



Installed turbine at Sherrod Elementary in Palmer, AK

What is Tour Green?

REAP's *Tour Green* initiative gives visitors to Alaska the opportunity to support REAP's energy education and advocacy efforts including energy literacy in the schools, workforce development and capacity building and state clean energy policy development. Each year, REAP's energy education activities reaches over 4,000 students and clean energy programs that REAP has helped to create and support are currently saving Alaska consumers the equivalent of over 50 million gallons of diesel fuel and heating oil.

How does Tour Green work?

Tour Green raises money through donations from Alaska's seasonal visitors collected by REAP's *Tour Green* partners. Partners promote the initiative to their customers in the manner that best suits their business. Some *Tour Green* partners collect contributions from each customer on a fixed-rate basis (usually \$2) built into the price of an excursion while others promote voluntary donations to the program.

What does Tour Green do for your business?

Tour Green increases customer affinity to your brand. *Tour Green* affiliates are named on REAP's website; featured one month per year in our e-newsletter reaching 3,900 people; and are featured in our November annual appeal to Alaskan donors. You also receive *Tour Green* stickers to give to each of your guests. Tour operators who pay Alaska income tax may be eligible for a double-deduction of your donation through the Alaskan Educational Tax Credit.

What does Tour Green do for your customers?

Research indicates that visitors to Alaska's striking landscape, clean air and pristine water link these natural resources to climate protection and clean energy advocacy. REAP and our *Tour Green* affiliates agree that one of the most successful strategies to preserve Alaska's environment is by educating Alaskan youth. A \$2/visit contribution is modest for visitors, and makes them feel like they are doing something to protect the Alaska that they are enjoying.

What do donations to Tour Green support?

Tour Green supports REAP's energy educational outreach programs, policy advocacy, and technical assistance.

— AK *EnergySmart* is an Alaska-specific K-12 energy efficiency curriculum developed by REAP and the Alaska Center for Energy and Power (ACEP) and funded by the Alaska Housing Finance Corporation. REAP and its partners deliver this curriculum to rural and urban schools around the state through classroom visits and teacher trainings. In 2016, REAP's Energy Education Director reached 148 classrooms, more than 4,180 students, and 230 teachers or administrators. Three School Districts have formally adopted the AKES curriculum. Visit www.akenergysmart.org to learn more.

— REAP's advocacy to enact the Renewable Energy Fund and earn the Alaska Legislature's support for energy efficiency has resulted in \$850 million in appropriations since 2008. More than 70 renewable projects are now operating around the state, collectively displacing the equivalent 20 million+ gallons of diesel fuel every year. Over 40,000 residences have been weatherized, saving 25 million gallons of heating oil.

— REAP provides technical assistance to communities in Southeast Alaska through the Sustainable Southeast Partnership. REAP's assistance enabled Klawock, AK to receive a \$376,000+ grant from the Department of Energy. In 2016, REAP provided technical assistance to the City of Hoonah to upgrade their lighting to efficient LEDs in the pool and gymnasium. The upgrades will pay for themselves in the first year, and save over \$61,000 over the next five years alone. The harbor light conversion is expected to save over \$16,000 annually.



Students helping science teacher Matt Hunter with turbine installation in Sitka