



Invitation to Partner



April 8th 2015

The San Diego County Regional Airport Authority (Authority) would like to explore partnerships with organizations that have an interest in tackling climate change and establishing leadership in this field.

Air travel represents a significant and growing proportion of the population's carbon footprint (5%). Airports see more visitors than the busiest shopping malls. 17 million people will travel through San Diego International Airport this year. We have a unique opportunity to educate the public and build an expectation of carbon offsetting for travelers as a new normal. Our approach is to empower individuals to make a difference, encouraged by their friends, families and role models. If we do this, we can take on climate change in an effective way and make travel sustainable and more satisfying for individuals. The Authority wants to make the purchase of quality carbon offsets easy, meaningful and a regular part of the travel process.

The Authority would like to use its multiple channels of engagement (web/WiFi access, mobile, kiosks, restaurants and stores) to promote, educate and sell a variety of different types of carbon offsets to travelers. These offsets can fund conservation and alternative energy projects that are inspiring and emotionally resonant. Engaging travelers in a way they can relate to is challenging and will require partnerships with businesses, celebrities, scientists and non-profits, people and organizations that travelers respect, trust and care about.

Part of The Good Traveler strategy is to promote a range of branded products that include a carbon offset component that helps balance out the environmental impact of the traveler's journey as part of the price. We are considering offering collectable city branded carbon offset cards, branded snacks, souvenirs, and luggage tags. These products will enable travelers to make a statement and start a conversation. By establishing a unifying Good Traveler brand that the public sees multiple times during their travels and at home, we can make our efforts more effective and break through the noise. Beyond this pilot approach to proving the concept, the Authority would like to extend the program, via licensing, to other airports and organizations (I.E. airlines, concessions, restaurants, hotels, amusement parks, breweries, zoos, car rental, train, bus, taxi, convention centers, cruise lines and other tourist destinations), engaging and collaborating with those partners to support each other's efforts.

The Authority is seeking input and collaboration with a wide range of potential stakeholder organizations to invest in the process. Ultimately the Authority would like to enable a third party to operate and offer the enabling services under license. In this way we can scale economically while retaining consistency and integrity.

The Authority sees potential benefits to partners that wish to collaborate, assisting with their own social responsibility goals and raising the visibility of their brand in a positive way via the many channels used by the Authority and its partners.

We invite you to input your ideas and suggestions and request your support to make this vision a reality, so we can all become Good Travelers.