

JETWING'S JEEP Wins PATA Gold

PATA has just announced that the 2009 PATA Gold Award in the Corporate Environment programme category has been awarded to Jetwing Hotels for the **Jetwing Eternal Earth Project**, based in Jetwing Hunas Falls, Kandy. This year there was a total of 236 entries from 120 organisations who were vying for the 24 Gold Awards in the various categories; it is no surprise perhaps that Jetwing was the only winner from Sri Lanka this year.

The winning entry titled, '**Together we can make it – the Jetwing Eternal Earth Project**' was nominated as the 'best in its class' by the judges, who were very impressed with the quality and over all high standard of the entry.



The JEEP project was launched in January 2008, by Jetwing as a responsible corporate citizen to contribute towards minimizing *Global warming* and its *effects* for the benefit of mankind. As a responsible tourism partner the project has also been associated to Sri Lanka Tourism's '*Earth Lung*' initiative aimed at making Sri Lanka a Great Green Destination.

Under this project a model re-forestation was implemented at Jetwing Hunas Falls, which can be replicated in many other climatic zones as well as in small scale plots of land. Of the hundred acres of land, adjacent to the hotel which was allocated for this project, the team was pleased to announce that a total of 1594 trees have been contributed and planted at the project site as at June 2009, taking into consideration Analogue forestation and Forest Garden principles.

The key objective of the project is to use this model and its process as a method of educating the younger generations through the schools, in order to enable them to secure a safe earth, both for themselves and the generations to follow. Each hotel and other operational units within the Jetwing family have taken on two foster schools over the year, with new schools being added each year. The objective was to educate children on good '*Earth Saving Practices*'. Where possible compost bins to encourage composting of bio-degradable garbage was used for the nurseries at hotels and in foster schools. This was also be used as a method to teach school children practices of better waste management and the underlying reasons.



Jetwing have been promoting this project at each of their hotels giving the opportunity for hotel guest to contribute to the project, by making an investment on a minimum of one tree that will be planted at the forest project at Jetwing Hunas Falls. Guests investing in the project receive their JEEP Carbon Credit certificate.

Anyone who wishes trees to be planted on their behalf could also visit the 'Web Forest' on their website www.eternalearth.net and make investments towards this worthy cause.



This project has involved the local communities greatly; by educating them to economically self-help through '*Analogue Forestation (managed forest)*' or '*Forest Gardening System*', as well as making them learn good '*Earth Saving Practices*'. This includes, scientific waste disposal, minimum carbon emission, prevent harmful land clearing, prevent soil erosion, understanding the importance and sustenance of bio-diversity etc. The Jetwing Green Directories have also been made available to the public as a means of additional knowledge.

The community involvement of the project is being used to harness their relationship with the tourism industry and make it a catalyst to create awareness among local communities about the value of tourism to the people of Sri Lanka and how to benefit from the industry with no damage to the environment.

'This is indeed a great honour for the community, each contributor and us as a whole. The success of this project is based entirely on each person working together with the other to ensure that together we can certainly make Sri Lanka a Great Green Destination. Winning this award shows us that we are certainly on the right track. In addition it is an excellent opportunity to promote Sri Lanka as an exemplary Green Destination to the rest of the world.' said Ruan Samarasinghe, Managing Director of Jetwing Hotels.

The success of JEEP and its positive effects has also influenced the management to convert Jetwing Hunas Falls into a total eco friendly destination and developments are underway to introduce a Wood Gassifier and a Mini Hydro power project at the hotel. The Gassifier will burn *Gliricidia Sepium* fuel wood in an enclosed chamber in an environment friendly process to produce hot water for guest use. Planting *giricelia* is already taking place in the JEEP forest that also enriches the infertile soil with nitrogen. The Hydro power generation from the free flowing water from Hunas falls will supplement the power requirements of the hotel. The benefits once again are twofold by way of economic benefit to the hotel from free energy whilst reducing the burden to the main grid thereby reduction of carbon emission from thermal power generation.



The strong Jetwing core value system has remained as a key factor in the successful management of the project.



NOTE **Jetwing**

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