

Green Tourism

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Why Green Tourism?

- **1996 - Tourism & Environment Forum**
- **International Competition / Green Destinations**
- **Business Improvements / Environmental Awareness**
- **Rewarding Best Practice**
- **Green Tourism Business Scheme**



Green Tourism Trends

- **Sustainable Tourism**

Takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities

- **Eco-tourism**

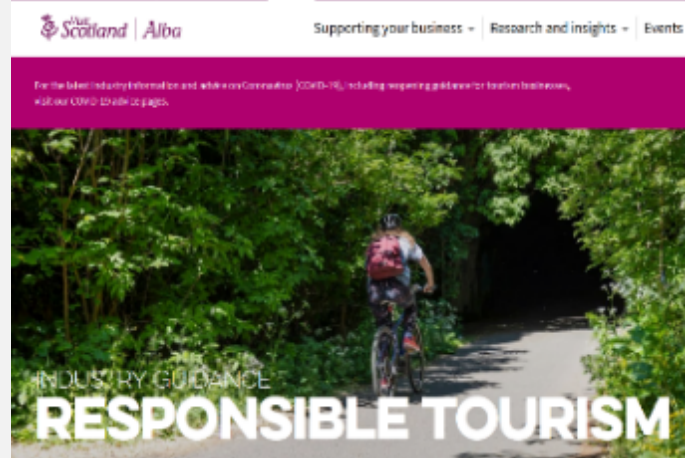
Natural areas - conservation, communities & interpretation www.ecotourism.org

- **Responsible / Green Tourism**

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

- **Regenerative / Transformational Tourism**

Leaving a place better than you found it



Scotland Outlook 2030

A Net Zero Pathway to make Scotland's tourism industry more green and sustainable

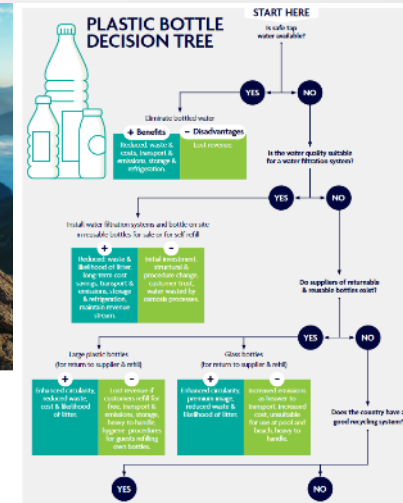
Regenerative Tourism: Beyond Sustainable Tourism



Opportunity for tourism to improve the destination

Travel Trends

- Flygskam, (flight shame)
- Surge in slow travel
- Focus on Climate Neutral Trips
- Lifestyle / Mindfulness / Wellbeing / Health
- Local / Authentic / Residents
- Single Use Items / Plastics
- Tourism Declares a Climate Emergency



www.unep.org



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

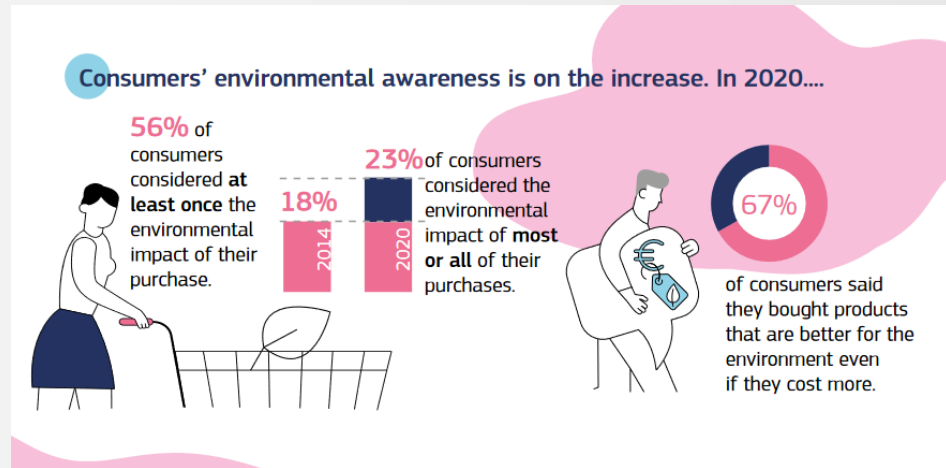
Demand for a Green Recovery

- **67% bought products** - that were better for the environment
- **Globally 65% believe** - it is important that climate change is prioritised in the economic recovery after Covid-19
- **71% feel that** - if a brand is putting profit over people, they will lose trust in that brand forever
- **92% of event professionals** - claim sustainability is important to them

