



Tips on How To Have a Greener SXSW 2008

With environmental concerns on the minds of many SXSW speakers and attendees alike, here are some easy ways to be a little more eco-friendly.

Travel to SXSW

- Use alternatives to air travel where possible
- Fly direct without stopovers where possible
- Consolidate business flights so they are multi-purpose
- Read up on Carbon Offsetting and make an informed decision

Fact The key criterion for an offset is that the CO₂ reduction or removal would not have happened anyway (i.e. is "additional" to business-as-usual activity).

(Source: http://theclimategroup.org/news_and_events/news_and_comment/top_ten_tips_for_purchasing_carbon_offsets)

Fact One ton of CO₂ correlates to the volume of a 10 meter by 25 meter swimming pool that is two meters deep.

(Source: <http://www.climatepartner.de/en/was-ist-eigen-tlich-1-tonne-co2.html>)

Greener Hotels

- Tell your hotel that you want to support any specific environmental actions they have put in place during SXSW
- Turn off the air conditioning when you leave your hotel room

Fact 23 SXSW hotels responded to our December 2007 'Green Actions' Survey. Of these, 16 have installed general energy saving measures, 17 have installed guest key card systems and 14 have installed compact fluorescent bulbs. 15 SXSW hotels have office recycling facilities, 13 use water conservation fixtures and 13 train staff in conservation and energy procedures. How does your SXSW hotel stack up?

(Source: SXSW)

Don't Just Throw Stuff Away

- Think before you buy – reduce your consumption
- Find ways to communicate your message without generating a waste stream
- Ask for recycled paper when you photocopy or print
- Refill your drinking water bottle from water fountains
- Look around for a recycling bin before you toss that unwanted paper, empty beer bottle or plastic container

Travel during SXSW

- Rent a bike to travel from venue to venue
- Use pedicabs instead of taxis
- Don't bring your car downtown
- Use the Park & Ride service to travel to Auditorium Shores at Lady Bird Lake
- Jump on a 'Dillo, they are FREE
- Stroll along 6th Street's 10-block pedestrian zone, created just for pedestrians
- Rent a hybrid or diesel vehicle
- Participating Enterprise Rent-A-Car locations will offer customers the opportunity to offset the carbon dioxide (CO₂) emissions generated by their car rentals

Fact Austin Biofuels will be available to provide biodiesel blends for SXSW participants and support teams. ABF can provide wet hose on-site bus and truck fueling and stationary generator fueling, as well as small vehicle fueling at various locations around town. For information or to schedule a load, contact Jeff Plowman at 512-677-3231.

www.austinbiofuels.com

Fact You'll save over three pounds of carbon dioxide for every three miles

you don't drive. Every gallon of gas saved keeps 20 pounds of carbon dioxide out of the atmosphere!

(Source: <http://www.climatecrisis.net/takeaction/>)

Fact By opting to pay \$1.25 per rental, Enterprise Rent-a-Car customers will fund certified carbon offset projects. This cost is based on the average CO₂ emissions generated by an average rental.

(Source: http://aboutus.enterprise.com/what_we_believe/environmental_platform/carbon_offset_program.html)



Jeff Plowman (left) and Robby Plenge of Austin Biofuels.

Energy

- Invest in rechargeable batteries for your mobile gadgets
- Unplug your phone charger when you're done
- Switch off your equipment when not in use
- Turn off your computer monitor if you leave your desk for at least an hour

Fact You can pick up a multi-station battery charger for less than \$30 at Batteries Plus; 2300 S. Lamar Blvd, Austin
(Source: www.batteriesplus.com)

Fact In the U.K., leaving appliances on standby creates 1.1 million tons of greenhouse gases each year. This produces enough CO₂ to fill over 20 million double decker buses and wastes electricity equivalent to the annual energy needs of nearly 400,000 homes.
(Source: http://www.eeph.org.uk/energy/archive/index.cfm?mode=view&news_id=408)

Fact Computer monitors use 1/2 to 2/3 of the computer system's energy requirements – about 70-120 watts for the average monitor.
(Source: http://www.lbl.gov/ehs/wastelgreen_team/compenergy.shtml)

Fact In a recent poll, 57% of workers said they turn off computers at home when they are done using them, whereas only 34% do so at work. 73% of American workers would like to see their companies be more environmentally and socially responsible, but if the percentage of America's 81.1 million office workers who are not turning off lights and computers at work brought their energy conscious behaviors to work with them, they could achieve the equivalent of taking 6.1 million cars off the road in aggregate CO₂ emissions.
(Source: http://weblog.infoworld.com/sustainableit/archives/2007/08/employees_keen.html)