

MANAGING TOURISM BUSINESS SUSTAINABLE

EU GREEN WEEK 2021 PARTNER EVENT

**ZERO** #EUGreenWeek  
**POLLUTION**  
for healthier people and planet

PETER REELFS - 4TH OF MAY 2021

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# Managing tourism business sustainable

What are the advantages and which are the first steps?

# Peter Reelfs

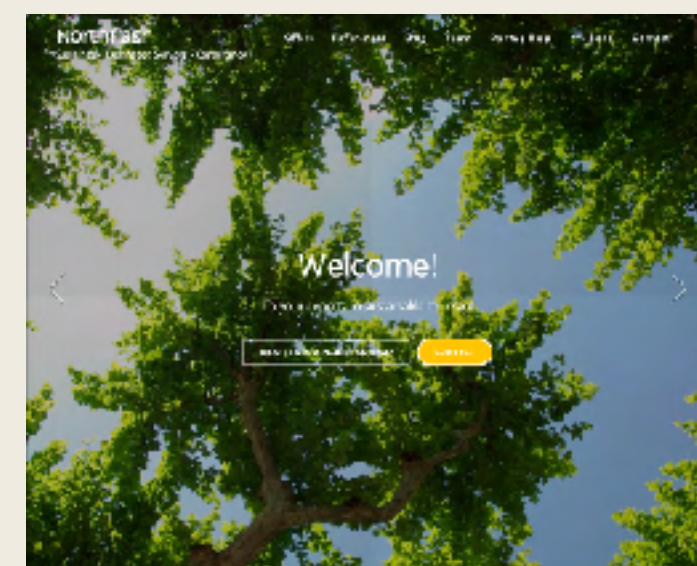
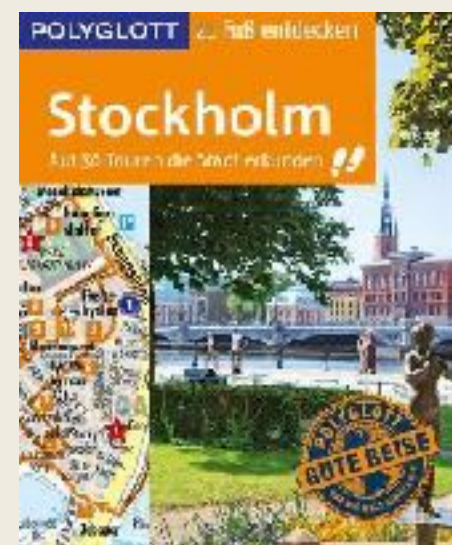


## Sustainability advisor

- Founder and owner Northflash consultancy
- Sustainability
  - Green Destinations: Board member, representative and auditor
  - Travelife: Representative, coach
  - Hållbart evenemang (sustainable events): Representative and lead auditor
- Teaching
  - Sustainable Tourism and Sustainable Event-management

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# Agenda

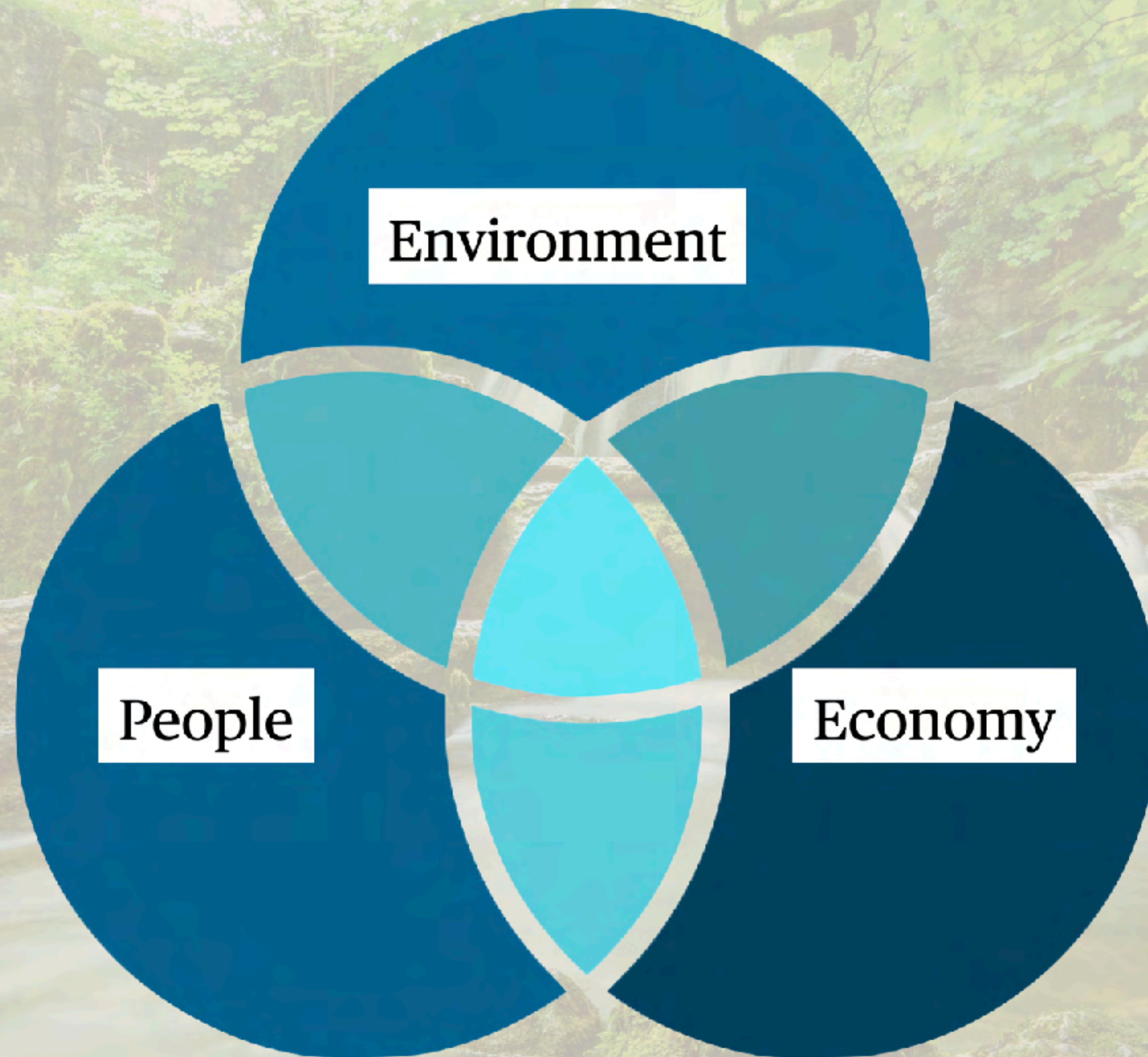
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9:00 - 11:30h CET (10:00 - 12:30h EET)

