

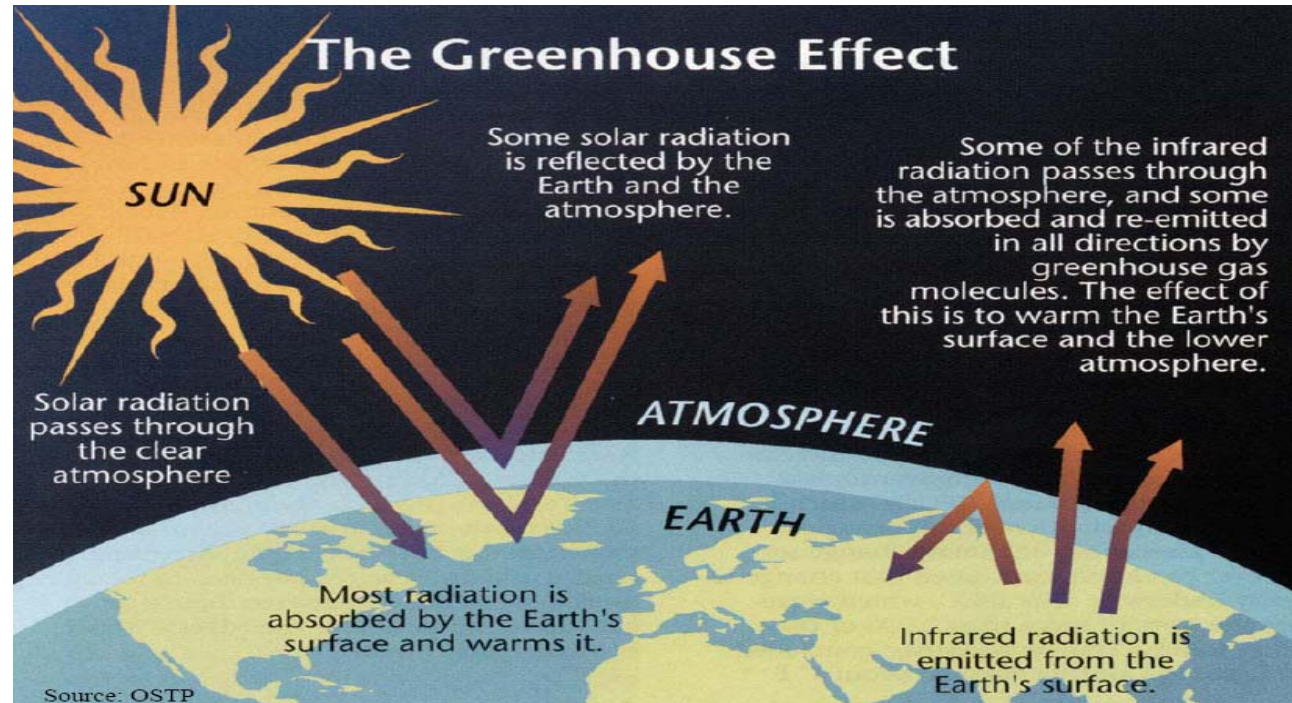
# **Greening Tourism: Making Sense and Cents of Climate Change**

**Travelers' Philanthropy- Arusha, Dec 2008**

**Selemani Kinyunyu**  
**Managing Director: Offset Africa**



# Climate Change – The Science and Contributory Factors



**Climate Change – “All forms of climatic inconstancy...” – IPCC. Could be both natural or ... HUMAN INDUCED**

**Greenhouse Effect - Warming of the Earth's lower atmosphere mainly due to human-produced, increased concentrations of greenhouse gases in the atmosphere.**

# Climate Change – History and Contributory Factors



## Atmospheric Concentration Trends of CO<sub>2</sub>

**1750 : 280 parts per million (ppm)**

**1800 - 1850 : 290 ppm First Industrial revolution, heavy use coal & clearing of land**

**1870 -1910 : Second Industrial Revolution, accelerated industrial growth**

**1920 : 300 ppm, discovery of OIL**

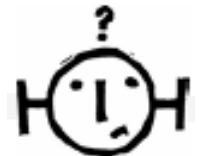
**1955 : 315 ppm**

**1988 : 350 ppm, significant damage to ozone layer noted**

**2005 : 375 ppm, Kyoto comes into force**

(Source IPCC)

**What does all this mean?**





## Towards International Consensus

**1987 : The Montreal Protocol (reduction in use of ozone depleting gases)**

**1988 : Formation of the Inter-governmental Panel on Climate Change (IPCC)**



**Carbon Markets - Regulated**  
**- Voluntary**

\*UNFCCC – United Nations Framework Convention on Climate Change

\*REDD – Reduced Emissions from Deforestation & forest Degradation

# Voluntary Carbon Markets



Size US\$ 265 mil (2008) growing  
from US\$ 96 mil (2007) and US\$  
54 mil (2006) – State and Trends of the Carbon Market, 2008  
World Bank

Average Price : US\$1 – US\$75 – State of  
the Voluntary Carbon Market, 2007 New Carbon Finance

East Africa's niche – “Charismatic Carbon”

## Localizing the Climate Challenge – Climate Change & Tourism in Tanzania

Tourism as an economic activity contributes to climate change !

2007 - 719,031 Arrivals

- 11% increase over 2006
- US\$ 1.037 bil in revenue inflows

# Tracking the Footprint



**691,260 tons of Carbon are emitted through travel to Tanzania**

**Equal to losing 13,170 ha of Miombo woodland**

**The Opportunity - potential for offsets US\$ 13.8 mil**

**Can we measure the social and environmental value?**

**Regional approach to climate change**

**Offset Africa** – East Africa's first for profit retail carbon offsetting entity



**Vision** – Create sustainable social and economic solutions to combat global climate change

**What we do** – wealth creation in rural communities, biodiversity, environmental conservation & profits and CSR for businesses



# Asante !

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