

HIGHLAND TOURISM CONFERENCE 2022

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Going net zero

Session chaired by Michael Goulding,
Visit Inverness Loch Ness

Industry showcases:

Wilderness Scotland, Ben Thorburn

Pinewood Steading , Jane Slaughter

Business Energy Scotland, Ryan Felber

HIGHLAND TOURISM CONFERENCE 2022

Michael Golding

CEO

Visit Inverness Loch Ness

Loch Ness



DEVELOPING A SUSTAINABLE DESTINATION

Michael Golding
CEO

visit **Inverness**
Loch Ness

"We are the first generation to feel the effect of climate change, and the last generation who can do something about it."

~ President Barack Obama

The bottom of the slide features a decorative graphic consisting of several overlapping, wavy, horizontal bands in various shades of light blue and white, creating a sense of movement and depth.

Scotland Is Ambitious

Leaders in 21st Century Tourism
NetZero by 2045

 Inverness Castle, River Ness

Our Aim

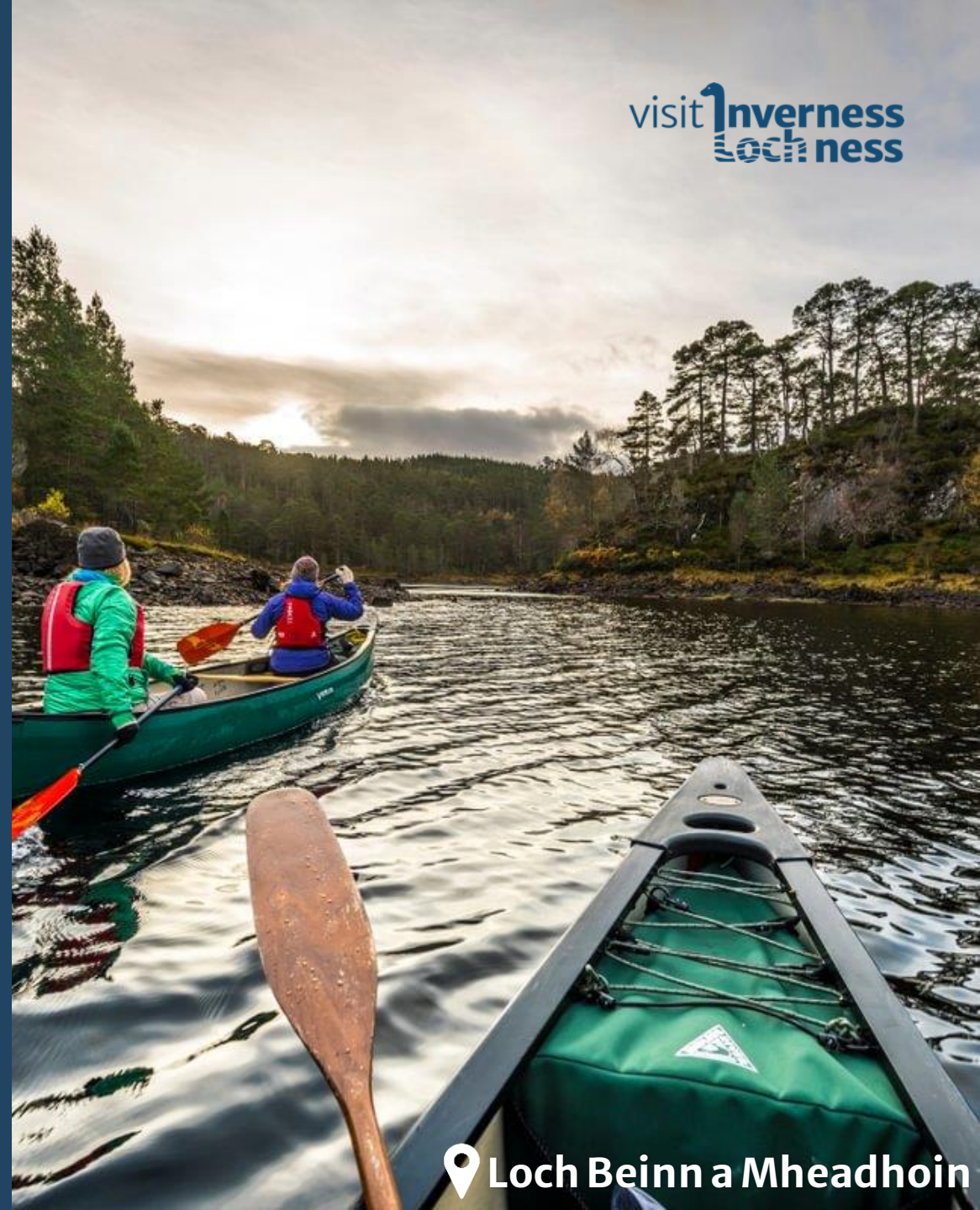
Be leaders in sustainable destination management, providing the economic, social and cultural benefits of tourism

