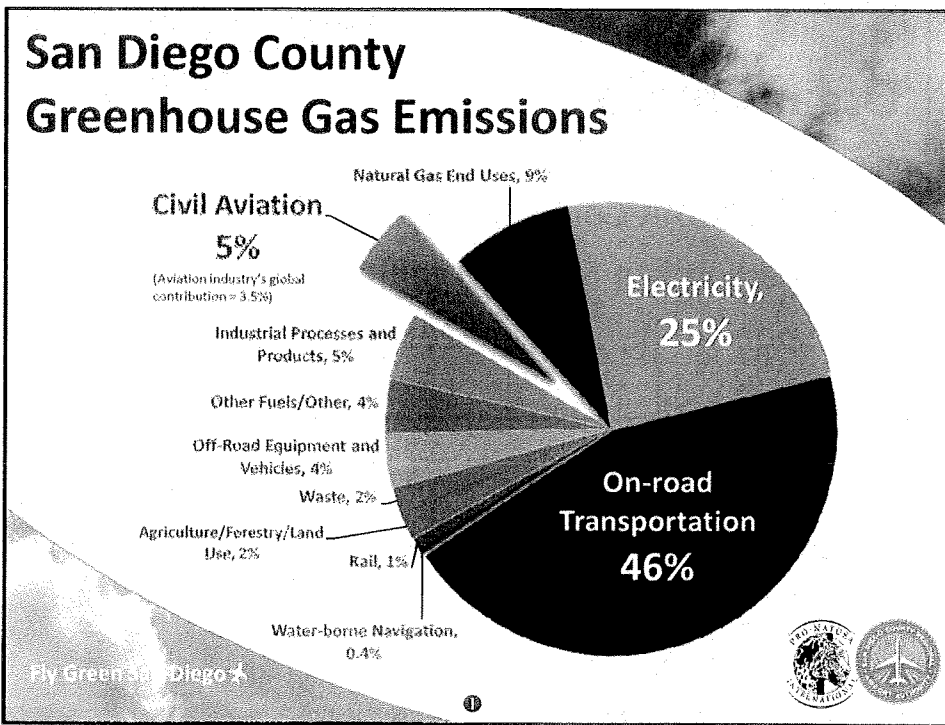


# Fly Green San Diego ✈

Empowering individual action against climate change and for sustainability

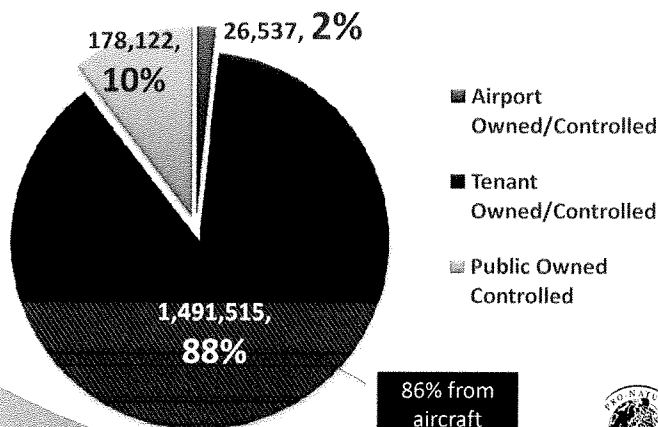
October 1, 2009

Paul Manasjan, Director, Environmental Affairs, SDCRAA  
Martyn Collins, CEO, Pro-Natural International, Americas



# SAN Greenhouse Gas Emissions

Metric Tons CO<sub>2</sub>e



By Green in Diego



# Organization

- Non-profit Consortium
- Leading San Diego Organizations
- Sponsorship, in-kind contributions



By Green in Diego



## Goals

- Sustainability Outreach
- Increased awareness
- Individual action
- Sustainable San Diego
- San Diego leadership



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## Delivery

- 'Info-tainment'  
Climate Change
- Airport Wi-Fi, internet
- Terminal kiosks
- Carbon offsets  
3<sup>rd</sup> party offer
- Scalable, reproducible



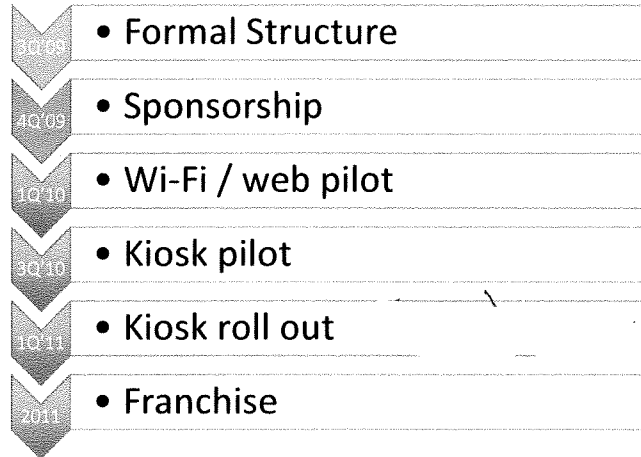
Point of departure opportunity to act

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## Phasing



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## Benefits

- Passengers  
Awareness, satisfaction from action
- Consortium  
Visibility, mission advancement
- Airport Authority  
EONS, community engagement
- Environment  
Carbon neutrality and beyond

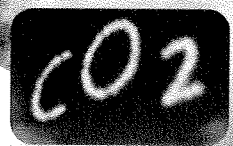


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# Numbers



50%	passengers prepared to offset
4%	passengers currently offsetting
\$4.00	approx. offset cost / avg. trip
120,000 MT CO <sub>2</sub> e	target offset per year
3%	incremental market share
\$1.2m	credit revenues per annum
\$300,000	basic program costs per annum - covered through sponsorship

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