- What makes a business sustainable?
- How does working sustainable can help saving money?
- How to be trustworthy in the communication?
- Things to avoid in the communication
- What are the most important steps to start with? On what should you focus first?
- Top 10 steps towards sustainability
- Hands on: Sustainability policy
- Low hanging fruits visible to end-customers
- Q&A

# What does sustainability really mean?

Caring for climate and nature?



# Sustainable Tourism

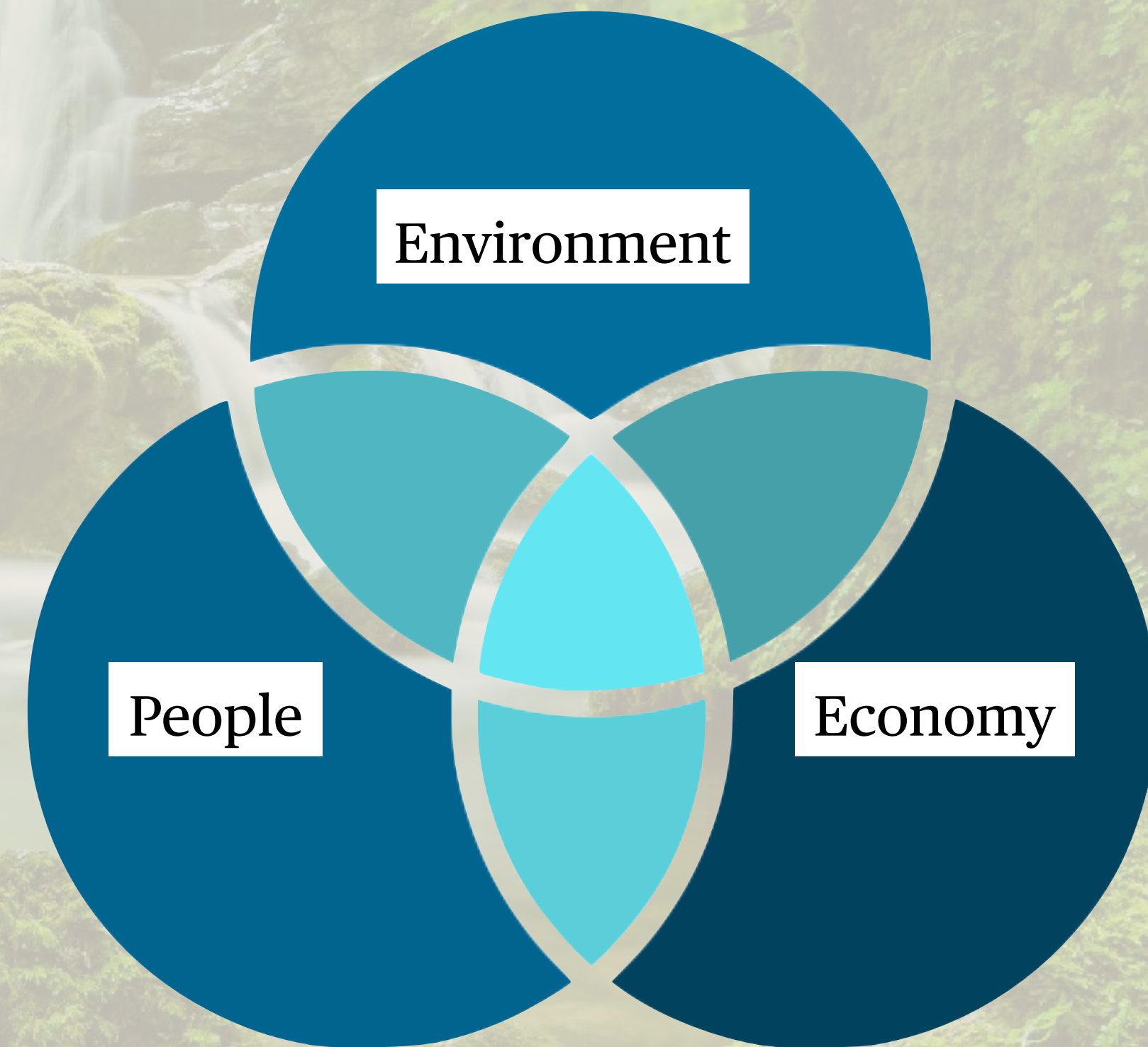
„Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities“

UNWTO Definition

# Sustainable Tourism

Balance between

- impact of tourism on the environment
- impact of tourism on local people
- impact of tourism on economical growth





# Sustainable Tourism

## Environmental impact

- TRANSPORT
- FOOD & BEVERAGES
- GOODS & SERVICES
- WASTE
- ENERGY
- ACCOMMODATION
- CHEMICALS

## Social impact

- EQUALITY
- DIVERSITY
- ACCESSIBILITY
- SAFETY & SECURITY
- HEALTH
- TRANSPARENCY
- LOCAL FOOTPRINT

## Economical impact

- BUSINESS OWNER
- STAFF (JOBS/START UP)
- SUPPLIER
- GOODS & SERVICES
- TRANSPORT
- ACCOMMODATION
- FOOD & BEVERAGES

# Why should we care?

- Millennials (GenY) and Zoomers (GenZ) care a lot about sustainability
- Covid has accelerated their wish for a sustainable future
- In a few years
  - the main types of travellers
  - the main types of event attendees
- GenY and GenZ like to travel
  - but want to keep the climate footprint low

Source: Deloitte Global Millennial Survey 2020

# Why should we care?

## Sustainable options

69% of travellers expect the travel industry to offer more sustainable travel options.

## Local communities

55% of travellers want to see how their money is going back into the local community.

