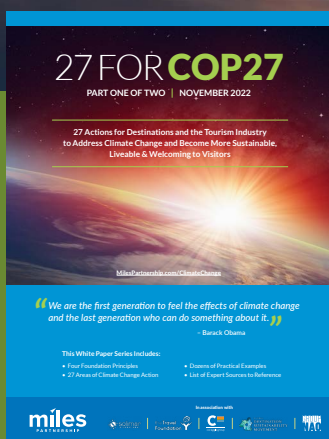


27 FOR COP27

PART TWO OF TWO | NOVEMBER 2022

27 Actions for Destinations and the Tourism Industry
to Address Climate Change and Become More Sustainable,
Liveable & Welcoming to Visitors

MilesPartnership.com/ClimateChange



View or download [Part I](#) of this two-part white paper series for actions #1-13 [here](#). Plus review the Four Foundation Principles for successful action on climate change:

- Commit and Have a Plan for Action
- Collaborate and Coordinate
- Develop a Future-Focused Funding Strategy
- Benchmark and Report on Successes and Shortfalls

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27 ACTION STEPS

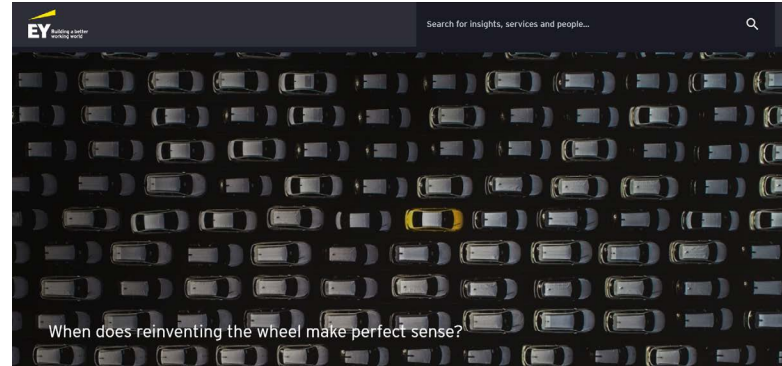
Develop your own action plan by prioritizing and customizing these steps to adapt them for your destination.

ACTION STEPS 14-17

D. VISITOR TRANSPORTATION

14. **Plan for Electric Charging Stations and Electric Byways.** The next decade will see a historic transition to electric cars with many countries aiming to end the sale of new internal combustion motor vehicles by 2035. There are also unprecedented amounts of government infrastructure investments currently flowing in many countries to accelerate this transition. DMOs and tourism should be helping plan and facilitate this build out, ensuring all visitor accommodations and attractions on major touring and less known regional routes have charging infrastructure. This includes working with the State, Provincial or National Parks and forests in your destination. Charging stations can be invaluable in helping drive dispersal of visitors into natural areas as well as helping revitalize historic downtown areas and support small local businesses.

Example: [Norway has led the world](#) in the overall adoption of electric vehicles and its policies are often reviewed on how to rapidly grow electric vehicle adoption. Oregon has been a North American leader in the development of [“electric byways”](#) for use by both locals and visitors. They now have 1,600 public charging stations across more than a thousand miles of touring routes.



Resources:

For research, analysis and recommendations on this migration to Electric Vehicles see EY's resources on eMobility including their overview of the gains for road transport [“When does reinventing the wheel makes perfect sense?”](#) or their October 2021 webinar: [“Will you chart a course of eMobility or be left behind?”](#)

ChargeNY has an excellent [“Best Practice Guide & Cases”](#) for communities and industry to decide where and how to install charging stations.

Investigate the government funding available to support the roll out of electric charging stations and electric vehicles in your destination. For example, the [2021 U.S. Infrastructure Bill includes \\$7.5 billion](#) for adding 500,000 additional electric charging stations.

