

TAKING CLIMATE ACTION

Benefitting your business and the environment

60 SEC DISCUSSION

I know my business carbon footprint; I'm working to reduce that and measure our progress on an ongoing basis

Don't really know where to start, I recycle and avoid buying single use plastic – where do I go from here.

I have a climate action plan, I've also completed an adaptation risk assessment and we are proud to tell visitors about our climate action story



Support Scotland's transition to a **low carbon economy**



Ensure Tourism contributes to **thriving communities**

Ensure tourism in Scotland is **inclusive**



Support the protection, and considerate enjoyment of **Scotland's Natural & Cultural Heritage**



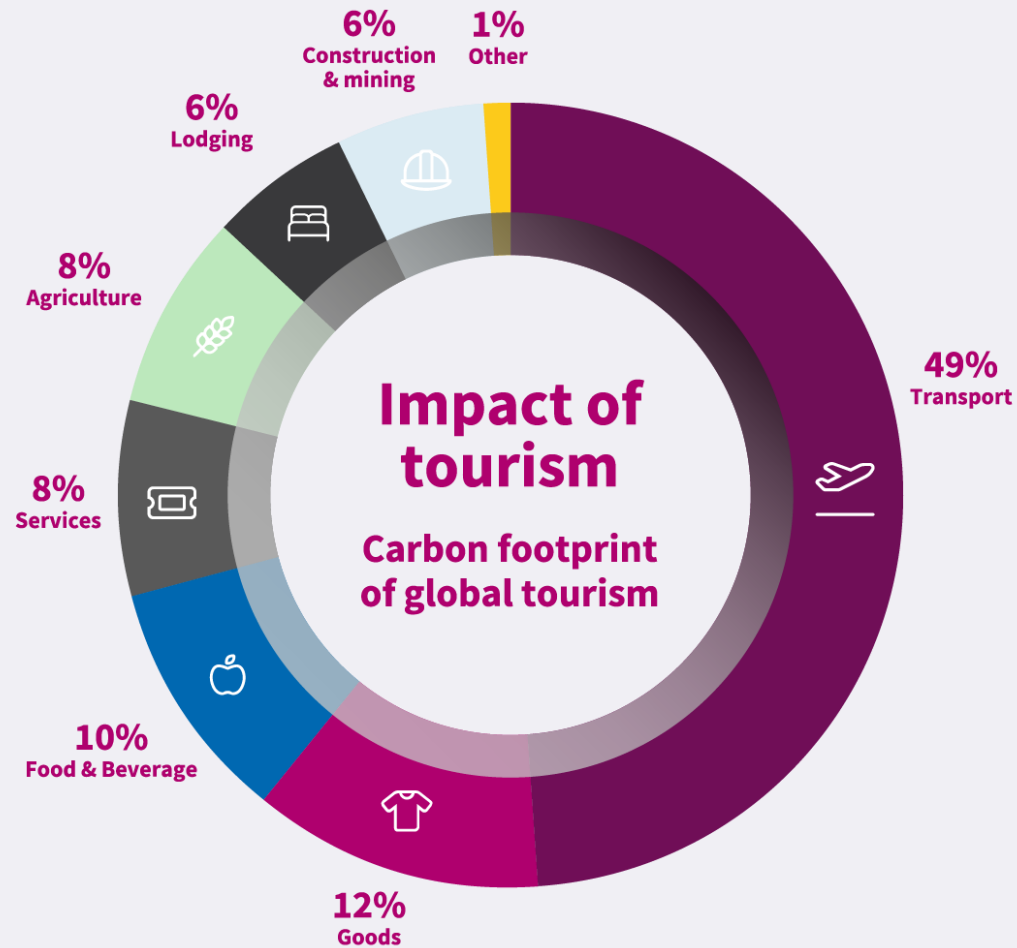
Responsible tourism

*Responsible Tourism requires the tourism industry, government, public sector, communities and visitors to collectively respond and **manage their economic, social and environmental impacts**, maximising the **positive impacts** and minimising the negative ones, **making all forms of tourism sustainable.***

Responsible Tourism considers not only the needs of the visitor and the industry, but also the host communities and the environment.



