

WORLDS OF DISCOVERY



Bill Street
Director of Education and Conservation
Busch Gardens



Sustainability in a Consumptive Industry



- What's in the Past Should Not Stay in the Past
- Know Your Audience
- Harvest the Low Hanging Fruit First
- Then Get a Cherry Picker
- You Are Not Alone



What's in the Past Shouldn't Stay in the Past

- Conservation and stewardship is typically not new to a large company, just now newly popular
- Base strategies in your history of successes and failures
- Position efforts as not “new” but as an expansion of existing philosophy
- Be real
- Be honest



Our Company's Long History of Environmental Stewardship

Improving efficiency, minimizing waste and supporting conservation efforts for more than 100 years

- Spent grain recycled into cattle feed since 1890s
- A-B Recycling Corporation formed in 1978 and now recycles more aluminum cans than packaged
- World's largest operator of Bio-Energy Recovery Systems that convert nutrients from the brewing process into renewable fuel
- Leaders in animal rescue and rehabilitation
 - More than 15,000 animals rescued since 1970
 - We rescue, rehabilitate and release more animals than any zoological facility in the world



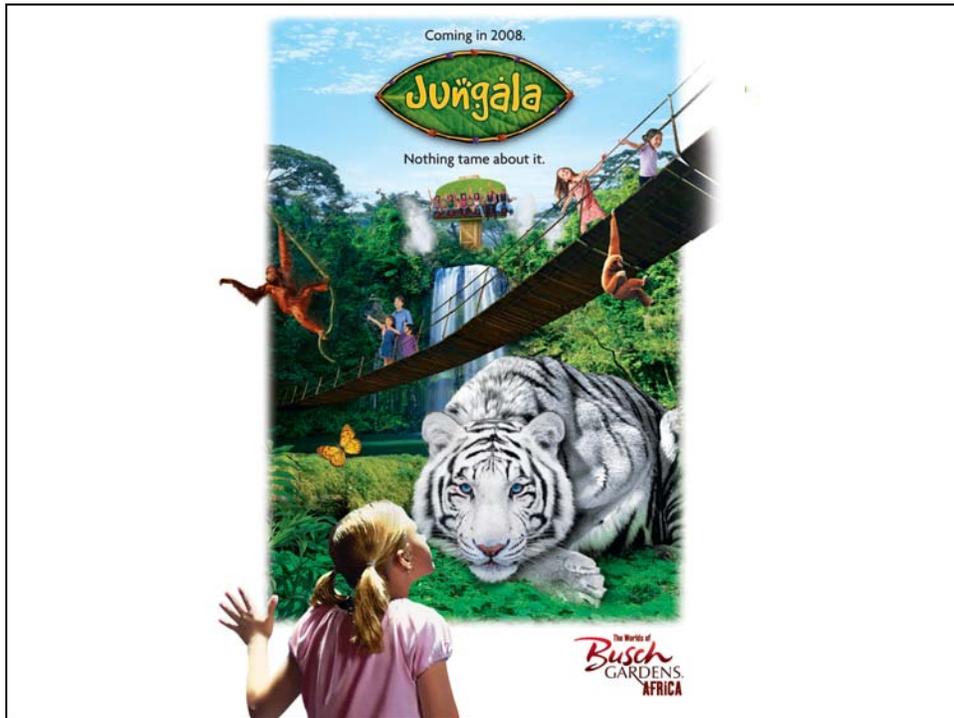
Know Your Audience



Know Your Audience

Finance = \$
Sales = product positioning
PR = community relations
Executives = Risk vs. Reward
Operations = Ease of execution





Using Resources Efficiently

Energy
Water
Gas/Fuel
Product Materials
Paper
Batteries
Electronics
Paint
Appliances



Waste Reduction and Recycling



- relocated several large trees in the construction area
- recycled all pressure treated lumber (330 cu. yards), rebar (180 tons), scrap steel (128 tons) and concrete (9,000 tons) during demolition
- utilized decking made from reclaimed wood and plastic in bridge areas and walkways
- employed local fabricators to reduce shipping impact and transportation emissions
- open air design in buildings to minimize energy consumption
- energy efficient appliances, light fixtures/bulbs, and equipment



Harvest the Low Hanging Fruit First

- Monthly hose repair program
- Earth Day celebration at all AB parks
- “Puddy” communications (restrooms, napkins, etc.)
- Rainwater collection
- Office recycling programs incorporating segregation
- Commissary scraps used for animal feed
- Air conditioning filter replacement and maintenance
- TECO energy audit



Using Energy Efficiently

Energy use at Busch Gardens dropped 5% in the past year since the TECO audit.

\$255,500 / year

Or

3,930 park admissions



Then Get a Cherry Picker

- Employee clean up, electronic recycling, planting days and recycle days
- Guest recycling program
- Zookie Dookie
- Biodegradable dinnerware
- Solar panel program
- Delta system
- Water pump replacement
- Biodiesel program



You Are Not Alone



Questions

- How do you track success?
- How do you justify cost, especially those that don't have a good CFROGI (Cash Flow Return on Gross Investment) or EBITDA (Earnings Before Interest, Taxes, Depreciation, and Amorzization)?
- How can you expand your recycling program?
- What is the structure of your "Green Group." How do they influence? How are costs structured?
- What is your approach on making buildings more efficient?



Summary

- SeaWorld Parks and Entertainment has a long and rich history of environmental protection and wildlife preservation
- We continue to evaluate strategies to reduce our environmental impact
- Our plan includes developing strategic partnerships within our communities and with leading organizations

