

# Tourism Industry Association of the Yukon

2011 Spring Conference



## GOING GREEN

*Improving Your Bottom Line & Your Brand*

Presented by Charlie James

Green Tourism Canada, a Division of Green Tourism UK

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# Background



- BC Government
- ETHOS – Focus Groups
- Sustainable Tourism Certification
- UK program BC Pilot – July 2010
- 6 regions – all sectors
- Assessed 31 tourism operators
- UK criteria & performance indicators
- ETHOS ceased operations Nov 2010



CANADIAN  
SUSTAINABLE TOURISM  
Certification Program  
*British Columbia*

- Canadian Certification Criteria & Indicators
- Certified 26 operators in BC
- Industry led program
- National certification in Sustainable Tourism

# Green Tourism Canada



*What is your definition of  
Sustainable Tourism?*

# Sustainable Tourism

## Definition of Sustainability

- **Brundtland Report (1987)**  
“Meeting the needs of the present generation without compromising the ability of future generations to meet their own needs.”
- **Tourism Industry**  
Creating the conditions for the long-term success of our industry, including the protection of our environmental and cultural heritage, contributing to our communities and ensuring strong financial performance.
- **TIA’s Vision for the Yukon Tourism Industry**  
A strong, vibrant, sustainable industry that provides year round employment and delivers quality services

# Sustainable Tourism

## Drivers

- Government regulations and targets
- Access to information (internet and social media)
- Perception of Canada as a destination by visitors
- Other countries are way ahead of us
- Reducing risks .. and costs
- Personal values
  
- Consumer behaviour & changing attitudes

*How much of a driver is it for you?*

74%

of companies doing green  
are profiting from it

*-Economist Intelligence Unit, 2010*

# Doing the right thing

## The rules are changing ...

- Doing the right thing doesn't just mean it's good for your business
- Doing the right thing is good for ..
  - **Your customers** – they care, they want to know they are not doing harm
  - **Your employees** – your company must be a great place to work
  - **Your community** – your colleagues and neighbours matter, engage, collaborate and contribute
  - **The environment** – needs protecting, take responsibility for your impact and help educate others
  - **You** – upholding values and being in integrity feels good

# Consumers are changing

**56%**

of international visitors actively  
make environmentally-friendly  
choices when travelling

*-Global Tourism Watch, 2007*

44%

of hotel guests indicated  
environmental issues as being  
important to them

*-Hotel Association of Canada, 2010*

73%

of meeting buyers would avoid a venue with a *poor* environmental record

-IMEX, 2007

60%

of international visitors are willing to pay a **1% - 10%** premium for environmentally friendly travel products

- *Global Tourism Watch, 2007*

# What to do about it ...



it doesn't take  
much to do a whole  
lot for the planet.

help offset your  
environmental impact  
during your stay

Redeem 25 Coast  
Rewards points to  
offset carbon  
emissions.

 Pacific  
Carbon  
Trust

 ecoast

[Click here for more details](#)

**Exercise:**

*Name 3 things you are doing really well or are about to implement in your business in terms of sustainability.*

**Exercise:**

*Name 3 negative impacts your business has on climate change - things about your business that you know are not very sustainable - impacting the environment, community, culture, or economy.*

# Roadmap for Sustainability

A Triple Bottom-Line approach will help tourism operators to:



- Reduce green house gas emissions
- Improve financial performance
- Reduce environmental footprint
- Maximize social benefits
- Reduce negative impacts on culture
- Support Canada's brand as a tourism destination

Even though you know where you're headed,  
a roadmap is not very useful ...  
if you don't know where you are!

# Define Your Carbon Footprint

The total amount of greenhouse gases (GHG) released into the atmosphere by your business or organization, expressed in equivalent tons of carbon dioxide (CO<sub>2</sub>e).

*Name the activities in your business or organization that you think generate the most carbon emissions*

