pay.”  
- Predator Ridge

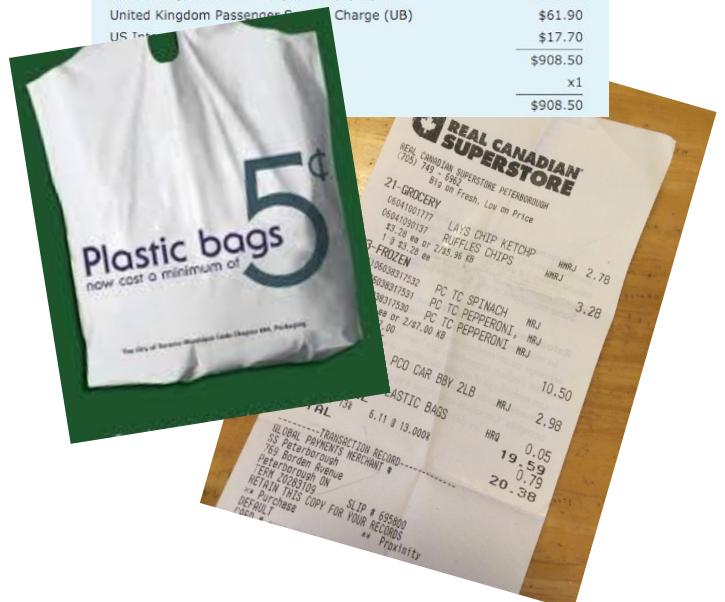


**PREDATOR RIDGE**



# Eco-Fees Elsewhere

- Airlines – American Airlines, Alaska Airlines, Air Canada, Delta, Lufthansa, and others
- Rental Car Agencies – Hertz, Avis, Budget, National Car Rental, Alamo, and others
- Retailers – Rona, Walmart, Superstore, Best Buy, Tim Hortons, Walmart, and others
- Courier Companies: FedEx, Purolator, and others



# Communicate Your Commitment

## [stay] green

YOUR STAY IS CARBON CONSCIOUS

### We are an EcoBase Certified Company

EcoBase is a third-party program that holds us accountable as we measure and reduce our carbon footprint based on international standards. This means we are cutting down on our consumption of energy and fossil fuels by investing in more efficient technologies and tracking our reductions.

In support of this eco fund, a 1% eco-fee is included in every customer's transaction. With your help, we tread lighter on this planet. Thank you for supporting responsible business.

You may opt-out of the eco-fee upon request.



[ecobase.net](http://ecobase.net)

## [stay] fresh

YOUR STAY IS CARBON CONSCIOUS

### We are an EcoBase Certified Company

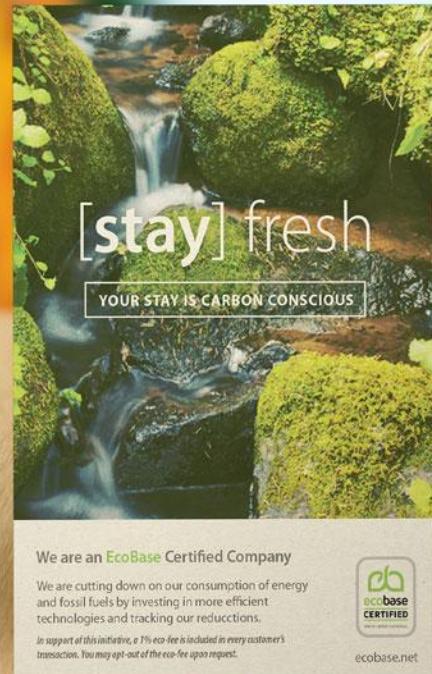
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[ecobase.net](http://ecobase.net)



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# Average Potential EcoFund

Fund projects identified by the BCHA Energy Analyst

Guests/ Room Nights

30,000

50,000

100,000

EcoFund available

\$51,000

\$85,000

\$170,000



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# Case Study #1

## Resort Lighting Retrofit

- Total Project Cost:  
\$19,500
- Annual Cost Savings:  
\$27,500
- Annual Energy Savings:  
~200,000 kWh
- Payback period:  
3.5 Months



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# Case Study #2

## Solar Photovoltaic Energy System

- Total Project Cost:  
\$125,000
- EcoFund Amount/year:  
\$84,000
- Annual Energy Savings:  
65,000 kWh
- EcoFund Accrual Time:  
1.4 Years



# Key Benefits

How the EcoFund program will support you

1. Guidance setting up the program at your property
2. Establish your baseline and estimate your ecofund (**GoGreen**)
3. Complete energy assessment to identify project opportunities (**GoGreen**)
4. Benchmark against other similar properties in Canada (**GoGreen**)
5. Obtain quotes and review available FortisBC and BC Hydro rebates
6. Prioritize projects based on ROI, cost savings and payback
7. Establish a project implementation timeline
8. Implement projects with accumulated ecofund
9. Measure the results and determine your savings
10. Use the EcoFund Verified logo, custom annual reports, and project spotlights to help you communicate your positive environmental impacts, win RFPs and awards, and boost your green certification scores.

**EcoFund**

VERIFIED

# Next Steps?

## No-Obligation Analysis and EcoFund Pilot

1. Send an email and let us know:
  - a. Total room nights
  - b. Total energy costs and consumption - electricity and natural gas (easily available from your utility providers)
2. We will create a customized opportunity analysis and schedule a time to review with you.
3. If you wish to try out the program, we can offer a three-month pilot of the program.

# + Questions/Next Steps



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# Q&A

Submitted Questions



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# Question #1

When you say EcoFund, where does the \$2/night go? And how does GreenStep get paid?



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## Question #2

What does “all at no cost” refer to?

# Open Forum

## Instructions:

Please submit all questions and comments directly via the chat function to 'Everyone.' We will do our best to respond to all inquiries, if your question is not responded to, we will follow up with you directly.



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# RESOURCES

If you have any follow up questions or inquiries, please contact:

- Ingrid Jarrett - President & CEO – [ingrid.jarrett@bcha.com](mailto:ingrid.jarrett@bcha.com)
- Mike Macleod - Director, Member & Business Development – [membership@bcha.com](mailto:membership@bcha.com)
- Dylan Tomlin – Energy Analyst – [Gogreen@bcha.com](mailto:Gogreen@bcha.com)

Visit [BCHA.com/gogreen-analysis](http://BCHA.com/gogreen-analysis) for more information



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