



Journey to Sustainability: The Essential Role of Responsible & Regenerative Tourism

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

Let's change the world.



How We Help

GreenStep help's tourism destinations and businesses measure and improve sustainability performance and take climate action.

GreenStep Sustainable Tourism Certification

Sustainability Training & Strategy Development

Carbon Footprinting, Net Zero & Climate Action Plans

GreenStep EcoFund Program





The What & The Why of Sustainable Tourism

Four-Legged Stool



Economy



Environment

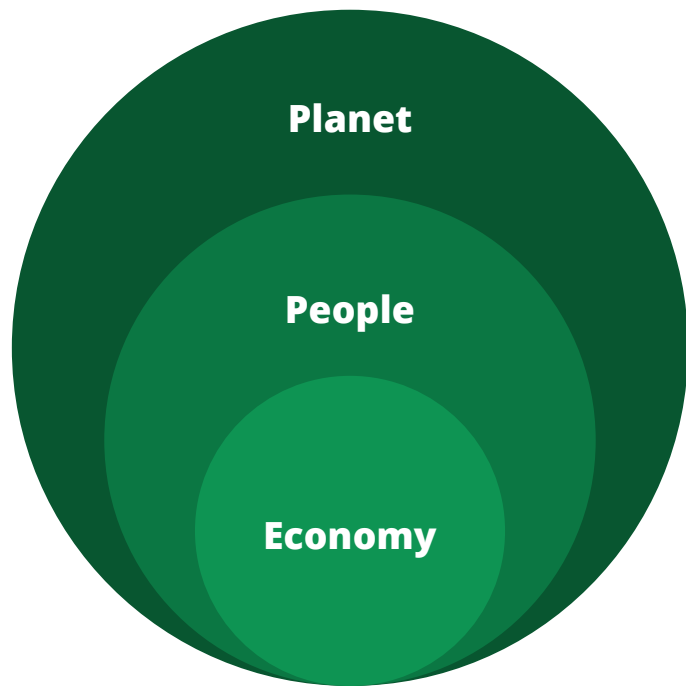


People



Culture

Nested Interdependencies



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

Sustainable Development

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

- Bruntland Commission Report, 1987



The Potential of 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."*



Global Sustainable Tourism Council

The Global Sustainable Tourism Council (GSTC) develops and manages the GSTC Criteria, providing global standards for sustainable travel and tourism.



Management

- Action plan, goals and tracking
- Employee engagement and green team
- Visitor engagement
- Marketing and communications



Social & Economic

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



Cultural

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



Environmental

- 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

Time

Budget

Knowledge



Reasons to Tackle Sustainability in Business

Consumer and labour demands are changing



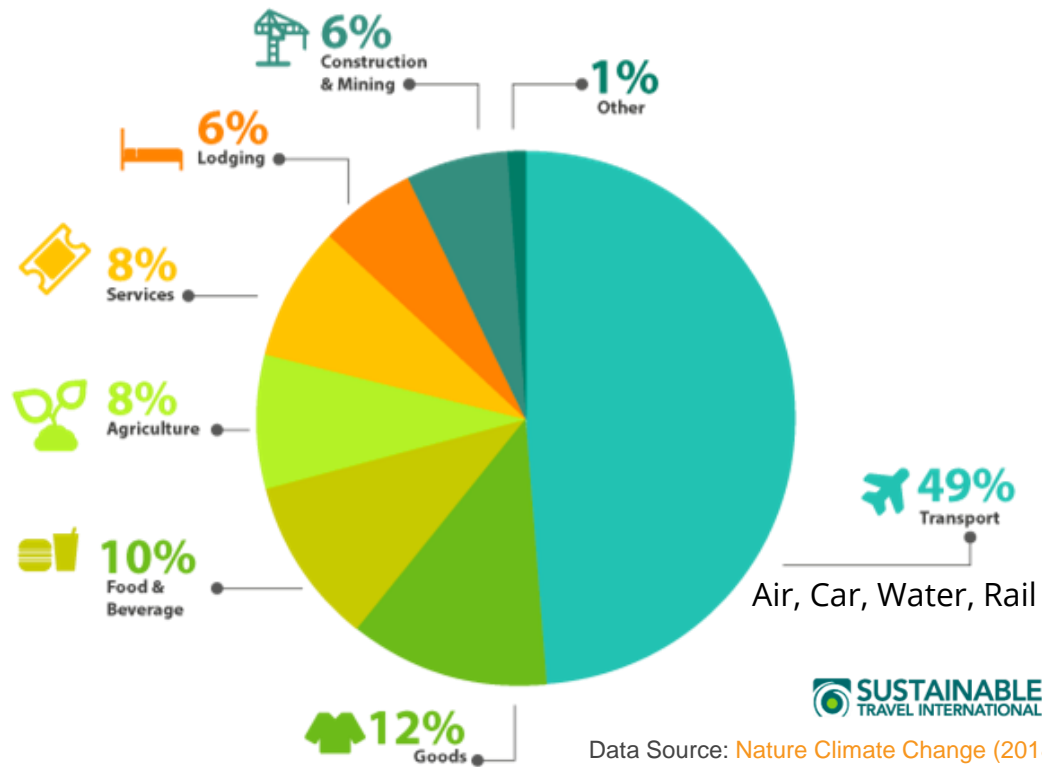
Energy and resource costs are going up



Significant cost savings and ROI

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%

Tourism's Carbon Footprint is 8% of Global GHGs





The How of Sustainable Tourism

- 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



What is a Green Team?

"A group of enthusiastic, dedicated individuals with representatives from each department or operational area. The core mission of the Green Team is to create and execute the sustainability action plan."



Why Have a Green Team?

Your Green Team will:

- Perform baseline measurements
- Develop your Sustainability Action Plan
- Have ownership and accountability for implementing your Sustainability Action Plan



Who Should Be On a Green Team?

- Willing champions
- At least one senior manager (*ideally more*)
- At least one employee from each department



Green Team Roles & Responsibilities

- Should include a Coordinator and/or Lead to oversee and support meetings, send the agenda, take notes, and disseminate post-meeting summaries
- Other roles and responsibilities can be assigned once the action plan is created

Pro Tip:

Integrate the plan into regular management and/or team meetings to share, delegate tasks, report back, and track progress. Eventually, sustainability should become a part of “how you do things,” similar to health & safety.

Sustainable Tourism Score

A free online sustainability self-assessment tool



- For tourism business and destinations
- To measure and improve economic, social, environmental, and cultural performance
- Align with GSTC, Travalyst, and UN SDGs
- Provides an assessment framework that identifies gaps and opportunities
- Can help prepare for certification
- Enables action planning and simplifies the process with a common framework based on best practices

<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 (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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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)





Sustainable Tourism 2030 Pledge

- 01 | Complete the pledge form at www.sustainabletourism2030.com/pledge
- 02 | Measure your Sustainability Score using our free online assessment
- 03 | Make a public commitment to improve your Sustainability Score





Regional Tourism
ORGANIZATION

Introduction to Sustainable & Regenerative Tourism with GreenStep

October 29

Online: 1:00pm-2:30pm



RTO



Regional Tourism
ORGANIZATION

Sustainable & Regenerative Tourism: A Series for Businesses & Destinations with **GreenStep**

January 15

Online: 1:00pm-3:00pm

January 29

Online: 1:00pm-4:00pm

January 22

Online: 1:00pm-4:00pm

February 5

Online: 1:00pm-3:00pm



Changing the world, one business at a time.

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