CLIMATE CHANGE AND TOURISM



Source: <https://sustainabletravel.org/issues/carbon-footprint-tourism/>

Tourism contributes ~ 8-11 % of global carbon emissions

CONSUMER DEMAND

71% (+10% on 2021) of travellers want to make effort in

next year to travel more sustainably²

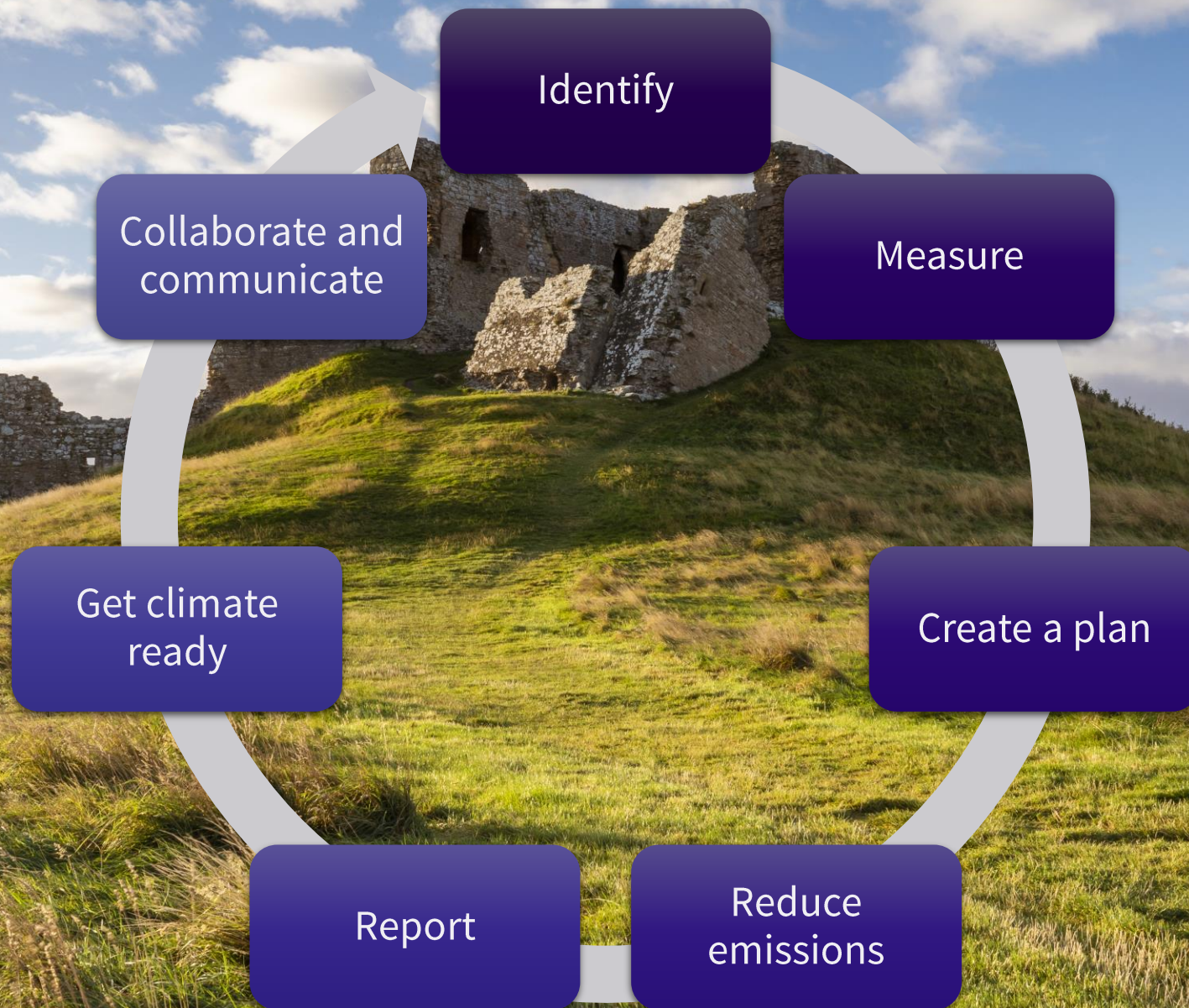
61% pandemic has made them want to travel more sustainably

