



# Traveling, Without A Trace

## Sustainable Earth Adventures

### Special Feature: The World Green Tourism Summit: LIVE from The Arabian Peninsula, December 4-10



The Sustainable Earth Adventures Team is on the road again, just for YOU, communicating the very latest advances in Sustainable Travel, all LIVE from the World Green Tourism (WGT) Summit in Abu Dhabi, United

Arab Emirates (<http://www.worldgreentourism.ae/>), during the week of December 5<sup>th</sup>, 2011. You are personally invited to join in this event virtually, via our (frequently updated) Twitter timeline (@SustEarth, <http://twitter.com/#!/SustEarth>), our Live Forum ‘The Sustainable Earth Adventurers Group’ on Facebook: <http://www.facebook.com/groups/224612777582631/>, and/or our Google+ Sustainable Circle feed <?>.

The week of December 5<sup>th</sup> includes the Sustainable Team’s hands-on approach, including an active participation in the three day Summit event, which highlights numerous successful strategies for making travel more sustainable. The Sustainable Earth Adventures Team brings our unique perspectives to the Summit and week in the Arabian Peninsula, specifically searching out examples and representative successes in our motto, “Traveling Without a Trace.”

One of critical Sustainable Earth Adventures issues that we will be looking at in detail is ‘how can we better include local communities and economies in travel decisions, events, and activities?’ We are looking forward to highlighting this and many other sustainability issues at this excellent discussion forum.

Since we announced this exciting interactive event several months ago, we have heard from you and many other followers, clients, friends, and colleagues about those issues you find most important to discuss with the participants of the WGT Summit, including the important travel-related topics of reducing of your carbon footprint, restoration of habitat for terrestrial and aquatic organisms, and energy/water conservation.

Sustainable Earth Adventures brings a unique perspective/focus to the Summit, specifically related



to the inclusion of science-based information for improving the choices that people and organizations make about traveling, as well as the choices that organizations make when offering travel-related services and products. Sustainable Earth Adventures' LIVE format and unique perspectives will engage you in the discussions at the WGT Summit, which include leaders in businesses and governments who will provide current information about their travel policies, along with applied examples of success stories from around the region and internationally.

Sustainable Earth Adventures is attending as a solutions-based participant, as well as an engaged learner, we will have our ears open for new tools, tips, and approaches to solve your sustainable travel questions and problems. The Sustainable Earth Adventures Team will provide the LIVE coverage throughout the day and evening, and are truly looking forward to welcoming you to the week-long event. We hope you can join in!

## We're Communicating With The World...Sustainably

Since the founding of Sustainable Earth Adventures, we've always endeavored to make choices that minimized our environmental impact, in every aspect of our business practices, while (importantly) maximizing our impact in terms of global sustainability (including the communication of sustainability to our followers, friends, colleagues, and partners). This approach is the foundation of sustainability concept, as you may recall from our previous issues of the Sustainable Earth Adventures Newsletter.

One of the ways we've done this is by hosting our web-site, Sustainable-Earth-Adventures.com, in the most sustainable fashion possible, utilizing the innovation of the folks at InMotion. We researched the many available site hosts prior to contracting with InMotion and determined that their approach

was much more energy efficient than having our own servers (although we did consider that for a bit) and that there are one of the most efficient companies in the server industry.

Considering that the networking/server industry can be very energy consumptive, by virtue of the services they provide, InMotion is very successful in minimizing their impact on the environment, and they provide the global communication power we need to bring you the information and services provided by Sustainable Earth Adventures, utilizing a number of specific technologies and practices:

- Their west coast data center uses green technology to keep cool. Outside air cooling technology allows them to vent the hot air out of the building entirely to bring cooler air in. The data center is only cooled through computer room air conditioning (CRAC) units when high outside temperatures or humidity makes it absolutely necessary; otherwise, the ambient external air is used. This CRAC technology greatly reduces the energy consumed by the data center for cooling purposes. With this technology they are able to cut cooling costs by 70% and reduce their carbon output by 2,000 tons per year.
- Their Virginia Beach office ("just down the road" from our Washington D.C. Headquarters) utilizes an intelligent HVAC system that is equipped to make use of outside air cooling, LED and compact fluorescent lighting and energy star appliances and monitors.
- They have an active recycling program to reduce the waste produced at their offices. They also partner with local recycling companies to recycle aluminum and plastic containers in their offices. Waste is then taken to a recycling center.
- They solely use a paperless pay system, further reducing paper consumption.
- "eCycling", by donating their used computers and servers to companies that recycle and/or rebuild



systems, as well as donating to families and students that are unable to otherwise afford electronics supporting these communities and education in the process.