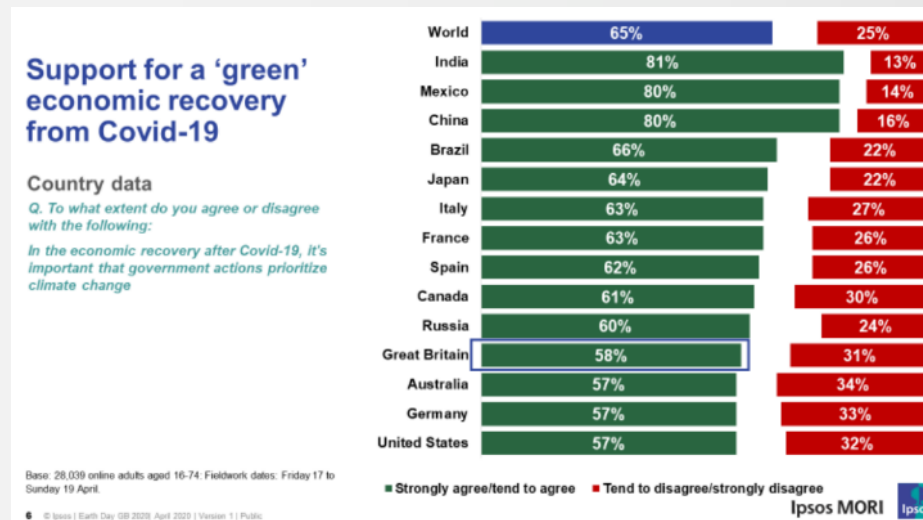
https://ec.europa.eu/commission/presscorner/detail/en/ip_21_1104

<https://www.edelman.com/research/covid-19-brand-trust-report>

<https://www.themeetingsshow.com/monthly-newsletter/sustainability-will-be-top-of-the-agenda-post-covid-19>



Increased Consumers Awareness



France 63%
Canada 61%
UK 58%
US 57%

Green Tourism Standard

- **Internationally Recognised**
- **15,000+ assessments**
- **2,500+ members**
- **22 Countries**
- **All types / sectors**
- **Destinations**



“The Green Tourism Standard enhances our RFP submissions and demonstrates to meetings & events buyers that we are serious about sustainability”