78% intend to stay in a sustainable accommodation²

31% said that they **didn't** know how to find them¹

49% believe there aren't enough sustainable travel options¹

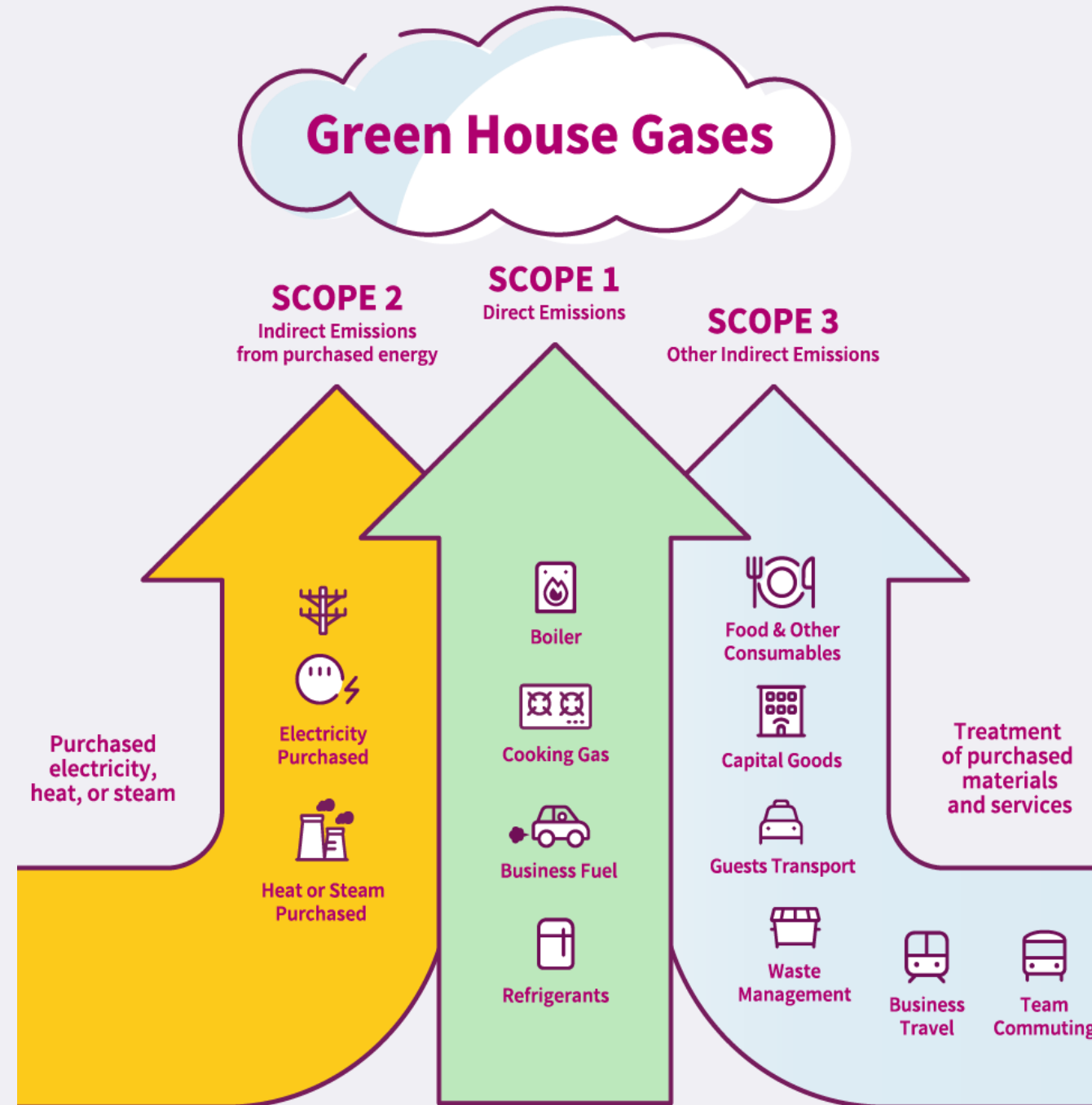
CLIMATE ACTION PLAN STEPS



Step 1 – Identify

Getting started...

- Establish what in your business uses energy
- Do a site audit
- Consider your wider emissions (indirect)



Step 2 – Measure

- Establish your reporting period
(*e.g. 12months*)
- Conduct regular measuring
(*e.g weekly or monthly*)
- From your bills, meter readings, expenses, accounts etc, identify:
 - A measurement unit for each of your emission sources (*e.g. kilowatt hour, litres, miles*)
 - The total quantity of unit for your emission sources
- 🙄 ~~You then need a greenhouse gas conversion factor for each emission source~~
- 😊 Use a free carbon calculator tool
more info on that later



Step 3 – Create a plan

Your action plan is your declaration, your plan of action to make a difference

Your priority action areas, objectives and supporting actions will need to address these key areas