15. **Expand Electric Rental Vehicles.** Once you have a clear plan on electric charging infrastructure, then engage with your rental vehicle companies to ensure they have ambitious plans to add electric vehicles in your destination. Also engage with your airport(s), who are critical partners given the technical and operational challenges of migrating to electric vehicle rentals at scale - including adding charging capability into rental vehicle depots.

Examples: Hertz is aiming to build [the largest electric rental vehicle fleet](#) in the world including an initial deal to purchase 100,000 EV vehicles from Tesla. Connect with rental vehicle partners such as Hertz to identify ways to highlight and promote their electric vehicles.

Resources:

[“Tesla deal isn't just a tipping point for Tesla & EVs but car rental in the era of climate change.”](#)

- CNBC, October 2021

16. **Advance Airline Renewable Energy.** A major part of tourism's carbon footprint is aviation. Though it only accounts for 2-3% of global emissions, it is also a high profile target for action by politicians and concern by consumers - ie: "[Flight Shaming](#)". A range of European governments including Sweden, France and most recently, [the UK](#) have introduced "climate change" taxes on air travel, particularly long haul flights. In some cases, this revenue is used to subsidize rail as a more sustainable option to flying on short- to medium-length trips. Tourism, including DMOs, must be involved in this debate and policy setting. DMOs and the wider tourism industry should collaborate with airlines, airports and government to ensure policies are smart and practical and that revenue is used to advance airline sustainability. Tourism taxes and fees will likely be critical to fund the R&D needed to drive major advancements in biofuels and electric aircraft. The tourism sector, facilitated and supported by DMOs, should be active participants in this historic shift to sustainable aviation. This will help ensure that flying, and hence much of travel, remains sustainable and accessible over the long term.

Example: KLM Airlines has been a leader in embracing the challenge of sustainable aviation. Their "[Fly Responsibly](#)" program has educated passengers on the need for more thoughtful and responsible flying - and in conjunction with their sister airline, Air France, KLM [has an ambitious biofuels program](#).

An increasing range of airlines from Canada's [Harbor Air](#) (the world's first 100% electric airline) to [United Airlines in the US](#) or [Air New Zealand](#) are flying or buying electric aircraft. Connect with your airline partners to understand their plans for sustainably powered aircraft in your destination and how you can promote and support their efforts.

Resources:
[Can Flying Go Green?](#) Economist (2021) outlines the technology options and issues in migrating to more sustainable aviation.

Air New Zealand's [2021 Sustainability report](#) is an example of how airlines are becoming far more proactive on sustainability - and climate action.

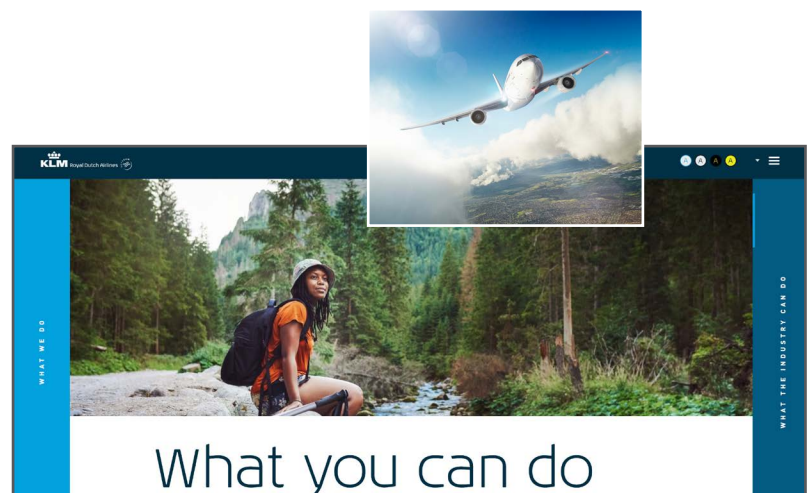
["Not 100% but 4 steps closer to sustainable tourism"](#) (2021) NZ Parliamentary Commissioner for the Environment, includes a detailed proposal for taxing flights to invest in sustainable aviation solutions.



