

Developing your Sustainability Journey



Programme

- Introduction to Sustainable Tourism
- Why go Green?
- Where to Start / Baseline Review
- Setting up Action Plan / Targets
- Top Tips
- Q&A



What's it all about...?

- **Sustainability**
Environment, Economy, Social
- **Net-Zero Carbon**
Carbon-Neutral – reducing or balancing carbon emissions to zero
www.theccc.org.uk
- **SDGs**
UN Sustainable Development Goals
- **Declaring a Climate Emergency**
Public commitment to reducing greenhouse gases
www.climateemergency.uk
- **Tourism Declares a Climate Emergency**



17 Goals to Transform our World

www.tourism4sdgs.org



- Develop Climate Action Plan
- Share your commitment
- Cut carbon emissions
- Work together
- Advocate for change

www.tourismdeclares.com

Travel Trends

2023 will be about saying “no” to normal

- **78% Stay in sustainable property**
- **57% sustainable certification**
- **66% Authentic Experiences**
- **38% Willing to pay more to make their travels more sustainable**
- **64% Avoid popular destinations and attractions**



78%

intend to stay in a sustainable property at least once in the coming year

<https://globalnews.booking.com/download/1161485/booking.com-sustainabletravelreport2022final.pdf>

WHY go Green?

PEOPLE

- You care / want to the right thing
- Your guests / customers are asking
- Your staff / team want to do it
- Your competitors are doing it

PLACES

- You want to conserve your local area
- You have lots of culture / nature nearby
- You want to enhance the experience

PLANET

- Your utility bills are high
- You want to reduce your waste
- Your want to reduce your carbon
- You want a safer / cleaner business



Booking.com

76% would do Green actions on holiday

#2minutebeachclean
www.beachclean.net



Wilderness Scotland

“you are travelling with a company that takes its commitment to sustainable tourism seriously”

Top Reasons...

1. To Reduce Waste Generation and Costs
2. To Reduce Energy Costs
3. Achieve marketing advantage
4. To Save water and money
5. Highlight commitments to Climate Change

Statistics from Green Check Quiz February 2023



Booking.com

71% want more sustainable options to book



It enhances our offering for clients & demonstrates that we are serious about sustainability

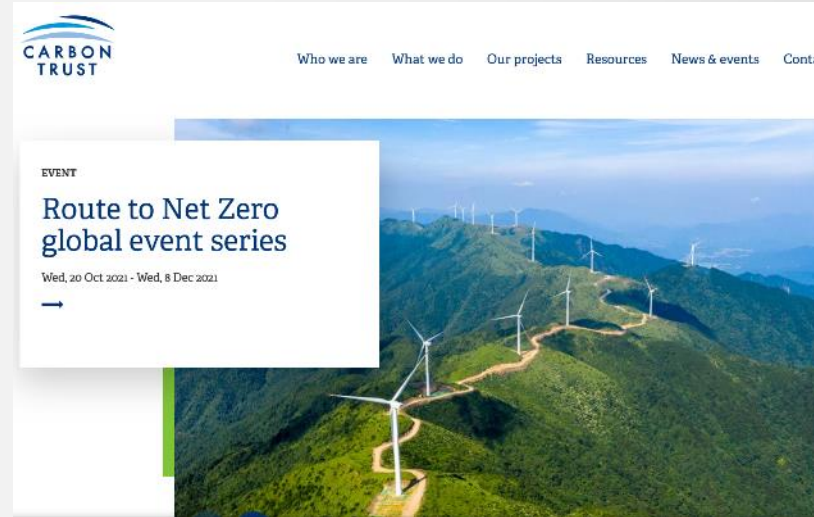
DALATA
HOTEL GROUP PLC

VISIT MORAY SPEYSIDE/ STARTING OR ENHANCING YOUR SUSTAINABILITY JOURNEY

Baseline Review

Utilities & Consumables

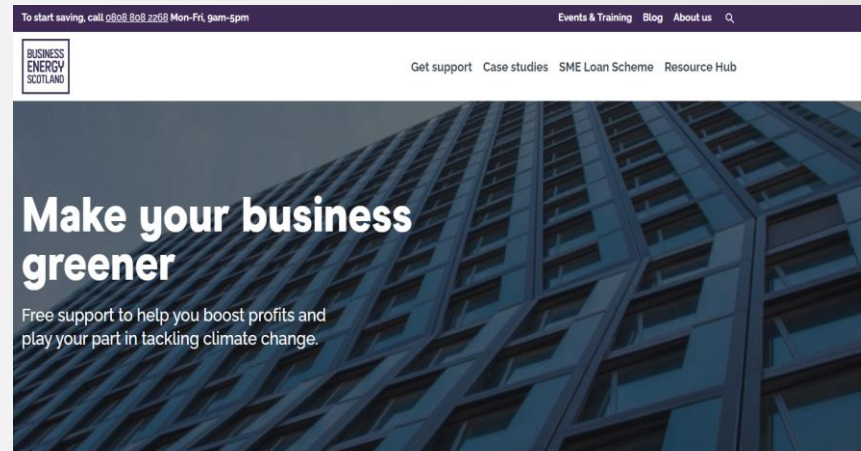
- What do you buy / spend money on?
- What do you waste / use inefficiently?
- What do you throw away? (*Have you looked in your bins recently?*)
- Can you easily reduce any of these?
 - Energy
 - Water
 - Chemicals
 - Food & Drink
 - Single-use items
 - Office consumables