Getting Started

What did we do and why?

- Carbon Neutral
- Tourism Declares a Climate Emergency
- Glasgow Tourism Declaration
- Destination Net Zero Pilot Project
- Destination Climate Action Plan

visit **Inverness**
Loch ness





Rewilded land with 4000 Trees

Why Fountains? There Are Taps!

34 places giving outdoor access, lowering waste, gaining footfall



visit **Inverness**
Lochness

Making Better Travel Choices





At Our Heart
Networking | Agenda | Website

12 Months Later

What are the results?

- Half completed our Climate Action Plan
- Values through the website, dedicated pages
- 152 trees instead of tees
- >30 sustainability event engagements
- 5 community grants issued
- Green Destination Top 100 Stories
- 5 Sustainability award shortlistings
- DMO of the Year, RBS Climate Champion



What's Next?

2023 and beyond

- Climate Action Plan – review and develop
- Seasonality – 84% drop summer vs spring
- Consider certification – GSTC, GD
- Stakeholders – What does 2045 look like?
- Identify significant opportunities
- Protect the Culture, Heritage, Natural Environment while lowering Carbon and creating a Sustainable Economic Climate for Businesses



**“The final chapter is ours to write.
We know what we need to do. What
happens next is up to us”**

~ Sir David Attenborough

The bottom of the slide features several overlapping, wavy, light-colored lines that create a sense of movement and depth against the dark blue background.

The Learnings

Maybe it can help you?

- Why do it? environment, community and economic benefits
- Reduce carbon, but think bigger!
- What does 2045 look like for you? Take a moment to imagine it
- Once you have a vision, what could be delivered in the next 12 months?
- Keep it simple, in a time full of options and opinions, do what you can



DEVELOPING A SUSTAINABLE DESTINATION



Michael Golding
CEO

Michael@visitiln.com

visit **Inverness**
Lochness

HIGHLAND TOURISM CONFERENCE 2022

Ben Thorburn

Wilderness Scotland



True Net Zero

Ben Thorburn
@benthorburn


Wilderness Scotland

Glasgow COP26

A Manifesto for Tourism to 2030

1. **Fly Less**
2. **Stay Longer**
3. **Make it Count**



The Glasgow Declaration

1. **90% Reduction in emissions by 2030**
2. **Achieve “True” Net Zero by 2030**
3. **Adopt Science-Based Targets**
4. **Transparent reporting and open-sourced methodology**
5. **Work in a collaborative spirit**