- Measure, monitor and report on greenhouse gas (GHG) emissions
- Energy efficiency and renewables
- Resource use and Waste Reduction (Circularity)
- Low carbon consumption
- Low carbon transport and active travel
- Climate change adaptation
- Protect and restore natural environments



VisitScotland: Destination Net Zero Climate Action Plan

<https://www.visitscotland.org/about-us/what-we-do/our-plans/destination-climate-action-plan>

Step 4 – Reduce emissions

Energy

- Reduce energy for heating – thermostats
- Conserve energy - turn it off when not needed
- Regular maintenance of energy equipment
- Invest in renewable energy
- Invest in insulation and draught proofing

Transport

- Create a company travel policy – encourage public transport options
- Guest visitor info – clear info on how to get to you with public transport options
- Electric vehicle charge points

Food and drink

- Monitor your food waste
- Serve local produce
- Provide plant based options

Waste management

- Reduce packaging waste – work with suppliers to minimise
- Reduce food waste

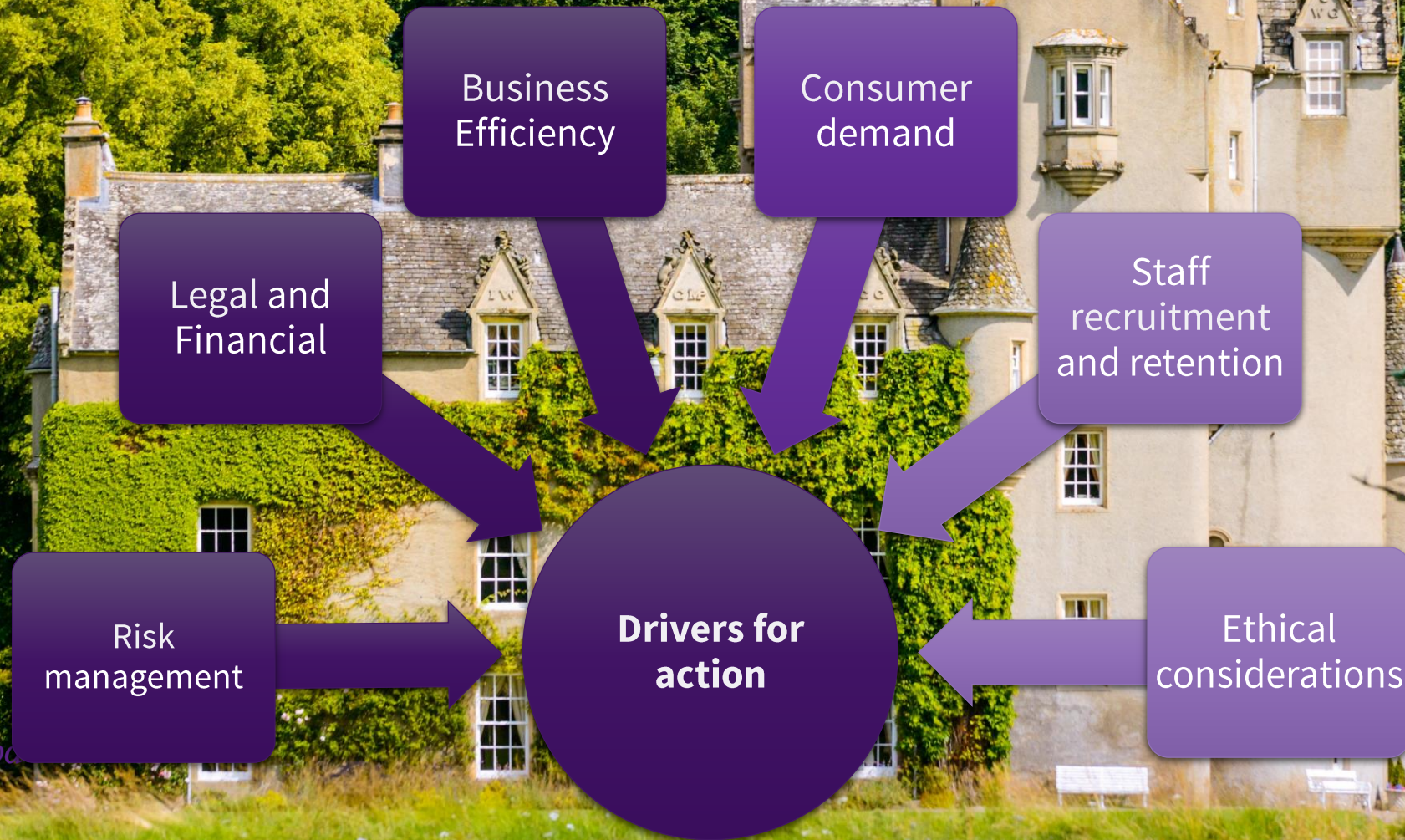
Step 5 - report

Use your climate action plan to record, prioritise, manage and track progress of your carbon emission goals