www.carbontrust.com/

www.energysavingtrust.org.uk/business/

www.gov.uk/guidance/energy-technology-list



**Business Energy
Scotland**

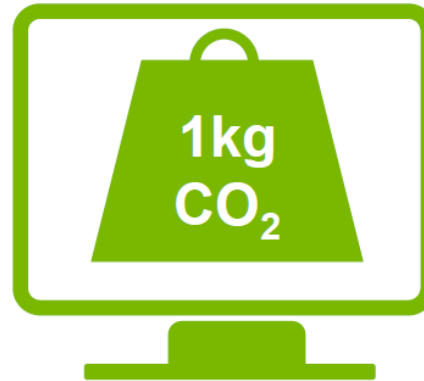
<https://businessenergyscotland.org>

Example: Comrie Croft

- LED lights throughout
- District heating
- 60 solar panels (15kW)
- Hargassner Biomass system
- Underfloor heating in reception area
- Staff awareness
- Briefing & signs to encourage guests



Lighting an average small office overnight wastes enough energy to heat water for 1,000 cups of coffee



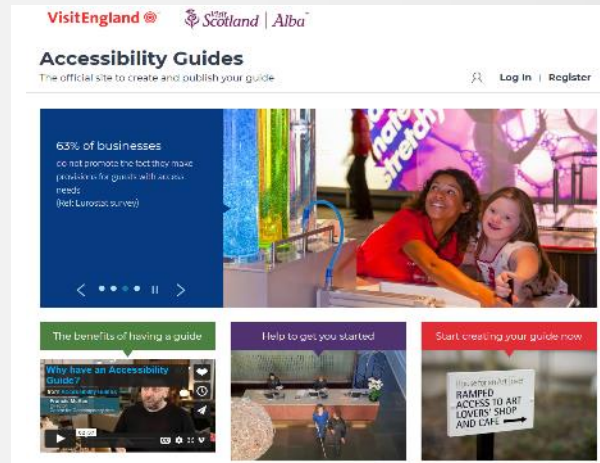
Turning off one PC monitor that's normally left on saves 1kg of CO₂ a year



Baseline Review

Community, Accessibility & Biodiversity

- Do you support local community?
- Do you support local / international charities?
- Do you support local craftspeople?
- Have you got an accessibility guide?
- Do you help look after wildlife?
- Do you help with increasing biodiversity?
- Can you easily do any of these?



www.accessibilityguides.org



<https://ukpoms.org.uk/>

<https://butterfly-conservation.org/>

Examples

Community, Accessibility & Biodiversity

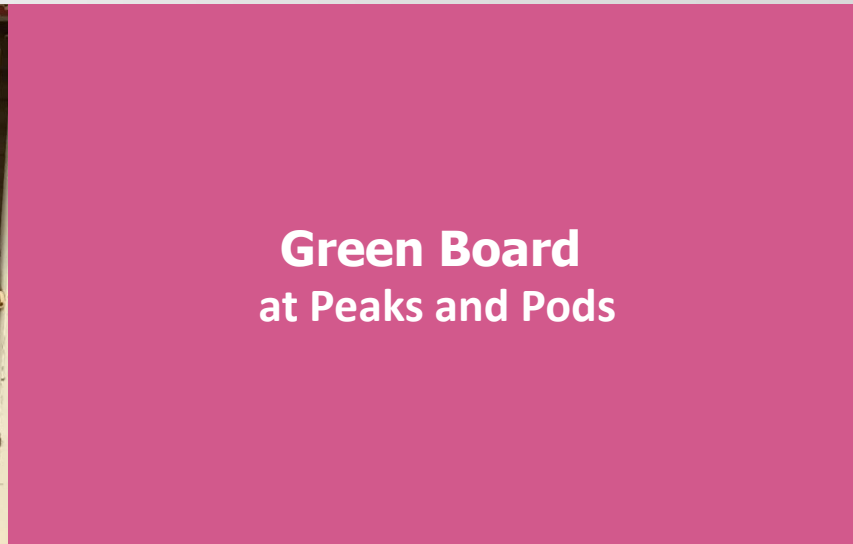
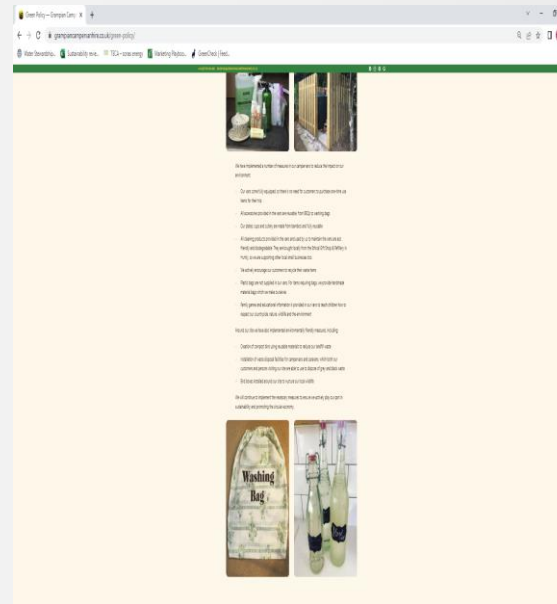
- **About Argyll Walking holidays**
 - Customers donate trees to reduce impact of their sustainable holiday
- **Diageo distilleries**
- **A Cup of Kindness Campaign**
 - Virtual tour and tasting with local care homes
- **Wreckspeditions**
 - Clean up is part of their dives



