
Creating a Sustainability Strategy for your Business

Speakers:

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Agenda

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- 02 | BUILDING ON THE INTRODUCTION TO SUSTAINABLE TOURISM
- 03 | SUSTAINABILITY STRATEGIES & ACTION PLANS
- 04 | RECOMMENDED NEXT STEPS
- 05 | SUPPORT & FURTHER GUIDANCE



Meet Your Presenters



Matt Weller

Senior Project Manager



Adam Kunis

Sustainable Tourism Specialist

Let's change the world.

Who's behind Sustainable Tourism?

- GreenStep Solutions – Founded in 2008
- Worked with more than 3,000 businesses
- GreenStep provides assessments, certifications, tools, and support to help organizations and destinations measure and improve their sustainability performance.

Certified





Quick Poll

How familiar are you with the history of sustainable tourism as a concept, and how to integrate sustainability into your business or organization?

A | I'm a sustainable tourism master

B | I've been working at it for a while but still have a lot to learn

C | I'm fairly new to the concepts of sustainability in tourism

D | I'll admit it, I know nothing



Building on the Introduction to 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.”*



Global Sustainable Tourism Council (GSTC)

- Develops and manages the GSTC Criteria, providing global baseline standards for sustainable travel and tourism
- Provide criteria for both destinations and tourism businesses
- **Does not** offer certification — they provide formal recognition of standards and accreditation to certification bodies, such as GreenStep
- Four pillars aligned with UN SDGs:
 1. Sustainable management
 2. Socioeconomic impacts
 3. Cultural impacts
 4. Environmental impacts



4 Pillars of Sustainable Tourism





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%

Regulatory Impacts

In 2023 Canada's carbon tax rose to **\$65/tonne** of CO₂e.

By 2030 it will be **\$170/tonne** of CO₂e.

Energy Type	2023	2030
Natural Gas (GJ):	\$3.32	\$8.67
Electricity (kWh):	\$0.01	\$0.05
Gasoline (l):	\$0.18	\$0.42
Diesel (l):	\$0.14	\$0.47

Regulation to achieve **100% zero-emission vehicle sales by 2035.**





A Strategy for Sustainability Success



Sustaining Continuous Improvement

GreenStep
Sustainable
Tourism Framework

Achieve goals, celebrate, win awards, pursue certifications

Awareness, assess your performance and establish a baseline.

Set clear goals and identify specific actions

Integrate, monitor and measure impacts and results

Publicly Report



Measure Baselines

One of the most important sustainability actions your organization can take is to measure where you are starting from.

Baselines are a Snapshot of Current Performance

- Understand your starting point
- Quantify and track the impact of your actions
- Validate your marketing claims with data





Two Types of Data for Baselines

Internal Business Operations

- Guest / Staff Surveys
- Purchasing History
- Education & Trainings
- Charitable Donations
- Staff Volunteer Hours
- Equipment Inventories
- Invoices and Billing
 - Energy, Water, Waste

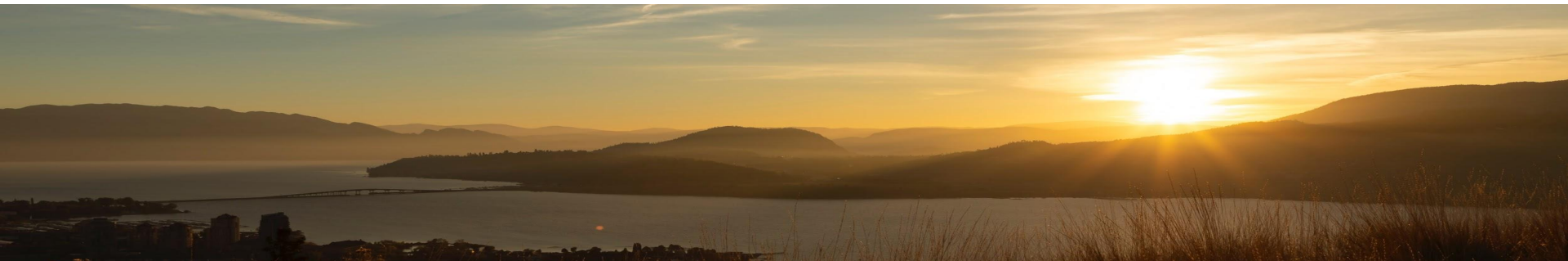
External Assessments & Audits

- Sustainable Tourism Score
- Greenhouse Gas Inventory
- Diversity, Equity, & Inclusion
- Accessibility
- Living Wage
- B Impact
- Utility Audits & Assessments

Improvement Over Time

Volunteer Hours as a Baseline

Year 1	Year 2	Year 3	Year 4
10 hours	20 hours	17 hours	23 hours



Improvement Over Time

GJ of Natural Gas Usage for Heating

September 2025	October 2025	November 2025	December 2025
100 GJ	110 GJ	120 GJ	140 GJ

After energy efficiency upgrades

September 2026	October 2026	November 2026	December 2026
70 GJ	80 GJ	110 GJ	120 GJ

Baseline Discussion

- What baselines do you have currently have data on?
- What baselines do you want to capture that relate to sustainability?