Total Carbon Footprint 2019 – 2020

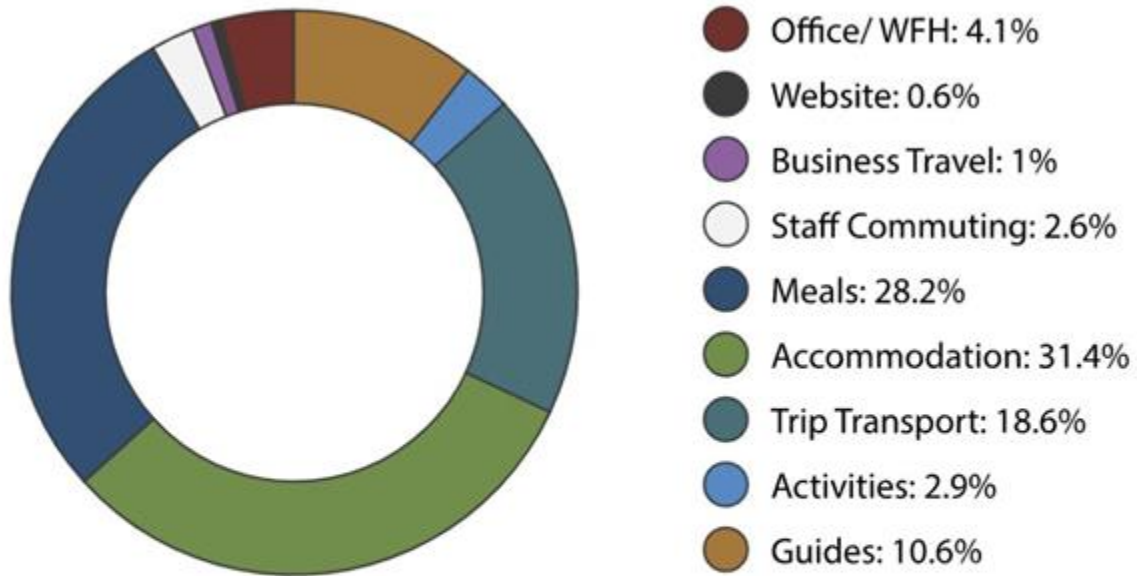
468,660 kg

469 Tonnes

85% of emissions were Scope 3

Carbon Labelling

Breakdown of a Traveller's Carbon Footprint on a Wilderness Trip



Average Trip = 142kg of CO2 per traveller





The West Highland Way

Wilderness Walking

★★★★★
207 reviews

Next Trip: 17th - 24th Apr 2023

Duration: 8 Days / 7 Nights

From £2,035

[View Prices & Dates](#)



Small Group Trips

Walking Holidays

The West Highland Way

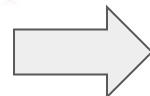
Travel Planning & Advice

Our assurance that we continue to deliver responsible and financially protected adventure holidays.

[Book With Confidence](#)



Trip created by **Stevie Christie**
[View Stevie's Profile](#)



Region: Multi-Location

Trip Type: Wilderness Walking

Accommodation: Classic

Max Group Size: 16

Confirmed: When 2 Travellers Book

Deposit From: £508.75

Grading: ●●●●●●●●●●●●●●

Carbon Footprint: 129kg

All you need to know about your trip, this essential document is a must for all adventures.

[Download Itinerary](#)

What Do The Numbers Actually Mean?



Grocery Shopping

A typical week



Maldives Resort

7 days / 6 nights



Wilderness Trip

7 days / 6 nights



By 2030, the science based target suggests no more than 56kg per capita per week



Carbon Reduction Actions

Our Plan to Reduce Emissions

Priorities for Action

1. **Transition vehicle fleet to EVs while reducing transport movements (19%)**
2. **Annually increase the amount of low-carbon meals provided on itineraries (10%)**
3. **Annually increase the number of accommodations powered by renewables (8%)**
4. **Provide additional support to accommodations to further reduce their carbon footprint (6%)**
5. **Establish regional bases which will reduce transport movements during the operating season (5%)**



The End of the Beginning Tools for Change

- Do take action
- Follow a [science-based methodology](#)
- Benchmark with a [business carbon calculator](#)
- Prioritise the impact of your actions
- Seek funding from [Business Energy Scotland](#)