Baseline Review

Customer Engagement

- Where / How / When do you communicate with your Customers?
- Can you include green messages / information
 - Local culture / wildlife
 - Community initiatives
 - Local products / produce
 - Active travel options
 - Recycling
 - Energy / Water conservation
- Do you have information about your Green commitment?

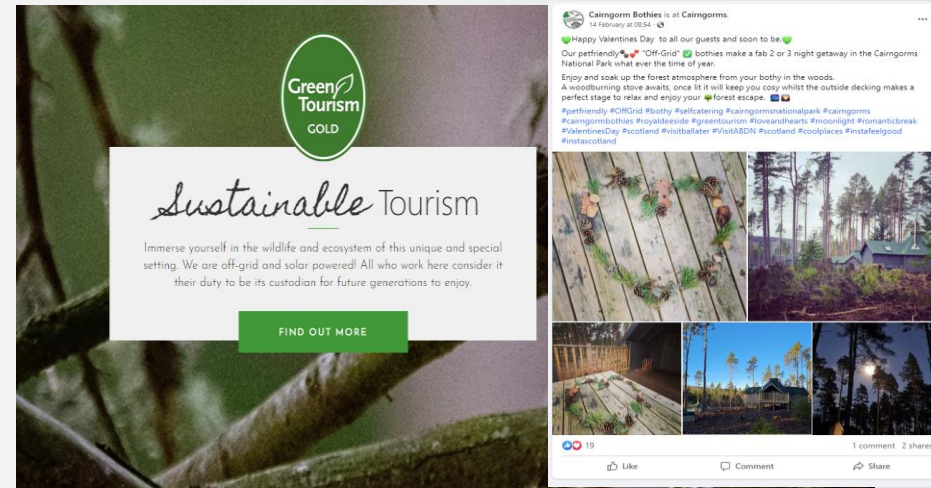


Examples

Customer Engagement

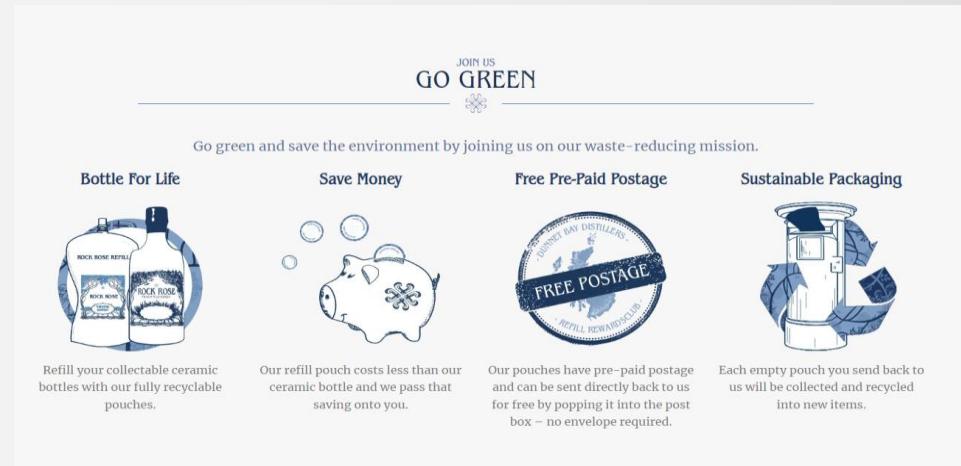
The Cairngorm Bothies

- Sustainable Tourism Website page
- Share their story on social media



Dunnet Bay Distillers

- Sustainability commitment
- Recycling programme



Focus Areas

- **Identify areas you want to improve**

- Reducing energy
- Reducing greenhouse gas emissions
- Creating a sustainability policy

- **Set targets**

- Specific, Measurable, Attainable, Relevant, Time-based

- **Assign task**

- Most appropriate person
- Someone who will drive the initiative forward
- Member of the green team / YOU!!



Up to 40% of a business's energy can go on lighting.

