

Media Inquiries:  
Amy Kerr  
MPA Digital  
(757) 645-3113  
[amy@mpa.digital](mailto:amy@mpa.digital)



## **BUCUTI & TARA BEACH RESORT NAMED CARIBBEAN'S FIRST CERTIFIED CarbonNeutral® RESORT**

EAGLE BEACH, Aruba – September 13, 2018 – Proving actions speak louder than words, Aruba's [Bucuti & Tara Beach Resort](#) just became the very [first hotel in the Caribbean to achieve carbon neutrality](#). To be certified as CarbonNeutral®, recognized as a critical element in the resort's comprehensive sustainability program, the CarbonNeutral® certification follows the CarbonNeutral Protocol and was officially made on August 28, 2018.



### **What does it mean to be CarbonNeutral®?**

CarbonNeutral® is a global standard awarded to businesses that have reduced their (CO<sub>2</sub>) greenhouse gas emissions, which trap heat in the atmosphere, to net zero.

"Bucuti & Tara Beach Resort has set the benchmark high with its sustainability program and we're delighted that CarbonNeutral® certification has been added to its achievements, demonstrating the commitment to net zero emissions that leading businesses throughout the world are achieving," said Saskia Feast, VP Western Region, Natural Capital Partners.

### **What does being CarbonNeutral® mean for Bucuti's guests?**

Providing a net zero carbon emissions experience means Bucuti's guests leave no footprint, but do leave with a memorable, guiltfree vacation.

Bucuti & Tara's mission is to achieve lasting results for both its guests and conservation. Bucuti & Tara has now proven that carbon neutrality and a memorable vacation are mutually inclusive.

### **The Path to CarbonNeutral®**

Over the years, the resort's Green Team, with full owner support and substantial investment, accomplished extensive emission reductions within its operation. Through its extensive CarbonNeutral® initiatives, Bucuti & Tara reduced its carbon emissions to the maximum possible level within the resort. The small remaining gap is offset with carbon credits through its local Vader Piet wind farm.

Initiatives span the simple to the complex with every resort service being scrutinized and improved upon. Gifting every guest with a reusable water canteen has resulted in keeping 290,000 single-use plastic water bottles annually from landing in Aruba's landfill. Offering healthier portions provided guests with more sensible – and

desirable - serving sizes, with a byproduct of reducing food waste by 30%. The resort installed the island's largest solar panel system - the maximum the government would allow.

Bucuti is committed to following The CarbonNeutral® Protocol, the leading framework for achieving carbon neutrality worldwide. Through the carbon neutrality certification process, it worked with SCS Global Services (formerly Scientific Certifications Systems) to verify the emissions of resort operations and Natural Capital Partners, carbon offset experts in the delivery of solutions for positive impact on carbon, renewable energy, biodiversity and water.

### **The Caribbean's Eco-pioneer**

Ewald Biemans, owner and CEO of Bucuti & Tara and passionate environmentalist, has steadfastly woven sustainable practices throughout the resort's policies and culture since opening in 1987. Recognized as the [Caribbean's most eco-certified resort](#), Bucuti & Tara was the first ISO 14001 certified hotel in the Americas, the first in the Caribbean to achieve LEED Silver certification and has been named the World's Most Sustainable Hotel/Resort by Green Globe.

Biemans himself has received multiple awards as a green leader including being the Caribbean Journal's Green Hotelier of the Year and last year he was the first-ever individual to receive Leader in Sustainability Gold Adrian Award from the Hospitality Sales & Marketing Association International and National Geographic Traveler, an honor previously only awarded to organizations. He is often called upon for public speaking engagements and expert insight about sustainability.

### **Why invest to be CarbonNeutral®?**

Earth's temperatures continue to soar, and sea levels are rising threatening coastal communities worldwide such as sea-level Aruba. Bucuti & Tara recognizes that human-driven climate change is a global issue that every person, business and organization, has a responsibility to change.

"Our guests have chosen Aruba for our naturally beautiful beaches, stunning turquoise waters and the happy, healthy island community. We must protect and preserve our environment on a meaningful level to deliver this experience in the future," says Ewald Biemans. "I believe the hard work, passion and dedication of our sustainability team to achieve carbon neutrality will inspire others to consider similar action."

To learn more, visit [Bucuti.com](http://Bucuti.com).

### **Images**

Dropbox: <https://www.dropbox.com/sh/e7v4ev1bvyzgiki/AADEuRLEkraemnrKz9TDs2nHa?dl=0>

### *Captions*

**Bucuti+Tara-Beach-Resort** Bucuti & Tara Beach Resort, Aruba's premier adults-only boutique resort, is serene and peaceful, perfect for honeymooners and couples looking for romance and relaxation.

**Certified-CarbonNeutral-logo** Bucuti & Tara Beach Resort received its CarbonNeutral® from Natural Capital Partners

**CarbonNeutral® hotel-certification** This certificate acknowledges that Bucuti & Tara Beach Resort, Aruba, represents the global standard awarded to businesses that have reduced their (CO<sub>2</sub>) greenhouse gas emissions, which trap heat in the atmosphere, to net zero.

### **About Bucuti & Tara Beach Resort**

Declared the first CarbonNeutral® hotel in the Caribbean in August 2018 and the No. 1 Hotel for Romance in the Caribbean for 2018 by guest-driven TripAdvisor, Bucuti & Tara Beach Resort is Aruba's premier adults-only boutique resort. Led by celebrated hotelier and environmentalist, Ewald Biemans, named by Caribbean Journal as the 2017 Caribbean Hotelier of the Year, the resort is nestled on the powdery white sands of Eagle Beach, home to protected sea turtles and named one of the "Dream Beaches of the World." Bucuti offers 104 well-appointed guestrooms, suites and penthouses; sunbeds and shade for every guest; fresh water infinity pool; spa; WiFi; and complimentary iPad with Skype for use during stay. Award-winning healthy dining is enjoyed at oceanfront Elements, Tara Lounge and private beach dining. Reserved exclusively for guests and their friends, the open-air SandBar on the beach offers top-shelf cocktails and live music daily. The resort is TAG Approved® as a LGBTQ-friendly hotel. Bucuti, a worldwide sustainable tourism leader, holds eco-certifications of LEED Silver, Green Globe Platinum, ISO 14001 and Travelife Gold and was named the World's Most Sustainable Hotel/Resort in 2016 by Green Globe.

###