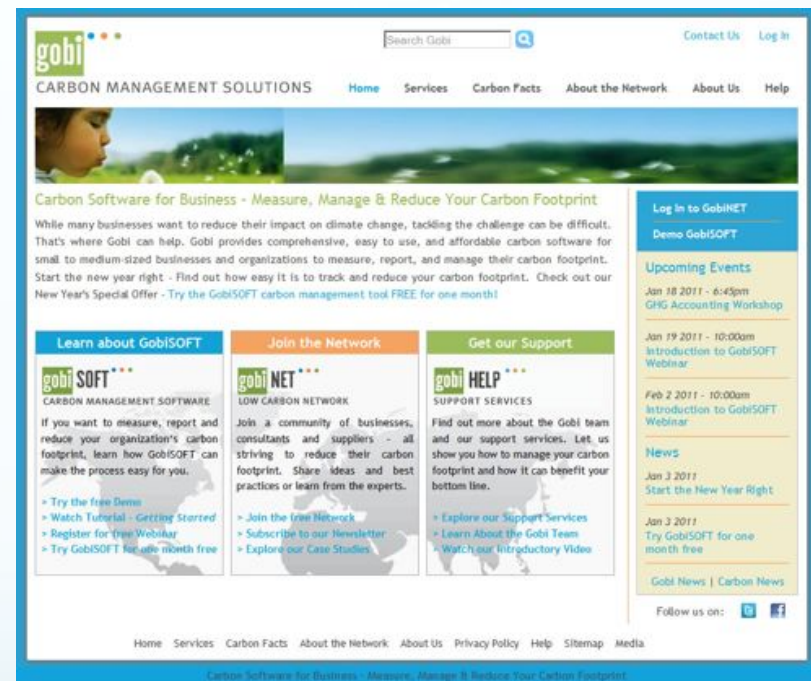


You can't manage  
what you can't measure.

# Measure your Carbon Footprint



- Comprehensive, easy-to-use and affordable carbon software
- Measure, manage and reduce your organization's carbon footprint



[www.gobinet.com](http://www.gobinet.com)

Welcome

Get Started

Measure

Report

Reduce

Offset

Corporate | Business Units | Emission Sources | Access

Set up the emission sources you wish to track for each business unit.