HIGHLAND TOURISM CONFERENCE 2022

Jane Slaughter

Pinewood Steading

Highland Tourism Conference

Delivering Net Zero in the Highlands

Jane Slaughter

Owner of Pinewood Steading

- Board Director of Visit Inverness Loch Ness: Chair of Business Development Group; member of Climate Action Plan Working Group; member of Foodie Tourism Working Group; member of Fresh Water Top Ups Working Group
- Board Director of the Association of Scotland Self-Caterers
- Gold Award for Green Tourism

<https://www.pinewoodsteading.co.uk/>

<https://www.facebook.com/pinewoodsteading>

<https://www.instagram.com/pinewoodsteading/>



PEOPLE GOALS



COMMUNICATION



AWARENESS



COMMUNITY



HEALTH &
WELLBEING



EQUALITY,
DIVERSITY &
INCLUSIVITY

PLACES GOALS



DESTINATION



EXPERIENCES



TRAVEL



FOOD & DRINK



BIODIVERSITY

PLANET GOALS



ENERGY



WATER



WASTE



CARBON



CHEMICALS

Green Tourism

Low Cost / No Cost

Nature diary / spotter guides

Composting (easy if you live on site)

Information on walking, cycling

Recycling with good labelling

Bike storage or local hire information

Bird ID books, flowers etc

Refillable, vegan, eco friendly cleaning products for guests use – as well as our own -

A green statement/policy (on our website)

Local directory of food providers, including delivery options

Locally sourced welcome basket – flowers from garden

Shower/tap flow rates

Low energy lighting

Monitoring energy use

Public transport information

Pinewood Steading is green self catering accommodation near Loch Ness. We are a **Green Tourism Gold Award** member. This recognises our sustainable business practices and our efforts to be efficient in many areas including energy, water and waste management.

James and I strongly believe in doing our bit to improve the environment and reducing our contribution to global warming. We have strived where possible to use practices that support these principles. As a family and a business, we are also committed to protecting our own wonderful surroundings and environment. Indeed, we selected the site for its natural beauty, a great location for our business, and the site's potential for environmental improvement.

As a business, we strive to further our green living credentials as we believe that sustainable development is one of the most important issues facing our planet. We have put lots of measures in place to reduce environmental impact but have a suite of plans for future changes to further improve and to carefully manage the local environment.

We hope to promote green tourism and green living by encouraging and educating our guests to make ethical, responsible and sustainable decisions.

When you visit Pinewood Steading, you know you are a part of our journey – and we are happy to share ideas on how you can take

View our
live webcam 
and enjoy the stunning scenery

Follow Pinewood Steading



Subscribe to Our
Newsletter

First name *

Last name *

E-mail *

Subscribe!



Green Tourism Gold Award

Getting Feedback

- Did you value any of our Green Tourism measures? Do you have an interest in a Green commitment or can suggest any actions to help us identify other areas to improve? *I think you are doing a great job. We feel it is important to promote green measures.*

- Did you value any of our Green Tourism measures? Do you have an interest in a Green commitment or can suggest any actions to help us identify other areas to improve? *You obviously show respect & consideration for your surroundings.*
- What other facilities would you like to see at Pinewood Steading? Is there anything we need to improve upon the service? *enclosed sat in area*

- Did you value any of our Green Tourism measures? Do you have an interest in a Green commitment or can suggest any actions to help us identify other areas to improve? *GREEN IS GOOD. EVERY LITTLE HELPS.*
- What other facilities would you like to see at Pinewood Steading? Is there anything we need to improve upon the service?

rate it from 1-10 (1 being poor, 10 being excellent)?

About Pinewood Steading

- Was Pinewood Steading a pleasant surprise? How was the cleanliness and presentation?

- Did you value any of our Green Tourism measures? Do you have an interest in a Green commitment or can suggest any actions to help us identify other areas to improve?

we could

- Is there anything broken/missing or in short supply which we need to address before the next guests arrive (bin bags, matches etc)?

Please turn over...

- Did you value any of our Green Tourism measures? Do you have an interest in a Green commitment or can suggest any actions to help us identify other areas to improve? *I AM VERY INTERESTED AND DON'T HAVE ANYTHING TO ADD*
- What other facilities would you like to see at Pinewood Steading? Is there anything we need to improve upon the service?

