

Practical Sustainability Support & Evidence

Green Tourism
Scott Maclean, MD



The Global Climate Emergency

- **COP27 (Egypt) & 28 (UAE)**
- **The Paris Agreement -**
below 2°C, preferably below 1.5°C
- **Deep emission cuts needed**
- **Wide Ranging Implications**



Limit
warming to
1.5°C above
Pre-
Industrial
Levels



Already
wide-
ranging
implications
at 1.2°C

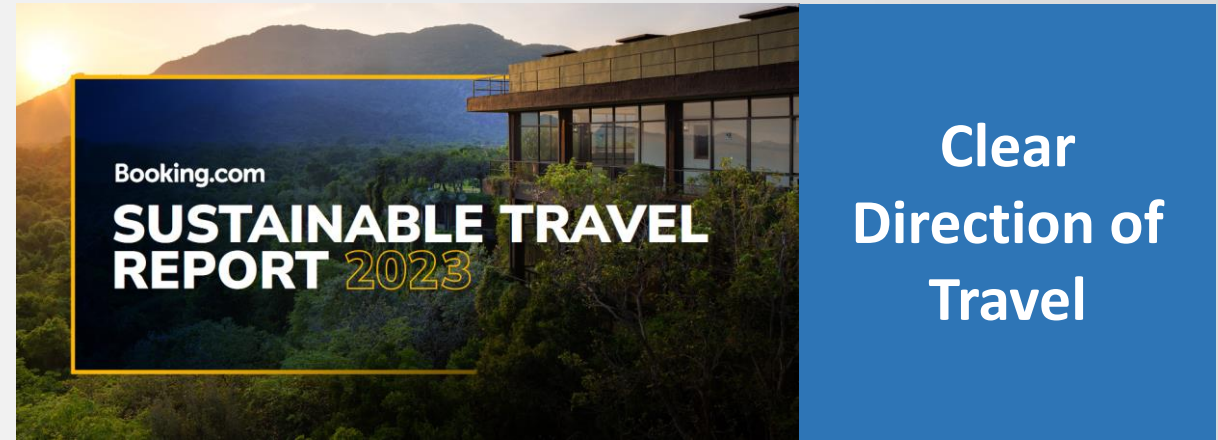
Booking.com 2023

The asked....

- Over 33,000 travelers
- Across 35 countries and territories

Sustainability demand always growing

- Each and every year, sustainability demand grows
- **74%** want travel companies to offer more sustainable travel options
- **65%** would feel better about staying in a particular accommodation if they knew it had sustainability certification.



Green Tourism

- **UK & Ireland's leading tourism Sustainability Certification**
- **Established 1997**
- **2,500+ / 22 Countries**
- **All types / sectors**
 - Hotels, Guest Houses, Self-Catering, Hostels, Visitor Attractions, Tours, Event Venues, Activity Providers, Restaurants, Pubs etc



“Many of our customers tell us that our green commitment is the reason that they chose our accommodation over another.

Andrea Bramhall,

Deepdale Backpackers Hostel



Destinations

Visit Moray Speyside

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


SUSTAINABILITY

Home / Business Subject / Sustainability


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

Green Tourism Resources


Do you want to be a more sustainable business? But where do you start? Well, if you're serious, you're going to find the right place. When teamed with a well-qualified sustainability accreditation organisation, [Green Tourism](#) can provide an exclusive range of sustainability resources, with the ongoing climate awareness and research conducted by experts choosing a staggering 100 of the most 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

YOUR SUSTAINABILITY POLICY: A GUIDE



Green Tourism VISIT MORAY SPEYSIDE

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 CHECKLIST GREEN TOURISM MORAY SPEYSIDE

Green Tourism

VISIT MORAY SPEYSIDE

SUSTAINABLE PROCUREMENT: A GUIDE



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 unethical 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 used by air, road, rail, sea, or a combination? Is any third-party packaging required (recyclable or not) to be reduced or reused? 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 MORAY SPEYSIDE

Green Tourism

VISIT MORAY SPEYSIDE

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 to information and support to ensure you have the tools in place to help your business take the right steps towards sustainability.