1. Corporate Office

2. Scope 1 - Direct Emission

## Scope 1 - Stationary

Single Meter

Multiple Meters

Natural Gas

Propane

Light Fuel Oil

Diesel

Kerosene

## Miscellaneous

Stationary Misc

Name

Unit of Measure

GJ Conversion Factor

CO<sub>2</sub>e Coefficient

## Scope 1 - Mobile

Single Meter

Multiple Meters

Gasoline

Diesel

Propane

Ethanol

Jet Fuel

Aviation Gasoline

## Miscellaneous

Mobile Misc

Name

Unit of Measure

GJ Conversion Factor

CO<sub>2</sub>e Coefficient

Save

Welcome

Get Started

Measure

Report

Reduce

Offset

Explore the benefits and costs of  
greenhouse gas reduction investments

1. Reduction Action Checklist

**ENERGY USE**

## ▶ Office &amp; Building Space (HVAC)

Fleet Vehicles and Heavy Equipment

Lighting and Electricity Consumption

Computers

Paper Usage

Recycling &amp; Waste

Business Ground Travel

Business Air Travel

Staff Commuting

Couriers

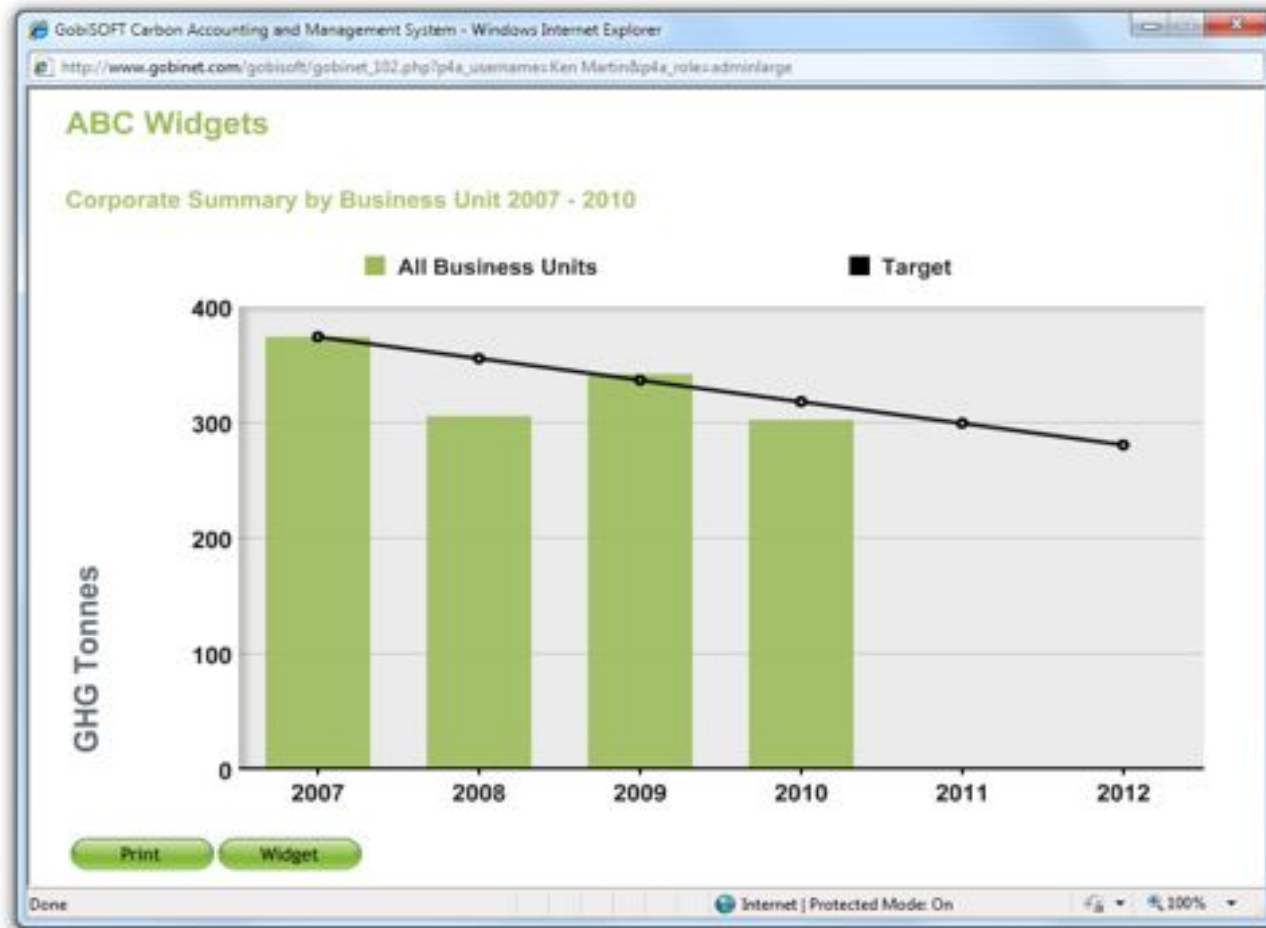
General

Suppliers and Contractors

**ACTION**

- Lower thermostat/temperature when office and building space is vacant.
- Control office environment with an energy management system.
- Use a third party to examine all energy systems, building management controls and heat recovery, and make recommendations for renovations.
- Install occupancy sensors in washrooms to control exhaust fans.
- Share fuel and electricity data with employees to educate them on energy use and to encourage energy conservation.
- Turn off any equipment at night and at times of low occupancy.

# Reduce Your Carbon Footprint



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# Carbon Offsetting



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# Going Carbon Neutral



- In October 2007, Harbour Air Seaplanes became first carbon neutral airline in North America
- Revenue improved by 12%
- Market share increased



# Five Things to Measure & Manage

1. Energy
2. Waste
3. Water
4. Purchasing
5. Travel

# Energy

Minimize energy consumption and use clean, renewable energy where possible

*What actions are you taking, or could you take in your business to reduce your energy consumption?*



# Energy

- Install Low energy and LED lighting
- Install an energy efficient boiler
- Purchase A rated and other energy efficient appliances
- Check insulation levels are high
- Control temperatures and air conditioners



*A photocopier left on overnight = 5300 copies per year*



# Water

Conserve water and minimize the impact on local water resources

*What actions are you taking, or could you take in your business to reduce your water consumption and pollution impacts?*



A tap dripping 30 times a minute wastes 380 litres a month  
= 4,560 litres a year

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# Water

- Ensure taps run at less than 6 litres per minute (& showers 8l/min). This can be achieved through using purpose-designed efficient shower heads or using flow restrictors
- Install low flush toilets (dual flush or displacement device)
- Choose cleaning materials and detergents which are no phosphate
- Choose floor cleaners and toilet cleaners which avoid chlorine
- Install rainwater harvesting or a water butt



# Waste

Produce less waste and increase recycling, composting and reuse

*What actions are you taking or could you take in your business or organization to reduce your waste?*



# Waste

- Ensure hazardous wastes (batteries, CFLs) are safely disposed/recycled
- Offer recycling services for Glass, Paper and Cardboard
- Minimize the use of plastics and plastic disposable products
- Establish kitchen waste composting
- Recycle aluminium and steel and use rechargeable items



# Purchasing

Factor environmental considerations into all your purchasing decisions

*What actions are you taking, or could you take in your purchasing decisions to help your suppliers reduce their carbon emissions and provide local, ethical and fair-trade products?*



# Purchasing

- Choose recycled &/or sustainably sourced chlorine free office paper
- Provide seasonal locally sourced items on the menu
- Use only Ocean Wise, MSC or other sustainable fish species
- Offer or use ethical and organic products – look for the Fair trade and certified organic labels