## Waste reduction

53% of travellers would like to reduce waste & recycle their plastic.

Source: [booking.com](https://www.booking.com)

# Why should we care?

## Cost savings

- Less electricity
- Less water/grey water
- Less waste
- Less food waste
- Less meat, more plant based

Area	Capital cost	Annual savings
Energy	250 000 €	95 000 €
Single use plastic	18 000 €	22 000 €
Water	80 000 €	80 000 €
Waste	10 000 €	12 000 €
Total	358 000 €	209 000 €

Example from Irish hotel

# Why should we care?

TUI: Certified versus non-certified hotel performance

- 10% lower CO<sub>2</sub> emissions per guest night
- 24% lower waste volume per guest night
- 19% less fresh water use per guest night
- 10% lower CO<sub>2</sub> emissions per guest night
- 23% higher use of green energy
- 9% higher employment rate of national employees

In 2018, TUI's certified hotels spent on average 12% less on energy costs, saving 0,40 € per guest night, or 73 000 € per year.

Source: [tui.com](https://www.tui.com)

# Why should we care?

Positive impact on your staff and your business

- Employees are more satisfied
- Employees are more motivated
- Higher productivity
- Easier to find well educated staff
- Attract employees
- Better reputation
- Advantage in marketing

# Good reputation means to be trustworthy

## Avoiding greenwashing

### Greenwashing

- Making a company, a touristic-product or anything else look like it is green or sustainable
- Exaggerating a eco/green/sustainable characteristic

### How to avoid

- Have a green/sustainable product
- Be transparent
- Be clear in the marketing not vague
- Don't use false or not proofed statements
- Have it proved (eco-label, certification)
- Use only trusted labels

# Good reputation means to be trustworthy

## Certification



\* Green Key standard is recognised by the GSTC



# Good reputation means to be trustworthy

## Certification

The screenshot shows the 'Certification Quickfinder' tool on the Tourism 2030 DestiNet Services website. The page header includes navigation links like 'ABOUT', 'TOPICS', 'WHO IS WHO', 'COURSES & RESOURCES', 'GOOD PRACTICE', 'CERTIFICATION QUICKFINDER', 'MARKET PLACE', and 'HELP'. The main content area features a search bar and a section titled 'CERTIFICATION QUICKFINDER' with the heading 'Which certificate for my business?'. Below this, there is a grid of various certification logos and a list of steps: 1. Select your 'Category' and/or filter by your 'Country', 2. Filter the available certificates, and 3. View the profile(s) & make your choice! A 'Top Transparency: Certificates with Profiles & Maps' link is also visible.

This screenshot shows the filter and map interface of the Certification Quickfinder tool. It includes several dropdown menus for filtering: 'Your most appropriate category', 'Your filters for sustainability, credibility and services', and 'Transparency on each certificate'. Below these are filters for 'Category', 'Operational level', 'Sustainability', 'Credibility', and 'Services'. A map of Europe and North Africa is displayed with blue star markers indicating certified locations. A dropdown menu is open over the map, showing options: 'All', 'GSTC accredited', '3rd party audit', 'Desk, random or 2nd party audit', and 'Unspecified'. The map also has 'Karte' and 'Satellit' tabs and a 'Zoom to location' input field.

# Top 10 steps towards sustainability

- Commitment
- Have a clear vision
- Define your goals
- Sustainability policy
- Appoint someone who is responsible
- Involve and train your staff
- Take care of your staff
- Follow a structure, eg, certification criteria, Global Goals, ...
- Measure your impact
- Involve your suppliers and partners

# Sustainability policy

What is it and why is it important?

- A sustainability policy is a statement of intent and guidelines. It shows your commitment
- It helps to guide decisions and achieve desired goals
- A document describing why you work with sustainability
- Having a policy makes it easy to refer your work to stakeholders, guest, staff, suppliers, partners, ...
- Sustainability work has a greater impact if it is well established, and a policy contributes to this

# Sustainability policy

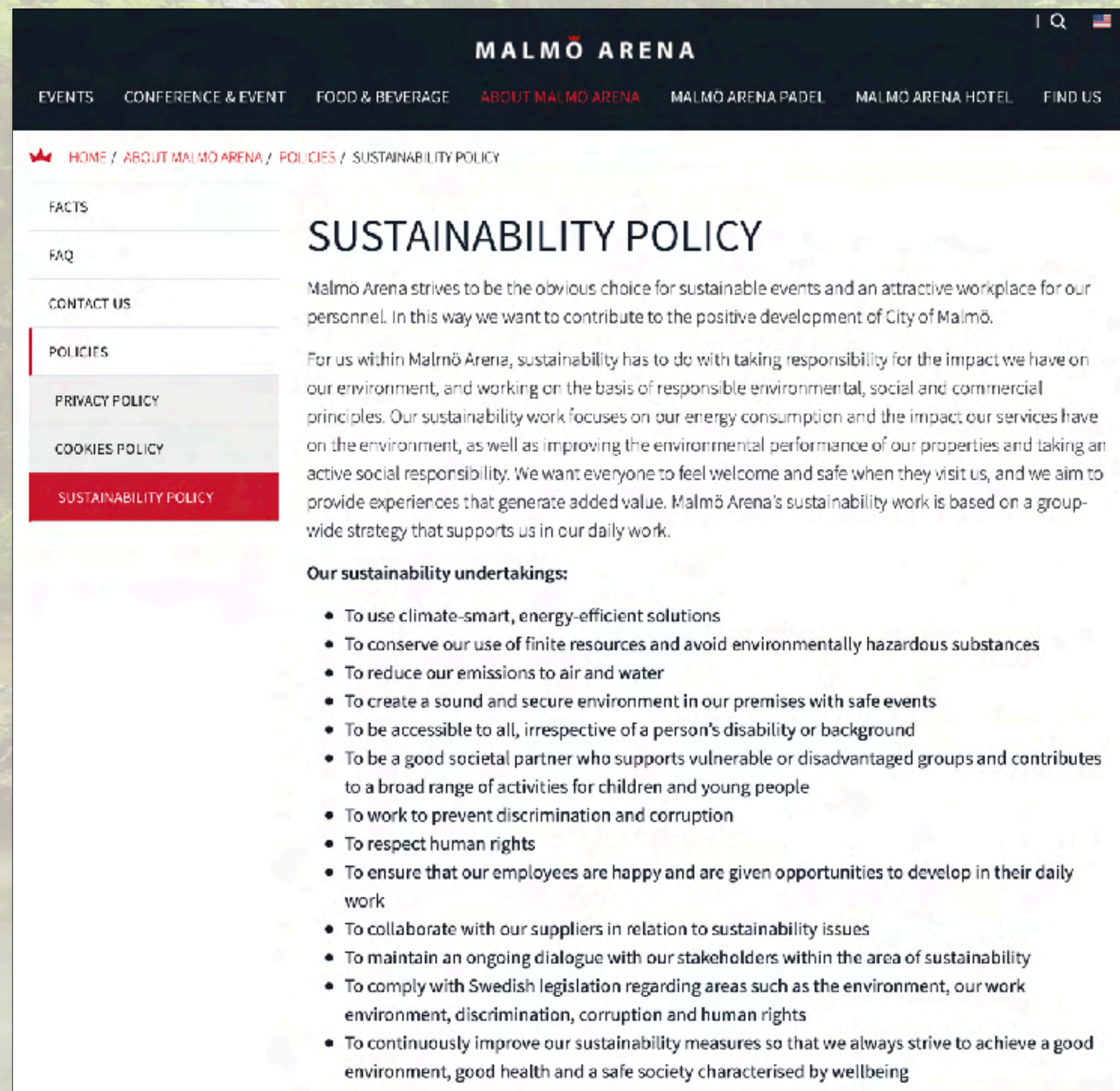
What should it contain?

