

Sustainable Tourism

Benefits for Businesses & Visitors

Andrea Nicholas, CEO



Green
Tourism

VISIT
MORAY
SPEYSIDE

Programme

- Trends in sustainable tourism
- Customer demands
- Green Tourism Certification
- Climate Action Plans
- Where to Start / Continue
- Top Tips
- Q&A



Sustainable Tourism Trends

- **Sustainable Tourism**

Addressing the needs of visitors, the industry, the environment and host communities

- **Eco-tourism**

Natural conservation, communities & interpretation

- **Responsible / Green Tourism**

Making better places for people to live in and better places for people to visit

- **Regenerative Tourism**

Positive impact on the destination, and leave it in a better condition than they found it



www.oneplanetnetwork.org/programmes/sustainable-tourism



Instead of only leaving a lighter footprint, we're using that footprint to fertilise that area so it can regenerate and grow even stronger in the future

World Travel & Tourism Council

<https://www.oneplanetnetwork.org/programmes/sustainable-tourism>

<https://travelhub.wttc.org/blog/what-is-regenerative-travel>

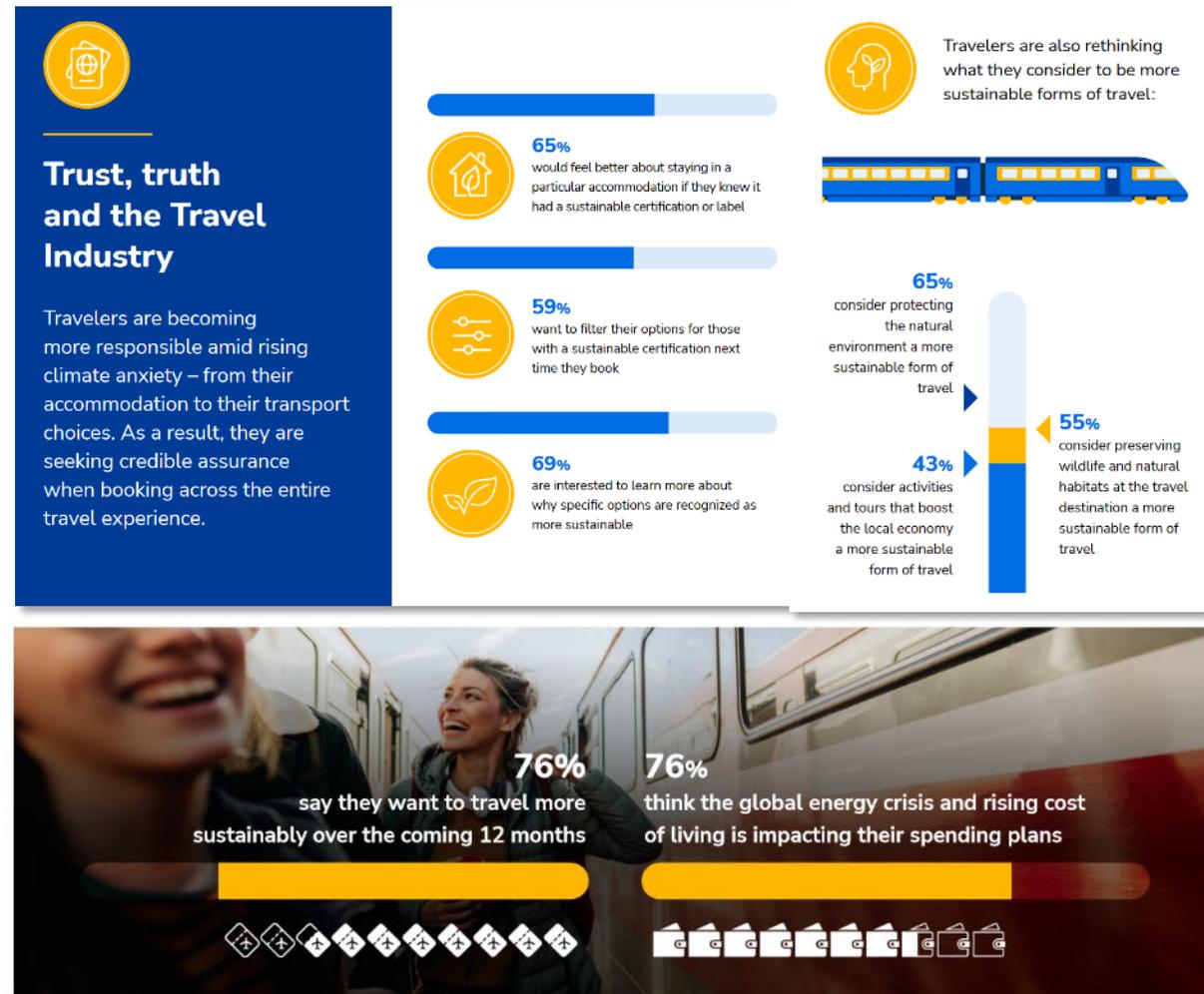
Customer Demands



74% believe we need to act now and make more sustainable choices to save the planet for future generations (66% in 2022)

Source: Booking.com Sustainable Travel report Feb 2023

- 33,228 respondents across 35 countries and territories (Incl. 1,008 from UK, 1,000 from Ireland)
- 43% are willing to pay extra for travel options with a sustainable certification
- 66% of travellers say they want to leave the places they visit better than when they arrived (59% in 2022)
- More than 500,000 properties globally are now being recognized for their sustainability efforts with a Travel Sustainable badge on Booking.com



<https://globalnews.booking.com/download/31767dc7-3d6a-4108-9900-ab5d11e0a808/booking.com-sustainable-travel-report2023.pdf>