- Did you value any of our Green Tourism measures? Do you have an interest in a Green commitment or can suggest any actions to help us identify other areas to improve?

Yes - no further suggestions though.

What other facilities would you like to see at Pinewood Steading? Is there anything we need to improve upon the service?

The Impact

““ Yes we got some goodies on the way gone. Also been and bought some of the Ecover washing up liquid as I was impressed with that too. ””

““ I hope you don't mind me asking but we are trying hard to make our ho r more eco friendly. We use ecover washing liquid, and laundry eco eggs already, as well as Faith in Nature products. But I was wondering if I could pick your brains about which cleaners you use on your vinyl flooring in the cottage? ””

““ Received the money, sadly a very similar amount went out to the Highland Soap Company in Fort William! All your fault for providing such gorgeous toiletries 😂 ””

““ We really appreciate the time you give and your suggestions and recommendations - all of which go to make Pinewood that little bit special. ””

““ We are glad you are enjoying the chocolates and wish you a lot of success with Pinewood Steading in the future. It is great that you will be setting up the composting facilities this year, because this will undoubtedly drastically reduce the amount of waste, as we know from personal experience at home. ””

““ We've been inspired lol ””



The Learnings



Know why you are doing it – a personal passion, for the planet, business USP, entice guests/visitors, influence guests



Make a positive change and impact to your environment



Think what's next: keep learning, finding assistance, grants



Keep it simple, it doesn't have to be hard, resource heavy or costly



“I have learned you
are never too small
to make a
difference”

Greta Thunberg

HIGHLAND TOURISM CONFERENCE 2022

Ryan Felber

Business Energy Scotland

Business Energy Scotland

Delivering Net Zero | 29 November 2022

Ryan Felber

Who we are

- Funded by the Scottish Government
- We provide free, impartial support, advice and access to funding to help small and medium-sized enterprises save energy, carbon and money
- We help businesses identify AND implement energy saving projects
- Local support covering all of Scotland
- Previously known as the Energy Efficiency Business Support Service, and now managed by Energy Saving Trust
- Scope 1 Energy use Emissions

Free online help

- Energy saving tools and guides
 - Including guide how to calculate your Business's carbon foot print
- Staff engagement toolkit
- CPD-certified Green Champions training
 - (Online or Webinar)

<https://businessenergyscotland.org/summary-resources/>

<https://businessenergyscotland.org/events-and-training/>

**'Very useful training.
All businesses should
have at least one
Green Champion.'**

Alan Parnell
Technical Support Officer
Scottish Environment
Protection Agency



Event

Train to become a CPD-certified Green Champion

Join this free training webinar to become a CPD-certified Green Champion

Date: January 17, 2023

Time: 10:00 am - 12:30 pm

Location: Online

[Read more](#)

Energy Efficiency Assessment



Recommended Opportunities

Item	Description	Finance			Annual environmental saving	
		Annual cost benefit £ (excl VAT)	Investment required £ (excl VAT)	Payback Years	Energy kWh	CO ₂ e tonnes
01	Generate your own electricity with solar PV	£490	£4,500	9.2	2,983	0.8
02	Upgrade refrigeration units	£894	£1,500	1.7	5,957	1.5
03	Install heating controls in main building	£500	£400	0.8	14,124	2.6
04	Draughtproof main entrance	£135	£200	1.5	5,005	0.9
05	Install air source heat pump to heat extension more efficiently	£3,644	£10,000	2.7	66,796	12.4
06	Upgrade to LED lighting	£584	£200	0.3	3,896	1
07	Install air curtain to reduce heat loss in main entrance	£997	£1,300	1.3	6,210	1.6
08	Replace inefficient gas boiler with biomass boiler in main building	£2,647	£7,400	2.8	1,076	4.7
TOTAL		£9,891	£25,500	2.6	106,047	25.5



3 Your journey to net zero carbon emissions

Scotland has committed to becoming a net-zero society by 2045 which is in line with the advice from the UK Government’s independent advisors, the [Climate Change Committee](#).