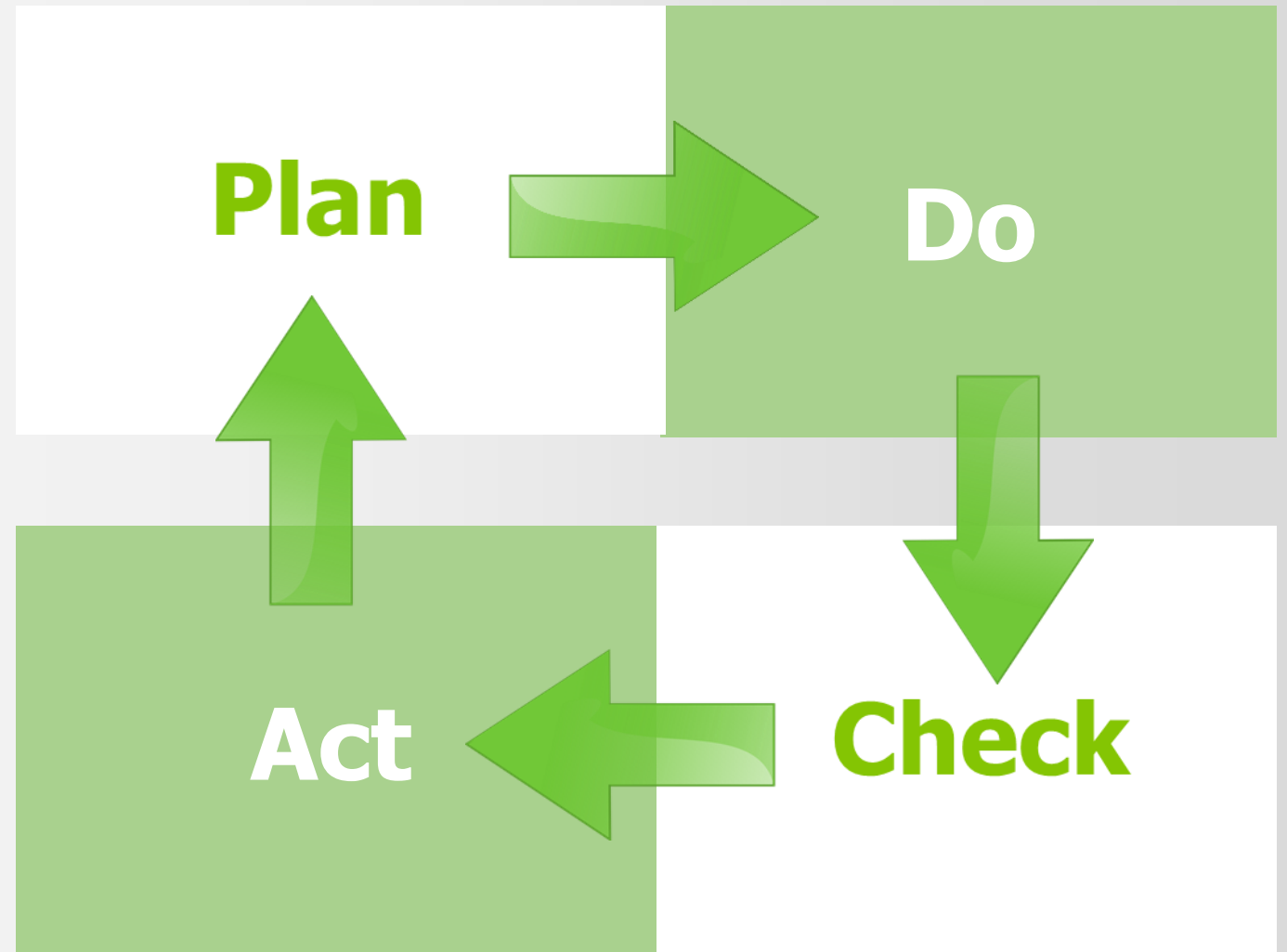


Climate Change Act 2019

Net-zero emissions of all greenhouse gases by 2045

Do, Check, Act

- **Do**
 - Implement the action plan
 - Monitor and collect data / information
- **Check**
 - Assess measures implemented, their success, setbacks, impact
 - Review targets & progress regularly with team / staff
 - Speak to staff / customers / suppliers
- **Act**
 - Seek advice from external agencies / network / peers
 - Celebrate achievements with staff, customers and the public
 - Acknowledge failures
 - Establish new goals and targets



Action Plan

- **Your action plan should:**
 - Record key information
 - Be accessible to everyone in Green Team / relevant people
 - Be used for business planning
 - Be reviewed regularly
 - Track progress / impacts
 - Be revised to reflect results (good and bad)



If you fail to plan, you are planning to fail



If you can't measure it, you can't improve it

People

- **Communication**
 - Info for customers, sharing your green story on website / social
- **Awareness**
 - Training, action plan, purchasing policy, maintenance, advice
- **Community**
 - Local social or environmental projects, supporting charities
- **Health & Well-Being**
 - Customer & staff health and wellbeing
- **Equality & Diversity**
 - Policy, accessibility, ethical practices

