

Sustainability and Competitiveness

Green Tourism
Scott Maclean, MD



The Global Climate Emergency

- **COP27 (Egypt)**
- **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 2022

When asked....

- **81%** of global travelers confirm that **sustainable travel is important**
- **57%** of travelers would feel better staying in a particular accommodation if they knew it had a **sustainable certification**.

Of those who made the booking....

- 41% said they chose it to help reduce their impact on the environment
- 31% believe sustainable properties treat the community better



41%
wanted to help
reduce their impact
on the environment

33%
wanted to have a
more locally relevant
experience

31%
believed sustainable
properties treat the
community better

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



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

Conal O’Neil,
Chief Operations Officer,
Dalata Hotel Group PLC



Sustainability & Commercial Advantage



Sustainability & Commercial Advantage



Sustainability & Commercial 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 top navigation bar is green and contains the 'Green Tourism' logo and a menu with items: 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 checkboxes with their respective labels. A text area for evidence is also present. On the right side, there is a section for 'CARBON MANAGEMENT / BALANCE' with explanatory 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 ⓘ 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.

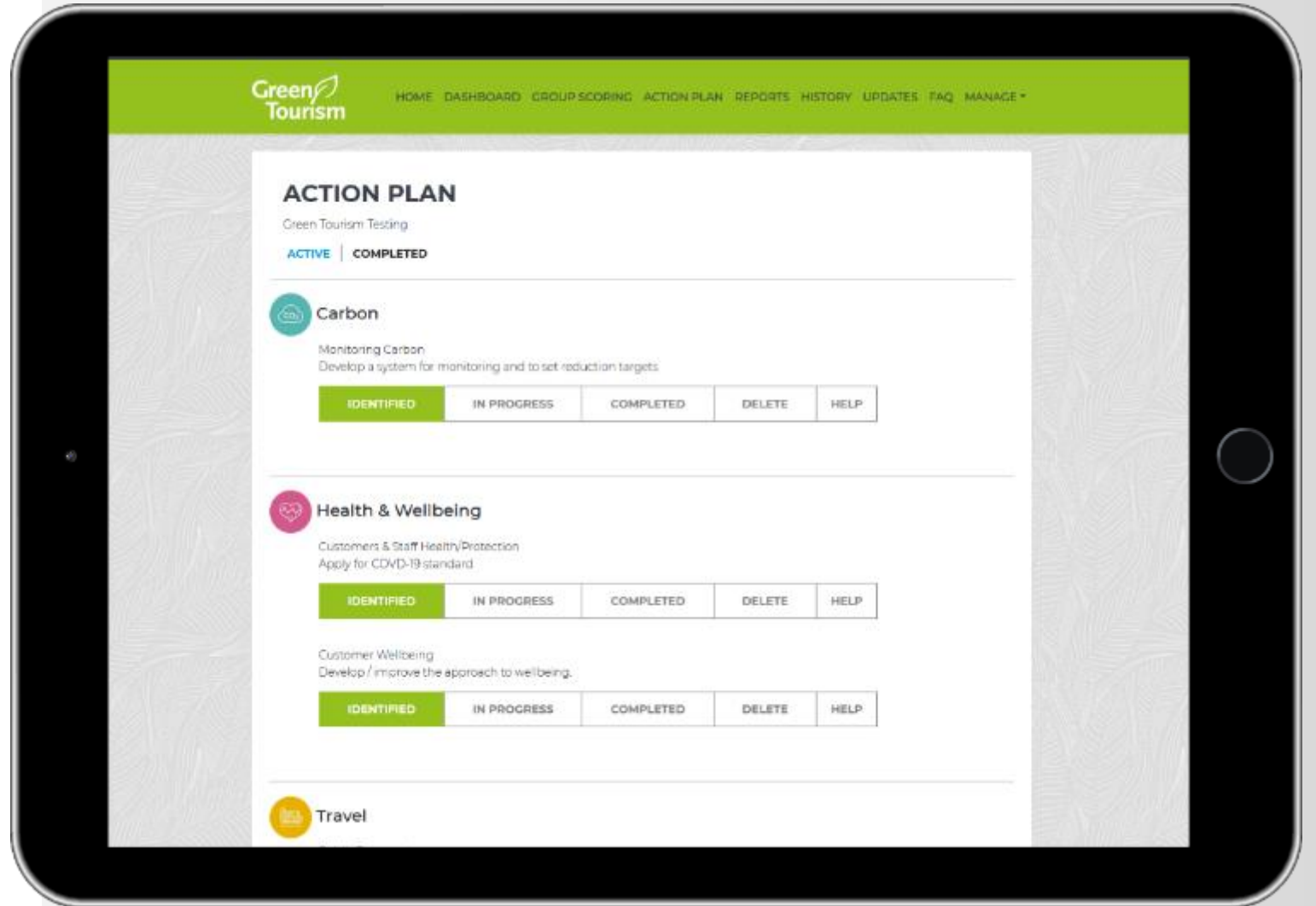
UN SDG

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**



Technical Support Team

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

iema
Institute of Environmental
Management & Assessment

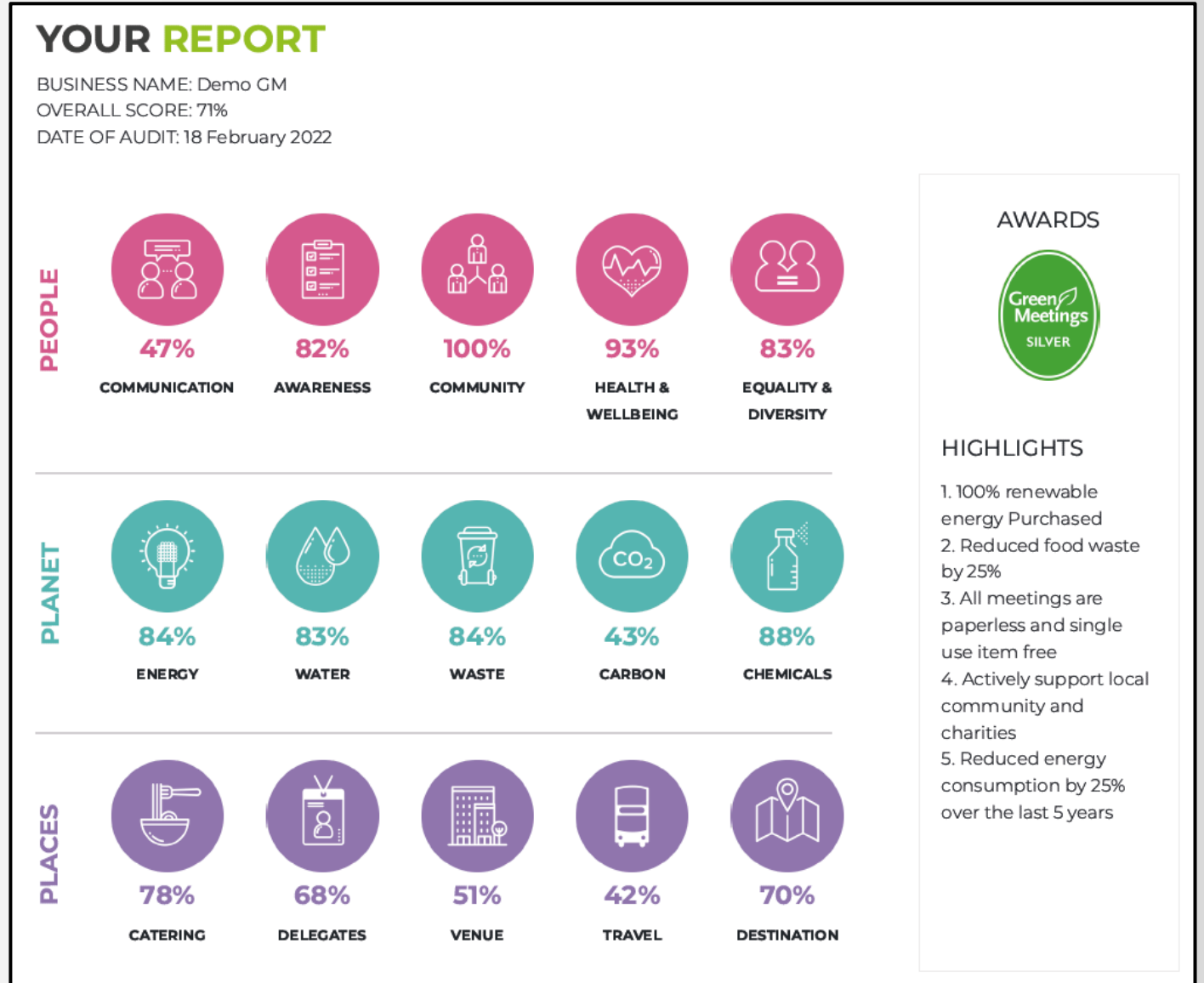
Environmentally
Qualified
ASSESSORS



**KNOWLEDGE
HUB &
FACTSHEETS**

The Report

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



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**

Contents

1. Your website	4	3. Your staff and your customers	15	6. Appendix	21
Display your digital award logo	4	Prepare your team for customer conversations	15	Appendix 1	21
Dedicate a webpage to explaining your award success	5	Engaging your team	15	Appendix 2	21
Boost your About Us page	7	Engaging your customers	16	Appendix 3	22
Share your story	8	Sustainability award applications, tenders, and RFPs	16	Appendix 4	22
Top tips for telling your story	8	4. Specific propositions	17	Appendix 5	23
Seven steps to storytelling success	9	Promoting your specific sustainability propositions	17	Social media	