- No regulation that says what it should look like
- It should be short, well written and easy to understand

## Content

- Clear vision and goals
- Identify all the areas that you think are important and should be included
- Description about how you want to achieve the goal
- Reporting - indicate your intention to report against your targets

# Sustainability policy



**MALMÖ ARENA**

EVENTS CONFERENCE & EVENT FOOD & BEVERAGE **ABOUT MALMÖ ARENA** MALMÖ ARENA PADEL MALMÖ ARENA HOTEL FIND US

HOME / ABOUT MALMÖ ARENA / POLICIES / SUSTAINABILITY POLICY

FACTS  
FAQ  
CONTACT US  
**POLICIES**  
PRIVACY POLICY  
COOKIES POLICY  
**SUSTAINABILITY POLICY**

## SUSTAINABILITY POLICY

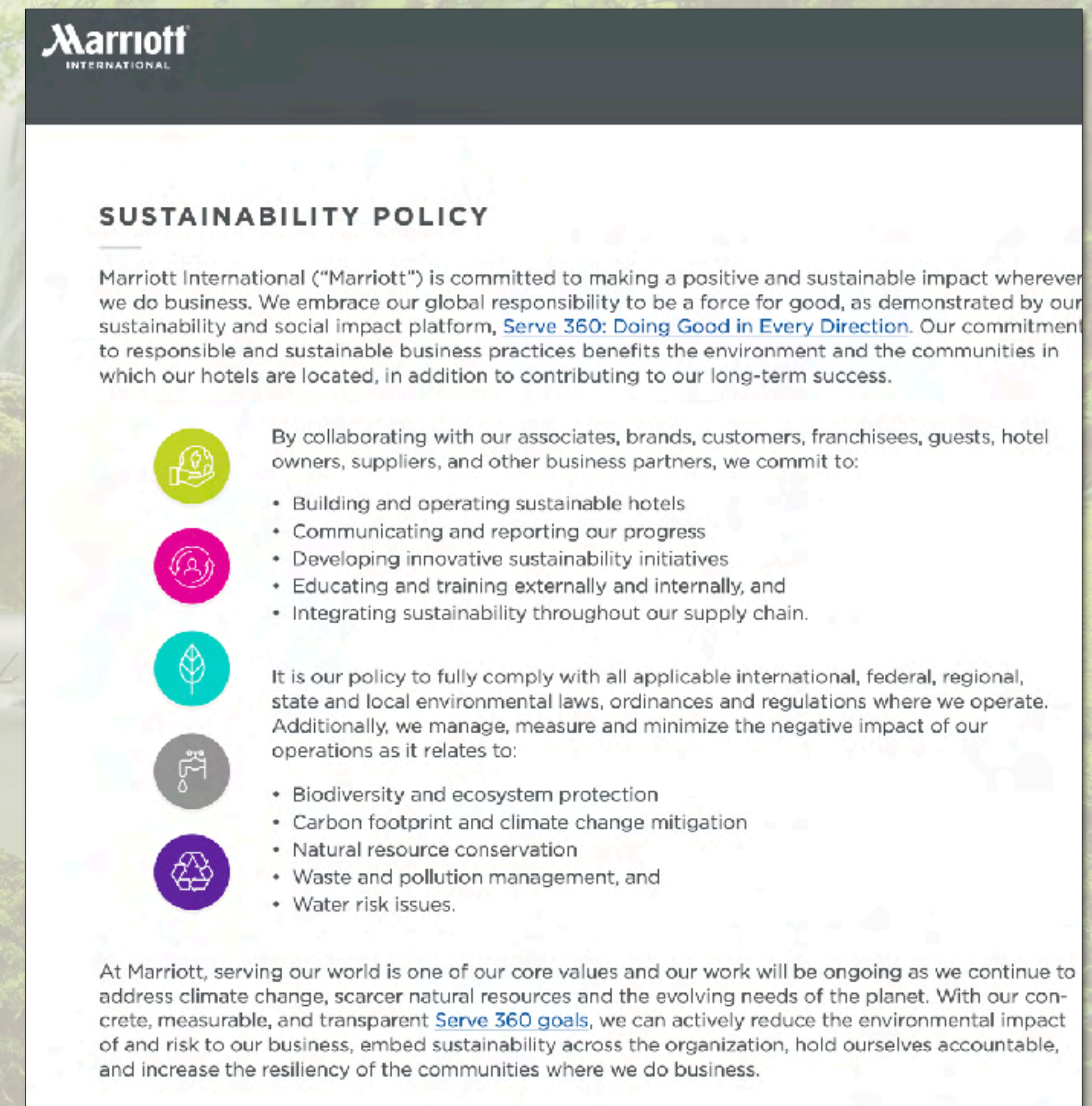
Malmö Arena strives to be the obvious choice for sustainable events and an attractive workplace for our personnel. In this way we want to contribute to the positive development of City of Malmö.