PEOPLE - Communication



MEASURE	TO DO	PARTIAL	DONE	COMMENTS / EVIDENCE
Green/Sustainability Policy A customer facing sustainability / green policy or statement on your green business commitment.		x		Write policy and put on website / in guests info folder
Sharing your Green Story/Information Communicate your green journey, actions, and green story to a wider audience.		x		Rewrite about us section of website
Green Social Media. Commit to regular green themed posts and/or content including #greentourism.	x			Start using hashtags
Customer Feedback. Collecting green focused feedback can help identify areas of success and improvement.		x		Add green questions to the feedback form
Other Green Awards/Accreditation/Recognition Have you received any green awards/accreditation/recognition?	x			For the future

Places

- **Destinations**

- Green customer info, responsible visitor promise / charter

- **Experiences**

- Local / specialist experiences, low carbon activities, tours & meetings

- **Travel**

- Public transport, business travel, electric vehicles, group travel

- **Food & Drink**

- Local / ethically sourced, vegan, vegetarian, healthy, special diets

- **Biodiversity**

- Planting, habitats, refuges, conservation, education, supply chain

PLACES - Destinations



MEASURE	TO DO	PARTIAL	DONE	COMMENTS / EVIDENCE
Greener Customers Provide relevant information to help your customers be greener both in the destination and in your business.		x		Some information in place – need to download VS Responsible Visitor promise to use and put a link on our website
Cultural Heritage Promote or help conserve the culture, history, and traditions of your destination.			x	Good information available to customers and on our website
Events / festivals Actively supporting and promote local physical or digital events and festivals			x	Good information on our website with calendar of events – include it in booking info to encourage visitors to revisit at other times of the year
Customers supporting local projects/ Campaigns Encourage customers to support your chosen charities or projects.		x		Have a collection box in reception but could have it on website / in booking info

Planet

- **Energy**

- Monitoring, lighting, appliances, heating, hot water, insulation

- **Water**

- Monitoring, conservation, recovery, quality

- **Waste**

- Monitoring, reduction, single use items, food waste, organic, hazardous

- **Carbon**

- Monitoring, managing, renewables, adaptation

- **Chemicals**

- Cleaning products, laundry, toiletries, pesticides / herbicides

PLANET – Energy



MEASURE	TO DO	PARTIAL	DONE	COMMENTS / EVIDENCE
Monitoring energy use Regularly monitor and analyse energy use from all fuel sources (electricity, gas, oil etc.).		x		Done from bills – could keep a spreadsheet with all fuel use, occupancy rates so can calculate cost / use per guest
Lighting Utilise energy efficient lighting and controls throughout your business.			x	All LED light bulbs throughout with motion sensors on external lights
Appliances When purchasing appliance make sure they are as efficient as possible ideally A+/AAA rated.		x		Will replace older chest freezer with A+ rated when it fails – Main fridge and freezer both A+
Heating & Hot water Policies or procedures in place to ensure your heat & hot water system are run and maintained as efficiently as possible.			x	Water temperature monitored and maintained at 60°C, Pipes well lagged, heating on timer with room thermostats controls
Building fabric and insulation Buildings should be well insulated to help retain heat in winter and reduce overheating in the summer.			x	Loft insulation upgraded last year, cavity wall insulation done 5 years ago

Climate Action Plans

Commit to

- Develop Climate Action Plan
- Share your commitment
- Cut carbon emissions
- Work together
- Advocate for change



- Measure
- Decarbonise
- Regenerate
- Collaborate
- Finance



www.greentourism.com/tourism-declares

New Resource Hub

- New partnership project with Visit Moray Speyside
- Provide businesses with a suite of resources to get started on your sustainability journey
- Available on the Visit Moray Speyside website from end of March
- Resources which Green Tourism get many requests for from tourism businesses
- In template format where possible, allowing you to tailor to your business



2: Food and Drink

Sustainable food and drink

- **Supports smaller more community-based suppliers** – Promoting fair-trade and sustainable products shows your company's commitment to small producers and demonstrates that your customers are also helping with their choices.
- **Cost Savings** – Reducing food waste in the purchasing of produce while reducing the amount of packaging on products that you produce, use or purchase will help save money, decrease the amount of waste generated and what you pay for waste disposal.
- **Showcasing your local area** – Using locally sourced products and produce will show what your region has to offer and demonstrates your commitment to reducing your food miles and carbon footprint.

Offering more sustainable Food and Drink Options

Here are some of the tips we offer to provide practical solutions to ensure the food and drink you offer is more sustainable:

- 1. Develop a more sustainable menu**
Sourcing more local products will help you to reduce transport emissions whilst also supporting the businesses in your community
- 2. Grow your own**
If feasible you can create an onsite vegetable plot, roof garden or herb garden to grow your own which to supply inhouse production of salads, pickles, preserves etc



3: Waste - Avoid, Reduce, Reuse and Recycle

So much waste

Humans have always produced waste, ranging from Neolithic flint shards piles found at Grimes Graves in Norfolk, England, to vast piles of *Murex* snail shells on the shores of the Levant, used to produce purple dye for the Romans, to the 1950's which saw the start of the modern throwaway plastic age.

