

The background of the slide is a high-angle photograph of a rugged mountain landscape. A paved road winds through a valley with green and brown vegetation. In the distance, there are two small lakes and more mountain peaks under a sky with soft, orange and blue light, suggesting sunset or sunrise. The title text is overlaid on the upper part of the image.

GREEN TOURISM CLIMATE ACTION PLAN

Green 
Tourism

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The world is changing, and companies must adapt in order to survive. Sustainability is no longer just a nice-to-have for businesses, it is a must-have. Those that prioritise sustainability will not only help protect the planet, but will also create positive impacts for their customers, employees, and wider communities, and ultimately, help secure their long-term future too.

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Andrea Nicholas
CEO & Founder of Green Tourism



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WHO WE ARE

Green Tourism has been at the forefront of championing sustainable tourism for more than 25 years.

As a world leading sustainability standard for travel, tourism, and hospitality businesses we work to help embed responsible, sustainable, and environmentally friendly practices across businesses and the wider tourism sector.

We understand that our business and our industry cannot achieve long-term success without taking care of the planet, the places, and the communities that enable our sector prosper. We want acting responsibly to become second nature across our industry and are committed to helping businesses and individuals better understand the environmental impacts of their actions and support them to work toward a more sustainable future.



As the world faces a climate emergency, the loss of biodiversity continues to accelerate, and social inequalities become more entrenched, it has become unquestionably clear that the time to act is now.

Businesses have a critical role to play in addressing these challenges and creating a more equal and sustainable future, and this is particularly true for those of us who operate in the tourism sector. With the travel and tourism sector accounting for more than 10% of global GDP, while also contributing up to 11% of global greenhouse gas emissions, it is widely acknowledged that the sector has the responsibility, as well as the potential, to be a catalyst for impactful action and profound change.

We embrace and relish this challenge and have long recognised that sustainability is not just a buzzword, but a necessary action for the future of our planet, our industry, and our business. As a responsible and forward-thinking business, and voice within the tourism sector, we are committed to taking bold steps to reduce our environmental impact, while also striving to make positive contributions to our employees, customers, industry, communities, and the planet itself.

To achieve this, we have set ourselves ambitious goals, detailed in this strategy, that aim to not only improve our own performance in all areas of sustainability, but to help the wider tourism industry do the same.

A photograph of a blue tit bird perched on a weathered wooden log. The bird has a blue head, back, and wings, with a white underbelly and a yellow patch on its chest. It is looking towards the left. The background is a blurred green forest.

**TRAVEL AND
TOURISM
ACCOUNT FOR
MORE THAN 10%
OF GLOBAL GDP**



OUR THREE SUSTAINABILITY PILLARS

Our three sustainability pillars of People, Places, and Our Planet serve as the foundation of both our certification programme and our business. These pillars are integral to everything we do, which is why we have shaped our sustainability strategy around them.

PRIORITISING OUR PEOPLE



We champion investment and improvement in local communities. We know that when businesses devote time and energy to supporting the local area and the people who work there, it becomes part of investing in a truly sustainable and ethical mindset. And encouraging staff and individuals to play their part in a business's green journey means they are more likely to feel respected and valued; which works towards creating a happy and eco-aware workforce.

PROMOTING OUR PLACES



Living and operating sustainably is a process that involves promoting and caring for the natural environment. This helps conserve the culture of a local area and its economy and supports local suppliers of ethically produced, and seasonally grown produce. We encourage our members to actively introduce guests or customers to genuine experiences which involve local sustainable food, time in the great outdoors and those involving arts, craft, and culture.

PROTECTING OUR PLANET



We are committed to a low carbon future and finding new ways to reduce our sector's footprint. We work to inform and inspire our participating businesses about the circular economy, ecological and cultural diversity and ensuring efficient use of our planet's resources. We work with selected partners and affiliates to strengthen our offer as one of the world's leading eco-friendly accreditation organisations.



OUR SUSTAINABILITY GOALS

We are committed to promoting sustainable tourism and minimising the negative impacts of tourism on the environment and society.