Green Tourism Resources

Are you well-to-do in their sustainable business? Start that where do you start? Well, if you're serious, you've come to the right place. We're teaming up with world-leading sustainability accreditation organisation [Green Tourism](#) to provide an exclusive suite of sustainability resources. With this ongoing climate emergency, and research conducted by Ipsos showing a staggering 76% of consumers looking for sustainable options when travelling, it has never been more important to ensure your business is compliant.

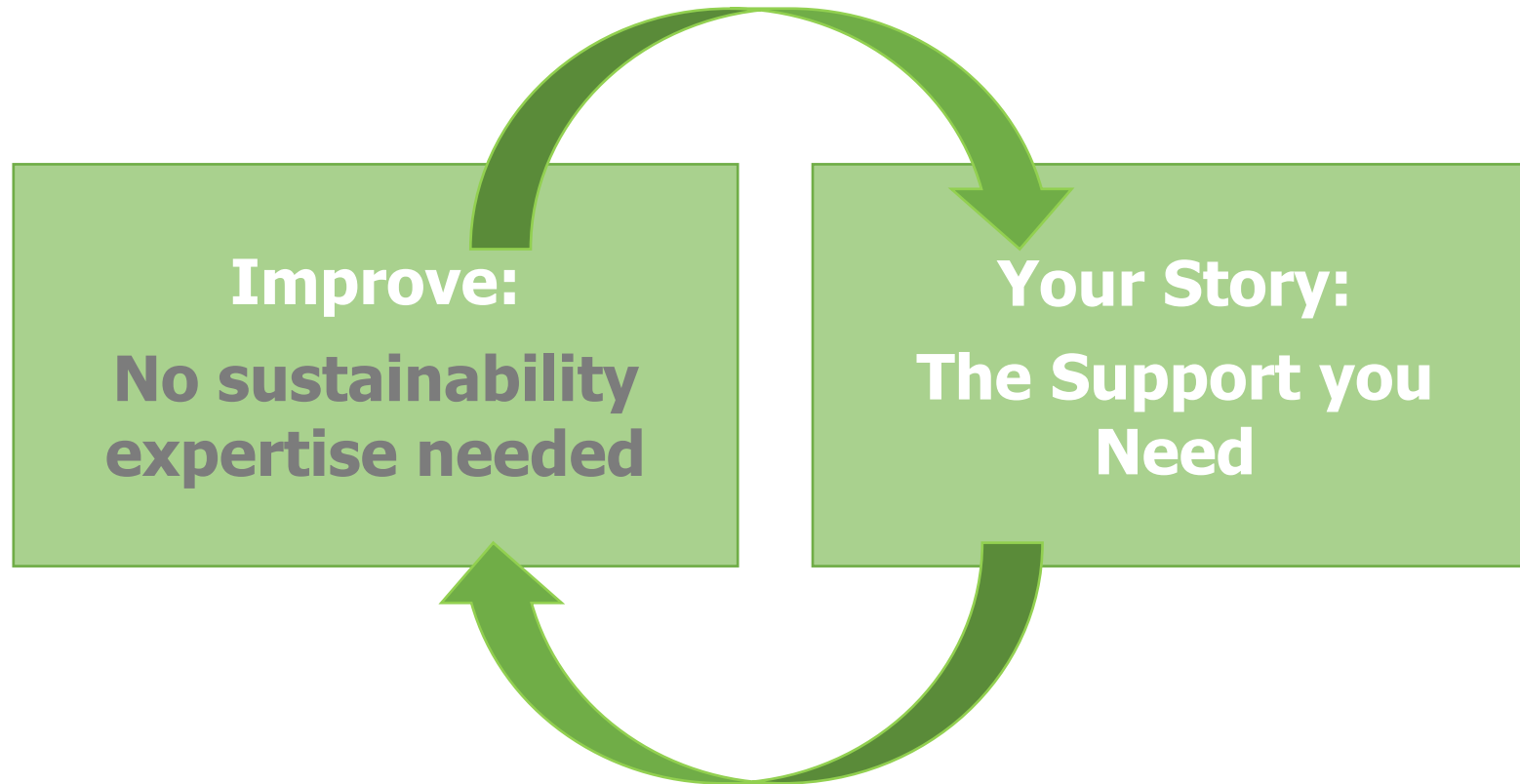
- RESOURCE GUIDES
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- PRE-ASSESSMENT CHECKLIST



