REAP’s Tour Green initiative gives visitors to Alaska the opportunity to support the advancement of clean energy in Alaska.

WHAT DOES TOUR GREEN DO FOR YOUR BUSINESS?
Tour Green demonstrates your commitment to preserve Alaska’s resources and attract socially conscious consumers to your brand. Tour Green affiliates are listed on REAP’s website; featured in the REAP newsletter that reaches over 5,000 people; and highlighted in annual appeals to Alaskan donors. Tour Green stickers and REAP collateral materials are provided, as is custom training by REAP staff for participating organizations. Contributions to REAP programs are tax-deductible.

WHAT DOES TOUR GREEN DO FOR YOUR CUSTOMERS?
Research indicates that visitors to Alaska’s striking landscape, clean air and pristine waters associate those remarkable natural resources with a desire to protect them. Since climate change is one of the greatest threats to Alaska’s natural environment, REAP and Tour Green affiliates agree that one of the most successful strategies to preserve Alaska’s ecosystem is through clean energy education and advocacy. Clients of Tour Green businesses directly support REAP’s education and advocacy.

HOW DOES TOUR GREEN WORK?
Partners promote the Tour Green initiative to potential customers in the manner that best suits their business. Current Tour Green partners either collect contributions from each customer on a fixed-rate basis built into the price of an activity, or promote voluntary suggested donations to the program. REAP suggests a $2 per visit contribution.

WHY IS TOUR GREEN IMPORTANT?
Founded in 2004, REAP is the only nonprofit organization focused solely on energy efficiency and renewable energy in Alaska. So far REAP’s advocacy saves Alaskan consumers a combined 50 million gallons of diesel fuel and heating oil per year. REAP’s energy education activities annually reach 5,000 students and dozens of civic organizations across the state.

REAP Programs

EDUCATION
ADVOCACY
TRAINING
COLLABORATION

REAP ACCOMPLISHMENTS
Led creation of the Renewable Energy Fund which steered more than $250 million to 70 community renewable energy projects across the state that now annually displace 30 million gallons of diesel fuel.

Educated state policy makers on the value of energy efficiency, resulting in the appropriation of over $600 million to weatherize 45,000+ Alaskan homes. The average annual energy savings for those homes is now 30%.

Worked with a number of partner organizations to help establish the state’s Emerging Energy Technology Fund to support energy innovations.

Helped develop and pass statewide goals to obtain 50% of the state’s electricity from renewable sources by 2025 and decrease energy use on a per capita basis. 15% by 2020.