Customer Demands

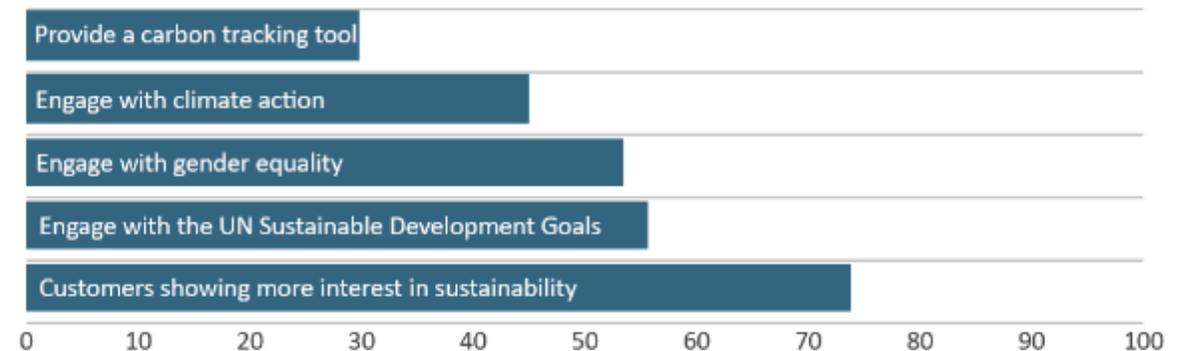
73.8% of travel executives saw increased interest in sustainability from their customers in 2022

Source: Euromonitor's Voice of the Industry: Travel Survey 2022

- 57.3% said customers will pay more for sustainable products and services, such as using renewables, carbon offsetting, paying a fair wage or sourcing local food and drink
- Embracing net zero emissions targets is the next stage of sustainable tourism with OTAs like Google, Skyscanner and Trip.com, all adopting greater transparency regarding carbon at the time of booking
- The movement to decarbonise and embrace a just transition is growing ever stronger in 2023



Travel Companies' Engagement with Sustainability 2022
% of respondents



<https://go.euromonitor.com/white-paper-EC-2022-Top-10-Global-Consumer-Trends.html>

<https://www.euromonitor.com/article/top-three-travel-trends-for-2023>

Green Tourism

- **UK & Ireland's leading tourism Sustainability Certification**
- **Established 1997**
- **3,000+ / 25 Countries**
- **All types / sectors**
 - Hotels, Guest Houses, Self-Catering, Hostels, Visitor Attractions, Tours, Event Venues, Activity Providers, Restaurants, Pubs etc

The logo features the words "Green Tourism" in white, with a stylized leaf icon above the word "Tourism". The background is a solid green square.