Conal O’Neil,
Group General Manager,
Dalata Hotel Group PLC



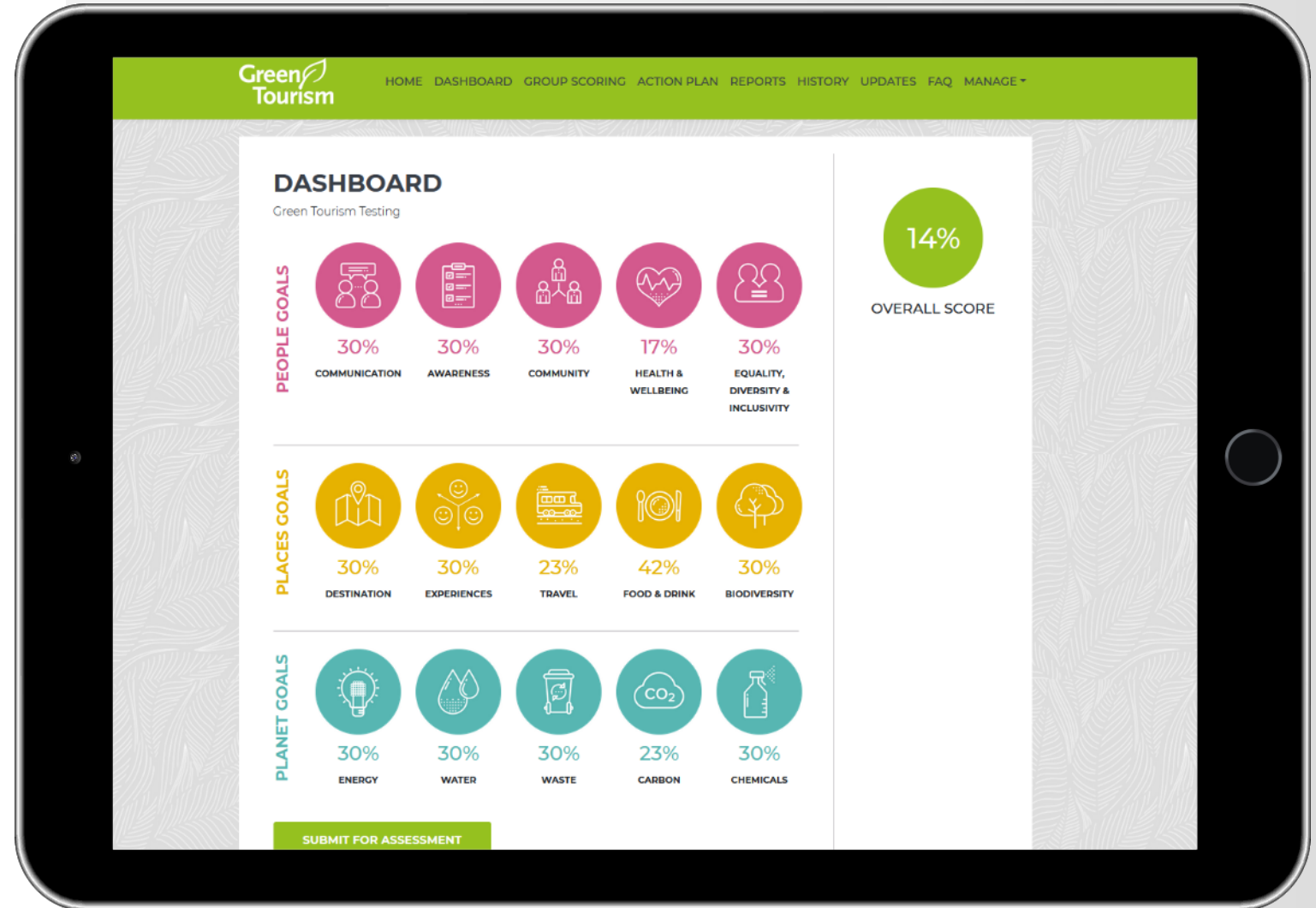
Destinations

- **Green Tourism Destinations**
 - Support / training / advice
 - Certification
 - Tourism Strategy
 - Marketing Strategy
 - Consumer Engagement
- **Global Destination Sustainability Index**
 - **City Performance**
 - Environmental, Social, Suppliers, Destination Management
 - **Glasgow (Ranked 4th)**
 - **Belfast**



Green Tourism Criteria

- **3 Pillars**
 - Caring for People
 - Caring for Places
 - Caring for our Planet
- **15 Goals**
- **70 Criteria**
- **Aligned to the UN SDG's**
- **GreenCheck Interactive Portal**



Technical Support Team

- **Assessors**
- **Trained to IEMA standards**
- **Support for Queries**
- **Advice, Training, Webinars**
- **25+ years of best practise**
- **100's of Case Studies**

iema
Institute of Environmental
Management & Assessment

Environmentally
Qualified
ASSESSORS



**KNOWLEDGE
HUB &
FACTSHEETS**

Meetings & Event Venues

- **700+ Certified Meetings & Events Venues**
- **Criteria developed 2001**
- **Conference Bureaus**
- **Conference Organisers**
- **Destinations**
- **Responding to Industry & Buyer Demand**

**EICC
GOLD
Certified 2001**



**The Green
Meetings
Standard**

Edinburgh Climate Commission

- Challenges critical to meeting climate targets
- Independent, expert & authoritative advice to support the transition to net zero by 2030
- Catalyse action, challenge the city's decision makers & convene stakeholders
- A forum to exchange ideas, research findings, information and best practice on carbon reduction and climate resilience
- **Green Recovery Plan and Climate Compact**

**EDINBURGH
CLIMATE
COMMISSION**

♦ **EDINBURGH** ♦
THE CITY OF EDINBURGH COUNCIL

ecci EDINBURGH CLIMATE
CHANGE INSTITUTE

<https://www.edinburghclimate.org.uk/>



PCAN | EDINBURGH
CLIMATE
COMMISSION

The Edinburgh Climate Compact

Forward Faster Together

Promoting and celebrating ambitious Edinburgh
business action to achieve net-zero by 2030.

CLIMATE COMPACT

Operations

Influence & Leadership

Transport

Buildings

<https://www.edinburghclimate.org.uk/edinburgh-climate-compact>

Compact Pledge

How does it work?

- Publish their current emissions
- Publicise information on they are currently doing to reduce their climate impact
- Contribute to regular blogs on progress, the commission website
- Attend the Compact meetings to share successes and challenges
- Complete annual benchmarking sheet

Sustainable Glasgow Charter

Scottish Cities Alliance



Please get in touch

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