

PRINCE *of* WHALES

Prince of Whales navigates beyond carbon neutral to become a designated Climate Positive company

At least 110% of GHG emissions to be offset annually

June 28, 2022, Victoria, BC – Prince of Whales Whale & Marine Wildlife Adventures has become a Climate Positive designated marine adventure company, enhancing their ongoing commitment to sustainability.

A Climate Positive designated company must commit to offsetting their greenhouse gas (GHG) emissions by 110% and find ways to further reduce their outputs on an annual basis. With this designation, Prince of Whales has committed to offsetting at least 110% of their GHG emissions annually. The company has partnered with Vancouver-based Ostrom Climate to certify their carbon offsets and Victoria's Synergy Enterprises to develop an emissions reduction, monitoring, and reporting program.

"We're a Climate Positive business because being carbon neutral should, by now, be table stakes in the tourism industry," said Ian MacPhee, Director of Sales and Marketing for Prince of Whales. "In the past we've been reluctant to champion the work we've done in our approach to sustainability; customers, suppliers, and partners are seeking out businesses that are taking the extra step to help mitigate and reduce their impact on the planet. This is our signal to them that we're committed to doing more."

Prince of Whales began the process toward Climate Positive designation in 2021, meeting with Ostrom Climate and Synergy Enterprises to map out the challenges, opportunities, processes, and costs of making the big move. The company will issue an annual sustainability report to track its progress on both offsetting and reduction and will be transparent about their successes and challenges.

"While we can't run our vessels without burning fuel, we're committed to finding ways to reduce our carbon footprint. I can't wait for the day when our boats will operate without needing fossil fuels," said MacPhee.

Through the Climate Positive designation, Prince of Whales will invest most of its carbon offset portfolio in a high-quality offset project on the West Coast— The [Great Bear Forest Carbon Project](#), an Improved Forest Management Project created from a partnership between Coastal First Nations and the Province of BC.

"We're thrilled to be working with Prince of Whales to help them achieve the Climate Positive designation so quickly after deciding to tackle their climate impact," said Dawn Hancock, Director of Client Engagement at Ostrom Climate Solutions. "By committing to reduce their emissions going forward and offsetting at least 10% more greenhouse gases than they emit with carbon offsets that are third-party verified to best-in-class standards, they are now climate leaders in the tourism industry."

"Through our work helping Prince of Whales measure and report their carbon footprint, we had the opportunity to interact with a group of individuals committed to operating with a light touch," said Kayli Anderson, Managing Partner, Synergy Enterprises. "They have set ambitious but achievable emission reduction targets, which they will achieve through conservation, optimization, and innovation across all business operations."

VICTORIA DEPARTURES

812 Wharf St, Inner Harbour,
Victoria, BC

VANCOUVER DEPARTURES

1666 Duranleau St, Granville Island,
Vancouver, BC

TELEGRAPH COVE

1610 Telegraph Cove Road,
Telegraph Cove, BC

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Prince of Whales will join six other Climate Positive designated companies in Canada. For more information on the designation, visit <https://ostromclimate.com/offsetters-community/partners/>.

About Prince of Whales Whale & Marine Wildlife Adventures

In 1993, Alan McGillivray used his passion for the oceans and founded Prince of Whales Whale & Marine Wildlife Adventures. Today, the family-owned business has operations in Victoria, Vancouver, and Telegraph Cove and operates more than 15 vessels, including high-speed catamarans, Zodiacs, and custom-built cruisers. Prince of Whales is a Climate Positive adventure company, designated by Ostrom Climate, and is committed to offsetting at least 110% of their emissions annually. As an industry leader, Prince of Whales supports organizations such as 1% for the Planet, the Pacific Salmon Foundation, the Centre for Whale Research, and Peninsula Streams Society. For more information, visit princeofwhales.com.

Media contact:

Brian Cant, VP, Business Impact & Engagement, 4VI: 250-888-8729 or brian@tourismvi.ca

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