



2019-2020 PARTNERSHIP

# THE GOOD TRAVELER

The Good Traveler offers passengers a quick and easy way to reduce the carbon footprint of their travel. Make your airport more sustainable by becoming a partner of The Good Traveler today. Partners benefit from an established brand, aggregated marketing, high-profile partners and visibility, coordinated communications, and community engagement.

The Good Traveler aims to make carbon-neutral travel business-as-usual by engaging travelers across their entire journey. The Good Traveler works with airports, airlines, travel aggregators, and service providers to give travelers the opportunity to take action to reduce their climate impact by purchasing carbon offsets. Those purchases fund projects that permanently remove greenhouse gas emissions from the atmosphere. Additionally, The Good Traveler coordinates with industry coalitions and trade associations to ensure our efforts are aligned and additive to aviation's decarbonization.

## SUCCESS TO DATE

The Good Traveler has repeated month-on-month growth in program visibility, corporate engagement, and the retail sale of carbon offsets. In June 2019 the Good Traveler program reached over 420 million passengers and purchases grew 800% compared with June 2018.

## MISSION STATEMENT

The Good Traveler equips customers to fly sustainably and is dedicated to empowering travelers to take climate action. This unique program is a collaborative opportunity to develop aviation-specific decarbonization projects, grow demand for voluntary carbon reduction, and advance aviation-related carbon reduction measures.

The program has also seen substantial commercial success—reaching 36 offset sales to events, organizations, and institutions as well as offsetting travel for the 71,000 fans attending Super Bowl LIII, a first for major sporting events. To date, The Good Traveler program has offset over 81,000 metric tons of carbon, the equivalent of neutralizing over 517 million passenger flight miles.

## 2020 GOALS

The Good Traveler has two goals for fiscal year 2020 (July 1st, 2019–June 30th, 2020):

1. Furthering aviation’s decarbonization by growing the visibility of The Good Traveler program by marketing the program in scalable ways. This includes adding more airports; developing partnerships with industry organizations, airlines, and key businesses; and establishing partnerships with corporations, travel aggregators, and other travel influencers.
2. Developing aviation-based “in-sector” carbon reduction projects and bringing a pilot project online. This includes developing new projects and methodologies directly reducing aviation-related (and potentially other transportation sectors) emissions reductions, offering in-sector offsets on The Good Traveler website, and globally creating more options to decarbonize aviation.

To achieve the mission and vision, The Good Traveler relies on diverse sources of revenue, including the sale of carbon offsets, philanthropic foundations, and charitable grants.

In order to operate, manage, and achieve its 2020 goals, starting July 1, 2019, The Good Traveler will include a partnership structure that with two opportunities: Leader Status and Associate Status. The fees from these partnerships will support Rocky Mountain Institute during the expansion phase of The Good Traveler while the sales of offsets are insufficient to cover operational costs.

## BENEFITS TO PARTNERING WITH THE GOOD TRAVELER

Partners of The Good Traveler participate in an important movement allowing travelers to take climate action through one universal, trusted, and industry-supported brand across the travel experience. Partners benefit from an established brand, aggregated marketing, high-profile partners and visibility, coordinated communications, and community engagement. Participating organizations also help bridge the gap to better technologies and offer an immediate solution via carbon offsets until

aircraft fuel emissions can be directly addressed. Benefits include:

- Access a **trusted brand** to engage customers to take climate action for their travel
- Participate in a travel coalition **promoting climate action** among end-users
- Utilize a program that is committed to the **highest quality offsets** that are **naturally restorative** and **heavy transportation focused** and work directly on **aircraft emissions solutions**

## THE GOOD TRAVELER PARTNERSHIP STRUCTURE

The partnership structure includes two opportunities\*:

### Associate Status

**Join the movement in taking action on a critical global issue by providing your customers with the means to reduce the climate impact of their travel through a high quality and industry focused, a carbon offset program.** Associate Status partners have a reduced annual cost of \$2,500 to leverage The Good Traveler’s simple, trusted, and industry supported brand.

### Leader Status

**Be an industry leader and help build a first-of-its-kind travel offset platform that is easy, affordable, and beneficial to you and your travelers while realize the full suite of benefits of The Good Traveler program.** Leader partners actively engage in the development and implementation of the vision, strategy, and priorities of The Good Traveler program as well as participate on the Advisory Board. Partners have the opportunity to change the landscape of emission reductions by sharing knowledge of best practices.