We are now in the situation where approximately 7bn of the estimated 9.2 bn tonnes of plastics produced between 1950 and 2017 are now waste. About 75% of that waste is either deposited in landfills or accumulating in terrestrial and aquatic environments and ecosystems.¹

Now the waste that we produce as a society has become an earth changing problem that affects everybody on the planet. DEFRA² has estimated that the UK generated 222.2 million tonnes of total waste in 2018, with England being responsible for 84% of the UK total, so we have come a long way since flint shards.

Recently we have seen television programmes such as Blue Planet II highlighting the global impact of waste. There have also been changes in the recycling policies in China and the far east and a UN resolution which is calling for a treaty covering the full lifecycle of plastics from production to disposal. As a result of these we must take a hard look at the waste that we are producing throughout the whole of society.

With this increasing awareness of the problem, the pressure on businesses is growing to find innovative ways to reduce and manage waste and make more sustainable choices which are beneficial to people places and our planet.

¹ <https://google.com/>
² DEFRA.gov.uk/waste/statistics/15/July/2021

Benefits of Avoiding, Reducing, Reusing and Recycling Waste

- Compliance with environmental legislation.
- Reduction of waste disposal costs.
- Creates more efficient use of raw materials, packaging, and technology by extending products life through design, repair, and reuse.
- Improves an organisation's environmental reputation with other businesses, suppliers, customers, employees, and insurers.
- Helps reduce greenhouse gas emissions, associated with its collection, transportation and emissions from land fill and incineration.
- Reduces demands on natural resources.

How to do more to avoid, reduce, re-use and recycle waste

Here are some approaches we recommend:

- **Establish a Green Team/ Waste Prevention Team** - Try to involve one person from every area of your organisation to discuss, raise awareness and most importantly get everyone engaged and motivated.
- **Monitor your waste stream** - Use clear bin bags instead of coloured ones, see what you may be throwing out. Have a Green Champion who can assess what is being thrown out and explain what can be recycled/reused.
- **Choose recycled or repurposed products** - Do this where you can, to begin to move away from a throw away culture.

What's included?

Your Sustainability Policy

- Template sustainability policy to adapt to your own circumstances
- Checklist to build your own sustainability policy

Your Sustainable Procurement

- Procurement checklist for sourcing goods and services sustainably
- Supplier Screening Questionnaire which you can tailor to engage with suppliers to drive sustainability

5 resource guides

Contact Name:	Date:
Business Name:	
1 – Do you have a Green, Sustainability or Environmental Policy? (If yes, please provide a copy)	
2 – Tell us how you share your environmental commitments and policy with your staff and customers? (Please provide information or weblinks)	
3 – Have you identified the environmental / sustainability / carbon impacts associated with the goods or services you provide? (If yes, please provide details below)	

**A questionnaire to send
to your suppliers**

TOP TIP 1

Awareness

- Publications / articles
- Training / webinars
- Newsletters, Intranet, Noticeboards
- Get everyone involved
- Green Meetings
- Green Champions
- Set up a Green Team
- Ask for suggestions / ideas



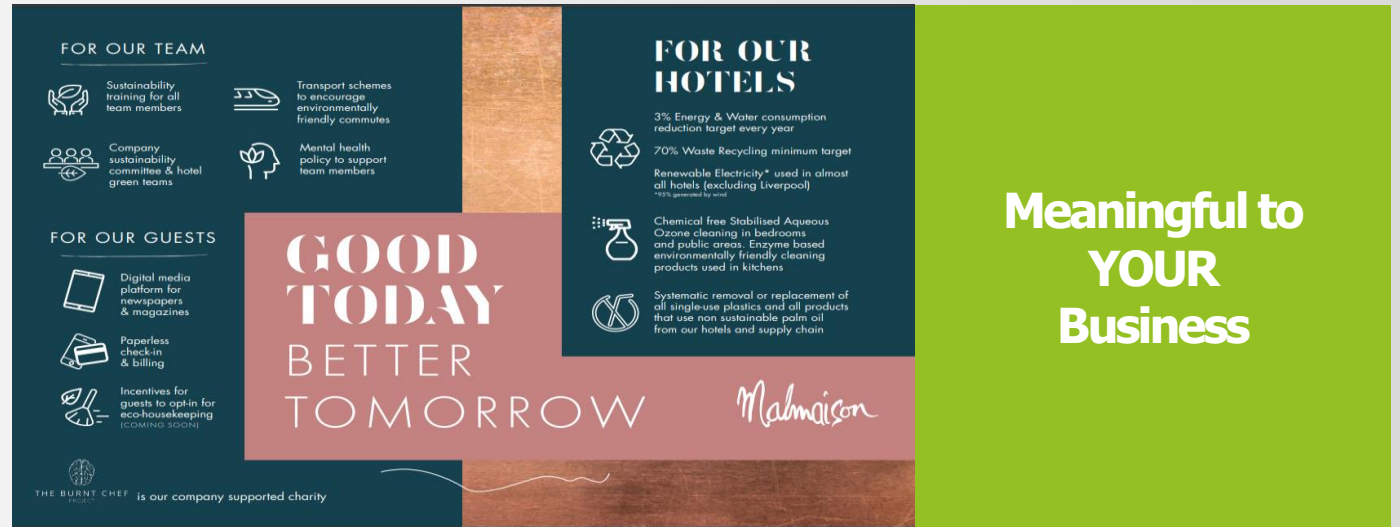
<https://www.zerowaste-scotland.org.uk/>