Green
Tourism

**CARING FOR
PEOPLE, PLACES,
AND OUR PLANET**

25+
**YEAR'S
EXPERIENCE OF
BEST PRACTICE IN
SUSTAINABILITY**

**AFFORDABLE FEES FOR
BUSINESSES:**

£150 - £650 + VAT

Who we work with



- **Booking Agents**



SCOTTISH
TOURISM
ALLIANCE
Your voice in tourism matters



UKINBOUND
THE VOICE OF INBOUND TOURISM

- **Venue Booking Agents**

- **DMO's and DMC's**



- **National Organisations**

- **Government Bodies**



- **Destinations / Protected Areas**



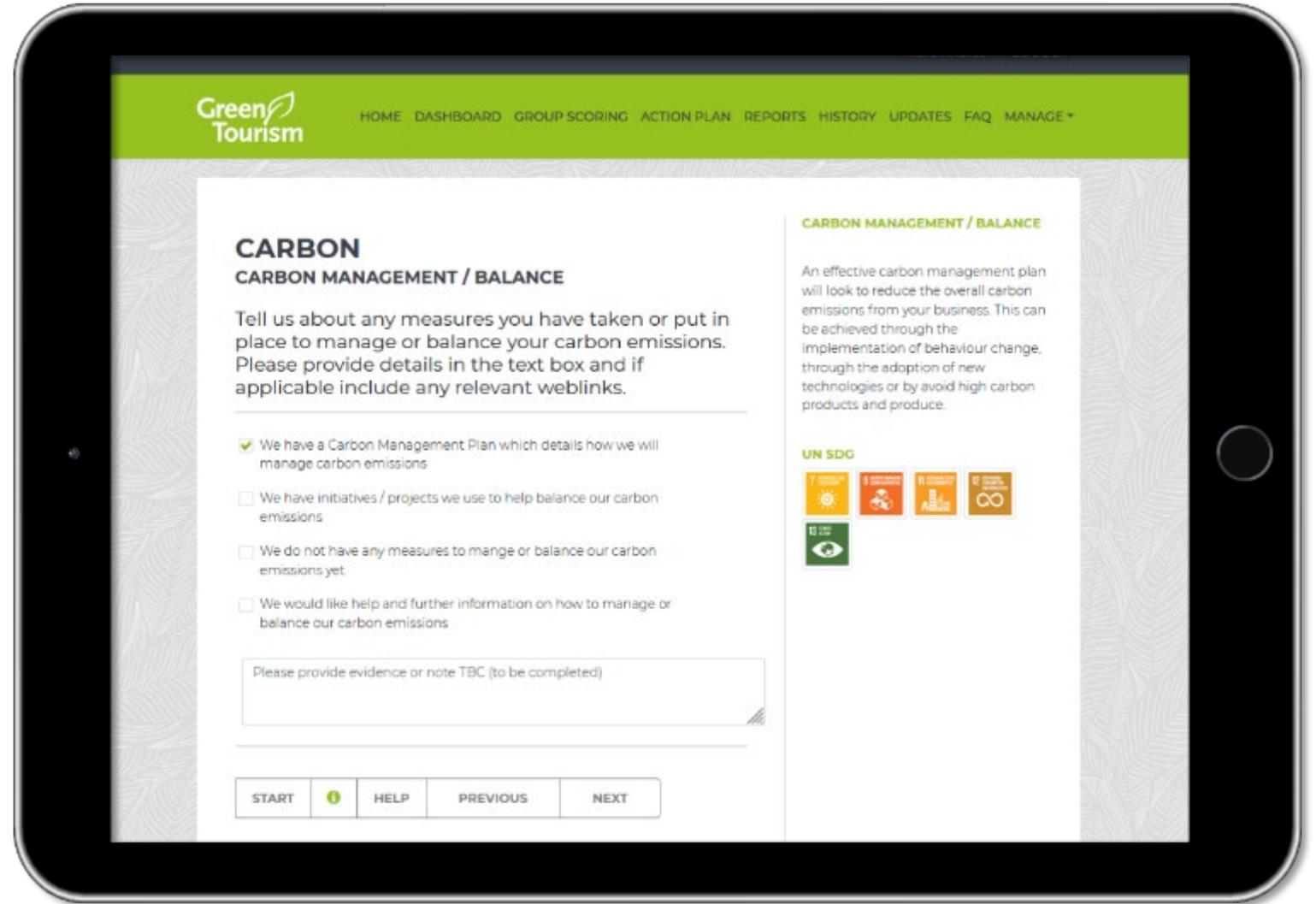
Green Tourism Criteria

- **3 Pillars**
 - People
 - Places
 - Planet
- **15 Goals**
- **50-70 Criteria**
- **Aligned to the UN SDG's**
- **The Green Meetings Standard**



GreenCheck Portal

- Prepare for assessment
- Interactive dashboard
- Real-time scoring
- Criteria / Evidence
- Submit for assessment
- Verification by assessor



The screenshot displays the GreenCheck Portal interface on a tablet. The top navigation bar is green with the 'Green Tourism' logo and a menu of links: HOME, DASHBOARD, GROUP SCORING, ACTION PLAN, REPORTS, HISTORY, UPDATES, FAQ, and MANAGE. The main content area is titled 'CARBON' and 'CARBON MANAGEMENT / BALANCE'. It includes a text box for providing details and a list of four checkboxes with their respective labels. A text area for evidence is also present. On the right, there is a section for 'CARBON MANAGEMENT / BALANCE' with explanatory text and 'UN SDG' icons for 7, 13, 11, 12, and 17.

Green Tourism HOME DASHBOARD GROUP SCORING ACTION PLAN REPORTS HISTORY UPDATES FAQ MANAGE

CARBON

CARBON MANAGEMENT / BALANCE

Tell us about any measures you have taken or put in place to manage or balance your carbon emissions. Please provide details in the text box and if applicable include any relevant weblinks.

We have a Carbon Management Plan which details how we will manage carbon emissions

We have initiatives / projects we use to help balance our carbon emissions

We do not have any measures to manage or balance our carbon emissions yet

We would like help and further information on how to manage or balance our carbon emissions

Please provide evidence or note TBC (to be completed)

START ⓘ HELP PREVIOUS NEXT

CARBON MANAGEMENT / BALANCE

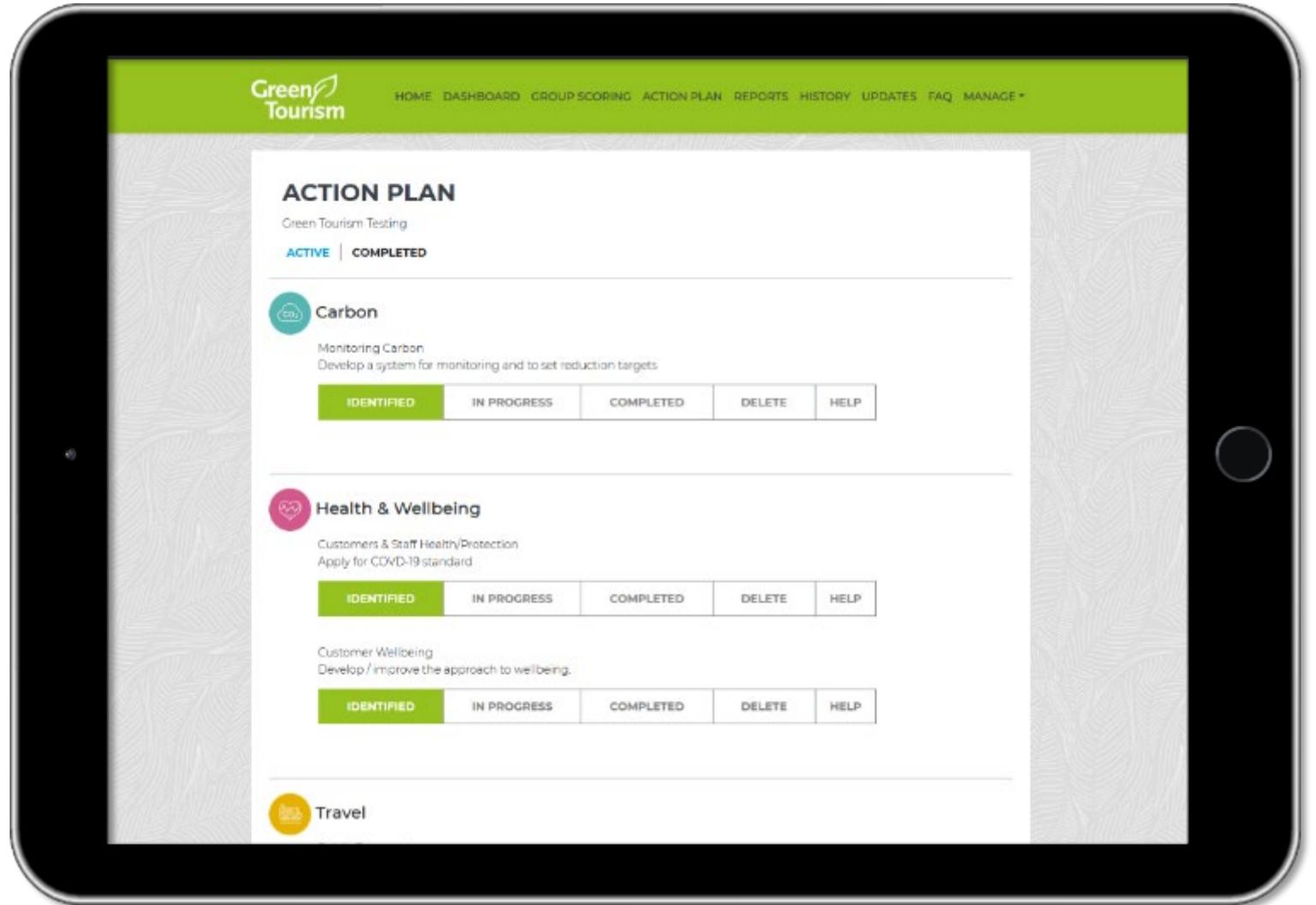
An effective carbon management plan will look to reduce the overall carbon emissions from your business. This can be achieved through the implementation of behaviour change, through the adoption of new technologies or by avoid high carbon products and produce.