- Since 2010 they've participated in "Trees For The Future", providing for the planting of over 5,000 trees.

So, do you communicate your organization's message via the Internet? If so, join us by researching the sustainable efforts that your web-site hosting company has – becoming a greener communicator is possible, with a little inquiry and advance thinking, prior to contracting with a company for their important services!

## We Love Your Perspectives: Join Our Forum or the Live Discussion Group!

If you'd like to contribute to the Sustainable Earth Adventures Forum, or participate in our live discussion page, please go to: <http://sustainable-earth-adventures.com> and click the appropriate tab. Here's one of our Forum participant's topic:

*Dear Sustainable Earth Adventures Team,*

'...glad to see your advocacy of conscientious traveling. That can go a long way to helping change things but I'd like to ask you to expand your repertoire...[addressing] where travelers can support diversity and social change...I'd like to point the focus at an ethnicity that may owe its very survival to such travel. Please see my blog <http://kaghvartegh.blogspot.com/2011/11/ethnographic-sketch-of-kalasha-people.html> - those people are still there! The Kalasha people of the Hindu Kush. A Swedish initiative had at one point provided a water turbine that allowed for electricity, which was a great improvement in the lives of a marginalized tribal people. Dah Hanu near Kargil in Kashmir is even more viable as a destination.'

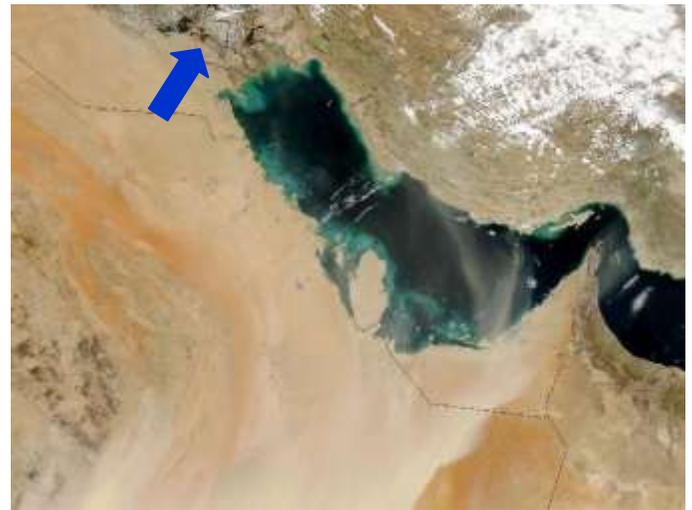
Blessings, A.A.

### *The Sustainable Earth Adventures Team Reply:*

Thanks A.A,

We strongly support and share your perspectives, and we'll work to include more aspects of these diverse communities in our approach. Thank you for bringing these important aspects of sustainability to light, we really appreciate your dedication!

### *A Parting Shot:*



**Challenge yourself and answer the following questions about the below image (send your answers to us at either [Twitter] @SustEarth or [Sustainable.Earth.Adventures@gmail.com](mailto:Sustainable.Earth.Adventures@gmail.com)):**

**What is the white mass in the image in the upper right?**

**What is the darkest shape, and what is the tannish 'fog' obscuring part of that darkest shape?**

**How was this image likely captured, and what is it showing us on Earth?**

**Extra Credit: Describe what you know about the people and areas near the tip of the blue arrow, in the upper left of the image, and why these ecosystems/communities are so critical.**



## *Our Collective Stories Bring the World Closer Together*

Please send us your personal and original sustainable travel stories and/or images. We'll feature them on our website in our [Worldwide Gallery](#). The Global Perspectives of our clients and colleagues link all of us who are interested in supporting and disseminating the concepts and importance of sustainability, worldwide.

## *Sustainable Travel Fosters Peace and Happiness*

Peace, happiness, and sustainable travel...they go hand-in-hand. Take a look at the approach we take at Sustainable-Earth-Adventures, where we explain how we explain how we reduce your environmental impact, while building communities

