

MEDIA RELEASE



**Alpine Resorts
Co-ordinating
Council**

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FOR IMMEDIATE RELEASE

SKI HOLIDAY CARBON CALCULATOR

In a first for Australian Alpine Resorts, Keep Winter Cool now offers free use of a tailor-made carbon calculator, providing snow visitors with the means to measure the carbon footprint of their visit as well as some practical ideas on how to reduce greenhouse gas emissions.

The Alpine Resorts Co-ordinating Council chairperson, Mr Andrew Fairley, said “The development of the carbon calculator is in line with Keep Winter Cool’s ongoing commitment to the environment and encouragement of sustainable practices in the Alps”.

The goal of the calculator is to assist visitors to the snow understand their carbon footprint and encourage them to reduce the size of that footprint or, even better, to go carbon neutral. In this case, carbon neutrality is the process whereby the visitor measures the greenhouse gas emissions of their activities and then offsets these emissions through the purchase of carbon credits.

The calculator covers the main greenhouse gas generating activities involved in a trip to an Alpine Resort such as travel, lighting, heating, rubbish disposal and lift operations. “It is easy to use, with just six easy steps required to calculate a carbon footprint”, said Mr Fairley.

Key Points:

- Australia’s first ski holiday carbon calculator.
- Quantifiable measurement of carbon emissions generated by a ski holiday.
- Encompassing transport, accommodation and services.
- Applicable to all Australian ski resorts.

The Keep Winter Cool carbon calculator can be found at: <www.keepwintercool.com.au>.

Authorised by: Brad Miles, Executive Officer, ARCC, 30 June, 2009
Further details: Contact Brad Miles on 9637 8955 or via brad.miles@dse.vic.gov.au