UN SDG

7 Affordable and Clean Energy
13 Climate Action
11 Sustainable Cities and Communities
12 Responsible Consumption and Production
17 Partnerships for Goals

Support & Action Plan

- Online support & information
- Interactive query
- Bespoke action plan
- Record and review progress
- Download to share
- All information automatically saved for future reference



Technical Support Team

- **Advice and support**
 - GreenCheck Portal
 - Email
 - Zoom / Teams / Support calls
- **Monthly Newsletter**
- **Monthly Webinars**
 - Getting Started
 - Green Marketing & Comms
 - Waste Reduction
 - Carbon Footprint
 - Biodiversity
 - Others
- **Factsheets / Templates / Case Studies**

iema
Institute of Environmental
Management & Assessment

Environmentally
qualified Assessors



Knowledge
hub &
factsheets

Climate Action Plans

Commit to

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

ANDREW
CARNEGIE
BIRTHPLACE
MUSEUM

TOURISM DECLARES
CLIMATE EMERGENCY

Green
Tourism

We Declare a Climate Emergency

We've signed up to [Tourism Declares](#), an initiative that supports tourism businesses, organisations and individuals in declaring a climate emergency and taking purposeful action to reduce their carbon emissions as per the advice from The Intergovernmental Panel on Climate Change (IPCC) to cut global carbon emissions to 55% below 2017 levels by 2030.

Like all signatories, we have committed to the following five actions:

1. Develop a 'Climate Emergency Plan' within the next 12 months, which sets out our intentions to reduce carbon emissions over the next decade.
2. Share an initial public declaration of our 'Climate Emergency Plan', and update on progress each year.
3. Accept current IPCC advice stating the need to cut global carbon emissions to 55% below 2017 levels by 2030 in order to keep the planet within 1.5 degrees of warming. We'll ensure our 'Climate Emergency Plan' represents actions designed to achieve this as a minimum, through delivering transparent, measurable and increasing reductions in the total carbon emissions per customer arising from our operations and the travel services sold by us.
4. Encourage our suppliers and partners to make the same declaration; sharing best practice amongst peers; and actively participate in the Tourism Declares community.
5. Advocate for change. We recognise the need for system change across the industry to accelerate a just transition towards carbon-free tourism.

Signed:

Kirke Kook

Andrew Carnegie Birthplace Museum (Curator/Manager)