Ask for ideas for improvement

TOP TIP 2 Green Policy

- Meaningful to your business
- Easy to understand by you, your team, your customers and others
- Succinct and to the point – ideally no more than A4 sheet
- A commitment to legal compliance, continual improvement in all aspects of sustainability
- Goals, targets, achievements can be in policy or explained separately
- Signed and dated by senior management / owners



Meaningful to
YOUR
Business



By joining Green Tourism we hope that this will give you a firm indication of our green credentials and sustainable working practice. Wigglesworth House & Cottages on Green Tourism.

General Guidelines

We are committed to reducing pollution and to the continued improvement of our environmental performance and our impact and carbon footprint on the local countryside.

We will heighten the environmental awareness of all our guests and employees through education and information to ensure we are all ready to face the challenges posed by future environmental issues.

We will strive to enhance our image within the local community by:

- Supporting local farmers markets, food producers and business.
- Reducing our energy usage and carbon footprint on the local environment.
- Actively promoting recycling, Reduce, Reuse, Recycle, Compost.
- Encouraging walking and cycling and the use of Public Transport.
- Ensuring our impact on the Forest of Bowland, (AGNE), the Yorkshire Dales, and the surrounding local areas of natural beauty are always positive.
- Constantly looking at innovative methods of improving our environmental awareness and that of our employees and guests.
- Always complying with requirements of legislation and approved codes of practice.
- We have recently added an EV (Electrical Charging) point for the complimentary use of our guests.

Our visitor charter

Wigglesworth House & Cottages is supporting Green Tourism through our Visitor Charter...

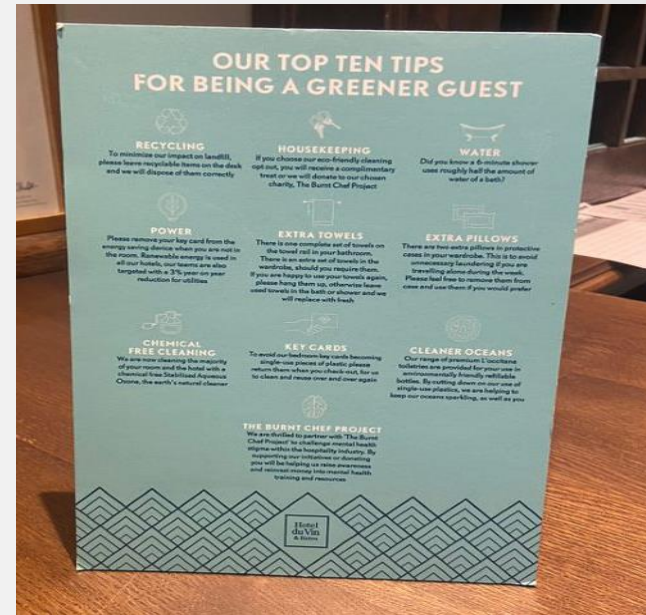
- Stay Green, Be healthier, Be Happier!
- Use, Re-Use, Recycle, Reduce
- Stick to footpaths and cycle tracks when out walking or cycling
- Taps need to be off when not in use
- Always clean up after yourself and your dog
- If possible leave the car, take public transport
- Nature, enjoy your surroundings, breathe in the fresh air
- Always conserve energy, lights off, heating down
- Beverage provides all the water we need, bottle it, drink it
- Locally source, locally shop
- Eggs supplied by our very happy hens. Enjoy them!

Easy to Understand
& Explain

VISIT MORAY SPEYSIDE/ STARTING OR ENHANCING YOUR SUSTAINABILITY JOURNEY

TOP TIP 3 Visitor Charter

- Meaningful and relevant to your customers
- Easy to understand with clear information / guidance
- Include local information / facilities
- Tell them how they can get involved / help
- Encourage them to do green things when they go home
- Encouraging and influential – Not wordy & dictatorial
- Tell them why it is important to the destination
- Tell them why it is important to YOU



Top 10 Tips

[Hotel Du Vin](#)

Our visitor charter

Wigglesworth House & Cottages is supporting Green Tourism through our Visitor Charter...