For us within Malmö Arena, sustainability has to do with taking responsibility for the impact we have on our environment, and working on the basis of responsible environmental, social and commercial principles. Our sustainability work focuses on our energy consumption and the impact our services have on the environment, as well as improving the environmental performance of our properties and taking an active social responsibility. We want everyone to feel welcome and safe when they visit us, and we aim to provide experiences that generate added value. Malmö Arena's sustainability work is based on a group-wide strategy that supports us in our daily work.

**Our sustainability undertakings:**

- To use climate-smart, energy-efficient solutions
- To conserve our use of finite resources and avoid environmentally hazardous substances
- To reduce our emissions to air and water
- To create a sound and secure environment in our premises with safe events
- To be accessible to all, irrespective of a person's disability or background
- To be a good societal partner who supports vulnerable or disadvantaged groups and contributes to a broad range of activities for children and young people
- To work to prevent discrimination and corruption
- To respect human rights
- To ensure that our employees are happy and are given opportunities to develop in their daily work
- To collaborate with our suppliers in relation to sustainability issues
- To maintain an ongoing dialogue with our stakeholders within the area of sustainability
- To comply with Swedish legislation regarding areas such as the environment, our work environment, discrimination, corruption and human rights
- To continuously improve our sustainability measures so that we always strive to achieve a good environment, good health and a safe society characterised by wellbeing


Malmö Arena




**Marriott INTERNATIONAL**

## SUSTAINABILITY POLICY

Marriott International ("Marriott") is committed to making a positive and sustainable impact wherever we do business. We embrace our global responsibility to be a force for good, as demonstrated by our sustainability and social impact platform, [Serve 360: Doing Good in Every Direction](#). Our commitment to responsible and sustainable business practices benefits the environment and the communities in which our hotels are located, in addition to contributing to our long-term success.

- 

By collaborating with our associates, brands, customers, franchisees, guests, hotel owners, suppliers, and other business partners, we commit to:

  - Building and operating sustainable hotels
  - Communicating and reporting our progress
  - Developing innovative sustainability initiatives
  - Educating and training externally and internally, and
  - Integrating sustainability throughout our supply chain.
- 

It is our policy to fully comply with all applicable international, federal, regional, state and local environmental laws, ordinances and regulations where we operate. Additionally, we manage, measure and minimize the negative impact of our operations as it relates to:

  - Biodiversity and ecosystem protection
  - Carbon footprint and climate change mitigation
  - Natural resource conservation
  - Waste and pollution management, and
  - Water risk issues.

At Marriott, serving our world is one of our core values and our work will be ongoing as we continue to address climate change, scarcer natural resources and the evolving needs of the planet. With our concrete, measurable, and transparent [Serve 360 goals](#), we can actively reduce the environmental impact of and risk to our business, embed sustainability across the organization, hold ourselves accountable, and increase the resiliency of the communities where we do business.

Marriott International

# Sustainability policy



## SUSTAINABILITY POLICY

Vision, around 10 words

**Goals**  
Break down your engagement into key goals that are smart: specific, measurable, acceptable, realistic and timed. They should also identify an indicator or target.

Commitment to prevent and reduce environmental impacts

Commitment to contribute positively to society

Commitment to compliance with relevant legal requirements

Commitment to continuously improve sustainability performance

Assurance that the policy will be implemented and communicated

Commitment to communicate the sustainability work regularly at fixed intervals.

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# Catch the low hanging fruits

...that also show your commitment

- Avoid single use products (plastic and paper)



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- Shop local
- Training for employees
- Dialogue with suppliers