- Measure
- Decarbonise
- Regenerate
- Collaborate
- Finance

www.greentourism.com/tourism-declares

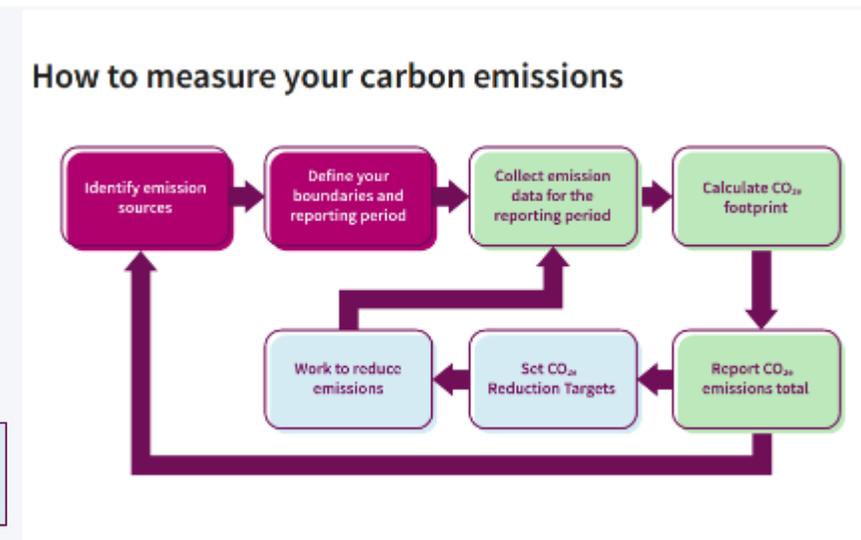
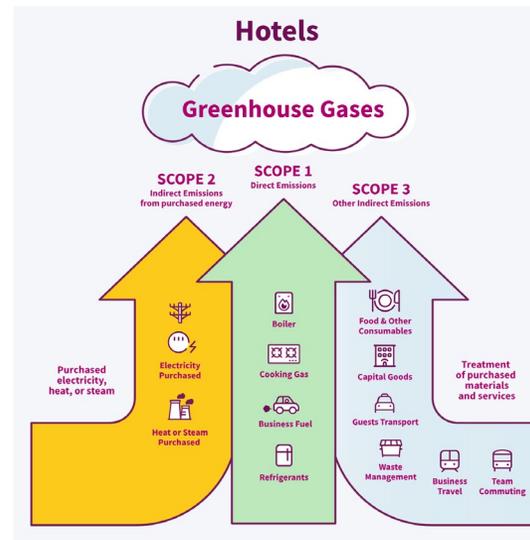
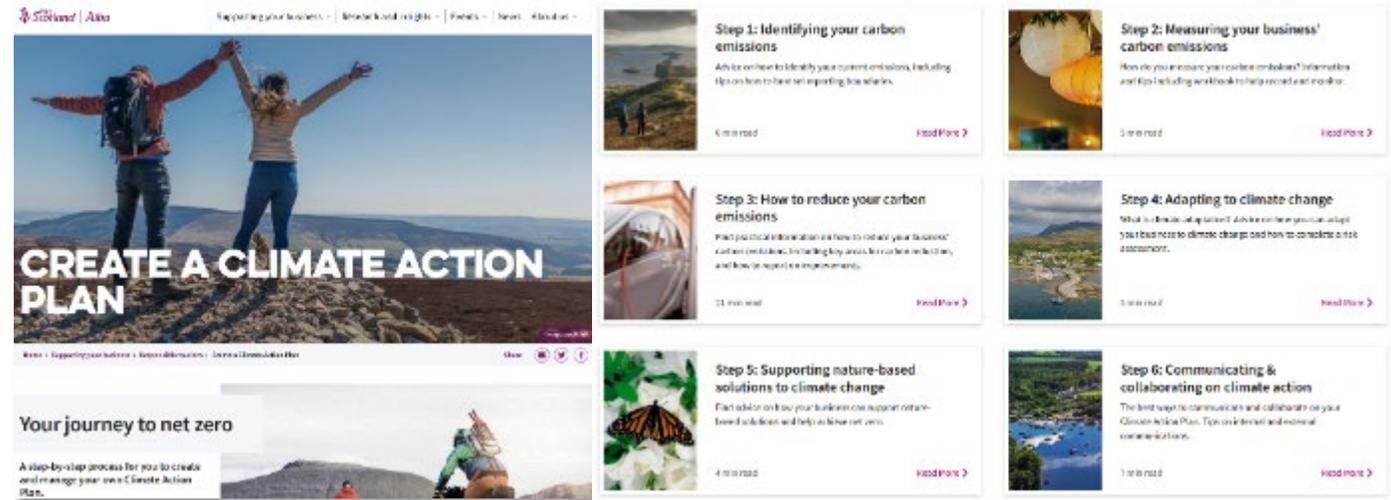
Climate Action Guide

Step-by-Step Guide

- Identify your carbon emissions
- Measure your emissions
- Reduce your emissions
- Adapt to Climate Change
- Nature-Based Solutions
- Communicating on Climate Action

Climate Action Workbook

- Excel file downloads
- Carbon Calculator



<https://www.visitscotland.org/supporting-your-business/responsible-tourism/climate-action-plan>

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



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 encourage / sponsor wildlife?
- Do you help with increasing biodiversity?
- Can you easily do any of these?



