

VISITSCOTLAND

Annual Sustainability Report 2012-2013

Introduction

VisitScotland is committed to improving its environmental performance and reducing its CO² emissions. This report is an account of our sustainability performance and priorities. It also provides detailed information to show that we are on course to achieve our carbon reduction targets, and that we have in place the necessary procedures and processes to ensure continual environmental improvement.

Our Sustainable tourism vision and objectives for low carbon emission

VisitScotland's aim is to be recognised as the sustainable national tourism organisation, as an environmentally responsible organisation that is seen to be reducing the environmental impact, maximising the economic and social benefits of our own operations by proactively managing our resources in a sustainable manner and reducing our carbon emissions.

Reporting Period

This report covers our sustainability activities between **1st April 2012 and 31 March 2013**

Scope of Reporting

The scope of the report covers all our internal environmental activities including Operational Offices and Visitor Information Centres, where data is available. Discussions are being held with respective landlords and managing agents in order to identify utility use associated with VisitScotland premises, and include such data in the 2013-2014 year. The dashboard reports detail where we are in relation to meeting our targets, where further improvements are required, and will be expanded in future years as additional data becomes available.

Our targets

VisitScotland aims to deliver significant cost savings and reductions in greenhouse gas emissions for the organisation, effectively reducing our carbon emissions by 42% by 2020, and by 80% by 2050, as contained in the Climate Change (Scotland) Act 2009, from a baseline of 2008/09. This target will be achieved through a program of increasing efficiency, driving down resource use (e.g. energy use in buildings, business travel and water use), and embraces our initial target of a reduction of 25% by 2015. As at March 2013, VisitScotland is on schedule to meet the 25% reduction target.

In addition, in the area of waste reduction and management, we have pledged to reduce food and associated packaging waste by 5% by the end of 2015. Also, to contribute to the UK Government overall rate of food and packaging waste being recycled, sent to anaerobic digestion (AD), or composted, to a level of at least 70% by the end of 2015. Furthermore, in the ensuing years leading to 2015, VisitScotland will seek to demonstrate

'best practice' in the improvement of existing internal practices in accordance with the Audit Scotland Best Value Sustainability Toolkit. Waste reduction and management effectiveness will also be enhanced through membership in 2013-2014 of Scottish Government supported Sustainable Scotland Network giving access to experts in the field.

Our Achievements and outlook

Following our Carbon Trust accreditation last year, during 2012/13 we have continued to make good progress in meeting our internal targets, and have seen a reduction in CO2 overall, across the targeted areas. With regard to waste reduction we have pledged to both reduce waste arising from the organisation's internal operations, and increase waste recycling in line with the Scottish Government targets, and over the past year, in respect of our operational offices and Visitor Information Centres (VICs), we have;

Progressed with a wide range of initiatives as stated in our Carbon Management Plan, which are ongoing as follows;

- *Planned replacement of lighting in our operational offices with more energy efficient lighting to include the fitting of daylight light sensors which automatically dim the office lights dependent upon the intensity of the daylight experienced in an office.*
- *Implemented a revised Heating Policy which is assisting in managing our heating requirements more appropriately.*
- *Implemented reduction in use of air conditioning systems to align with operational hours.*
- *Developed internal benchmarking of utilities across VisitScotland's estate so as to identify opportunities for carbon reduction, water leaks and switching faults and provide on-line reporting to staff on consumption.*
- *Applied Scottish Government Estates benchmarking data to also identify opportunities for carbon reduction, water leaks and switching faults.*
- *Increased the number of premises accredited under Green Business Tourism Scheme and to apply energy reduction opportunities when undertaking repair and maintenance activities.*
- *Increased staff and 3rd party supplier use of telephone conference facilities to reduce cost of travel both in mileage and non-productive business time.*
- *Reduced our waste to landfill so we have less bins and pickups.*
- *Continued to improve data gathering so that we have a clear picture across the portfolio with regards to power usage and cost.*
- *Improved insulation and other activities to protect our property portfolio against extreme weather conditions.*
- *Embedded sustainability into the tendering of procurement contracts.*

Governance for Implementation

Embedding Carbon Management

Carbon management reduction is embedded in VisitScotland Corporate plan 2013-2016 and will cascade throughout the organisation via Department Operational Plans and associated individual performance management plans