To support this, we have aligned ourselves with the United Nations Sustainable Development Goals (SDGs) and the Glasgow Declaration on Climate Action in Tourism.

The United Nations Sustainable Development Goals (SDGs) provide a framework for global challenges and sustainable development. Tourism has a significant impact on the global economy and society and can contribute to several of the SDGs. The Glasgow Declaration, a key output from COP 26, aims to accelerate sustainable tourism and climate action through its five core concepts of measure, decarbonise, regenerate, collaborate, and finance. As champions of sustainable tourism, we have aligned ourselves with SDG goals 8, 10, 12, and 13.



Goal 8: Decent Work and Economic Growth

We recognise that sustainable tourism can create decent employment and sustainable economic growth for local communities while respecting their rights and cultural heritage. We aim to promote responsible tourism practices that prioritise the welfare of workers and communities.



Goal 10: Reduced Inequalities

We believe that sustainable tourism can reduce inequalities by promoting social inclusion and diversity. We encourage tourism businesses to provide equal opportunities for all stakeholders and respect their rights regardless of their gender, race, ethnicity, or other identity factors.



Goal 12: Responsible Consumption and Production

We acknowledge that tourism can have negative environmental impacts, such as waste generation, energy consumption, pollution, biodiversity impacts, and greenhouse gas (GHG) emissions. We embrace and promote sustainable tourism practices that reduce waste, conserve resources, improve biodiversity and minimise environmental impacts.