# Catch the low hanging fruits

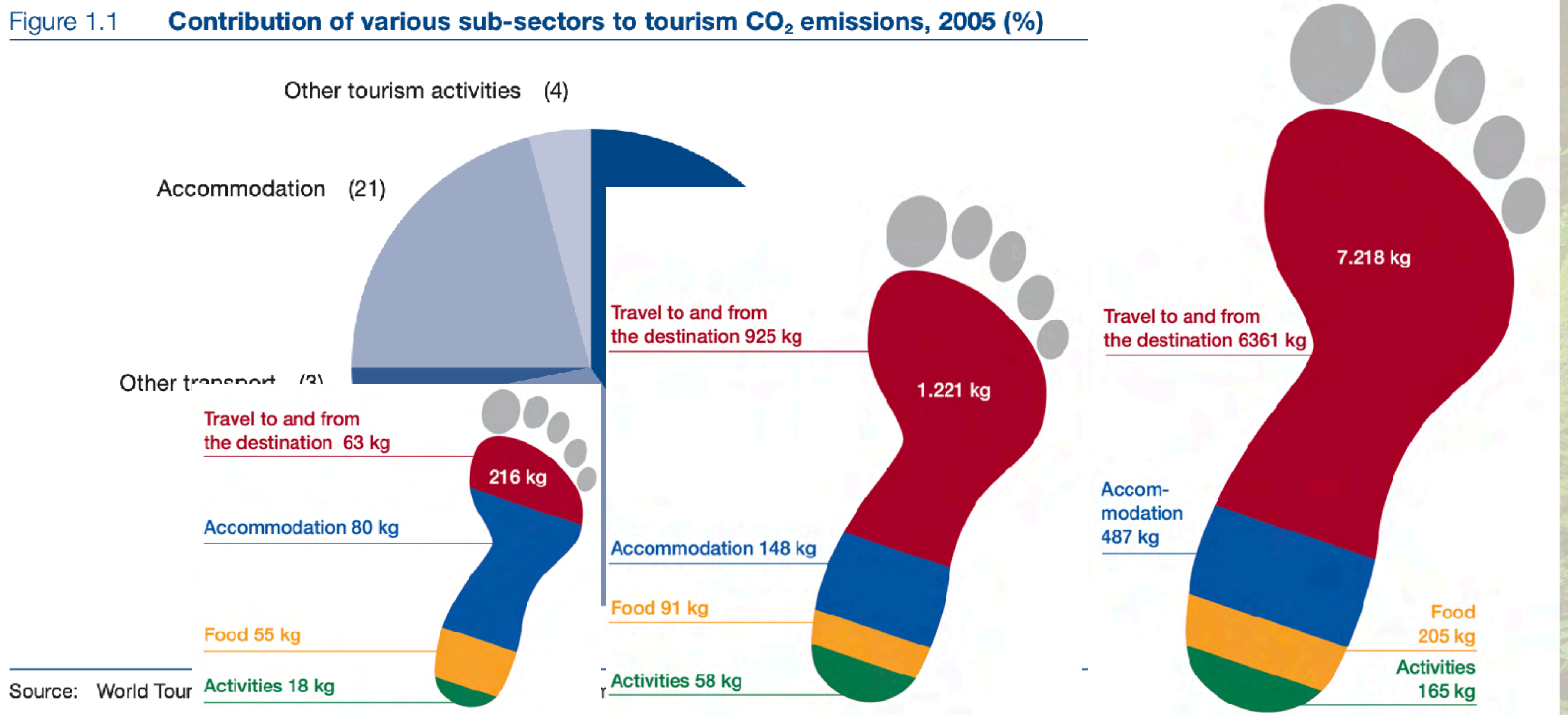
...that also show your commitment

- Avoid single use products (plastic and paper)
- Reduce waste
- Waste sorting, also the guests
- Reduce food waste
- Shop local
- Training for employees
- Dialogue with suppliers
- Communicating the commitment - booking platform, website, social media, poster, screens



# CO<sub>2</sub> footprint of average tourism trips

Figure 1.1 Contribution of various sub-sectors to tourism CO<sub>2</sub> emissions, 2005 (%)



Source: World Tour

# Examples

## How to reduce the footprint of a holiday tour

DER SPEZIALIST FÜR WANDERREISEN IN EUROPA  
+49 221 292 484 80  
Wir beraten Sie gerne persönlich

highländer  
aktiv. Reisen.

Reisebüros Kataloge Newsletter

REISEZIELE REISEARTEN REISEKALENDER THEMEN SERVICE & INFOS

Aktivwoche Schweden Sagarbo Herrgård

SCHWEDEN · MULTIAKTIVWOCHE  
AUF IN DIE PROVINZ UPPLAND  
8 TAGE | AB 995 € | 4 BIS 20 GÄSTE

NATUR  
KULTUR  
AKTIV

### Reiseverlauf

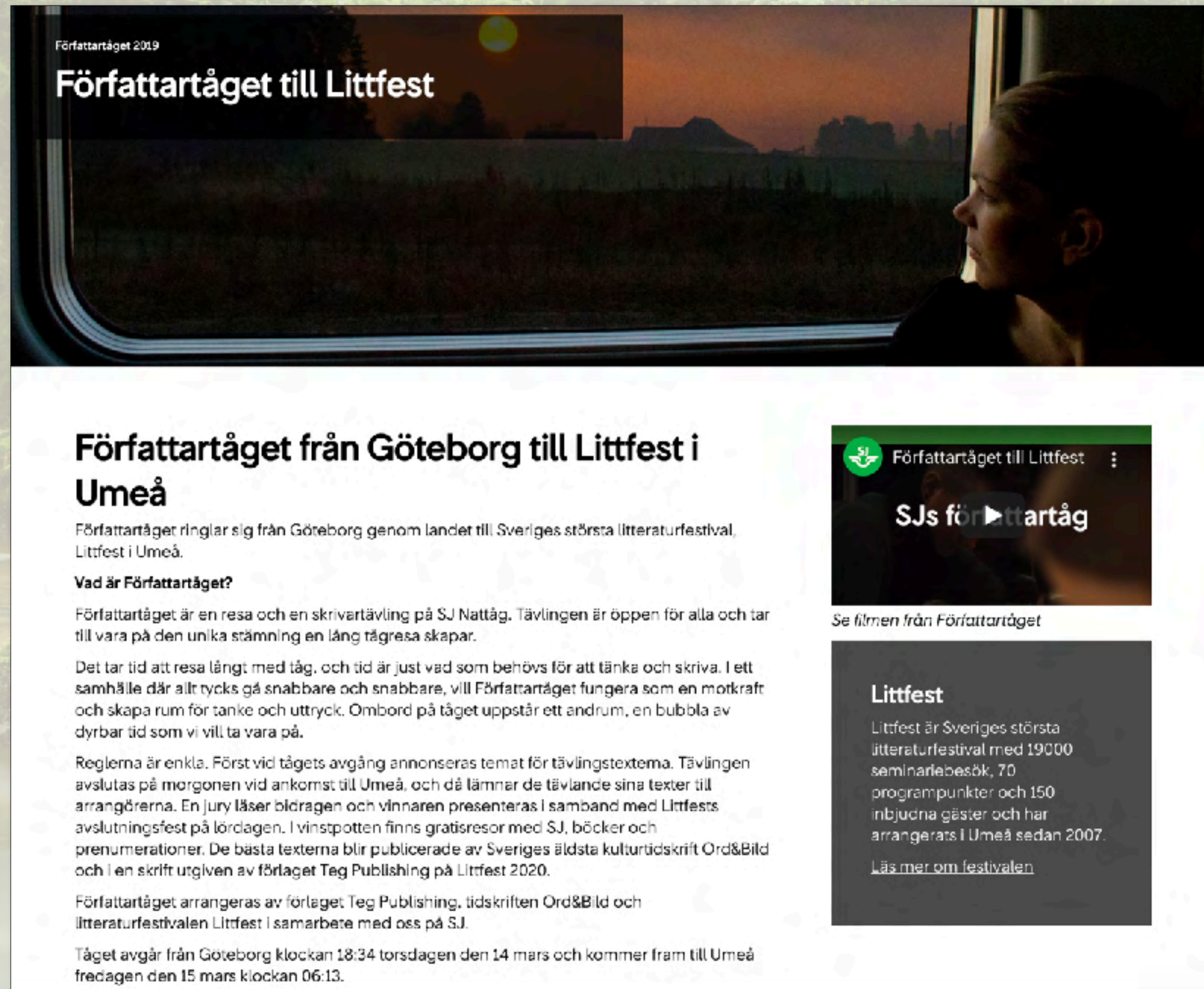
TAG 1	Hjärtligt Välkommen! Gutshofanlage Sagarbo Herrgård	▼
TAG 2	Küstenwanderung im Naturreservat Billudden Halbinsel - Naturpark	▼
TAG 3	Kanutour im Schärengarten Schweden vom Wasser aus	▼
TAG 4	Stadtführung durch die Studentenstadt Uppsalla Altstadt - Dom und das Schloss	▼
TAG 5	Tag zur freien Verfügung Ausflug mit dem Seekajak - Hauptstadt Stockholm	▼
TAG 6	Kurze Radtour an der Küste schwedischer Hottub	▼
TAG 7	Wildniswanderung auf dem Upplandsleben Älvkarleby - gemeinsamer Grillabend	▼
TAG 8	Hej Da Sverige! Transfer zum Flughafen	▼

Source: [Highländer](https://www.highlander.de/)



# Examples

How to convince people to do better choices.