Take Action Today:

The GreenStep Sustainable Tourism Assessment

- Comprehensive overview of sustainability
- Complete by yourself or with a team
- Automatic scorecard generation
 - Detailed breakdown of performance for each sustainable tourism pillar
- Saves your responses to track year-over-year progress



Create an Action Plan

Focus Areas	2025 Performance Targets	Status	2022 Progress
Environmental			
	15% absolute emissions reduction in Scope 1 and 2 emissions	Ahead of Schedule	11% reduction from base year ¹
	15% reduction in water consumption per square foot	On Track	10% reduction from base year ¹
	100% renewable energy at corporate headquarters and North American offices	On Track	73% Renewable Energy Use ²
	100% elimination of single-use plastics	On Track	Bulk amenity dispensers available to all hotels (eliminating single-use amenity bottles) ³
	100% of managed properties are Wyndham Green Certified	Ahead of Schedule	83% of managed properties are Wyndham Green Certified
	100% sourcing of cage-free eggs	On Track	100% sourcing options available to U.S. hotels (67% total global portfolio) 1% cage-free egg spend in U.S. ⁴
Diversity, Equity & Inclusion			
	100% gender pay equity globally	On Track	96% at executive levels 100% at management levels 99% all other levels
	100% of corporate and managed hotel team members receiving unconscious bias training	On Track	96% of U.S. team members
Human Rights			
	100% of corporate and managed hotel team members receiving human rights training	On Track	97% of team members completed annual training
Community Impact			
	100% Wish Day participation	Behind Schedule	13% of eligible corporate team members in United States and Canada



Which of the following is your strongest driver for sustainable action?

- A) **Goal Areas** - the positive impacts on your business, community & world (e.g. We are helping to regenerate the community and environment)
- B) **Targets** - striving to reach milestones and achieve specific accomplishments (e.g. We are going to reduce our energy consumption by 25% by 2026)
- C) **Taking Action** - integrating sustainability into day-to-day operations and undertaking projects (e.g. Upgrading our lighting to more efficient LEDs)

Goals Areas, Targets & Actions

The core components of a strong sustainability action plan.

- Goal Areas: High level objectives
- Targets: Metrics and milestones to stay on track
- Actions: Steps to be taken





Creating an Action Plan with the GreenStep Sustainable Tourism Assessment

Step 1: Identify goal areas

Step 2: Set a target by determining how much you want to improve in each goal area and when you want to achieve the target by

Step 3: Create a list of all the actions you will take to achieve your target and make positive contributions in the goal area



SUSTAINABLE DEVELOPMENT GOALS

<p>1 NO POVERTY</p>	<p>2 ZERO HUNGER</p>	<p>3 GOOD HEALTH AND WELL-BEING</p>	<p>4 QUALITY EDUCATION</p>	<p>5 GENDER EQUALITY</p>	<p>6 CLEAN WATER AND SANITATION</p>
<p>7 AFFORDABLE AND CLEAN ENERGY</p>	<p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>10 REDUCED INEQUALITIES</p>	<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>
<p>13 CLIMATE ACTION</p>	<p>14 LIFE BELOW WATER</p>	<p>15 LIFE ON LAND</p>	<p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<p>17 PARTNERSHIPS FOR THE GOALS</p>	 SUSTAINABLE DEVELOPMENT GOALS



Management

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



Social & Economic

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



Cultural

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



Environmental

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



SMART Targets

Specific

Measurable

Attainable

Relevant

Timebound

Goal Area	Baseline Measurement	Example SMART Targets
Management	Sustainable Tourism Score	Improve GreenStep Sustainable Tourism Score to 75% by 2027
Social & Economic	Diversity, Equity & Inclusion	Ensure 100% of employees have received diversity, equity, and inclusion training by 2025
Natural & Cultural Heritage	Signage Inventory	Add 10 new educational signs to the guest experience
Environmental	Carbon Footprint	Reduce greenhouse gas emissions by 50%, from a 2022 base year, by 2030 — <i>Aligned with SBTi</i>



Sustainability Score (Unverified)

61%

Platinum: 90 - 100%

Gold: 75 - 89%

Silver: 55 - 74%

Bronze: 35 - 54%

	Measure	Points Earned	Points Available	Score %
▼	Management	31.75	48	66%
▼	Social & Economic Impacts	24.63	40	62%
▼	Natural & Cultural Interactions	12.75	22	58%
▼	Environmental Impacts	33.2	58	57%
	Total	102	168	61%



Example Goal Areas and Targets

Goal Area	SMART Target
Carbon & Energy Reduction	<input type="checkbox"/> <u>Reduce</u> <u>all emissions by X%</u> <u>by date</u> .
Waste Reduction	<input type="checkbox"/> <u>Eliminate all single-use plastic in operations</u> <u>by Jan 1, 2027</u> .
Employee Empowerment	<input type="checkbox"/> <u>90% of employees recommend working for us</u> <u>by 2024</u> .
Habitat Restoration	<input type="checkbox"/> <u>Complete one habitat restoration project</u> <u>within two years</u> .