17. **Port & Cruise Ship Infrastructure.** Ships that plug into "shore power" while in port eliminate significant air pollution and reduce carbon emissions while in dock. As with airports, port companies are important partners in sustainability for the tourism sector. Support the work of the cruise industry (see below) and ports to roll out shore power to all cruise ships. Also engage and support their broader efforts to improve the sustainability of the industry (see the Cruise Line Industry resources below). To maximize the reductions in CO2 emissions the port company should buy shore power for docked ships from renewable sources. Like aviation, cruise and other shipping will need to migrate progressively to electric and biofuels to have a more sustainable, long term future.

Example: the Port of Seattle has [over half of cruise ships now being plugged into shore power](#). Working with the cruise industry they are aiming for close to 100% of cruise ships in the next few years.

Resources:
The Cruise Line Industry Association (CLIA) is working with its members across a range of [sustainable programs for the cruise industry](#).



ACTION STEPS 18-21

E. WORKING WITH BUSINESS & INDUSTRY PARTNERS

18. Support Business Sustainability Programs.

Tourism's carbon footprint is largely generated by the many tourism related businesses (accommodation, activities, restaurants etc) that make up our industry. Supporting tourism industry partners to migrate their businesses to a more sustainable footing is one of the most influential and impactful areas in which DMOs can contribute to tackling climate change. Such business advisory and support services can be targeted - such as Scotland's energy efficiency program or broader - as in Helsinki's Think Sustainably services to businesses or Singapore's Hotel Sustainability roadmap (see below). Work with public and private sector partners in developing the services that offer the most benefits and impact. Consider running an initial pilot as New Zealand's Tourism Industry Association (Tourism Industry Aotearoa) have recently done - working with the [Wellington DMO - Positively Wellington](#).

Example: Helsinki's [Think Sustainably Program](#) works with local businesses to support their sustainability efforts across their industry. The program is one part of a city wide commitment to sustainability (Sustainable City 360) and offers targeted sustainability criteria for different types of businesses including [restaurants, attractions and events - see here](#).

Resources:

This city program is one part of a broad national commitment in Finland under their '[Sustainable Travel Finland](#)' program which works with companies on a long term sustainable development path - including a path to a net zero national target by 2035. The program has a useful 7 step checklist for how any [destination can think about approaching sustainable travel](#).

Example: The Hotel Sustainability Roadmap in Singapore. The Singapore Tourism Board and Singapore Hotel Association are setting a target of accurately tracking emissions by 2023 and reducing emissions by 2030, with a view to achieve net-zero emissions by 2050. [The full roadmap can be seen here](#) and more [details here](#).

19. Support Low or Zero Carbon Events & Conferences.

Festivals, conferences and other events offer a targeted way to make a significant impact on the carbon footprint of your destination. Connect with, and support your event organizers in developing low or zero carbon events. This should be well beyond simply buying carbon offsets (see #8) to a holistic review of the event from the energy of the venue to the sourcing of food and the management of waste.

Example: Gothenburg, Sweden is a leader in sustainability (ranked #1 in the [Global Destination Sustainability Index](#) for 2016-2020) and sees events as a critical way to showcase 'green practices' including low or zero carbon event support and development. Gothenburg works with events on a [certification program for sustainability](#) - including their carbon footprint, under the ISO 14001 standards.

Resources:

Helsinki's Think Sustainably Criteria includes a simple starting set of guidelines [for event organizers](#).

The University of New Brunswick in Canada produced '[A Guide to Carbon Neutral and Green Events](#)' for event planners.



20. **Support Sustainable, Local “Slow” Food.**

Dining and cuisine is a major motivator for many visitors. It also distinguishes your destination and connects the visitor experience with local food growers, producers, chefs and more. First highlight food producers and local farmers markets to both the tourism industry - and to visitors. Then empower your local chefs, restaurants, cafes and catering companies to source local food and feature sustainable food offerings including a good range of vegetarian and vegan food choices. “Slow food” builds on the local food movement by revitalizing and innovating traditional cooking techniques.