Starting July 1, 2019, Leader Status annual partnership fee will be based on airport size:

- Large Hub = \$12,000
- Medium Hub = \$9,000
- Small Hub = \$6,000
- Non-Hub = \$5,000

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\* Additional membership categories and partnership fees for non-airport organizations may be added in the future.

THE GOOD TRAVELER ANNUAL PARTNERSHIP BENEFITS	Leader	Associate
Use of The Good Traveler brand to market and advertise the program in-terminal, on your website, and with community businesses, organizations, institutions, and partners. Featured on The Good Traveler website as an airport Leader or Associate.	√	√
Design templates for printed signage, digital banners, and flyers.	√	√
Access to shared resources such as synthesized best practices and lessons learned from other partners who have implemented The Good Traveler program, marketing templates, contracts, and other program assets from other partners.	√	√
Ability to leverage San Diego International Airport's procurement of The Good Traveler, which includes published, not-to-exceed rates for carbon offset projects types without prior written approval.	√	√
Monthly sales reports from The Good Traveler program including data on website visits and offset purchases from various marketing efforts.	√	√
Access to regional, national, and global high quality and verified offset projects that reduce emissions and meet United Nations Sustainable Development Goals for internal airport use with minimal admin fees.*	√	
Selection of a regional carbon offset project (if available) and its addition to The Good Traveler project portfolio.	√	
Participation on the Advisory Board monthly calls with the opportunity to both shape The Good Traveler's platform and offerings and be directly involved with the development of in-sector carbon reduction projects.	√	
Recognition in marketing and press materials as an Advisory Board member and Leader of The Good Traveler; and ability to co-brand your organization as an Advisory Board member of The Good Traveler and have a co-branded landing page on your website.	√	
Presentations and introductions from experts on cutting edge topics related to heavy transport decarbonization.	√	

\* Margins for carbon offsets purchased by the Leader Status airports will be waived and replaced with a minor administrative fee of \$0.1 per metric ton. For a 10,000 MT purchase by a Leader Status airport, this results in \$4,000 (for landfill gas projects) - \$14,000 (for forestry projects) in savings which are dependent on cost of the project type and are compared against the typical margins of 15%

## ABOUT THE GOOD TRAVELER

The Good Traveler™ was founded in 2015 by San Diego County Regional Airport Authority (SAN) as a carbon offsetting program designed to encourage sustainable travel by enabling individuals to offset the environmental impact of their journey in an affordable, accessible, and meaningful way. The program is the first collective offset option, on an easy to use shared e-commerce platform across different airports, with direct access to travelers to educate and present options to take action to fight climate change.

In 2017, SAN selected Rocky Mountain Institute (RMI) to operate and manage The Good Traveler program as well as supply the associated carbon offsets. This selection occurred through a request for proposals

that was reviewed by The Good Traveler's first five partners—San Diego International Airport, Seattle-Tacoma International Airport, Austin-Bergstrom International Airport, Port Authority of New York & New Jersey, and Dallas-Fort Worth International Airport. After RMI began managing and operating The Good Traveler program, an Advisory Board was formed comprised of the first five partners plus San Francisco International Airport and Atlanta Hartsfield Jackson International Airport.

## JOIN US

To become a partner of The Good Traveler, visit [www.thegoodtraveler.org](http://www.thegoodtraveler.org) or contact Adam Klauber at [aklauber.contactor@rmi.org](mailto:aklauber.contactor@rmi.org)

# PROPOSAL ACCEPTANCE

The parties hereby accept this Partnership Structure as the basis for a formal contract.

Rocky Mountain Institute

[Client]

Name:

Name:

Signature:

Signature:

Title: Managing Director

Title:

Date: \_\_\_\_\_

Partnership Level (circle one):

Associate / Leader

Date: \_\_\_\_\_

## About Rocky Mountain Institute

Rocky Mountain Institute (RMI)—an independent nonprofit founded in 1982—transforms global energy use to create a clean, prosperous, and secure low-carbon future. It engages businesses, communities, institutions, and entrepreneurs to accelerative the adoption of market-based solutions that cost-effectively shift from fossil fuels to efficiency and renewables. The organization has offices in Basalt and Boulder, Colorado; New York City; the San Francisco Bay Area; Washington, D.C.; and Beijing.