Data Management – measuring the difference, measuring the benefit

Data under Carbon Savings is collected on a monthly basis and measured against previous activity to verify carbon reduction. Carbon levels are reported to every VisitScotland Board, annually to Scottish Government, e.g. as part of Property Estates Benchmarking, and as part of efficiency savings return, and to UK Government as part of E-pims property record

Data Collection Sources

A steady improvement has been made with regard to the collection of data during 2012 enabling more areas to be reported accurately. We will seek continuous improvement in and expansion of our data collection, analysis and application over the whole organisation year on year. The collection of such data has been challenging for 2012-2013 due to changes in suppliers and moving from estimated to actual consumption information, and as the relationships with such suppliers mature it is expected that robust data will be available on these improvements in the 2013-2014 period

- *Stationary sources – Electricity, Gas & Oil*

This data was gathered from energy invoices for each of VisitScotland's properties.

- *Waste*

The landfill waste data for the baseline period was compiled by converting volumetric data into tonnage equivalents, based on SEPA conversion factor for municipal waste.

- *Water*

This data was gathered from invoices for each of VisitScotland's properties.

- *Transport*

Travel data was compiled from monthly staff expense sheets for each mode of travel - fleet vehicle, own car use, long and short haul flights, rail, ferry, bus and taxi.

Carbon Management Plan

VisitScotland, in partnership with the Carbon Trust, has developed its Carbon Management Plan (CMP) which sets out our goals in respect of reducing our CO² emissions. Identified therein are all our carbon producing activities, both internal and external, together with the initiatives we are taking to achieve our targets. These initiatives are outlined within this report.

We have worked with Zero Waste Scotland during 2012/2013 to develop and implement a Waste Reduction Plan, which will allow waste reduction targets to be set for 2013-2014 onwards.

The baseline year

The baseline year for the CM Programme is the 2008 - 09 financial year.

Targets and objectives

Short Term Savings ARE THE 1ST 3 PER ANNUM SAVINGS AND THE LAST OVER 3 YEARS?

- ✓ Adjusting air conditioning timing controls within our main office will see a carbon saving of 4.9% towards our target.
- ✓ Creating new templates for printing in black and white instead of buying in business stationery is another short term carbon saving of 2.2%.
- ✓ Monitoring print output via our Multi Functional devices adds 0.3% to the carbon savings and just like the template printing will take one year to complete.
- ✓ VisitScotland's motor vehicle policy change to cap leased car CO2 emissions will also result in 3.1% of carbon savings over a three year period.

Medium Term Savings

- ✓ The main carbon reduction saving target of 8.8% relates to our Marketing Print Review as numbers of brochures printed have decreased and paper saved as a result. The drop in printed brochures will continue each year but to compensate our customers there will be an increase in e-brochures going forward.
- ✓ Travel policy changes to reduce staff travel will result in carbon savings over the medium term for own car use, air travel and taxis. Financial savings have already been made and carbon savings will follow suit.

Long Term Savings

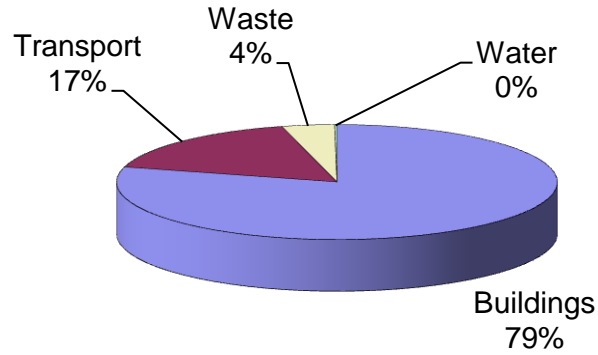
- ✓ Property estate changes have been taking place since 2009 as VisitScotland leases come to an end or third party Partnership Information provision is put in place. The carbon savings as a result of these changes is 8.5% and this will continue over many years.
- ✓ Along with property changes there is a link to landfill waste and recycled waste reductions as partnerships take over responsibility for waste and our commitment to reducing waste in general through changing suppliers and GTBS accreditation. Resulting savings amount to 1.5% of carbon reduction

Sustainable Procurement

VisitScotland continues to further develop sustainable procurement within our corporate culture, by taking proper account of sustainability in our procurement activity, in accordance with the Sustainable Procurement Action Plan for Scotland 2009. As part of our Evidenced Based Procurement initiative, sustainable procurement is now an established part of tender assessment criteria and subsequent award of contract, e.g. use of local contractors for works and maintenance contracts, proportion of contracts awarded to SME's, leasing of more fuel efficient cars and will be reported on in 2013-14.