1. Define what you hope to achieve by creating a goal or target to work towards
2. Identify and list the different tasks you or your team will need to undertake to achieve each goal or target including when they should be completed by
3. Assign each task a priority, ensuring critical tasks are highlighted
4. Identify a KPI for each task which will help you track progress and identify which tasks are completed successfully and indicate what status the task is at
5. Add a person in your business who will be responsible for completing the task



DRIVERS TO TAKING ACTION



Step 6 – get climate ready

Prepare and adapt

Complete a climate ready risk assessment

Your 4 key risk assessment areas are:

- Buildings and ground
- People
- Operations
- Supply chain



Step 7 – communicate and collaborate

- Promote responsible tourism commitment and **tell your story** using all available channels
- Build **staff knowledge** and **engagement**
- Provide **clear and engaging information** at all stages of the visitor journey
- Use **certification** to provide credible evidence and build consumer confidence
- Make it easier for consumers **to live their values**, even on holiday



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.
- Stick to the marked roads, tracks and paths.
- 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.

DISCUSSION



Discuss in small groups

- Where is climate action on your priority list?
- What actions are you taking to make your business more sustainable?
- How do you share your sustainable story?

Feedback

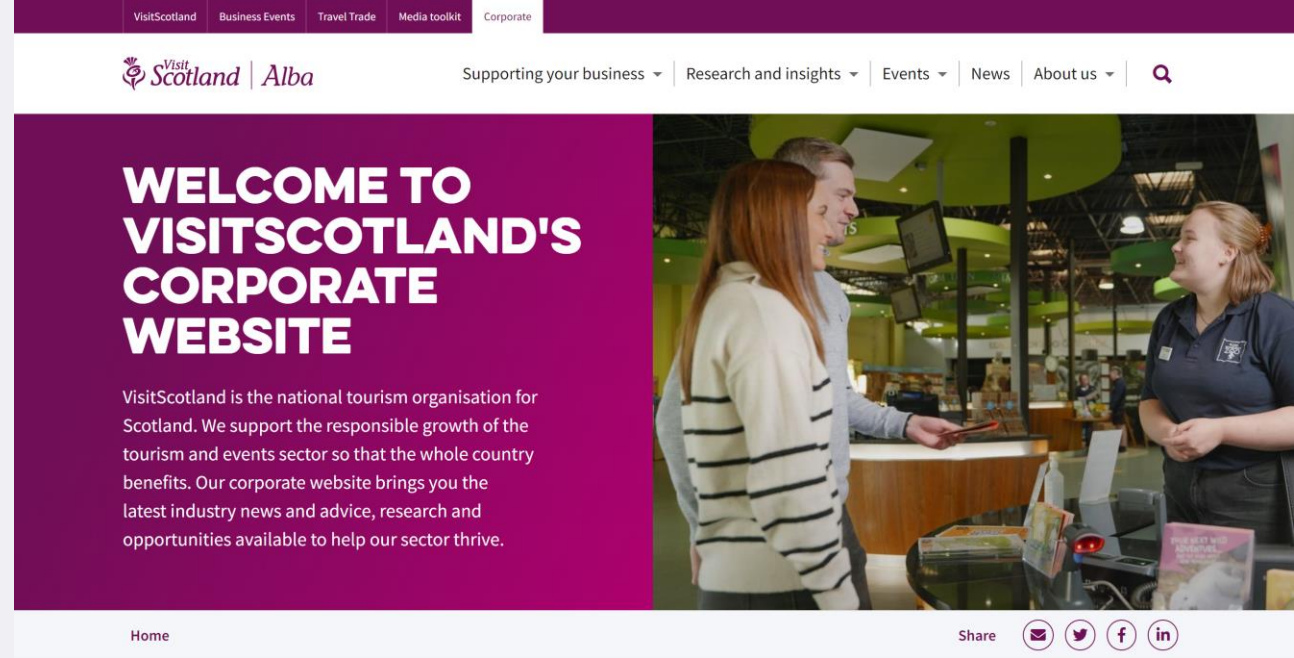
It would be good to hear ideas that were exchanged, challenges that have been experienced and hopefully working to overcome and what you have taken from today's session.