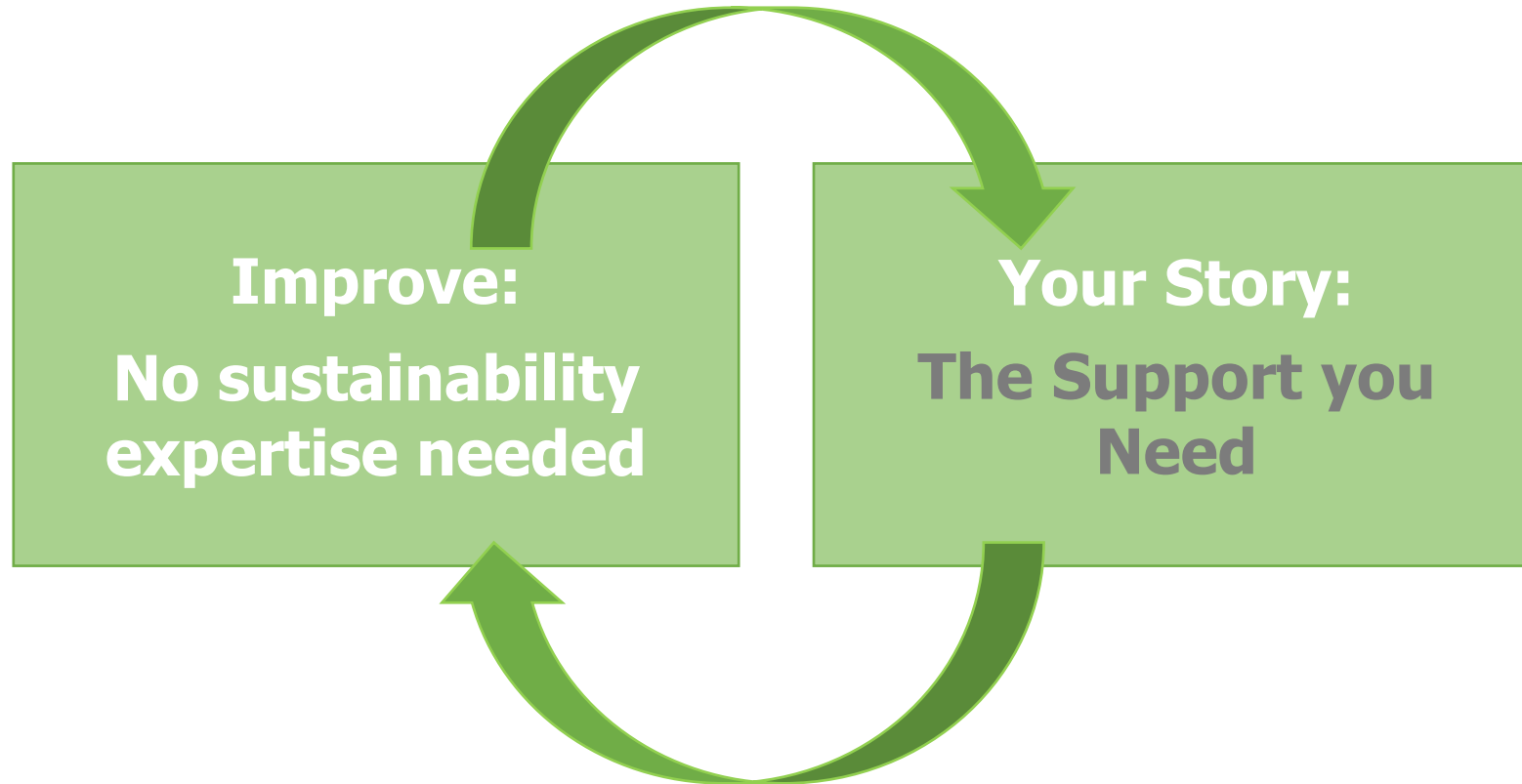
Sustainability & Business Advantage



Sustainability & Business Advantage



Sustainability & Business Advantage



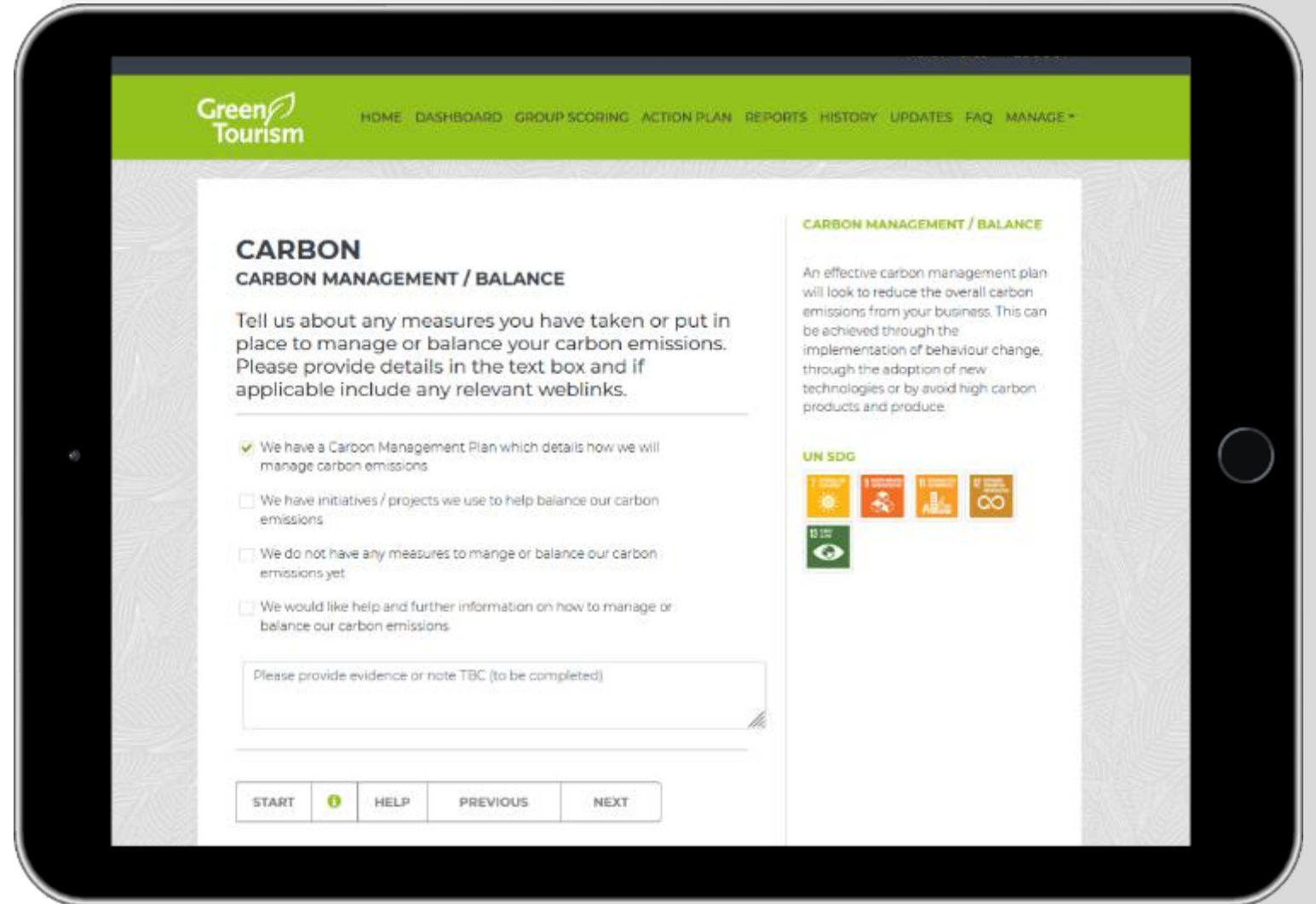
Green Tourism Criteria

- **3 Pillars**
 - People
 - Places
 - Planet
- **15 Goals**
- **70 Criteria**
- **Aligned to the UN SDG's**



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 header features the Green Tourism logo and a navigation menu