Denmark is a leader in food tourism - built on its local food movement and innovative cuisine including one of the world’s best restaurants - Noma.

Example: Many European countries have well established local and ‘slow food’ traditions that are integrated tightly into tourism. Denmark is a particularly impressive example of how tourism can help expand the local food movement and innovation in local cuisine - including its [leadership in the “New Nordic” food movement](#).

Resources:

The UNWTO has produced an excellent [“Guidelines for the Development of Gastronomy Tourism”](#) - based on core principles of sustainability. The [Local Food, Local Places Guide \(from the EPA\)](#), [Sustainable Food Purchasing Guide \(from Yale University\)](#) and [Best Practices in Local Food \(from Ontario Association of Municipalities\)](#) all highlight resources for cities and towns. You can also tap into a huge range of resources from industry marketing and advisory groups such as the [World Food Travel Association](#) and [Slow Food International](#).

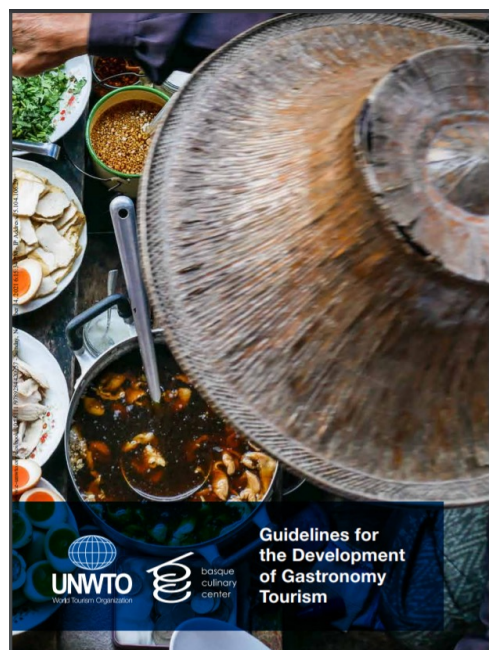
21. **Leverage Credible Certification Programs.**

There are a huge number of sustainable business recognition programs that provide a certificate for businesses who are making a commitment to sustainability. ‘Greenwashing’ is a significant challenge in tourism - with many certification and labeling efforts being heavy on marketing and communications and light on meaningful change and impact. Ensure you are supporting and promoting certification and labeling programs that are credible and meaningful. Programs ‘approved’ by the Global Sustainable Tourism Council or by Google under their new sustainability criteria are two starting points.

Resources:

The [Global Sustainable Tourism Council \(GSTC\)](#) was established in 2007 by a global group of NGOs including the Rainforest Alliance and United National Environmental Program (UNEP) with an important mission to establish international standards in tourism certification programs (i.e. be the ‘certifier of the certifiers’). Though GSTC has only achieved partial success in creating an [international framework of standards](#) - this goal remains a critical mission for the wider tourism industry.

[Google’s new sustainability criteria for hotels](#) currently recognizes [29 certification programs - see list here](#). Programs need to apply for recognition and demonstrate an assessment across a minimum of these four categories: energy efficiency, water conservation, waste reduction, and sustainable sourcing - and undertake onsite audits of the business to validate the property’s claims.



ACTION STEPS 22-23:**F. WASTE MANAGEMENT**

22. Decrease Food Waste. When food is thrown out it generates an oversized impact on climate change. The methane generated by decomposing food in landfills generates far more greenhouse gasses than the world's entire aviation sector - arounds 6% of all emissions. DMOs can engage with their restaurant, events and food catering sectors to work on addressing food waste. This starts with avoiding waste in the first place with better managed supply chains and more careful matching of supply to demand. Once food is unused there needs to be a two tiered strategy of both i. donation or repurposing of food and then ii. if that is not possible, composting. Food donation programs can be a major benefit to community organizations grappling with the challenges of poverty and homelessness. Many cities are investing in composting programs as part of zero waste initiatives - often focused first on restaurants and the wider food sector. Indeed food waste such as oils and fats are valuable in the production of biofuels. Support and highlight these programs to your industry partners.