Supporting you in those next steps


New Climate Action Planner

This month will see the launch of a new and enhanced Climate Action Planner and Toolkit

- A new tool to assist businesses with the calculations of their direct and indirect emissions to build a snapshot of their total carbon footprint
- The planner will help you prioritise quick win actions that will be little to no cost but will feed into longer term actions
- Along with the new planner we have also launched new guidance and toolkit to assist businesses in developing responsible itineraries for their visitors







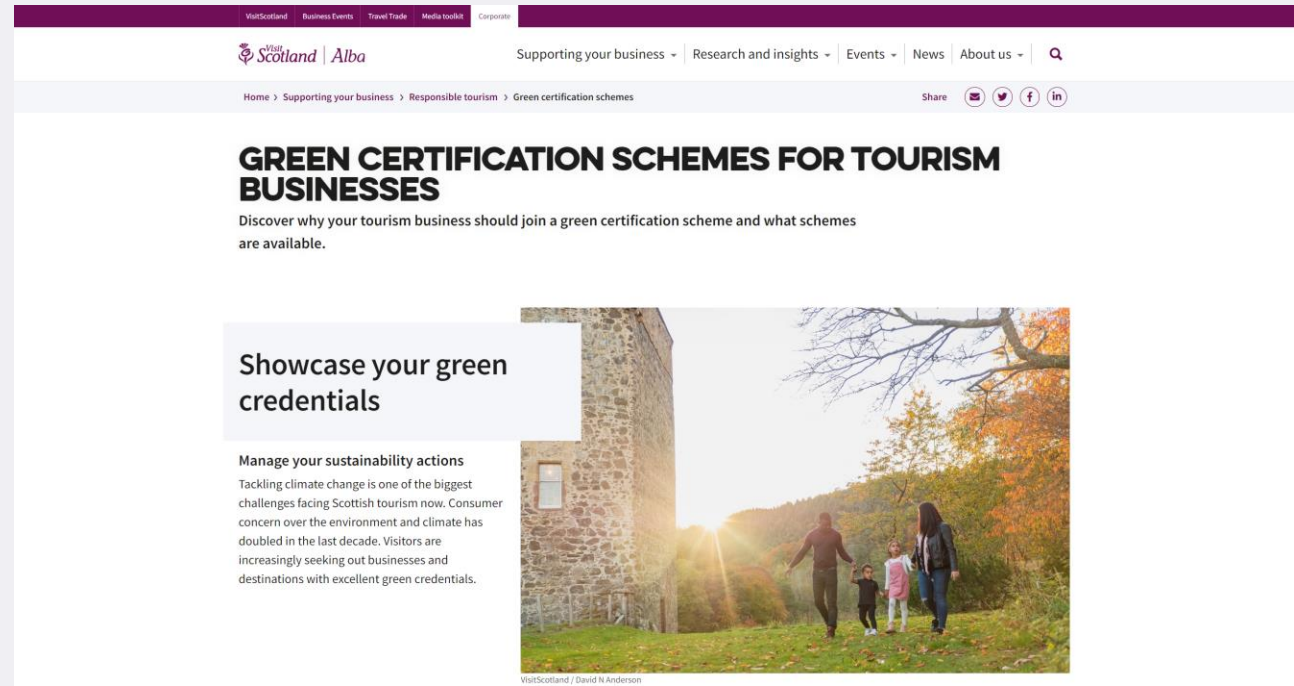
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WELCOME TO VISITSCOTLAND'S CORPORATE WEBSITE





VisitScotland is the national tourism organisation for Scotland. We support the responsible growth of the tourism and events sector so that the whole country benefits. Our corporate website brings you the latest industry news and advice, research and opportunities available to help our sector thrive.

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Home > Supporting your business > Responsible tourism > Green certification schemes Share    

GREEN CERTIFICATION SCHEMES FOR TOURISM BUSINESSES

Discover why your tourism business should join a green certification scheme and what schemes are available.

Showcase your green credentials

Manage your sustainability actions
Tackling climate change is one of the biggest challenges facing Scottish tourism now. Consumer concern over the environment and climate has doubled in the last decade. Visitors are increasingly seeking out businesses and destinations with excellent green credentials.



VisitScotland / David N Anderson

THANK YOU

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