— Action
— Indicator
— Deadline



Tips for Brainstorming Actions

Best Practice Research - what are others doing?

Baseline - Do you know your starting point?

Implementation - Doing the Work

Monitoring & Reporting - Did it have the desired effect?



MANAGEMENT

SOCIAL & ECONOMIC IMPACTS

NATURAL & CULTURAL
INTERACTIONS

ENVIRONMENTAL IMPACTS

A. Sustainability Management System

1. Does your entity have an ongoing sustainability management system and/or in what ways is sustainability integrated into your entity's management system?



- A vision, mission or commitment statement pertaining to sustainability
- A sustainability action plan
- Measurable sustainability goals
- Alignment with UN Sustainable Development Goals, Science Based Reduction Targets, and/or another sustainability framework or index
- Sustainability performance tracking or key performance indicators (KPIs) for your sustainability goals
- Other
- None, we do not have any aspects of a sustainability management system

Comments

NEXT



Recommended Next Steps

Taking Action Discussion

- What sustainability actions has your business already taken?
- Is there a specific action or initiative you are excited to bring to your business?



Write it down

Use the strategic framework presented to transition from doing a little good here, and a little good there to a measured approach to success.

- Establish baselines
- Create an action plan
 - Goals, targets & actions
- Do the work and track your progress

It's not done till it is documented.



Take Action

Incremental steps you can take to make a difference today.

- ❑ Make a public commitment to measure your sustainability performance
- ❑ Create a sustainability vision, mission, and set of values for your organization
- ❑ Leverage your buying power to influence your supply chain
- ❑ Complete a purchasing analysis, create a purchasing policy for goods and services
- ❑ Guest engagement, education, and promotion of sustainable businesses

Create a Sustainability Team

A group of enthusiastic, dedicated individuals with representatives from each department or operational area.

- Perform baseline measurements
- Develop your Sustainability Action Plan
- Implement the action plan

Pro Tip: Invite members from each department or operational area to be members of your sustainability team; ensure at least one senior manager is a member of your team



Support and Further Guidance

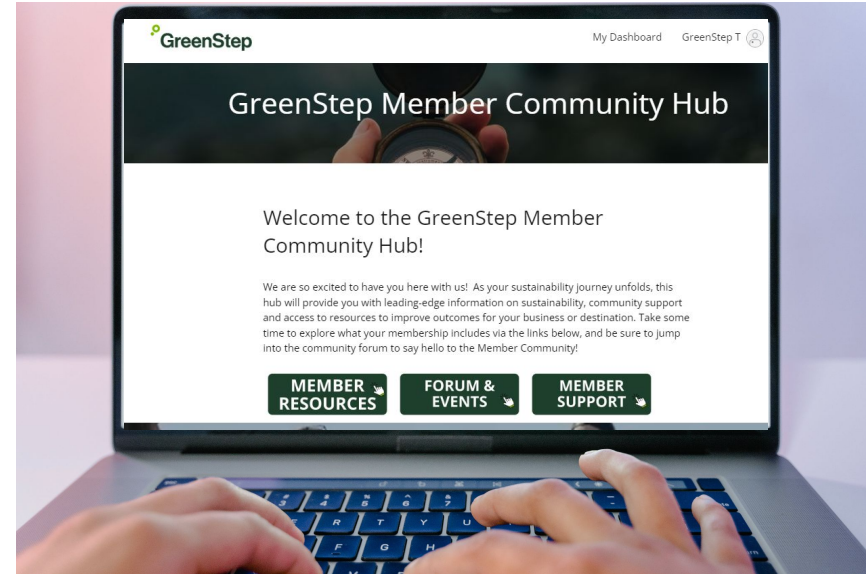
Create Your Own Sustainability Action Plan

- Guidance to manage and improve your sustainability performance
- Designed to be scalable to the size and capacity of any business
- Coming soon!



Sustainable Tourism Community Hub

- Exclusive tools and resources
- Early access to webinars and trainings
- One-on-one support with sustainability experts
- Share with a community of leaders and forward thinking business





Changing the world, one business at a time.

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Case Study

Elmhirst's Resort



Improving Profitability - Examples

1. Innovative products that are better for people, the planet, and profit



Improving Profitability - Examples

1. Innovative products that are better for people, the planet, and profit
2. Adapting to make higher quality products that do less harm to the environment



Improving Profitability - Examples

1. Innovative products that are better for people, the planet, and profit
2. Adapting to make higher quality products that do less harm to the environment
3. Maintaining a seasonal workforce that returns year-after-year