To help you understand how your enterprise can support that transition, we have identified that your site has the following carbon emissions and we have identified how you can reduce them to support Scotland’s net-zero goals:

Modelled annual carbon impact		Equivalent average car miles
Current carbon emissions (tonnes CO _{2e})	4.73	16,729
Potential carbon reduction	63%	10,508

Note that the total realised carbon saving may be less if all the recommendations from this report are implemented as the potential savings from each recommendation are calculated in isolation from each other. In reality, some measures may affect the potential carbon savings of other measures.

Please note that this analysis does not constitute a full carbon footprint.

Scottish Government's SME Loan Scheme

Funding for energy efficiency and renewables

- Interest free loans up to £100,000
- Unsecured and no set up fee
- Can be set against capital allowances
- Eight year repayment

+ £30,000 cashback grant
on eligible measures upon project completion

1,000+
energy saving
projects
supported
already

**£26
million**
worth of loans
already
provided

ENERGY EFFICIENCY	RENEWABLE HEAT	OTHER RENEWABLES
<ul style="list-style-type: none"> • Heating • Lighting • Ventilation • Insulation • Draughtproofing • Double glazing • Refrigeration • BMS • Voltage optimisation • IT equipment 	<ul style="list-style-type: none"> • Ground source heat pump • Water source heat pump • Air source heat pump • Biomass boiler • Solar thermal 	<ul style="list-style-type: none"> • Solar PV • Wind turbine • Micro-hydro • Biomass room heaters (with radiators) • Combined heat and power with biomass • Anaerobic digestion

INTEREST RATE	0%	0%	0%
CASHBACK GRANT	75%	75%	0%
MAXIMUM CASHBACK	£20,000	+	£10,000
LOAN VALUE	Up to £100,000 (with 8 year repayment)		

Green Network for Businesses

Find a member of the Green Network for Businesses in your local community. Read their case study or contact them to discuss their project and ask to visit their premises.

Select from the options below to find a network member in your local business community (the network is in Scotland only)

Organisation name, Postcode or Area (required)


Distance




Optional filters

Selecting more than one filter option will expand the results to include those that meet one, both, or multiple criteria.


Resource Efficiency Topics


Show all 

Technologies & Measures

Show all 

<https://greennetwork.zerowastescotland.org.uk/>

Show all 

Show all 

Clear previous search

Search



Best Western Inverness Palace Milton Hotel and Spa in Highlands

If you would like to contact this member please click below and fill in your contact details.

Contact this member

The Best Western Inverness Palace Milton Hotel and Spa, known locally as The Palace Hotel, is located in Inverness city centre. Built in the late 1890s, the hotel is a Baronial style, three-storey building with two conical-roofed towers. Regular upgrades and redecorations over the years have created an up to date and modern appearance inside the hotel. The hotel installed leisure facilities in 1988; these include a pool, spa and gym facilities, a rare feature for hotels in this area.

The hotel's General Manager identified several energy efficiency issues across the hotel which he wanted to resolve. Firstly, he was concerned that the swimming pool's heating and ventilation system was twenty years old and had repeatedly broken down in recent years. Also, because of its listed nature, the hotel's windows were primarily single glazed which caused heat loss and draughts.

An initial visit by Zero Waste Scotland in 2018 found that there was insufficient data on the energy use of the pool equipment. This made it difficult to make any energy saving recommendations or calculate likely savings. The hotel installed a small flow meter to monitor energy usage in the pool and the other leisure facilities.

An Energy Efficient Business Support service advisor from Zero Waste Scotland visited the hotel again in July 2019 to update its report and make recommendations using the new data collected by the flow meter. Based on this data, the advisor recommended that the hotel install a new environmental control unit. This unit would exchange the damp and chlorinated air from the pool for fresh air from outside, whilst recovering as much heat as possible in the process.