Författartåget 2019  
**Författartåget till Littfest**

## Författartåget från Göteborg till Littfest i Umeå

Författartåget ringlar sig från Göteborg genom landet till Sveriges största litteraturfestival, Littfest i Umeå.

**Vad är Författartåget?**

Författartåget är en resa och en skrivartävling på SJ Nattåg. Tävligen är öppen för alla och tar till vara på den unika stämning en lång tågresor skapar.

Det tar tid att resa långt med tåg, och tid är just vad som behövs för att tänka och skriva. I ett samhälle där allt tycks gå snabbare och snabbare, vill Författartåget fungera som en motkraft och skapa rum för tanke och uttryck. Ombord på tåget uppstår ett andrum, en bubbla av dyrbar tid som vi vill ta vara på.

Reglerna är enkla. Först vid tågets avgång annonseras temat för tävlingstexterna. Tävligen avslutas på morgonen vid ankomst till Umeå, och då lämnar de tävlande sina texter till arrangörerna. En jury läser bidragen och vinnaren presenteras i samband med Littfests avslutningsfest på lördagen. I vinstpotten finns gratisresor med SJ, böcker och prenumerationer. De bästa texterna blir publicerade av Sveriges äldsta kulturtidskrift Ord&Bild och i en skrift utgiven av förlaget Teg Publishing på Littfest 2020.

Författartåget arrangeras av förlaget Teg Publishing, tidskriften Ord&Bild och litteraturfestivalen Littfest i samarbete med oss på SJ.

Tåget avgår från Göteborg klockan 18:34 torsdagen den 14 mars och kommer fram till Umeå fredagen den 15 mars klockan 06:13.

**SJs författartåg**

Se filmen från Författartåget

**Littfest**

Littfest är Sveriges största litteraturfestival med 19000 seminariebesök, 70 programpunkter och 150 inbjudna gäster och har arrangerats i Umeå sedan 2007.

[Läs mer om festivalen](#)