VisitScotland's baseline data

% CO2 emissions for the baseline year.



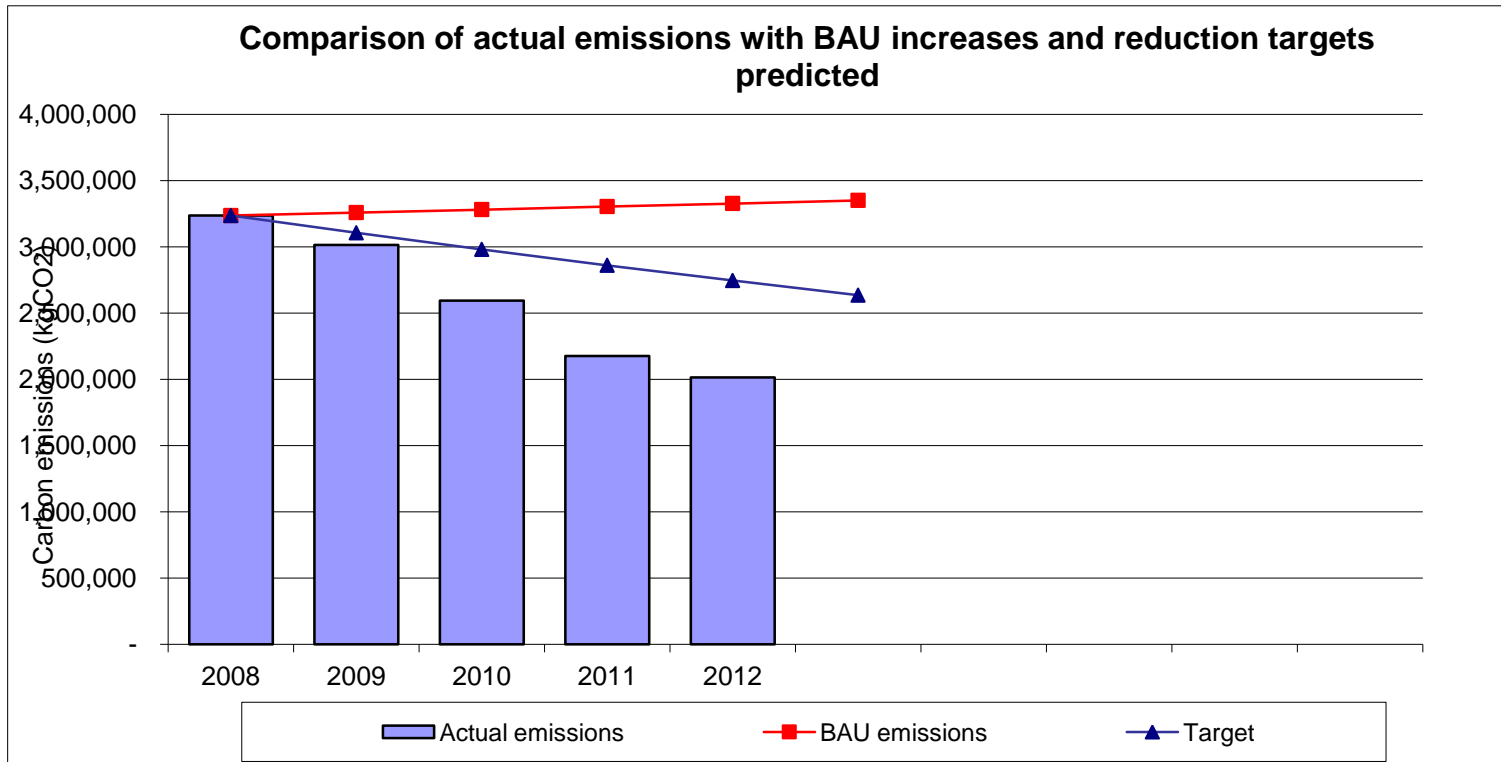
Summary table of emissions for baseline year 2008/09

	Total	Buildings	Transport	Waste and Water
Baseline CO ₂ emissions (tonnes)	3,236	2,563	542	130

The majority of the emissions and cost, 79%, were as a result of 5,304 Megawatt hours of energy that were consumed within VisitScotland properties at a cost of £371k

Carbon Management Projects

VisitScotland is on track to achieving the CO₂ emissions target by 2015, and as other projects are planned, there will continue to be savings in the future.