www.accessibilityguides.org

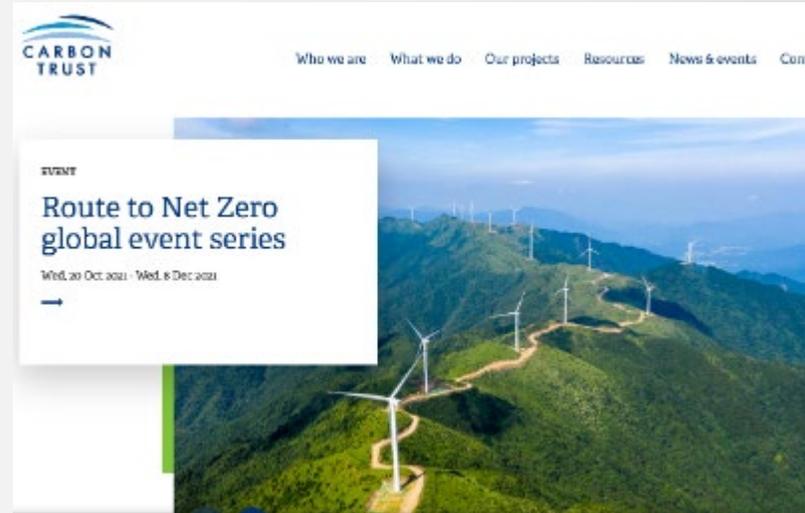


<https://ukpoms.org.uk/>

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

1 - Awareness

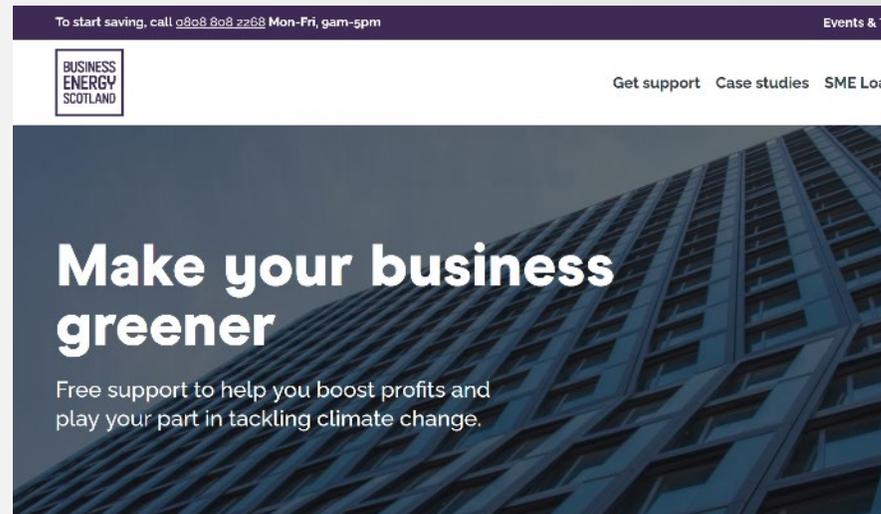
- Government support websites
- Publications / articles
- Training / webinars
- Newsletters, Intranet, Noticeboards
- Get everyone involved
- Green Meetings
- Green Champions
- Set up a Green Team
- Ask for suggestions / ideas



www.carbontrust.com/

www.energysavingtrust.org.uk/business/

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



businessenergy-scotland.org/

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

FOR OUR TEAM

- Sustainability training for all team members
- Transport schemes to encourage environmentally friendly commutes
- Company sustainability committee & hotel green teams
- Alcohol health policy to support team members

FOR OUR GUESTS

- Digital media platforms for newspapers & magazines
- Paperless check-in & billing
- Incentives for guests to opt-in for eco-housekeeping (optional service)

FOR OUR HOTELS

- 3% Energy & Water consumption reduction target every year
- 70% Waste Recycling minimum target
- Renewable Electricity* used in almost all hotels (excluding Liverpool)
- Chemical free Standard Operating Cleaning in London and public areas. In-house brand environmentally friendly cleaning products used in kitchens
- Systematic removal or replacement of all single use plastics and all products that use non sustainable palm oil from our hotels and supply chain

GOOD TODAY BETTER TOMORROW

Malmaison

THE RUBY TRUST is our company supported charity

Combatting Climate Change

Blenheim's Greatest Battle in 300 Years

Large Solar Project

As a landscaped estate we face a unique problem as to how we can reduce our carbon footprint while maintaining a National Trust property. Our goal is to reduce our carbon footprint and support global efforts to reduce carbon emissions and our reliance on fossil fuels. Please visit [www.blenheim.com](#) for more information on our solar project and how we are supporting the project over the next few years.

[Learn more](#)

Green Tourism One

In 2017, we made a five-year pledge to become a net producer of green energy. We are working towards this through significant energy savings by converting to electric cars, LED lighting and installing roofs across the estate. We have also focused efforts on green renewable energy projects including biomass, solar and hydro power.

We are making a new climate pledge.

We pledge that by 2027, we will become carbon neutral on scopes 1-3 of the Greenhouse Gas (GHG) protocol across all operations by 2027 and, beyond that, to remove 230,000 tonnes CO2e from the atmosphere by 2050.

- LED lighting:** Over 2,000 light bulbs are now LED, saving 100,000 kWh of electricity and reducing CO2e by 100 tonnes.
- Electricity savings:** Since 2018, we've reduced our electricity consumption by 10%.
- Solar energy:** Since 2018, we have increased our use of solar energy by 30%.
- Waste:** On average, we recycle 90% of our waste as a result of our efforts.
- Water:** Since 2018, we have reduced our water consumption by 15%, or about 10,000 litres.
- Green buildings:** We have a host of other initiatives and have 17 energy audits at the estate office.

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 worthy & dictatorial
- Tell them why it is important to the destination
- Tell them why it is important to YOU



I promise to care for Scotland's nature. I will...

- Not disturb the incredible wildlife that has roamed this epic land for centuries.
- Tread lightly to protect their habitats.
- Be considerate to farmland and livestock.
- Keep my dog on a lead when needed.
- Take my litter home with me.
- Take only photos and leave only footprints.
- Observe the Scottish Outdoor Access Code.



I promise to care for Scotland's communities. I will...

- Slow down, and savour every moment of what there is to see, do and learn.
- Shop local to enjoy the best products and support Scottish makers and businesses.
- Respect the locals and their resources.
- Fáilte (embrace) and respect the Gaelic language.
- Sample the delicious, seasonal foods available all across Scotland.
- Seek out and respect the rich and diverse cultures that are found throughout Scotland.
- Avoid crowded places and come back when it's less busy.
- Take care when exploring the great outdoors, and bring/wear the right equipment.
- Check ahead to see if there is access or parking.
- Park my vehicle safely and responsibly.
- Follow physical distancing guidance and wear my mask as required.



I promise to care for Scotland and the world's tomorrow. I will...

- Leave the car when I can and walk, cycle, paddle or use public transport instead.
- Hire an electric vehicle where possible and take advantage of the many charge points that are now available across Scotland.
- Check the green credentials of all of the businesses I use to travel, stay and explore.
- Enjoy the pure waters that run from the tap, not single-use bottles.
- Switch off the lights and look up at the stars.

Thank you for promising to keep Scotland special by exploring this incredible country responsibly.

#RespectProtectEnjoy

VISITSCOTLAND.COM/ENJOY

Most engaging,
Positive and not
worthy!