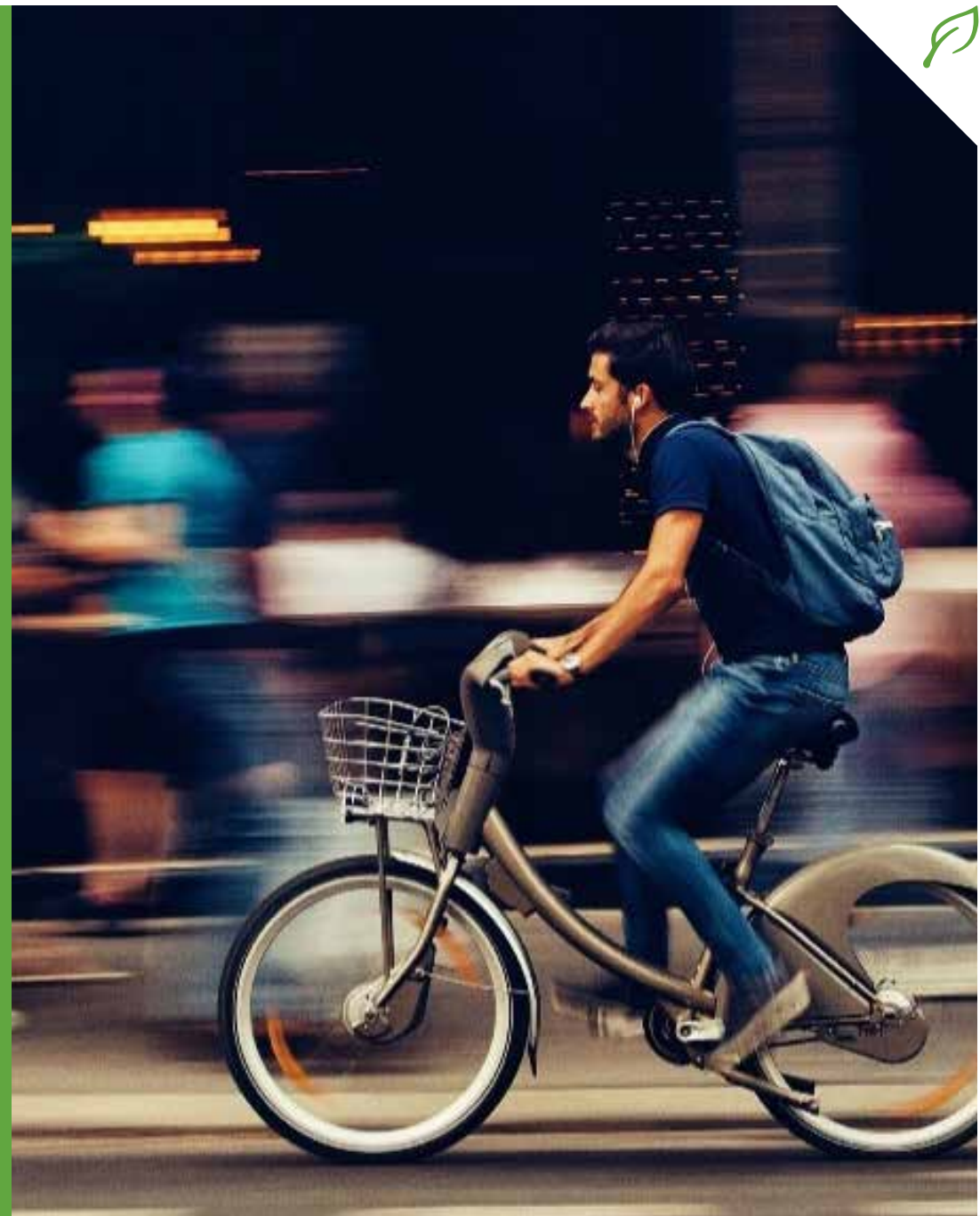


Goal 13: Climate Action

We recognise that climate change is a global challenge that requires urgent action from all sectors, including tourism. We promote sustainable tourism practices that reduce carbon emissions, adapt to climate change, and support climate action.

OUR AMBITIONS AND COMMITMENTS

We will use the Glasgow Declaration framework to set our own sustainability ambitions and commitments, promoting responsible tourism practices that prioritise decent work, reduced inequalities, responsible consumption and production, and climate action.



MEASURE

OUR AMBITION

To increasingly quantify and formalise our sustainability performance across a range of metrics including our impacts on the environment, our supply and value chain, our people, and on wider society.

OUR COMMITMENTS

- To constantly refine our current system for measuring and recording all relevant emissions across scopes 1,2 and 3 by 2024.
- To advance and formalise environmental and social impact assessment of our operations, products, and services.
- To advance our sustainability management systems which underpin ongoing measurement, and improvement of our sustainability performance.
- To continually engage with our members, employees, and other stakeholders to gather feedback on sustainability performance and to identify areas for improvement.