The Green Tourism Business Scheme (GTBS)

Green Tourism Business Scheme (GTBS) is an environmental management system, originally developed in conjunction with VisitScotland and now operated by Green Business UK.

With many of our offices and VisitScotland Information Centres (VICs) leading the way in promoting sustainable tourism and staff across the organisation working hard towards becoming more sustainable in the way we work, becoming GTBS accredited is a vital part of this task.

VisitScotland currently has 84 offices and VICs accredited and to date we hold 10 Gold awards, 60 Silver awards, 10 Bronze awards with 4 awaiting grading.

In line with promoting sustainability, VisitScotland participates and promotes various seasonal and annual events and campaigns each year, e.g. Keep Scotland Beautiful, Climate Week and Earth Hour.

The Carbon Reduction Commitment

We are a full participant in the UK Government's Carbon Reduction Commitment Energy Efficiency Scheme and as such submitted our first annual report in July 2011.

For the year 2011/12 we reported **2,176 tonnes** of CO² and for 2012/13 **2,014 tonnes of CO²** which represents a 7.4% reduction.

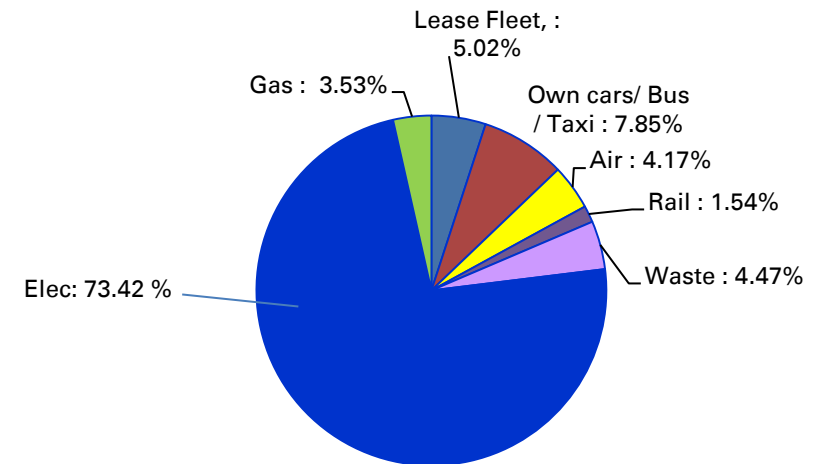
The tables below show our 2012/13 outcomes;

- A. The sustainability overview**
- B. The Carbon summary**
- C. Transport CO² emissions (Operational Offices & VICs)**
- D. Energy CO₂ emissions (Operational Offices & VICs)**
- E. Energy Consumption (kWh '000).**

A. Sustainability overview for 2012/13

Operational offices & VICs

- Our energy CO² emissions are reducing annually. This is due to behavioural changes and improvements we have made through our planned carbon projects.
- We have reduced our energy emissions by **38%** from the 2008-09 baseline, which includes, notably, the 17% drop on 2010/11, and therefore have already exceeded our initial target of a 25% reduction by 2015.
- A small proportion of our offices are sub-let and VS has limited control over our tenants' use of utilities, although utility costs are charged as part of their lease agreement.
- We have made a **31%** reduction in our travel emissions from the baseline year, and we have a three year project to reduce CO² emissions to 130g/km from October 2010.