Promoting your story with us	10	Top tips to communicate your People goals	17	5a Your award announcement (a post for each major social media platform)	23
Give your jobs page purpose	11	Top tips to communicate your Places goals	18	5b Your assessment highlights	24
2. Social media	12	Top tips to communicate your Planet goals	19	5c Great score for a goal	24
Spread the word on your social media channels	12	5. Onsite communication	20	5d Next steps	24
Sharing your award achievement: top tips for social media	13	Communicating your sustainability proposition onsite	20	5e Length of time in membership	24
Keeping the conversation flowing: top tips for social media	14				



1. YOUR WEBSITE

Display your digital award logo

Your first step to communicating your Green Tourism award success: put your award logo on your website.

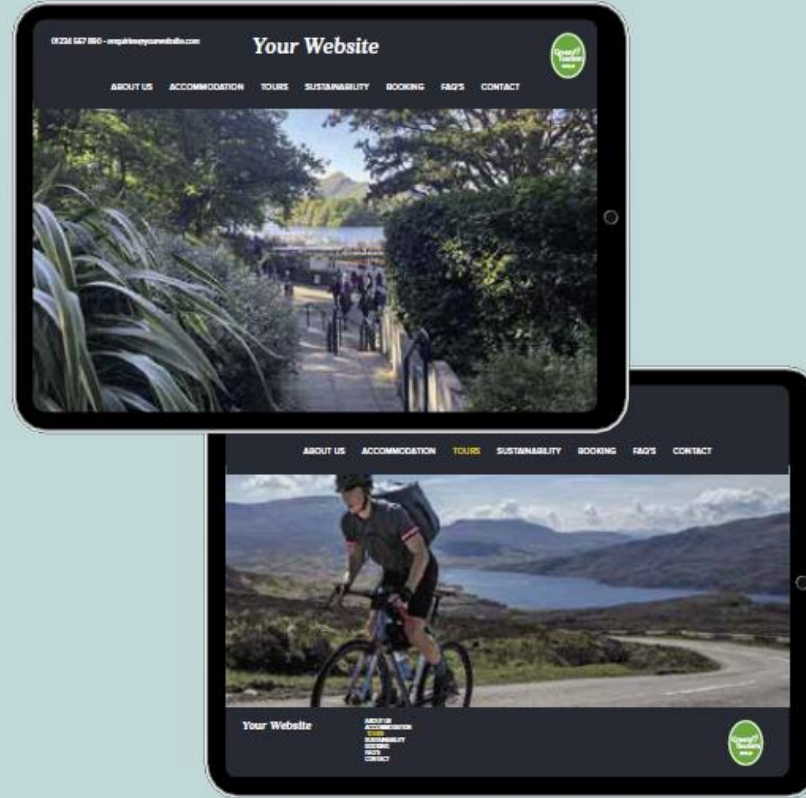
Your website is your digital shop window, so give your award pride of place on your homepage. And add it to other relevant pages, such as your About Us page.

The award instantly assures customers that your business has been independently assessed against sustainable certification standards recognised across the tourism sector. It stands for your green credentials and your commitment to sustainability. It is your badge of honour – and it's a valuable marketing tool.

