

Accelerating Recovery through Sustainability

2022 Manitoba Tourism Conference - Rebuilding Together

Presented by: Angela Nagy, President & CEO, GreenStep Solutions Inc.

Tourism is forever changed.

What if sustainability could be leveraged to accelerate our collective recovery, while rebuilding the industry to be more competitive, resilient, and regenerative?





Introduction

- 01 | Definition, principles, and history of sustainable tourism, regenerative tourism, and how to measure success
- 02 | Key barriers businesses to advancing sustainability and the business case for sustainable tourism
- 03 | Sustainability systems and frameworks to guide your journey



Let's change the world.

About GreenStep Solutions

- Founded in 2008
- Worked with thousands of organizations in many industries
- Provide tourism-specific assessments, certifications, tools, and consulting support to help organizations and destinations measure and improve their sustainability performance.



Definitions

- **Ecotourism:** A type of sustainable tourism that focuses on natural areas
- **Regenerative Tourism:** Leaves things in a better state than they were found; improving people and the planet. ***Net Positive.***
- **Circular Economy:** purposefully designed “socio-economic system inspired by natural systems.”
- **Responsible Tourism:** Another term to describe sustainable tourism



What is Sustainable Tourism?

*“Tourism that **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.”*





What is Sustainable Tourism?

*"...the question is no longer if sustainable tourism is a viable solution but rather, just how far can we take it to **realize tourism's full potential to bring benefits** to local communities, support green growth and economies, foster innovation, safeguard cultural and natural heritage, and protect the environment."*





Objective of Sustainable Tourism

*"The objective of sustainable tourism is to **retain the economic and social advantages of tourism** development while **reducing or mitigating any undesirable impacts** on the natural, historic, cultural or social environment. This is achieved by **balancing the needs** of tourists with those of the destination."*





Key Principles of Sustainable Tourism

- Maintain essential **ecological processes**, natural heritage and biodiversity.
- Respect **socio-cultural authenticity** of host communities, conserve built and living cultural heritage and traditional values, contribute to inter-cultural understanding and tolerance.
- Ensure **viable, long-term economic operations**, providing **socio-economic benefits** to all that are fairly distributed, including **stable employment**, income-earning opportunities and social services to host communities.





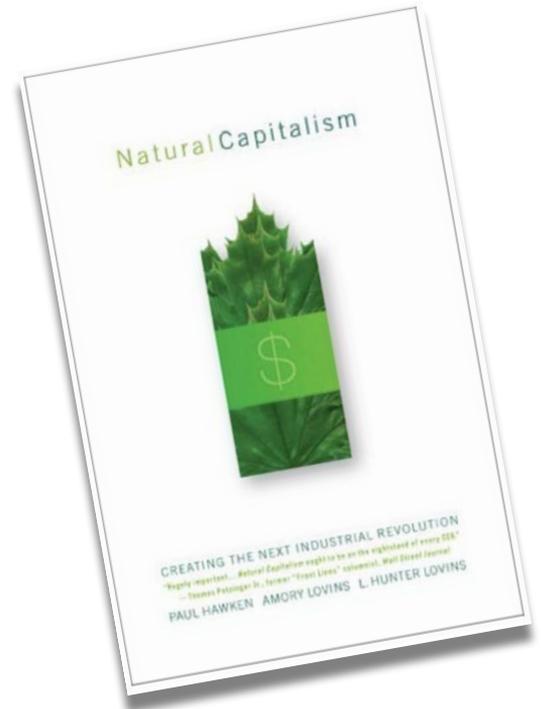
Regenerative Tourism

- Leaves things better than we found them
- Requires a place-based approach
- Creates conditions where people can thrive
- Builds back soils and ecosystems
- Supports climate change adaptation, carbon sequestration, and biodiversity
- Creates net positive, living buildings
- Heals and creates cross-cultural understanding and respect for indigenous people
- Creates a **net positive** impact



