



NEWS RELEASE

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First Strategic Alliance for Considerate Hoteliers Association

With an ever growing number of members and a stated objective continually to enhance the value of membership, the Considerate Hoteliers Association (CHA) has formed its first ever strategic alliance – which is with leading carbon management specialist Carbon Clear, based in London.

CHA is an association of like-minded hoteliers, whose purpose it is to encourage, assist, cajole and motivate fellow hoteliers to adopt sustainable, environmentally friendly and socially responsible practices. For an initial renewable 12 month period – that commenced yesterday on Wednesday, 1 April 2009 – Carbon Clear will act as the CHA's nominated expert on carbon management and offer impartial collective advice to the Association's members on issues relating to the development and implementation of carbon management strategies via, for instance, the CHA website, newsletter and events.

Commenting on the agreement, CHA Association Secretary John Firrell said: "We are delighted that our first strategic alliance should be with Carbon Clear, which has already demonstrated its expertise and professionalism through its work with a number of CHA members – providing effective commonsense and practical guidance on carbon management, as well as supplying carbon offsets to help operators clean up the pollution generated in their businesses.

"We believe Carbon Clear (www.carbon-clear.com) will add considerable value to what we can offer our members. Every day, we hear of conflicting tales of what best to do concerning a minefield of green issues. Carbon Clear will provide clear and concise advice that fits a multitude of different situations. Whilst the initial agreement is for a twelve month period, we would hope that this is the start of a long and sustainable relationship. This is the first alliance we have formed and we are actively looking and talking with other key organisations, providing and promoting 'environmental best practice', with which we can form a mutually beneficial relationship and further enhance the benefit of being a Considerate Hotelier."

Commenting on behalf of Carbon Clear, Andy Lowe added: "We are delighted to be partnering the Considerate Hoteliers Association in this exciting initiative. The combination of our carbon management expertise and Considerate Hoteliers excellent platform, will enable hoteliers to join the many thousands of companies already reaping the enormous financial and brand benefits to be gained from effective carbon and environmental management."

Carbon Clear's prime objective is to help companies develop and implement carbon management strategies – offering client services that include:

- Robust carbon footprints
- Carbon reduction strategies that produce results and save cost
- Assistance with legislative compliance (Carbon Reduction Commitment)
- Carbon credits from high quality projects
- Staff engagement and training activities
- Assistance with communicating their low-carbon initiatives