Why is it so valuable? Why? Because, according to a recent Expedia study, **90% of consumers look for sustainable options when travelling**¹. So, make sure they find you – and choose you.

See Appendix 1 for your digital award logo

¹ Expedia Group 2022 Q2 Traveler Insights Report



TIP: Add a link to your award logo to the Green Tourism website. Search engines (e.g. Google) will see that you're connected with us, and give more value to your website. This helps you rank for searches for terms such as 'sustainable tourism'.

Give your jobs page purpose

It's not just customers who hold sustainable values dear. Aligning with the values of your current and prospective employees has never been so important. In an industry that constantly faces staff turnover challenges, signaling your 'brand purpose' could be a competitive advantage in recruitment and retention.

As well as defining and positioning who you are and what you stand for, your Green Tourism award also communicates who you are as an employer. This could be a key differentiator in attracting employees who hold would only want to work for a business whose green values align with theirs – especially among younger people.

For many potential employees, it's not 'just a job', it's about being able to say they work for a 'good' company. Having staff who are bought into your mission will improve your business performance and stay with you for longer. You can't buy passion, but you can reduce cost-per-hire.

Adapt the copy in the appendix to pep up your jobs page, whether it's a simple list of vacancies or a dedicated recruitment section about careers with your company.

See Appendix 4 for your jobs page copy

50%

According to a 2019 TotalJobs survey, 50% of 23 - 38-year-olds would consider quitting their job to work for a more eco-friendly organisation.²

² TotalJobs. 'Would you be willing to reduce your salary for the planet?' <https://www.totaljobs.com/advice/would-you-be-willing-to-reduce-your-salary-for-the-planet>



Positioning your Destination

- **First year membership**
- **Enhance sustainability practices and competitiveness**

More examples...

Plymouth, Visit West, WLBC,
Aberdeenshire, South Down NP



Belfast
City Council

**visit
Belfast**



One Year
Funded
Membership

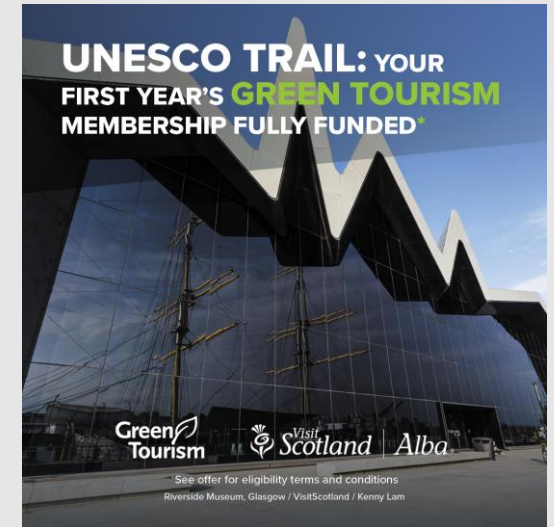
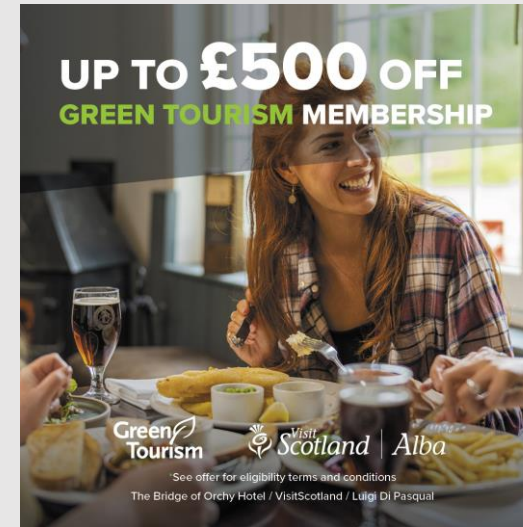


City wide
Recruitment
Drive

Visit Scotland Incentive & Work

- **Time limited incentive for SMEs**
- **Up to £500 off year 1 membership**
- **Ends March 23 or when all funding is used**
- **Contact us now to avoid disappointment**

www.green-tourism.com/visit-scotland-net-zero-tourism-recovery-fund



**Fully Funded
for Many
Businesses**

**£150 - £650
+ VAT
& joining fee**

Thank you for your time

Green Tourism

enquiries@green-tourism.com