From Footprint to Handprint

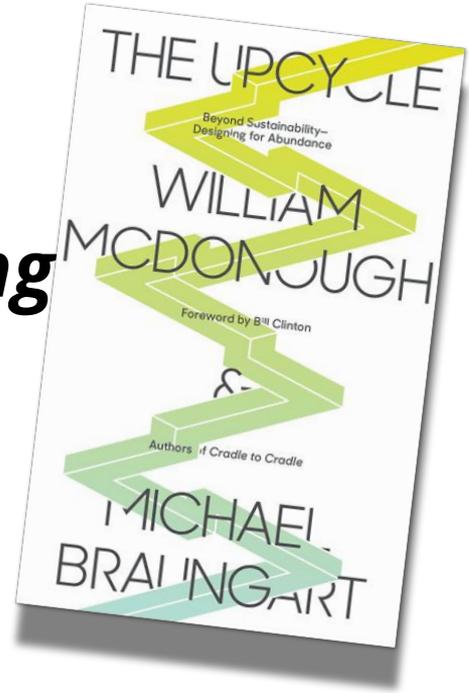
1. **Reduce Negative Impacts** - Buy time with efficiencies and operational improvements
2. **Create Positive Impacts** - Redesign how we make and deliver all goods and services - systems change
3. **Achieve Net Positive** - Manage all institutions to be regenerative of natural, human, and all forms of capital