Example: Many destinations from [Rhode Island in the US](#) to [Denmark in Europe](#) have sector wide initiatives tackling food waste as part of a broader commitment to a strong, vibrant and sustainable food scene. Collaborate with the initiatives in your destination and champion and support their efforts.

Resources:

The National Resource Defense Council offers a toolkit for restaurants and their tourism and government partners to [tackle food waste - see here](#).

The United Nations including its Food and Agricultural Office (FAO) provide a wide range of resources on understanding and tackling food waste - see the [UN Climate Change](#) or the [FAO resources](#).



23. Phase Out Single Use Plastics. Single use plastics are a significant part of the waste and pollution problem in destinations around the world. For example, plastics form a major part of the ocean pollution challenge which is blighting beaches and marine environments across the globe. In addition, plastics are a major contributor to climate change. Most plastics are still produced using oil - and their production and incineration generates more than 4% of all greenhouse gas emissions in the world - far more than the airline industry. DMOs should support the reduction and elimination of single use plastics in their community including programs to phase out single use plastics in the food sector and at supermarkets and other retailers. Two initiatives: work with your accommodation sector (especially self catering accommodation and vacation rentals) to offer reusable bags to guests - and with all tourism businesses to shift away from single use plastic bottles to alternative water options.

Example: Gothenburg runs and supports events that act as showcases for sustainability and a low carbon footprint. This includes providing options to single use plastic bottles at major events. See this and four other sustainability initiatives in [this video from the 2021 Global All Stars](#) at the Destinations International Annual Convention.

Resources:

The World Travel and Tourism Council (WTTC) has a comprehensive guide to [Rethinking Single Use Plastics in Travel & Tourism](#) - WTTC (2021).

[Solving Plastic Pollution will help us Stop Climate Change - Earthday](#) (2020).

Plastics create a wide range of other environmental and social costs as outlined in the 2019 report from [the International Center for Environmental Law](#) "[The Hidden Costs of a Plastic Planet](#)".



Water filling stations help with phasing out single use plastic bottles.

ACTION STEPS 24-27:

G. BUILDINGS & ENERGY FOR TOMORROW



Vancouver Convention Center - Platinum LEED convention center

24. Advocate for Green Building Standards. Building or renovating buildings to an extremely high level of energy conservation is one of the biggest areas for reducing the carbon footprint of a destination. It also usually offers significant operational cost savings over the medium to long term. Using low carbon construction materials (eg: recycled concrete) is also critical. DMOs need to strongly advocate for ambitious green standards in tourism buildings and take the lead on implementing high standards (eg: LEED certification) in buildings they own or manage eg: Conference Centers.

Example: The Vancouver Convention Center (see above) and [David L. Lawrence Convention Center](#) in Pittsburgh are two of a very few LEED Platinum Certified Convention Centers. The [Convention Center Dublin](#) is a more recent (2018) example of a world leading green building both in construction materials and design (ISO 14001).