Stay Green, Be healthier, Be Happier

Use, Re-Use, Recycle, Reduce

Stick to footpaths and cycle tracks when out walking or cycling

Taps need to be off when not in use

Always clean up after yourself and your dog

If possible leave the car, take public transport

Nature, enjoy your surroundings, breathe in the fresh air

Always conserve energy, lights off, heating down

Borehole provides all the water we need, bottle it, drink it

Locally source, locally shop

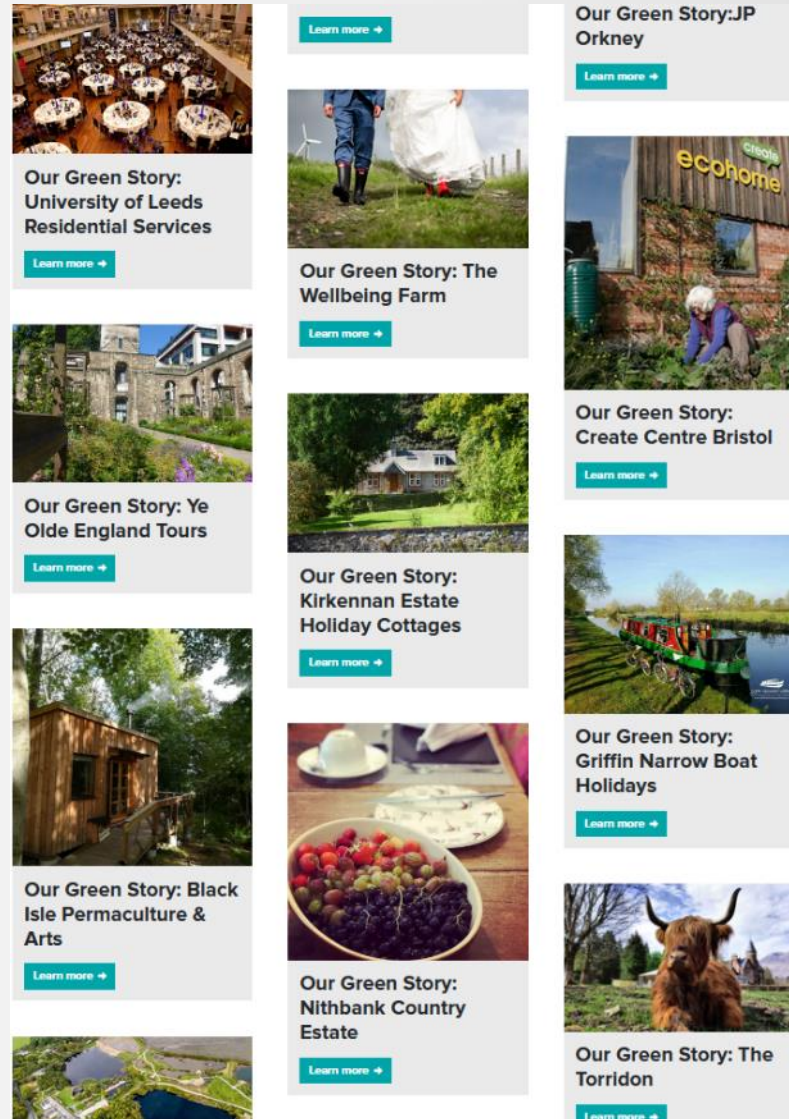
Eggs supplied by our very happy hens. Enjoy them!

Our Visitor Charter

[Wigglesworth House](#)

TOP TIP 4 Green Story

- **Show them you Care**
 - Supporting local community
 - Caring for your team / guests
 - Buying local
 - Conservation of cultural heritage
 - Increasing biodiversity
 - Reducing carbon & waste
 - Saving water, avoiding chemicals
- **Be honest & transparent - Don't Greenwash**
 - Provide evidence & information
 - We are all on a green journey just tell them how far you have got..



Tell Your
Green Story

www.green-tourism.com/blog

#tellyourgreenstory

TOP TIP 5 Campaigns

Green Days / Events

- World Environment day (5 June)
- Great British Spring Clean (25 Mar 10 Apr)
- Water Saving Week (23-27 May)

Green Active Travel

- National Walking Month (1-31 May)
- World Car Free Day (22 Sept)

Social Justice/Community

- Mental health Awareness Week (15th – 21st May)

Waste/Single Use Plastic

- Stop Food Waste Day (27 April)
- World Oceans Day (8 June)

September 16 - September 25

Great British Beach Clean 2023

United Kingdom

The Great British Beach Clean is a week-long citizen science event, where hundreds of beach cleans take place up and down the



September 19 - September 25

Recycle Week 2023

United Kingdom

Recycle Week is Recycle Now's flagship annual event which is a celebration of recycling across the nation. Now in its 19th



Thank You 😊

Questions?

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VISIT MORAY SPEYSIDE/ STARTING OR ENHANCING YOUR SUSTAINABILITY JOURNEY