**Ocean Wise**<sup>™</sup>  
A Vancouver Aquarium Conservation Program



# Travel

Reduce emissions that contribute to air pollution and climate change



*What actions are you taking, or could you take in your business or organization to reduce carbon emitted through travelling?*



# Travel

- Promote Cycling and walking in the area
- Offer bicycle storage, bicycle racks and promote bicycle hire
- Promote local bus and eco friendly taxi services
- Offer carbon offsetting for travel emissions (subscribe to GobiSOFT etc)
- Establish a staff travel plan to increase use of public transport and car sharing



# Why Certification?



- Provides operators a clear roadmap to sustainability
- Credibility to the industry, both for consumers & businesses
- Trusted standard
- Consumer confidence
- Sustainable business practices which are measurable and practical
- Benchmark across all tourism sectors

# What are the Options?

We researched certification programs elsewhere:

- National programs
  - Climate Action (Australia)
  - NEAP (Australia)
  - Certification for Sustainable Tourism (Costa Rica)
  - Qualmark (New Zealand)
  - Green Tourism Business Scheme (UK)
  - Green Seal (US)
  - Green Leaf (US)
- International programs
  - Green Globe
  - Green Key
  - Sustainable Tourism International

# Why Green Tourism Business Scheme

- Quick to implement
- Credible program
  - Operating 13 years
  - Over 2300 certified operators in UK
  - Conducted over 6000 assessments
- Aligned with the Global Sustainable Tourism Criteria
- Assessments done in person (no self-assessment)
- Certifies a full range of tourism operators
- Not for profit – no government funding
- Knowledgeable and environmentally committed team
- Program covers the widest range of sustainable tourism issues
- Excellent reputation in the UK and other countries
- Established and proven performance indicators - easily adaptable for Canada



# Benefits of GTBS Certification

**Results of Visit England Survey of GTBS member**  
- May 2009

- 70% improved energy efficiency
- 60% developed green policies
- 90% changed their purchasing behaviour  
(buy more local, fair-trade and green products)
- 79% made cost savings



# Bottom Line Benefits of Certification

## Results of Baseline GTBS Assessments (2009)

Ramada Group - 41 Hotels in UK - £1 million in savings in first year

- Changing 5000 light bulbs to low energy units  
Payback: less than 2 years. Saving £70,000 per year
- Switch off campaign made a 10% reduction in energy  
Saving approx £400,000
- Turn off 3251 TV's during the day  
Saving £32,510 per year
- Reduce number of 3651 toilet flushes by 2 flushes per day  
Saving £28,656 per year

## Results of Baseline GTBS Assessments:

### Haggerstone Campground, Northumberland

- Replaced 100 60w light bulbs with low energy ones.  
Payback less than 6 months - Cost savings £600 per year

### Highland Safari Adventures, Perthshire

- Driving efficiency training - improved fuel consumption by over 10%  
Saved the company over £500 per year

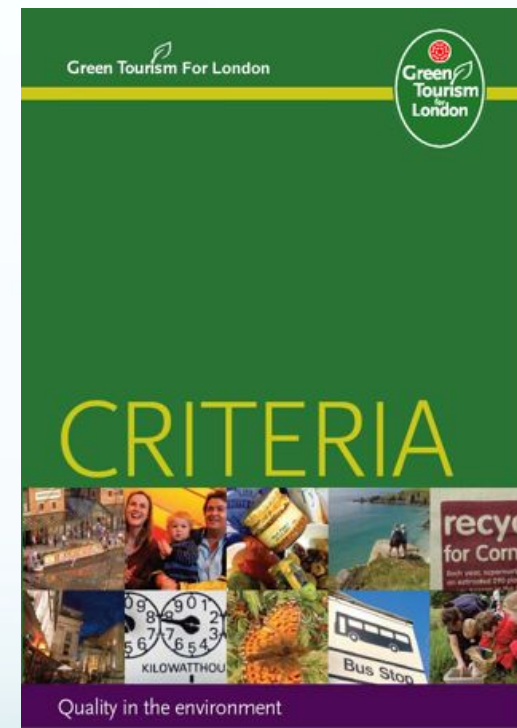
# Green Tourism Criteria

- Flexible, practical measures
- Applicable for all tourism and hospitality businesses
- 10 sections, 120 indicators
- Maximum 60 indicators (min 3 per section)

**BRONZE** 40 - 64%

**SILVER** 65 - 79%

**GOLD** 80% +



# Green Tourism Indicators



1. Energy
2. Waste
3. Water
4. Purchasing
5. Travel
6. Management
7. Social Involvement and Communication
8. Natural and Cultural Heritage
9. Experience/Activities
10. Innovation