with 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 criteria with checkboxes. The first criterion is checked, while the others are unchecked. Below the list is a text box for providing evidence or notes. At the bottom, there are navigation buttons: START, HELP, PREVIOUS, and NEXT. On the right side, there is a section titled 'CARBON MANAGEMENT / BALANCE' with a paragraph of text and a 'UN SDG' section with icons for SDG 13 (Climate Action) and SDG 17 (Partnerships for Goals).

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 **i** HELP PREVIOUS NEXT

CARBON MANAGEMENT / BALANCE

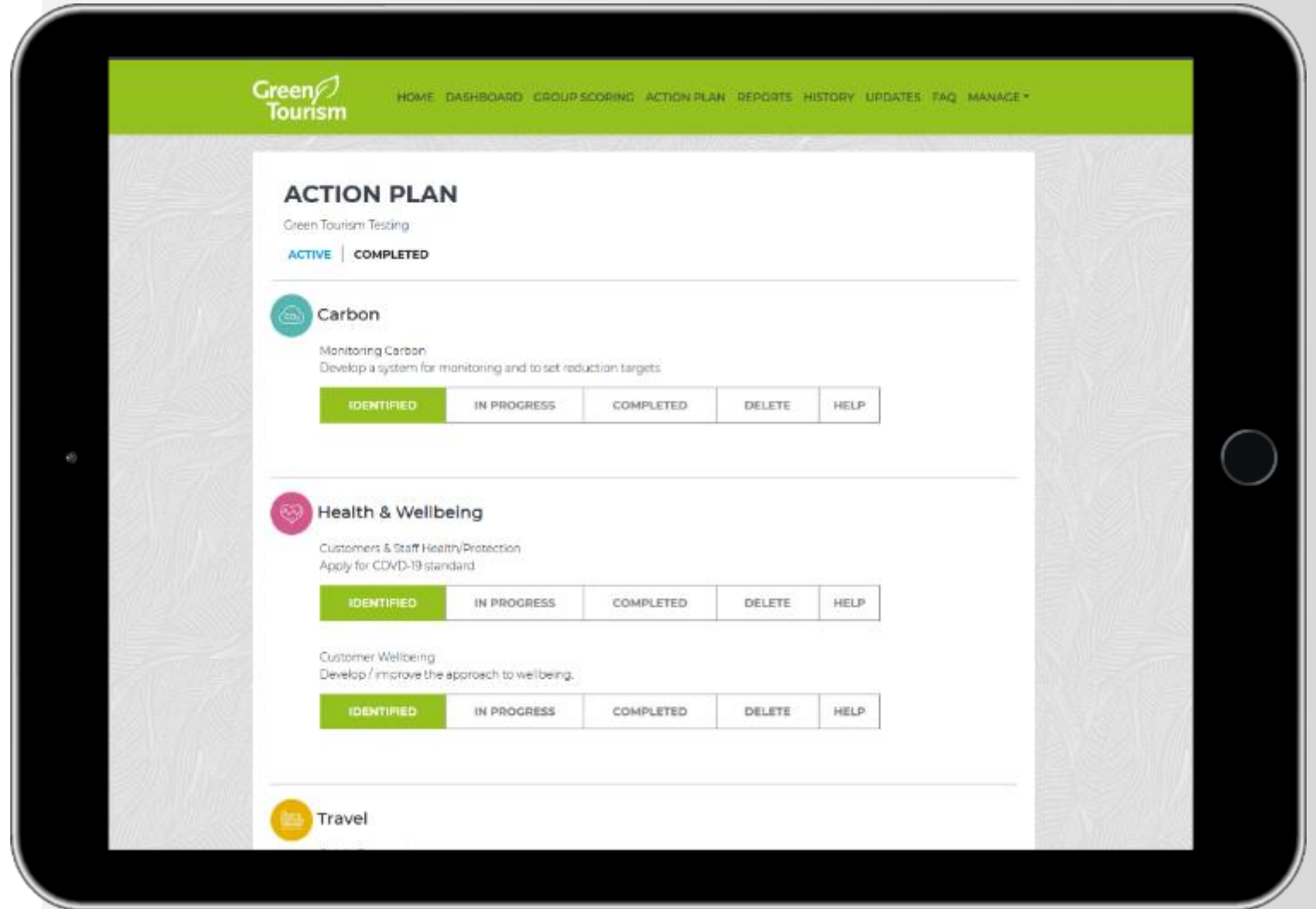
An effective carbon management plan will look to reduce the overall carbon emissions from your business. This can be achieved through the implementation of behaviour change, through the adoption of new technologies or by avoid high carbon products and produce.

