

PRACTICAL SUSTAINABILITY

FOR TOURISM BUSINESSES



Outline



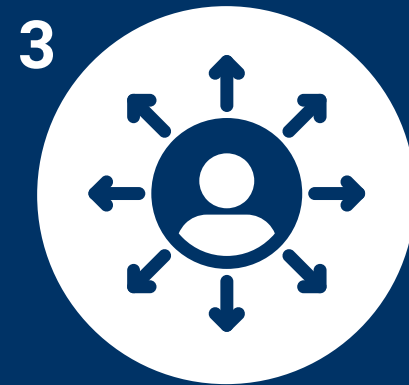
CLIMATE BASICS

Why climate change is so important



SUSTAINABILITY

Understanding what sustainability means



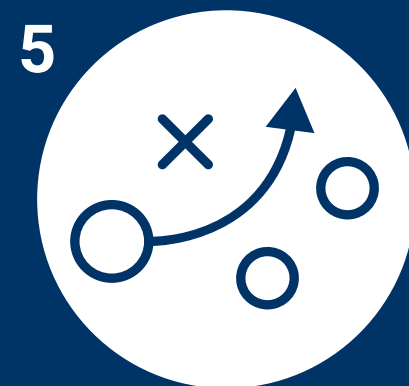
PRACTICAL OPPORTUNITIES

How businesses can make a difference



BREAKOUT 1

What are the biggest risks to your business?



BREAKOUT 2

What might a sustainability strategy look like?



¹ Climate Basics



Why climate change is so important



Major contributors to climate change



FOSSIL FUELS

The release of hundred million year old carbon



AGRICULTURE

Methane from ruminants and nitrous oxide from fertilisers



LANDFILL

The generation of methane from organic waste



DEFORESTATION

The release of carbon stored in natural systems



For tourism there is a lot at stake

- Natural attractions are at risk
- Growing regions are also being impacted
- Extreme weather can impact travel seasons
- 8% of global emissions come from tourism
- 5% from transport for tourism alone
- Travel, goods and services are heavily dependent on fossil fuels



We can do so much more when we address climate change



ABUNDANT, CLEAN ENERGY



SAFER, GREENER CITIES



ROOM FOR WILDERNESS



² Sustainability



Understanding
what
sustainability
means



Balancing the dimensions of sustainability



ENVIRONMENTAL

Living within natural limits



ECONOMIC

Sharing prosperity into the future



SOCIAL

Ensuring that people are supported and empowered



CULTURAL

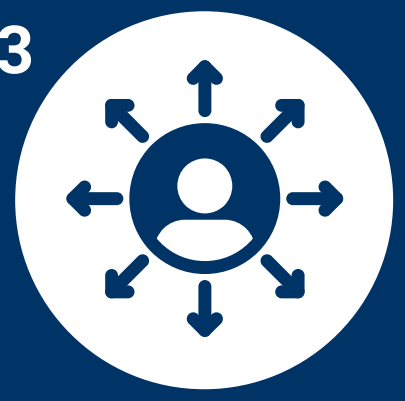
Embrace diversity and promote expression



Sustainability is about connected solutions



3



Practical Opportunities



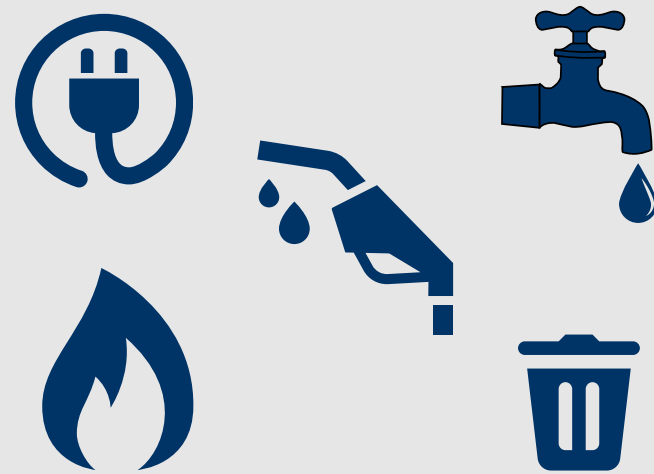
How
businesses
can make a
difference



Integrate sustainability

MEASURE

Understand what you can control and work towards reducing your impact



UNDERSTAND

Educate yourself and your staff about what needs to be done and why it matters



COLLABORATE

Work with your value chain to build a committed and proactive network



COMMUNICATE

Develop a strategy and targets and share these publicly to hold yourself accountable



Practical examples



- Transition to 100% renewable energy and away from natural gas
- Harvest rainwater
- Segregate recycling and reduce landfill
- Use local and seasonal produce
- Minimise low quality high volume products and preference those that are built to last
- Integrate sustainability into training materials and messaging
- Talk to partners about their sustainability journey
- Engage with customers about responsible tourism and the impacts of long distance travel
- Set performance targets and track progress against them
- Ask your suppliers to do the same



The transition to a zero carbon economy is already underway, position yourself at the frontier.



Breakouts

- Introduce yourselves to the rest of your group
- Designate someone to record your ideas and share with everyone
- Discuss the question together and think in terms of your business and its unique context



4



Breakout 1

- Be prepared to share two of the risks you identify
- These may be the most important or the most unique



What are the biggest risks to your business?



TRAINING STAFF

**TRANSITIONING
FROM FOSSIL
FUELS**

ISOLATION

**CAPS ON
VISITATION**

**DEMAND FROM
CUSTOMERS**

OVERTOURISM

EXTREME WEATHER

**VARIABLE
RAINFALL AND
FLOODING**

**EARLY ADOPTION
AND RELUCTANT
SUPPLIERS**

**THE COST OF
SUSTAINABLE
INITIATIVES**

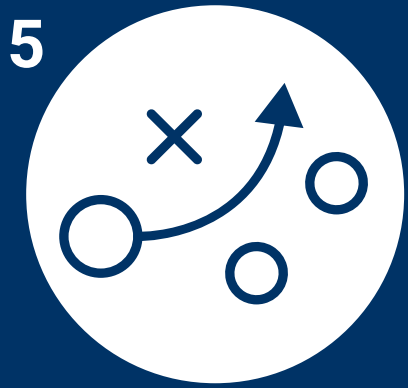
SUPPLIER COSTS

**OFFSETTING VS
INOVATION**

GLOBAL PRESSURE



5



Breakout 2

- Be prepared to share the two most critical aspect that you identify
- These may be immediate or long-term goals



What might a sustainability strategy look like?



**SET A BASELINE
AND TARGET
REDUCTIONS OVER
TIME**

**CREATE A VISION
TO ENGAGE STAFF**

Strategy

**ENGAGE SUPPLY
CHAIN AND
CUSTOMERS**

**COLLABORATE WITHIN
SECTORS, FOR EXAMPLE
WATER CONSERVATION
FOR WHISKY PRODUCERS**

**CARBON
REDUCTION
TARGETS**

Thank you

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