# Five More Things to Measure & Manage

1. Management
2. Social Involvement and Communication
3. Natural and Cultural Heritage
4. Experience/Activities
5. Innovation



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# Green Marketing

- Improving your brand
- Telling the Story – Keep it Real

**No Greenwashing – ever!!**

- Different Strokes for Different Folks
- Keep the Story Simple
- Where to tell the story



# Environment Matters

THE LISTEL HOTEL

GUEST SERVICES EVENT PLANNING MEDIA & NEWS PHOTOS

OUR HOTEL GUEST ROOMS RATES & RESERVATIONS



TRAVEL OFFSET  
CALCULATOR



A CLIMATE LEADER:

The  
Listel Hotel  
Vancouver

Corporate  
Climate  
Leaders  
Program



## Our Commitment

The Listel Hotel is committed to environmental protection and sustainability guided by our Environment Matters, our eco-initiative. This initiative strives to minimize our property's operational impact on the environment through resource conservation and best practices.

### Conservation Ambassador - Listel Hotel



All of us at The Listel Hotel commit to -

- Work diligently to minimize waste and conserve natural resources, particularly through water and energy conservation;

[HOME](#)[PRESS](#)[NEWSLETTER](#)

*Rocky Mountain Education Society:  
teaching students life skills to be  
true responsible citizens and  
entrepreneurs.*

[MENUS & LOCATIONS](#)[SPECIAL EVENTS](#)[GOING GREEN](#)[AT SCHOOL](#)[FRANCHISING](#)

## WELCOME TO ROCKY MOUNTAIN FLATBREAD RESTAURANTS

At Rocky Mountain Flatbread we serve delicious housemade dishes: handcrafted flatbread pizzas, daily pastas, seasonal salads and soups, desserts "to live for" and a wide selection of BC wines and local beers.

We are proud of many things at Rocky Mountain Flatbread, including: using lots of local and organic ingredients, open kitchens with artisan ovens, environmentally-friendly kids play area, local hero pictures on our walls and the fact that the "carbon footprint" of every meal = 0.



### Upcoming Events



**NOW OPEN FOR  
BREAKFAST IN KITS!**

# Next Steps

## **Certification :**

*SIGN-UP to participate in a pilot project for certification in the Yukon*

- GTC is collecting Expressions of Interest

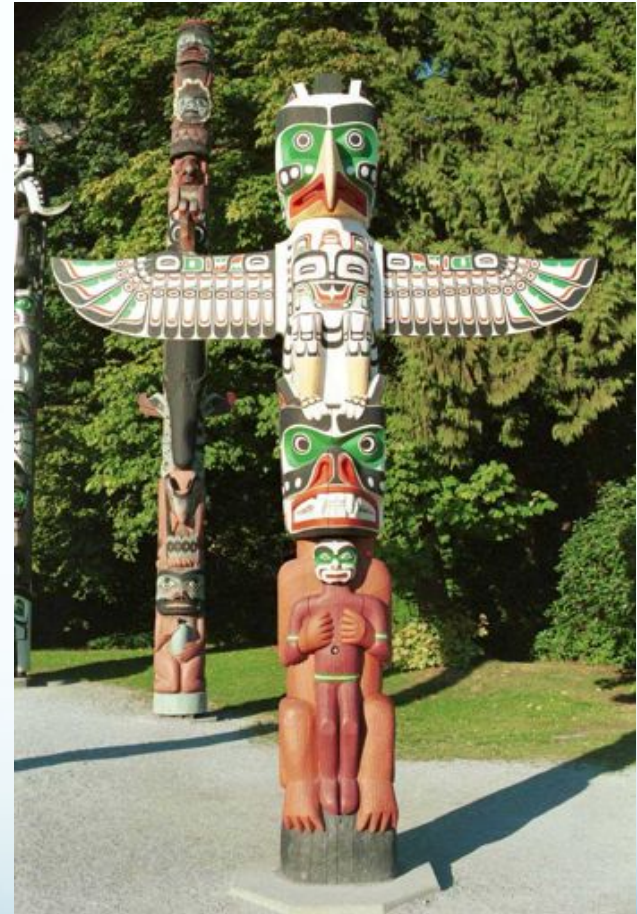
## **Reduce your Carbon Footprint :**

*SIGN-UP for GobiSOFT before May 15 and receive :*

- 10% discount on annual fee
- Use promo code TIAY

## **Receive Sample :**

- Responsible Visitor Charter
- Environmental Policy



**For more information**

**Contact: Charlie James**

Program Director



**GREEN TOURISM CANADA**

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