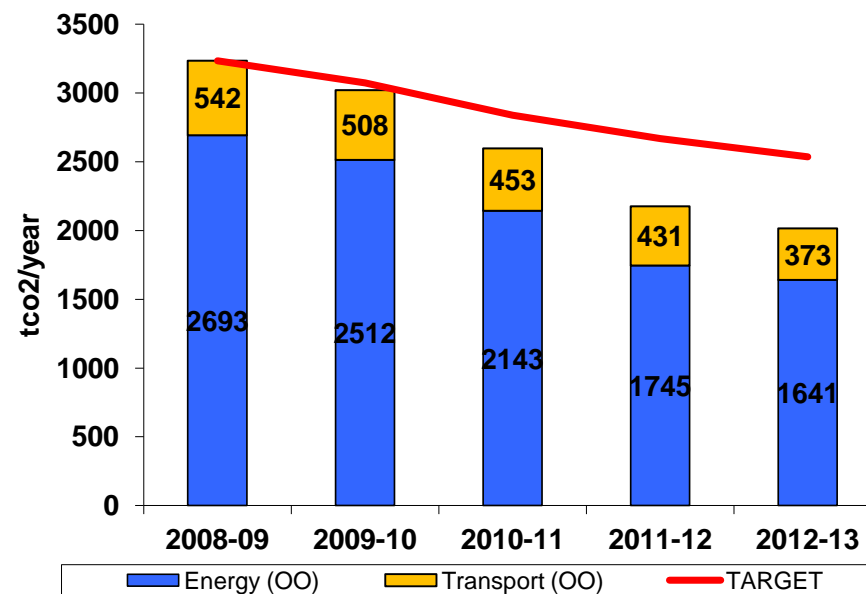


B. Carbon Summary

CO ² Emissions (tonnes)	08-09	09-10	10-11	11-12	12-13
Emissions Energy	2693	2512	2143	1745	1641
Emissions Transport	542	508	453	431	373
Emissions Total	3,235	3,020	2,596	2,176	2,014
ORIGINAL TARGET	3,235	3,073	2,839	2,669	2535

Notes:

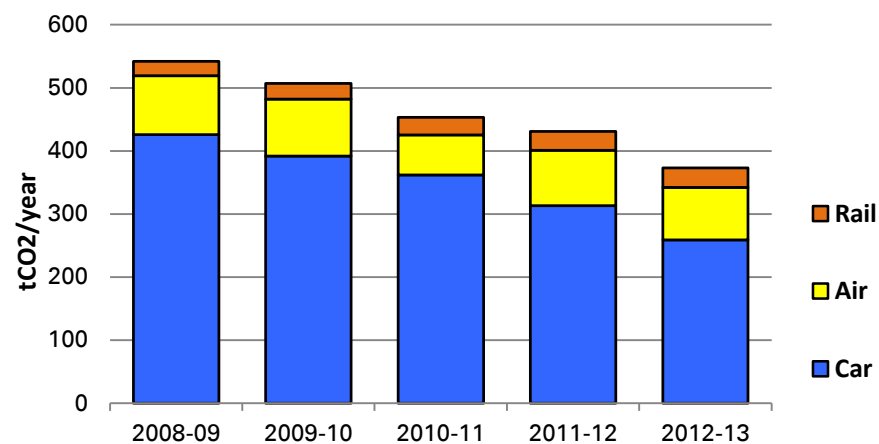
- The government target expectation of a reduction of 25% by 2015 would see us achieving a goal of **2,426** total emissions so therefore we are o target.



C. Transport CO² emissions (Operational Offices & VICs)

Transport CO² emissions (Operational Offices & VICs)

CO ² Emissions (tonnes)	08-09	09-10	10-11	11-12	12-13
Lease Fleet	116	94	126	105	101
Own vehicles etc.	310	299	236	208	158
Flights – Short haul	63	60	44	56	57
Flights – Long haul	30	30	19	32	26
Rail	23	25	28	30	31
TOTAL (tonnes)	542	508	453	431	373
VS Staff (FTE)¹	758	753	716	708	714
CO² per staff member (tonnes)	0.72	0.67	0.63	0.61	0.52



Notes:

- During 2010/11 there was an increase in the Lease Fleet size.
- Due to policy change during 2010, a cap of 130g/km CO₂ for future fleet requirements came into force
- 50% of the Fleet reduced emissions to 130g/km or under by March 2012.
- 83% of the Fleet reduced emissions to 130g/km or under by March 2013
- International travel is essential to meet our marketing business plan objectives

