

Sustainability Policy Guide

About this guide

Tourism businesses are under more pressure than ever to meet environmental responsibilities as part of their governance. Having a sustainability policy clearly defines your commitment to ethical and environmentally friendly practices, and to reduce the impact of your business activities on the environment and wider society.

Green
Tourism



How do I get started?

We have provided a template sustainability policy that you can adapt for your business. Here are some guidelines to help you.

What should go in a sustainability policy?

Your policy should consist of:

- A short description of your business.
- A statement about why environmental and sustainability issues are important to you and how you recognise the need to take action to limit the environmental impacts of your business. For example, reducing utility usage, controlling your waste stream, protecting biodiversity by careful procurement, and promoting health and wellbeing.
- A list of five to ten bullet points that provide a series of statements on how your business will work to reduce its environmental impact, such as:
 - We will comply with all relevant environmental regulations and legislation.
 - We will reduce our consumption of resources including energy, water, and other raw materials, and improve the efficient use of any resources we consume.
 - We will reduce the environmental, social, and ethical impacts of the goods and services we buy.
 - We will work with our suppliers to reduce the impact of our supply chain and to encourage them to develop environmental best practice.
 - We will manage waste generated from our business and actively seek waste minimisation, reuse, recovery, and recycling opportunities in accordance with the waste hierarchy.
 - We will develop a decarbonisation plan using an online carbon calculator.

Key Statements

These are some key statements that you should include in your policy. We've listed these in the policy template. Use the checklist below to review your policy, ensuring that you have considered, and included all the elements that are required.

The policy should be signed and dated, with a date set for an annual review. It should then be communicated to all stakeholders and employees, as well as made publicly available.



Sustainability Policy Checklist

<p>Does the policy provide a brief overview of your business's activities? <i>Give a brief description of your business.</i></p>	✓	<p>Does it include a commitment to consider the wider social, economic, and environmental impacts of your business activities? <i>Look at how your business affects other people and the environment through our business operations.</i></p>	✓
<p>Does it acknowledge the reasons you are looking to make this commitment? <i>Add a brief statement on how you want your business to be more sustainable.</i></p>		<p>Has it been communicated to all employees and stakeholders? <i>Have your policy on display on your website and in your premises.</i></p>	
<p>Does it include a commitment to legislative/regulatory compliance? <i>Declare that you will adhere to any environmental legislation that applies to your business.</i></p>		<p>Is it available to the public e.g., on your website? <i>Publish your policy on your website and make visible on your premises.</i></p>	
<p>Does it include a commitment to continual improvement? <i>Set a timescale for reviewing the policy regularly.</i></p>		<p>Is it signed and dated by the owner/proprietor or a senior management representative? <i>This brings the policy to the attention of everyone and confirms it as company policy.</i></p>	
<p>Does it include a commitment to reducing your greenhouse gas emissions? <i>Undertake a yearly review of the carbon footprint of your business.</i></p>		<p>Will it be regularly reviewed and revised? <i>The policy should be updated in coherence with any new legislation or company procedures.</i></p>	
<p>Does it include a commitment to consider the impact of your supply chain? <i>Compile a procurement policy that takes into account environmental issues.</i></p>		<p>Is it realistic and achievable, and will you use it to make a serious commitment to reducing your environmental impact? <i>A statement that you will adhere to the practices and commitments set out in the policy.</i></p>	
<p>Does it include a commitment to managing and reducing waste? <i>Set realistic targets for your waste reduction.</i></p>			