Influence
don't
Dictate

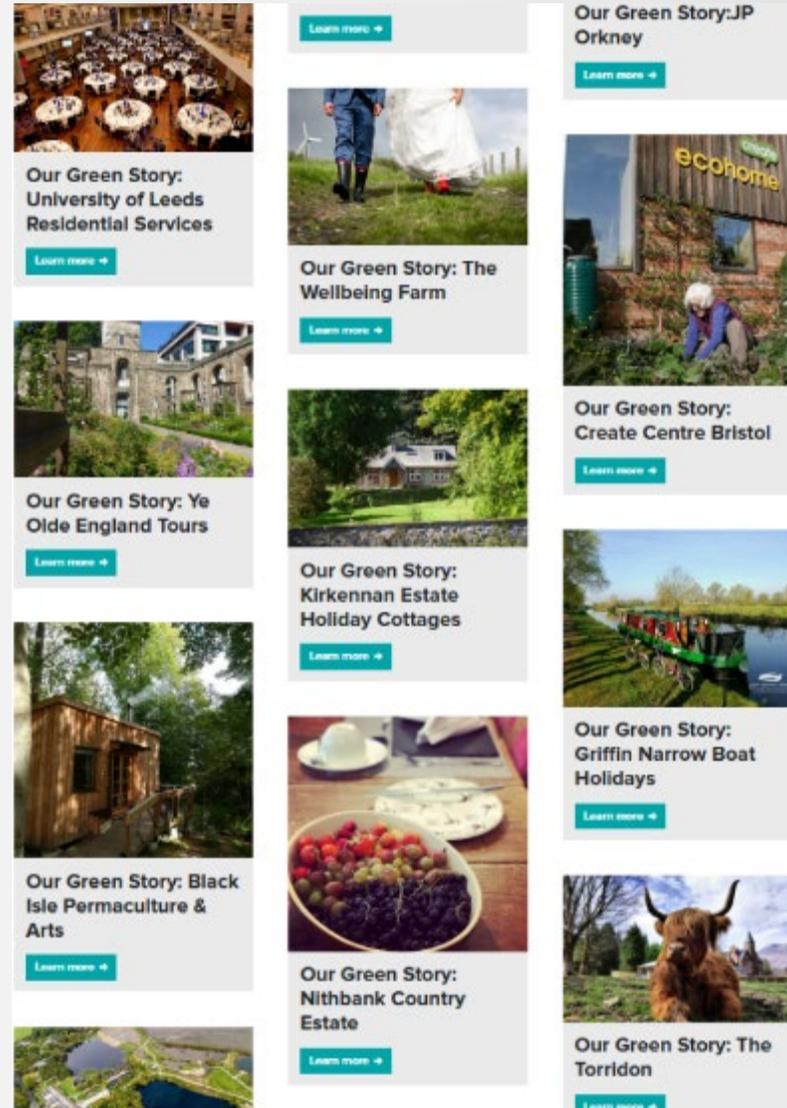
4 - Green Story

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

5 - Campaigns

Green Days / Events

- World Environment Day (5 June)
- World Oceans Day (8 June)
- Organic September (1-30 Sept)

Green Active Travel

- National Walking Month (1-31 May)
- World Car Free Day (22 Sept)
- Cycle to Work Day (4 Aug)

Social Justice/Community

- World Fairtrade Day (14 May)

Waste/Single Use Plastic

- World Refill Day (16 June)
- Plastic Free July (1-31 July)

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



LIFE WITH LESS PLASTIC, MADE EASY

Refill connects you to places to eat, drink and shop with less waste.

Download on the App Store

GET IT ON Google Play



FREE WATER REFILLS

More than 274,000 Refill Stations offering water. Refills globally!



COFFEE ON THE MOVE

Find places offering discounts and rewards for bringing your own cup.



LUNCH ON THE GO!

Find places you take your own lunchboxes to get your food to go.

WATER FOUNTAINS

Find public water fountains around the world.



PLASTIC-FREE SHOPPING

Reduce pointless packaging when shopping, use the app to find refills.



ADD REFILL STATIONS

Help grow Refill by adding your favourite stores to Refill.



<https://www.awarenessdays.com/>

Support

Visit Moray Speyside

HOME PLACES TO STAY FOOD & DRINK THINGS TO DO LOCATIONS EVENTS DESTINATION GUIDE VISIT MORAY SPEYSIDE

SUSTAINABILITY

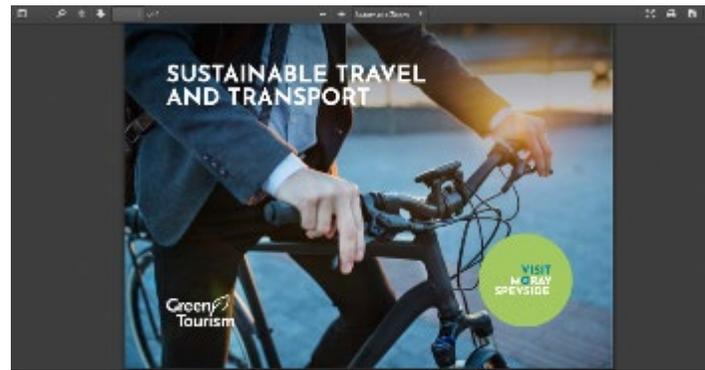
Home / Business Support Hub / Sustainability

Being aware of your environmental impact is now more important than ever. This page signposts information and support to ensure you have the tools in place to help your business take the right steps towards sustainability.