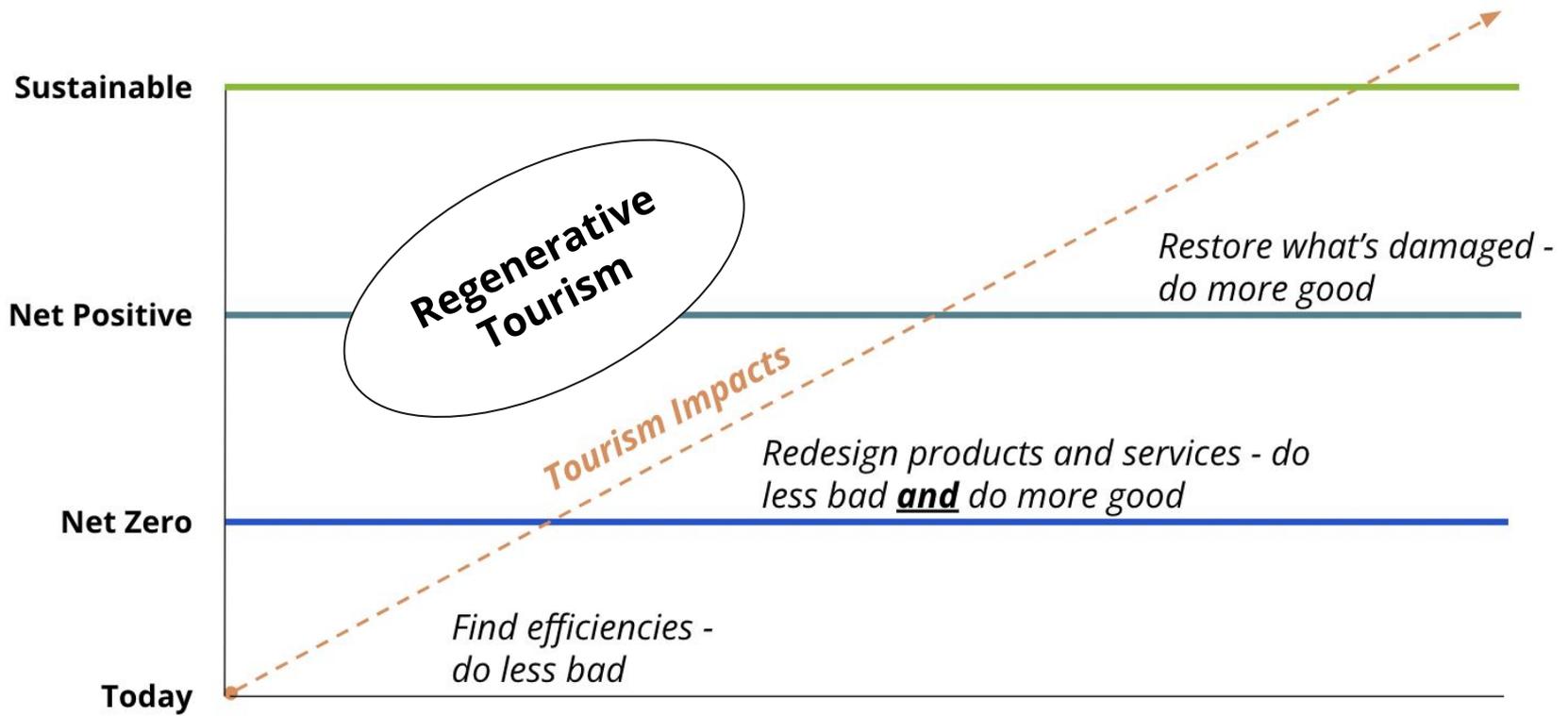
Getting to Net Positive

“Zero becomes not a culminating point, but a crossing point.”

*- William McDonough and Michael Braungart,
The Upcycle*



Getting to Net Positive



UN Sustainable Development Goals



- Goal 1: No poverty
- Goal 2: Zero hunger
- Goal 3: Good health and wellbeing
- Goal 4: Quality education
- Goal 5: Gender equality
- Goal 6: Clean water and sanitation
- Goal 7: Affordable and clean energy
- Goal 8: Decent work and economic growth
- Goal 9: Industry, innovation, and infrastructure
- Goal 10: Reduced inequalities
- Goal 11: Sustainable cities and communities
- Goal 12: Responsible consumption and production
- Goal 13: Climate action
- Goal 14: Life below water
- Goal 15: Life on land
- Goal 16: Peace, justice, and strong institutions
- Goal 17: Partnerships for the goals

Global Sustainable Tourism Council

- The Global Sustainable Tourism Council (GSTC) develops and manages the GSTC Criteria, providing global standards for sustainable travel and tourism
- Provide criteria for both destinations and tourism businesses
- GSTC **does not** offer certification - they provide formal recognition of standards and accreditation to certification bodies, such as GreenStep
- Four Pillars:
 1. Sustainable management
 2. Socioeconomic impacts
 3. Cultural impacts
 4. Environmental impacts



Management

Effective sustainability planning and management.

Criteria:

- Action plan, measurable goals and tracking
- Employee engagement – sustainability team or lead
- Visitor engagement
- Marketing and communications





Social & Economic

Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Criteria:

- Supporting social development
- Employment, training, equal opportunity
- Sustainable purchasing policy
- Accessible facilities and marketing





Cultural

Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

Criteria:

- Protecting cultural heritage, artefacts and living cultures
- Managing visitor interactions
- Interpretation and education
- Featuring local guides, arts and crafts





Environmental

Maintain essential ecological processes and help to conserve natural heritage and biodiversity.

Criteria:

- Resource consumption and conservation (energy and water)
- Solid waste and wastewater management
- Carbon emissions and transportation
- Protecting sensitive ecosystems
- Managing visitor interactions





The Business Case for Sustainable Tourism





Top Barriers to Sustainability in Business

Think it will cost too much

Think it will take too much time

Don't know where to start



The movement is growing.

“We are at a pivotal moment in travel. Awareness of the impact of our trips is at an all-time high. The events of 2020 could be a crucial tipping point for travellers to truly commit to their own sustainable journey, both at home and while travelling.”

[Booking.com Sustainability Travel Report](#)

Booking.com

“87% of all tourists want more sustainable travel options.”

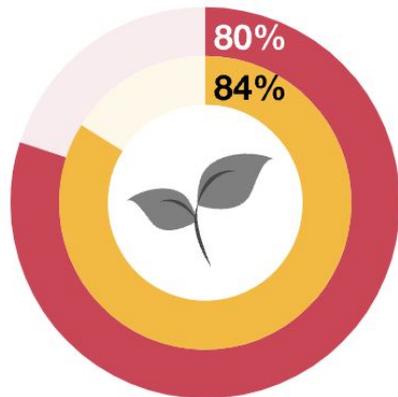
Deloitte.