Resources:

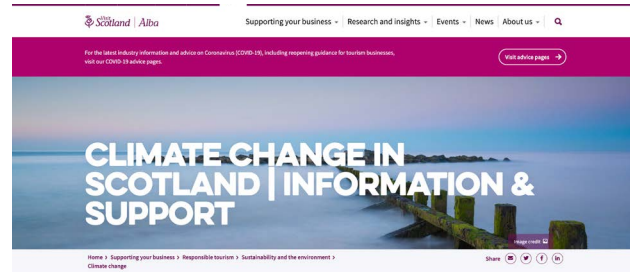
[Seizing the decarbonization opportunity in construction - McKinsey.](#)

Certifications:

There are two major international standards in green building standards and certifications: [LEED](#) or [ISO 14001](#)

[EU Green Building Standards & Resources](#)

[US Green Building Standards](#)



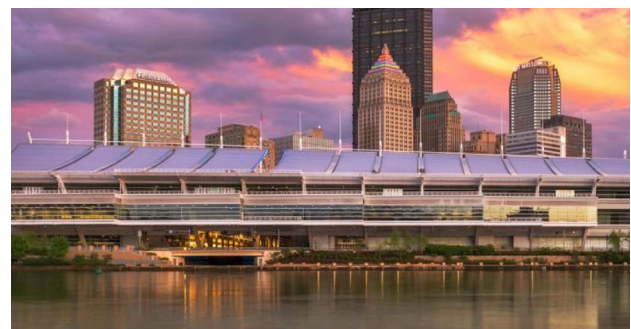
25. Utilize Energy Efficiency Programs. Immediate and significant energy savings can be generated by working with your industry on energy efficiency programs - replacing lighting, technology or appliances with more energy efficient options plus upgrading insulation and windows. These investments usually result in cost savings for the business - in addition to reducing emissions in your destination.

Example: [Visit Scotland](#) has one of the most comprehensive and ambitious climate change action plans of any tourism sector in the world. Their [Destination Net Zero program](#) integrates tourism within the national government [energy efficiency program](#).

Resources:

Collaborate with your power providers and share energy efficiency (and renewable power) options. The [EPA Guide](#) to Energy Efficiency in Hotels and [12 practical tips](#) for reducing energy in tourism businesses from Green Tourism Canada and TIAC are two great starter resources.

The David L. Lawrence Convention Center in Pittsburgh, Pennsylvania



(Energy Efficiency Programs continued)

Cool and Green Roofs. Changes to roofs can drive significant energy savings - particularly in hot, sunny locations. Start with large facilities (eg: event centers, hotels) and encourage your industry to invest in cool roof solutions - roofs that can reflect 90%+ of sunshine and heat and/or incorporate other 'green roof' solutions (eg: 'living roofs'). Many cities (eg: New York, Denver, Sydney) have subsidized programs.

Example: New York offers support in training and sourcing suitable paint in their Cool Roof program & the Jacob K Javits Convention Center in the City features a leading 'Green' & Cool Roof.

Resources:

[EPA information on Cool Roofs European Cool Roofs Council](#)

26. Encourage the Move to Renewable Energy.

Many public and private entities are investing heavily in migrating to renewable energy as a central part of reaching their emissions reduction targets. Tourism should work within these efforts to accelerate the migration of tourism businesses to renewable energy including investments such as solar panels or purchasing renewable energy from power providers. Work with public and private sector partners to highlight renewable energy options to tourism companies and how they can take advantage of government and power provider subsidies and support. Marquee tourism facilities such as airports and conference centers are already investing heavily in this space. Plus investigate and take action on your own organization's move to renewable energy.

Example: Visit Scotland works with the national energy efficiency program to offer tourism businesses a [loan program](#) to help pay for their migration to renewable energy.

MGM Resorts [recently completed building out](#) a 100 megawatt solar array to power their 13 hotels in the Las Vegas strip.

Christchurch International Airport in New Zealand is investing in a major renewable energy facility - [Kowhai Park](#) (150 MGW), to power industries well beyond its own needs.

Resources:

[Does Solar Energy Save Money for Hotels & Resorts?](#) (Coastal Solar (2020)), [Sustainable Energy - the Airports harnessing green energy](#), [US Energy Department Solar Futures Study](#) (2021)

27. Commit to Take Action: Join the Glasgow Declaration.

The last and by far the most important step is to commit to action. This means committing to a climate action plan with objectives, a timeline and resources.