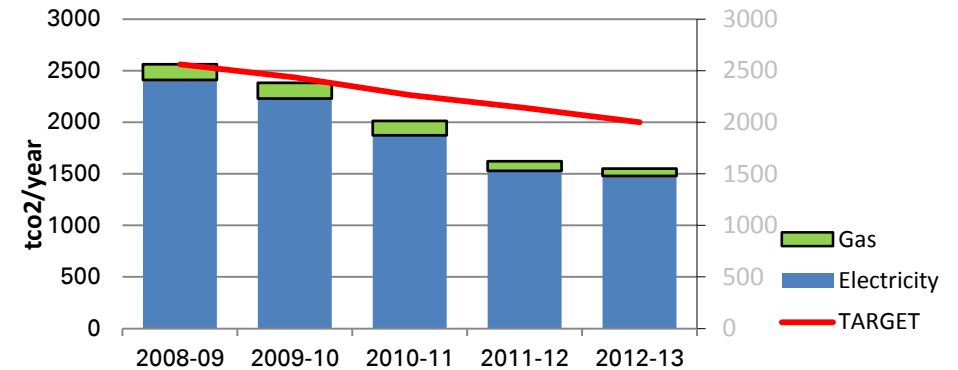
¹ Includes temporary staff

D. Energy CO2 emissions (Operational Offices & VICs)

Energy CO² emissions (Operational Offices & VICs)

CO ² Emissions (tonnes)	08-09	09-10	10-11	11-12	12-13
Grid electricity	2410	2,229	1,874	1,529	1,478
Gas	146	147	135	92	71
Heating oil	6	6	4	0	0
TOTAL (tonnes)	2,562	2,382	2,013	1,621	1,549
ORIGINAL TARGET	2,562	2,434	2,263	2,021	1,999
VS Staff (FTE)²	758	753	716	708	714
CO² per person (tonnes)	3.38	3.16	2.81	2.29	2.16

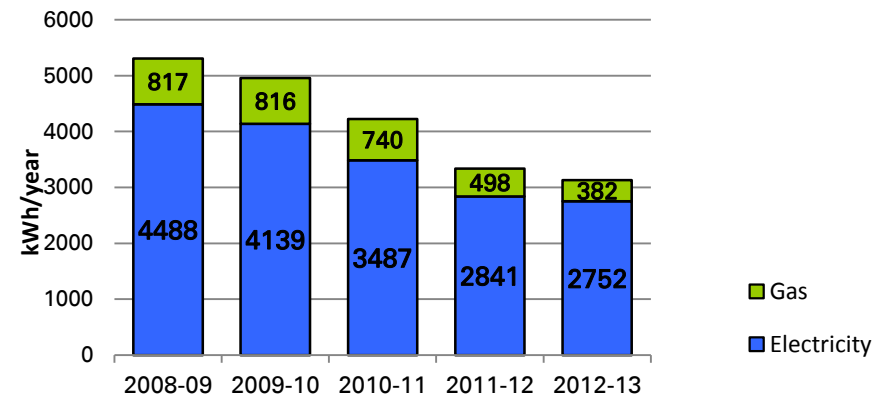
- All figures have been calculated using CRC conversion factors
- Any use of heating oil was taken over by sub-tenants, as required, from 2010/11



E. Energy Consumption (kWh '000)

Energy Consumption (kWh '000)	08-09	09-10	10-11	11-12	12-13
Grid electricity	4,488	4,139	3,487	2,841	2,752
Gas	791	791	727	498	382
Heating oil	26	25	13	-	-
TOTAL (kWh)	5,305	4,955	4,227	3,339	3,134
VS Staff (FTE)²	758	753	716	708	714
kWh per person	7.00	6.58	5.90	4.72	4.39

- There has been a steady reduction across the Estate mainly through property changes, which has already taken us beyond our projected target for 2015.