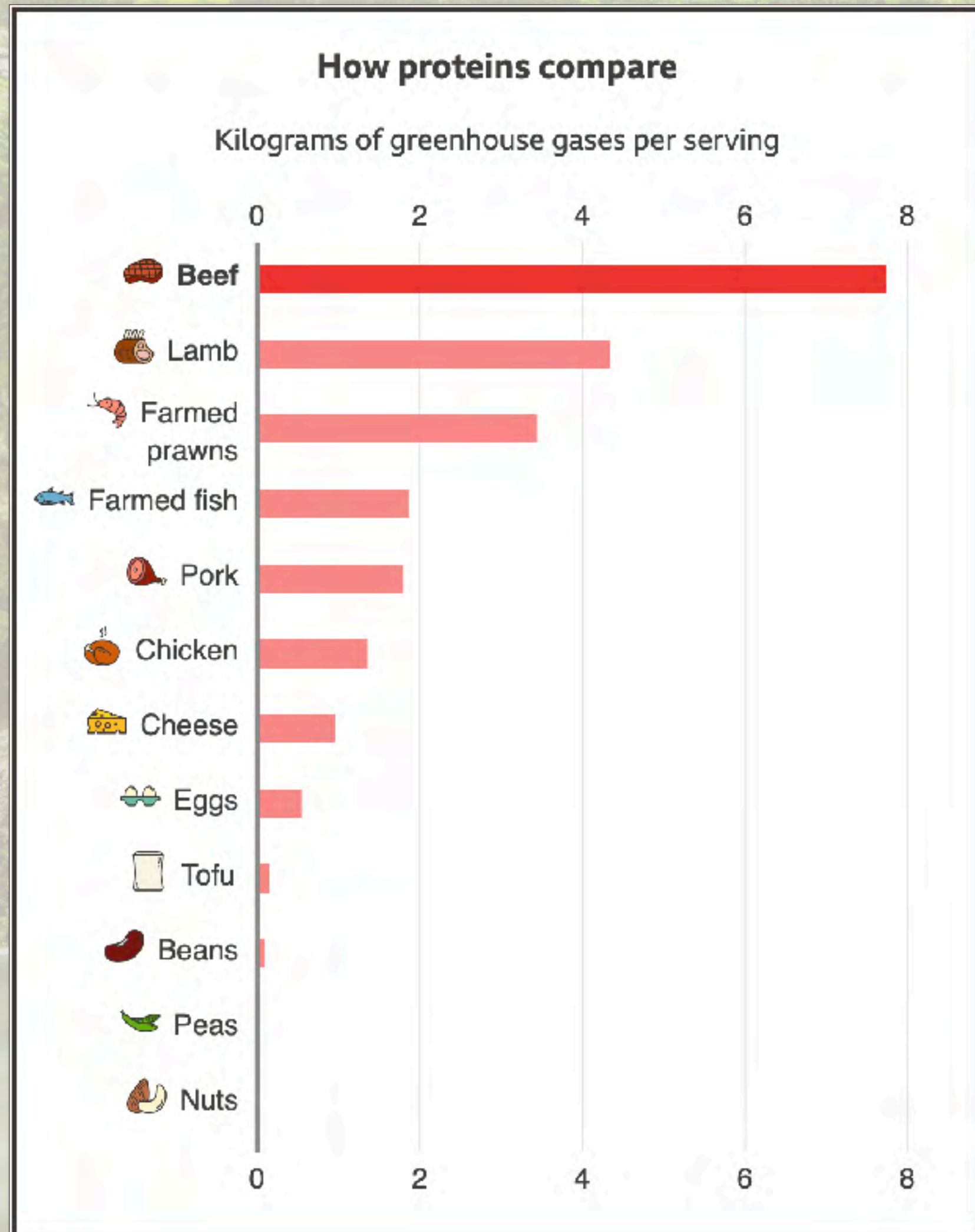
Source: SJ



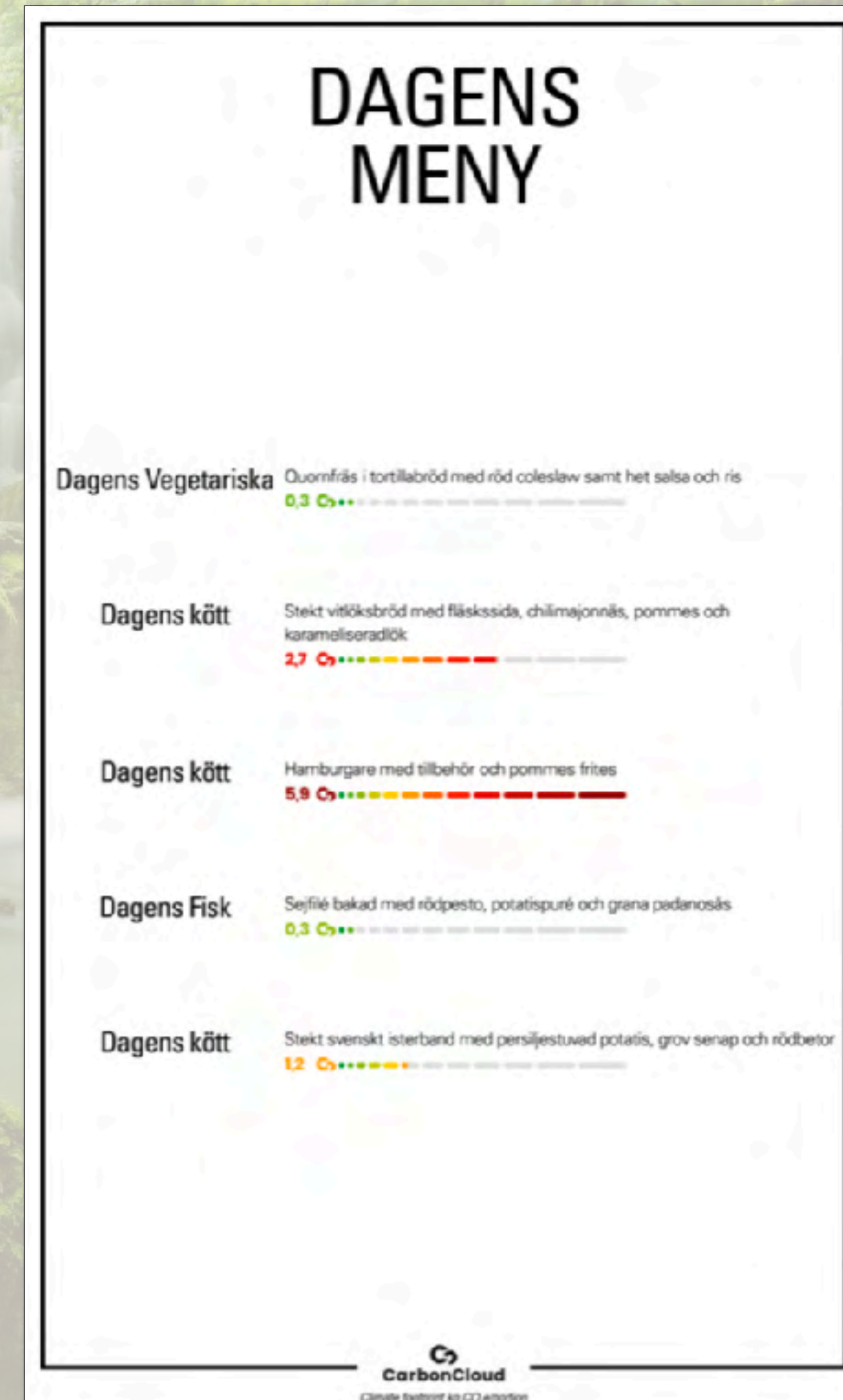
Clarion hotels reduced food waste by 20 percent

Source

# CO<sub>2</sub> footprint of food



Source: [BBC](#)



Source: [Carbon Cloud](#)

# The next steps

...that don't take too much effort

- Educate and engage your guests - raise awareness

„One night in our hotel causes 50% percent less CO<sub>2</sub> emissions than a stay in an average hotel.“

- Work sustainable, have sustainable products, be an example
- Talk about it in your marketing
- Explain what you do and why
- People can learn from it

- Clear message - easy to understand
- Tell a story, trigger goodwill
- Teach the fun way, with aha-effect

# The next steps

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- Include public transportation in tours



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  - Easy to configure, measure and visualize energy consumption
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  - bike tours, access to bike pool, access to electrical car pool



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- Encourage the use on low/now emission transport
  - bike tours, access to bike pool, access to electrical car pool
- Reward for sustainable actions
  - Benefits or prices
  - Sustainability card, competition





# Accessibility

The often forgotten part of sustainability

# Accessibility

The often forgotten part of sustainability

- 1 billion people live with some form of disability, 15% of the global population
- In 30 years, every 6th person will be 65 years or older, today every 2nd - already has disabilities
- EU, 80 million people with disability (130, including seniors and accompanying persons)
- 70% have financial/physical possibility to travel
- Potential, 2 to 3 people accompanying, longer stays, spend more

A graphic with a blurred background of people. On the left is the UNWTO logo (a globe icon above the text 'UNWTO World Tourism Organization'). On the right is a circular icon with a globe and arrows, next to the text 'COVID-19 RESPONSE' with a dashed underline. Below these is a white text box with a black border containing the text: 'Ensuring good accessibility is not a "favour" to visitors with access requirements but rather a game-changer for businesses, helping them to combat the effects of COVID-19.'



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4TH OF MAY 2021

# Thank you!

Peter Reelfs

Sustainability advisor

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