The Glasgow Declaration on Climate Action is the global initiative for tourism businesses, DMOs, governments and other organizations to make this commitment. It is led by the World Tourism Organisation (UNWTO) and operates within the framework of the UN's One Planet Sustainable Tourism Programme.

As of COP27, more than 700 tourism organisations, big and small, from all corners of the globe, have signed up. The declaration supports the global commitment to halve tourism's emissions by 2030 and reach Net Zero as soon as possible before 2050. It commits each organisation to submitting a Climate Action Plan within a year, and then reporting on progress annually, and provides signatories with a wide range of resources plus opportunities for collaboration. Every climate action plan aligns to the five pathways of the Glasgow Declaration: measure, decarbonise, regenerate, collaborate and finance.

Example: Using the Glasgow Declaration framework, Visit Scotland with The Travel Foundation and other partners have been working with destinations in Scotland to [demonstrate climate action](#) planning including [emission reductions across tourism's wider 'value chain'](#).



SLAINS CASTLE,
SCOTLAND

For Action Steps 1-13, see part one of 27 for COP27 [here](#).

SOURCES

In addition to the references, research and examples quoted in each “action step” above, some primary sources were used in multiple ways to develop these 27 actions:

Resources:

[Funding Futures](#) - Options & Opportunities in Tourism Taxation & DMO Funding (Miles Partnership with Civitas, Tourism Economics & Destination Analysts)

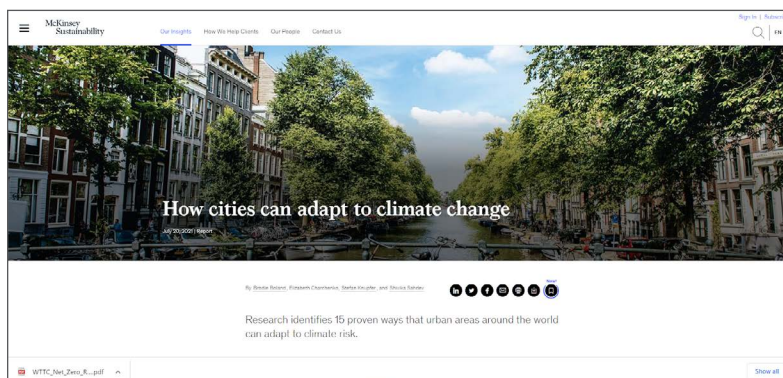
- [Funding Futures 2021 Edition](#) Report & Webinar
- [Funding for Tomorrow](#) - 10 Global Best Practices 2020 White Paper



McKinsey & Company Research, Analysis & Webinars on [Climate Change](#) & [Travel & Tourism](#) including:

- [Accelerating the Path to Net Zero Travel](#), September 2022
- [Opportunities for industry leaders as new travelers take to the skies](#), April 2022

[Project Drawdown](#) - carbon reduction science and solutions for governments, industry and communities, a not-for-profit foundation.



[Skift](#) Research & Analysis including [Climate Change](#). Reports include:

- [Why the travel industry can't afford to dismiss the loudest climate change warning yet](#)
- [Sustainability in Travel 2021](#) - quantifying tourism emissions for destinations

[UNWTO](#) Resources on Climate Change & Tourism including:

- [UNWTO & Travel Foundation Glasgow Declaration](#)
- [Nature Positive Travel & Tourism - 2022 Report](#)
- [Nature Positive Travel & Tourism - Commitments & Toolkit](#)
- [One Planet - UN Sustainable Development Goals](#)

[World Travel & Tourism Council](#) Reports & Resources including:

- [A Net Zero Road Map for Travel & Tourism - 2021](#)
- [Towards Destination Stewardship - A Framework 2021](#)

Plus insights, resources and/or advice from:

- [The Travel Foundation](#)
- [The Future of Travel Coalition](#)
- [Global Destination Sustainability Movement](#)
- [Group NAO](#)
- [Miles Partnership](#)