“Sustainability will become a defining issue for the industry”

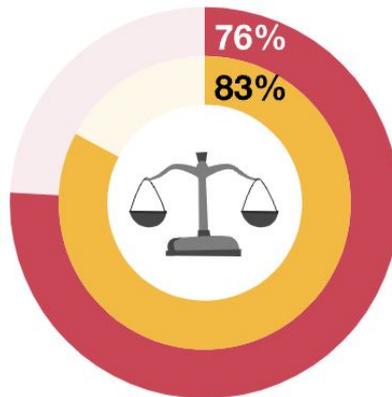
 **NATIONAL
GEOGRAPHIC™**

“42% of US consumers remarked sustainable travel decisions are a priority.”

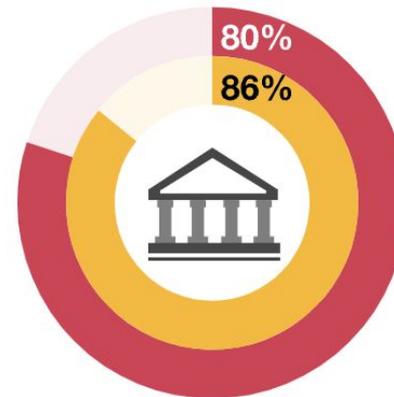
I am more likely to buy from / work for a company that stands up for...



Environmental



Social



Governance

Consumers **Employees**

Q: Please indicate how much you agree or disagree with the following statements.

Consumers (n=5,005) | Employees (n=2,510)

Source: PwC Consumer Intelligence Series June 2, 2021



The Sustainability Advantage

Opportunities		Income Statement		Risks	
1. Increased Revenue	9%	Revenue		Decreased Revenue	
2. Reduced Energy	75%	Expenses		Increased Expenses	
3. Reduced Waste	20%				
4. Reduced materials	10%				
5. Increased employee productivity/innovation	2%				
6. Reduced employee turnover expenses	25%	Profit Increase: +51% to +81%		Profit Decrease: -16% to -36%	



Sustainability Management Best Practices

GreenStep Sustainable
Tourism Framework

Achieve goals, celebrate, win
awards, pursue certifications

Publicly Report

Engage, build awareness assess
performance and establish a baseline.

Set clear goals and
identify specific actions

Integrate, monitor and measure
impacts and results





Advancing your Sustainability Journey

- 01 | Engage your team,
- 02 | Assess your performance and establish a baseline
- 03 | Set ambitious goals
- 04 | Determine actions to achieve goals
- 05 | Document and implement your plan



Step 1: Engage Your Team

- Convene or create your green team/sustainability committee - allow champions to self-select and ensure senior management is involved
- Schedule a regular monthly meeting
- Assign a chair or lead, and other responsibilities as needed, to ensure that there is accountability amongst the team
- Discuss and decide on the approach to measuring your current performance/your sustainability baseline

Assess Your Performance

- Measure your carbon footprint (course coming through TIAC soon)
- Undertake a waste audit
- Track your energy and fuel bills
- Complete an accessibility or DEI assessment
- **Complete a free, online, Sustainable Tourism Assessment to determine your “Sustainability Score”**
 - Business assessment - 87 questions
 - Destination assessment - 117 questions

<https://www.greensteptourism.com/free-sustainable-tourism-score>

C. Employee Engagement

8. How are employees of your entity engaged in the ongoing development and/or implementation of your sustainability efforts? ^

- We have a sustainability team (or similar group) that meets regularly to specifically review and update our sustainability goals and/or actions
- We regularly review and internally communicate our sustainability goals/actions/progress at staff meetings
- We have an employee feedback system for our sustainability efforts
- We include our sustainability practices in new employee onboarding/orientation
- We offer employee reward programs or compensation incentives
- Other
- N/A, our entity does not have employees
- None, our employees are not engaged in our sustainability efforts

Comments

NEXT



Sustainability Score

Sustainability Score (Unverified)