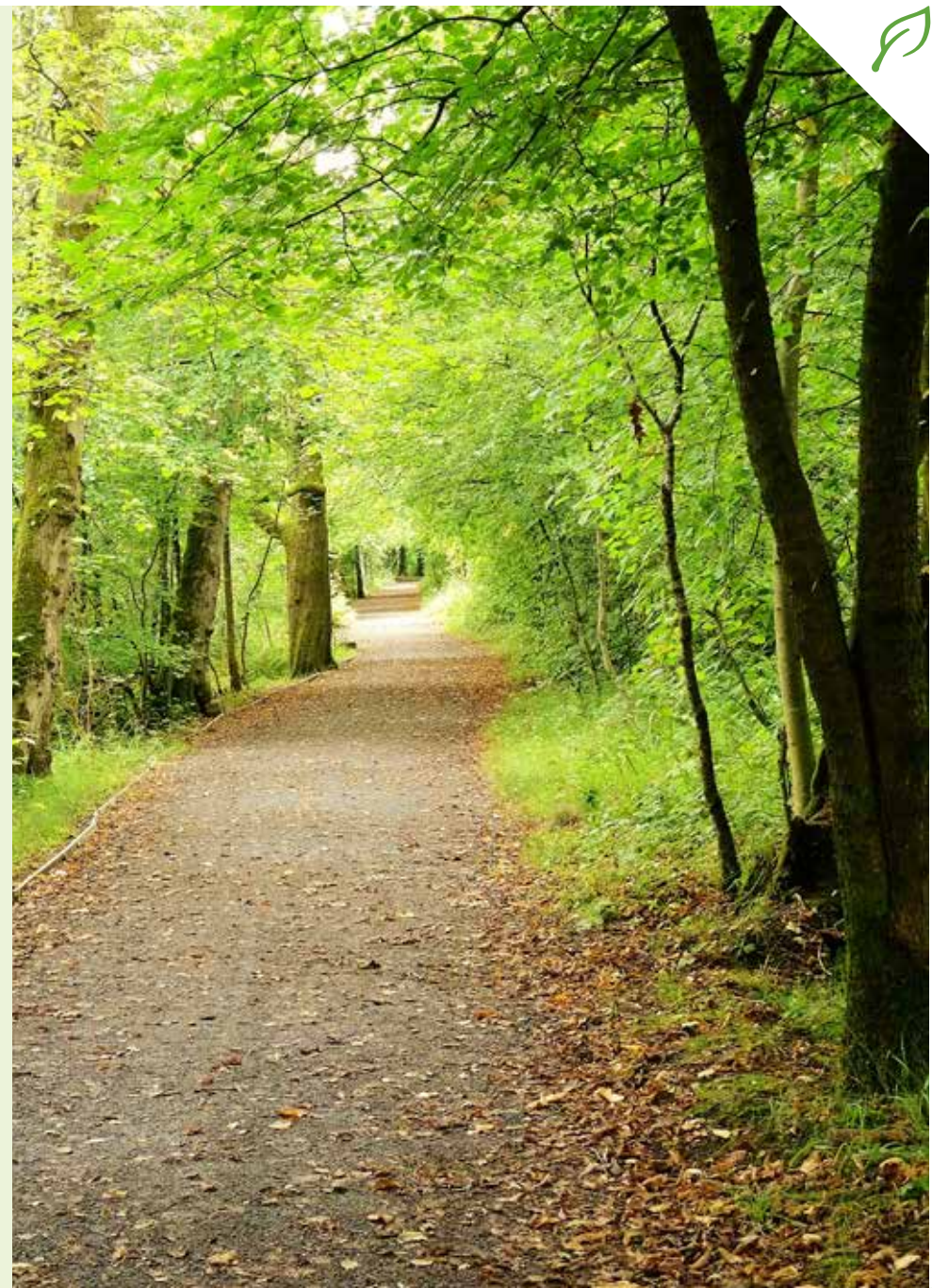
DECARBONISE

OUR AMBITION

To consistently decarbonise our business, and capture our lessons and share these our stakeholders

OUR COMMITMENTS

- To consistently increase the accuracy and scope of carbon footprint quantification for the company across scope 1, 2 and relevant scope 3.
- To formalise and consistently maintain a net zero emissions strategy that outlines specific actions and targets for reducing emissions across all company.
- To report annually on our decarbonisation activities and net zero progress from 2025.



REGENERATE

OUR AMBITION

To help members, partners, visitors, and other stakeholders develop knowledge to understand their impact on biodiversity and implement actions that pursue a better balance with nature.

OUR COMMITMENTS

- To continually promote sustainable tourism practices that encourage all Green Tourism stakeholders to engage with nature in a responsible and respectful way.
- Continue to develop educational resources and materials including webinars, workshops, and resource packs that are centered around sustainable practices that support a better balance with nature.



COLLABORATE

OUR AMBITION

To work with our members, our partners and with industry & government actors to establish partnerships to share best practices, develop common standards, and work together to promote sustainable tourism.

OUR COMMITMENTS

- To continually research and identify potential partners both in the tourism industry and beyond that share our commitment to sustainable tourism or who we believe could help our cause.
- To work with our partners to develop common standards for sustainable tourism practices.
- To enhance our online “knowledge hub” containing a suite of resources including best practice examples webinars, templates, tools, guides, and other materials that help promote and action sustainable tourism action.
- To undertake an assessment of our suppliers and our supply chain to identify those who align with our missions and values by 2025.
- To work with our members, partners and other stakeholders on joint marketing and promotion efforts to promote sustainable tourism to a wider audience.



FINANCE

OUR AMBITION

To integrate ESG factors into our decision-making processes, including evaluating the environmental impact of our operations, considering social issues related to our products and services, and ensuring good governance practices.

OUR COMMITMENTS

- To invest in research and development of new technologies, products, and services that help improve the sustainability performance of Green Tourism, and where appropriate make these available to our members and partners.
- To provide resources and opportunities for all employees to help realise and develop their potential.





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