² Includes temporary staff

F. Waste and Water Consumption

Minimise Waste and Increase Recycling (Operational Offices & VICs)

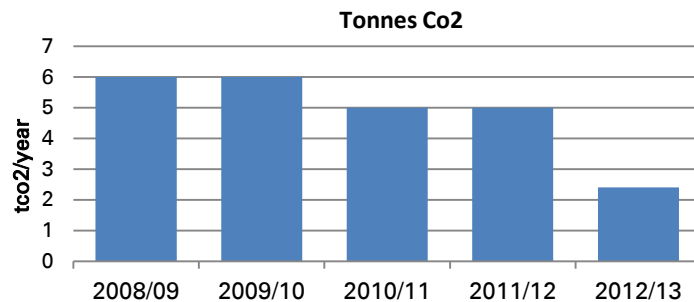
Waste (tonnes)	2012-13
Recycled	280
Landfill	202
Average recycling rate	58%
Landfill avoidance*	See comments

We are, in 2012-2013, working in partnership with Zero Waste Scotland to produce and implement a Waste Reduction Plan and the benefits will be reported in 2013-14. This exercise will produce the baseline data on current waste generated and a programme of waste reduction.

Landfill avoidance - VisitScotland recycle office furniture, mobile phones, used batteries, printer cartridges and IT hardware. Quantities vary each year. Data will be provided in 2013-14 in accordance with VisitScotland's Waste Reduction Plan.

Water (Operational Offices & VICs)

2012-13	
CO ²	2.4
M ³	5,859.4



Notes

- The figures across the estate show a marginal fall between 2008/09 and 2011/12.
- Some properties are excluded as they are shared tenancies and so are billed based on the rateable value of the property
- Water usage in 2012-13 shows a significant drop compared with the previous year. This is due to legacy data against more robust reporting which identified an overcharge from the supplier and will be adjusted in 2013-14.

VISITSCOTLAND'S SUSTAINABILITY ACTIVITIES (EXTERNAL FACING)

In line with the Scottish Government's plans, VisitScotland aspires to make Scotland Europe's most sustainable destination and aims to be recognised as a leader in sustainable tourism development.

VisitScotland will contribute to a more sustainable future for Scotland through taking direct action on issues under our control and playing an influencing role to help drive sustainability within the tourism sector in Scotland.

VisitScotland's Sustainable Tourism Strategy 2010-2015 provides a clear rationale and plan for delivering our aspirations for sustainable tourism. The vision and objectives will be delivered through

- our internal operations- activities over which we have direct control (e.g. energy use, purchasing)
- engagement with visitors- through our marketing campaigns and visitor information centres
- engagement with businesses- through quality assurance and business advice
- engagement with strategic partners- those with appropriate expertise and influence to help achieve the objectives.

Engagement with businesses

Some examples of Key external facing activities that we have undertaken to assist our progress towards our goals have been:

- i. Promotion of the Green Tourism Business Scheme (GTBS) sustainable tourism certification to tourism businesses to help reduce negative environmental impacts, identify cost savings through efficiencies, and offer a sustainable choice for consumers, and link quality with the environment. There are now currently over 830 Scottish GTBS members.
- ii. Business Advice - promotion of "Sustainable Tourism for Dummies" guide, 'Don't be a Waster - Business Waste Toolkit' and other resources freely available to businesses on VisitScotland.org
- iii. In 2012 we undertook a pilot project, followed by industry consultation, to inform how best to move forward in terms of integrating sustainability into our Quality Assurance Scheme. As a result, from April 2013 onwards, Quality Advisors are providing businesses with sustainability advice and are carrying out a basic assessment of activities undertaken. This offers the opportunity to encourage and support a wide range of businesses to make some meaningful progress with regards to their sustainability.

- iv. Engaged with a wide range of businesses and relevant partners to promote the Year of Natural Scotland 2013, promoting Scotland's Natural and Historic landscapes, its flora and fauna, Scottish food and drink, active Scotland and sustainable businesses.

Engagement with Visitors

- i. Promotion of GTBS members to visitors in relevant consumer facing materials (e.g. print, on-line) and in VICs to support businesses that have made a commitment to be more sustainable
- ii. Promotion of low carbon transport options in relevant consumer facing materials (e.g. website, brochures) and in VICs
- iii. Seasonal Marketing campaigns like 'Autumn Moments' and 'Winter White' to encourage visitors outside of the main seasons and reduce seasonality of demand.
- iv. Developed 'Help us keep Scotland Special!' Visitor charter outlining 5 things visitors can do to make their impact a positive one. Distributed to over 6000 businesses as part of AdviceLink magazine to use in their consumer facing information. Also, distributed through various events and website, and included in print literature (e.g. VS brochures, Landmark brochures).