Green Tourism Resources

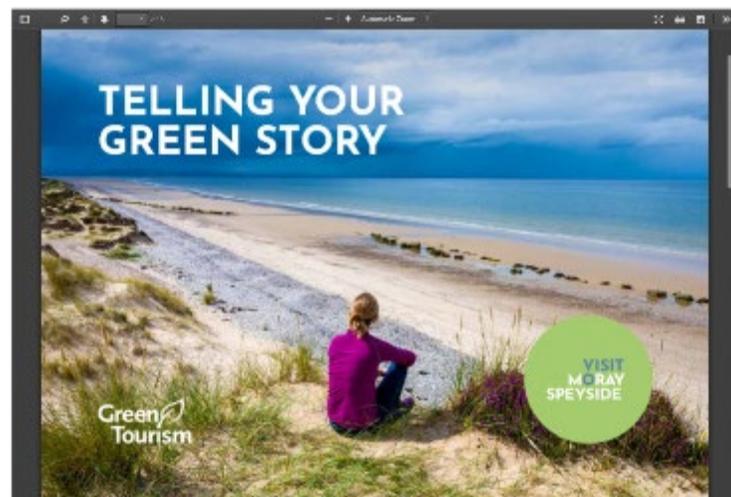
To you want to be a more sustainable business? Great! But where do you start? Well, if you're unsure, you've come to the right place. We're teamed up with world-leading sustainability accreditation organisation [Green Tourism](#) to provide an exclusive suite of sustainable resources. With the ongoing climate emergency, and research conducted by Ipsos showing a staggering 70% of consumers looking for sustainable options when travelling, it has never been more important to ensure your business is eco-friendly.

- RESOURCE GUIDES
- SUSTAINABILITY POLICY GUIDE AND TEMPLATE
- SUSTAINABLE PROCUREMENT
- YOUR GREEN STORY
- STARTING YOUR SUSTAINABILITY JOURNEY WEBINAR
- PRE-ASSESSMENT CHECKLIST



Telling your 'Green Story' can be a powerful, persuasive way to communicate your sustainability credentials. It presents a unique opportunity to effectively engage your audience and showcase your business by bringing your commitment to life. Here we show you how to tell your story.

You can submit your complete Green Story to Green Tourism by clicking [here](#). To get your Green Story featured below and shared with members of our Moray Speyside phone and info@morayspeyside.com.



Your Green Stories

WDC Scottish Dolphin Centre

The WDC Scottish Dolphin Centre is situated at the mouth of the River Spey, in a beautiful location on the Moray Coast. It is the ideal spot in Moray Speyside to see the amazing bottlenose dolphins and enjoy beautiful views along the River Spey. The Centre is run by WDC, Whale and Dolphin Conservation, which is the leading charity dedicated to the protection of whales, dolphins and porpoises.



In recent years the Scottish Dolphin Centre has moved forward massively with its green commitment. The centre has installed a water boiler system, dramatically reducing CO2 emissions, and introduced sustainable measures to decrease plastic usage in the cafe, while maintaining a commitment to source fair produce and save food from waste. With exciting plans on the horizon, the WDC Scottish Dolphin Centre has got every green future ahead.

[Discover the full Green Story here](#)



SUSTAINABILITY POLICY CHECKLIST

| | | |
|---|-----|----|
| Does the policy provide a brief overview of your business's activities? | YES | NO |
| Does it acknowledge the reasons you are looking to make this commitment? | YES | NO |
| Does it include a commitment to legislative/regulatory compliance? | YES | NO |
| Does it include a commitment to continual improvement? | YES | NO |
| Does it include a commitment to reducing your greenhouse gas emissions? | YES | NO |
| Does it include a commitment to consider the impact of your supply chain? | YES | NO |
| Does it include a commitment to managing and reducing waste? | YES | NO |
| Does it include a commitment to consider the wider social, economic, and environmental impacts of your business activities? | YES | NO |
| Has it been communicated to all employees and stakeholders? | YES | NO |
| Is it available to the public (e.g., on your website)? | YES | NO |
| Is it signed and dated by senior management? | YES | NO |
| Will it be regularly reviewed and revised? | YES | NO |
| Is it realistic and achievable, and will you use it to make a serious commitment to reducing your environmental impact? | YES | NO |

VISIT MORAY SPEYSIDE SUSTAINABLE PROCUREMENT GUIDE
morayspeyside.com

Green Tourism
VISIT MORAY SPEYSIDE



SUSTAINABLE PROCUREMENT CHECKLIST

| CRITERIA | QUESTIONS |
|---------------|--|
| Raw materials | <ul style="list-style-type: none"> Are the raw materials sustainably sourced? Does obtaining the raw materials cause pollution? Is there any recycled content? Does the producer have good working conditions and pay a fair wage? |
| Manufacture | <ul style="list-style-type: none"> What resources are used during manufacturing (e.g., energy, water)? Does the manufacturing process cause pollution? Does the product have an ecolabel (e.g., Fairtrade, Forest Stewardship Council, or Better Cotton Initiative)? Are hazardous materials used? How much packaging is used? Does the manufacturer have good working conditions and pay a fair wage? |

| | |
|-------------|--|
| Distributor | <ul style="list-style-type: none"> How far will your products have to travel to reach you? Will it be by air, road, rail, sea, or a combination? Is additional packaging needed (recyclable or can it be reduced or re-used)? Does the distributor have good working conditions and pay a fair wage? |
| Use | <ul style="list-style-type: none"> Will you need to use additional resources such as energy or water to maintain and use the product? Will the product produce any waste or pollution? How easy will it be to repair the product? Will you or your staff require training to use the product? Are there any legal requirements for using the product? |
| End of life | <ul style="list-style-type: none"> How long do you expect it to last? Can it be reused, refurbished, or recycled? How will you dispose of the product? Are there any legal requirements to store or dispose of the product? Will it produce any hazardous waste? |

VISIT MORAY SPEYSIDE SUSTAINABLE PROCUREMENT GUIDE
morayspeyside.com

Green Tourism
VISIT MORAY SPEYSIDE



Thank you for your time – any Questions?

Please get in touch

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