UN SDG

13 Climate Action 17 Partnerships for Goals

Support & Action Plan

- **Online support & Information**
- **Interactive Query**
- **Bespoke Action Plan**
- **Record & Review Progress**
- **Download to share**
- **All information automatically saved for future reference**



The Report

- **Standard evidence framework**
- **Evidence key highlights**
- **Provide key sales messages**
- **Inform key marketing messages**



Technical Support Team

- **Assessors**
- **Trained to IEMA standards**
- **Support for Queries**
- **Advice and Training**
- **Monthly Webinars**
- **25+ years of best practise**

iema
Institute of Environmental
Management & Assessment

Environmentally
Qualified
ASSESSORS



**KNOWLEDGE
HUB &
FACTSHEETS**

Webinars

Regular Webinars & Recordings On-Demand

Including:

- Communication & Awareness
- Biodiversity
- Introduction to Carbon
- Waste
- Measuring your GHG emissions
- Energy
- Water



Biodiversity:
what it means for your business

Green Tourism Masterclass Webinar
28 September 2022



Green Tourism Green Meetings



Water

Green Tourism Masterclass

25 May



Green Tourism Green Meetings



An Introduction to Carbon



Green Tourism Masterclass Webinar
30th November 2022

Green Tourism Green Meetings



Measuring Your GHG Emissions



A Green Tourism Masterclass Webinar
30th March 2023

Green Tourism Green Meetings

Marketing Playbook

The 'how to', copy, and the assets you need:

- **Your website**
- **Social Media**
- **In sales conversations**
- **In your onsite customer experience**
- **Your staff recruitment**



**EVERYTHING YOU NEED
TO SHARE AWARD SUCCESS**

Join Us

- Independently Certified by third party qualified assessors
- Continuous Improvement Support

DISCOUNT CODE (Until 1/1/24)

'OHT'

No Registration Fee

Green
Tourism



FEES

£150 - £650 + VAT / year

& £75+VAT Year 1 Registration Fee

Thank you for your time

Green Tourism

enquiries@green-tourism.com

Find out if your
business could achieve
an award with our
**FREE 10 minute
GreenCheck Quiz**

**GREEN
CHECK** 



Green 
Tourism