40%

Platinum: 90 - 100%

Gold: 75 - 89%

Silver: 55 - 74%

Bronze: 35 - 54%

Measure	Points Earned	Points Available	Score %
Management	25.55	48	53%
Social & Economic Impacts	15.6	40	39%
Natural & Cultural Interactions	11.45	22	52%
Environmental Impacts	14.81	58	26%
Total	67	168	40%

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Bronze: 35 - 54%

Measure

Points Earned

Points Available

Score %



Management

25.55

48

53%

Measure

Points Earned

Points Available

Score %

Sustainability Management System

4.68

10

47%

Compliance

3.67

5

73%

Employee Engagement

3.84

7

55%

Guest Engagement

3.85

8

48%

Marketing and Communication

4.02

7

57%

Building and Infrastructure

4.5

7

64%

Destination Management

1

4

25%

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Document and Communicate your Plan

Successful sustainability action plans will include the goal, the actions to achieve the goal, the person responsible for each action, the budget required, the timeline, and will be reviewed monthly at minimum

- **Goal** (what are you trying to achieve)
- **Target** (what does success look like)
- **Actions for each goal** (what you plan to do)
- **Team Member(s)** (person responsible)
- **Budget** (actual \$\$ or low, medium, high)
- **Priority** (short, medium or long term)
- **Timeline** (date for completion)
- **Status** (in progress, complete)





Take the Sustainable Tourism 2030 Pledge

- Make a public commitment to measure and improve your sustainability performance
- Measure your performance using the free online Sustainable Tourism Score
- Your organization name and a link to your public commitment will be published the Sustainable Tourism 2030 Pledge website
- Gain access to tools and resources as they come available

<https://www.sustainabletourism2030.com/pledge/>



Become a Signatory of the Glasgow Declaration

- Support the global commitment to halve emissions by 2030 and reach Net Zero as soon as possible before 2050
- Deliver climate action plans within 12 months from becoming a signatory (or updating existing plans), and implementing them
- Align plans with the five pathways of the Declaration (Measure, Decarbonise, Regenerate, Collaborate, Finance) to accelerate and co-ordinate climate action in tourism
- Report publicly on an annual basis on progress against interim and long-term targets, as well as on actions being taken

<https://www.oneplanetnetwork.org/programmes/sustainable-tourism/glasgow-declaration/join>

Sustainability Actions: Energy, Fuel, Waste & Materials

- ❑ Implement energy conservation measures and renewable energy
 - ❑ Lighting
 - ❑ Space heating/cooling and water heating
- ❑ Implement low-carbon transportation options
 - ❑ Fuel switching, more efficient options, EVs
 - ❑ EV charging stations
 - ❑ Promote public transportation, ride-sharing, and shuttle services vs single-occupant vehicles
- ❑ Implement water conservation measures to reduce the consumption of water and energy to heat water
 - ❑ Fixtures and Appliances
 - ❑ Irrigation
- ❑ Reduce waste
 - ❑ Upstream through purchasing policies and reduce/reuse policies
 - ❑ Downstream through repurposing, recycling and composting



Case Study

New Revenue

- Built a new LEED Certified environmental wing
 - Received a range of utility rebates to help fund the energy efficient measures
- Implemented GreenStep EcoFund to install solar PV system
 - Total Project Cost: \$125,000
 - EcoFund Amount/year: \$84,000
 - Annual Energy Savings: 65,000 kWh
 - EcoFund Accrual Time: 1.4 Years





Case Study

Reduced Energy

- Lighting retrofit
- Received utility rebates to support project
 - Total Project Cost: \$19,500
 - Annual Cost Savings: \$27,500
 - Annual Energy Savings: ~200,000 kWh
 - Payback period: 3.5 Months





Case Studies

Reduced Materials & Waste

- Single use cup replacement
 - Single use cups replaced with glass and ceramic
 - Eliminate material and waste hauling costs
 - Add washing costs
 - Estimated payback period of 3-6 months
- Plastic water bottle replacement
 - Replaced single use plastic bottle
 - Offer a branded water bottle and refill station
 - Eliminated waste and improved marketing



Let's change the world.

Questions?

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