The advisor had initially calculated that the new unit would have a payback period that would prevent the hotel accessing an SME loan to fund this improvement. However, the new data confirmed that the actual payback would be less than twenty years which allowed the hotel to access the interest-free loan.

Following the report's recommendations, the hotel's management decided to install the environmental control unit in the leisure and pool area. The hotel also upgraded its lighting to LEDs, added secondary glazing to several windows and modernised several extractor fans and air conditioning units. These improvements were made with support from an interest-free SME loan of £37,000.

It is estimated that these improvements will save the hotel £6,824 each year in energy costs. The savings made also mean that the hotel should be able to pay back its loan in just over 6 years. Furthermore, the new technologies are expected to save 53.1 tonnes of carbon dioxide emissions every year.

The Best Western Inverness Palace Milton Hotel and Spa are keen to point out that if it was unable to secure an SME Loan it would have taken longer to upgrade the equipment in the pool and leisure area. Without the loan maintenance costs would have increased whilst the equipment aged and inconsistent heating in the club could have potentially reduced customer satisfaction.

Annual Saving
£6,824

Annual Saving
53.1 tCO2

Industry Sector
Leisure/hospitality/tourism



Top Recommendations 2022

Recommended Opportunities for Tourism Businesses								
	Finance Estimates						Annual environmental saving estimates	
	Annual cost savings	Annual income generated	Investment required	Payback	Potential grant	Payback with grant	Energy	CO ₂ e
Description	£ (ex VAT)	£ (ex VAT)	£ (ex VAT)	Years	£	Years	kWh	Tonnes
Air Source Heat pump (Air to water)	£5,008	0	£17,081	3.4	£10,000	1.4	14,001	3.0
Air Source Heat Pump (Air to Air)	£1,685	0	£3,325	2	£2494	0.5	5,268	1.1
Led Lighting	£9,860	0	13,869	1.4	£4161	1.0	37,770	8.0
Air Source Heat Pump (Air to Water)	£1,161	0	£9,945	8.6	£7,459	2.1	4,005	0.9
Solar PV	£795	328	£18,895	16.8	£0	N/A	2,700	0.6

Top 3 tips to Net Zero

1. Get familiar with the jargon

What is net zero, carbon neutral, zero carbon, scope 1, 2, 3 emissions, carbon footprint. Take the time to understand the terms and how they apply to your business.

2. Measure and track carbon emissions

Measuring business carbon emissions (carbon footprint) allows for effective and focused reduction efforts. If possible include Scope 1, 2 and 3. By calculating a carbon footprint, you can identify the best approach to reducing emissions and setting robust targets.

Any data gathered is useful in planning ahead and measuring impact.

3. Set a strategy, goals and targets

Net zero can seem like a huge, unattainable goal, but approaching it with a strategy, this will make it easier and clearer for all involved, could be as simple as starting off with an environmental policy and setting up systems to capture the data.

Useful Resources

- Sample Business Energy Scotland Report
<https://businessenergyscotland.org/wp-content/uploads/2022/09/Business-Energy-Scotland-sample-report.pdf>
- SME Loan Scheme detailed information
<https://businessenergyscotland.org/smeloan/>
- SME Carbon Foot print Calculator from the Carbon Trust
www.carbontrust.com/resources/sme-carbon-footprint-calculator

Start saving today

- Complete our online enquiry form <https://businessenergyscotland.org/get-support/>
- Use our free website resources and training events on our website
- Call our friendly advisors on 0808 808 2268
- For transport advice and funding: <https://energysavingtrust.org.uk/business/transport/>



Business Energy Scotland



@busenergyscot

Thank you



HIGHLAND TOURISM CONFERENCE 2022

Looking ahead to 2030 and beyond

Rob Dickson

Director of Industry &
Destination Development
VisitScotland

HIGHLAND TOURISM CONFERENCE 2022

Closing remarks

Douglas Chisholm

Tourism and Inward
Investment Team Leader
The Highland Council

HIGHLAND TOURISM CONFERENCE 2022

**Thank you for attending
and have a safe journey
home**

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