



# Green Tourism Forum: Charting BC's Sustainable Direction

Vancouver  
October 29, 2007

## Forum Report

**Hosted by:  
BC Ministry of Tourism, Sport and the Arts and the  
BC Sustainable Tourism Collective in partnership with the  
Council of Tourism Associations**

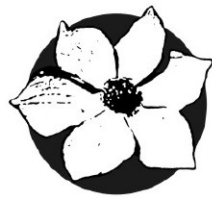
**January 7th, 2008**

## Acknowledgements

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Thank you to all participants who gave up a day from their busy careers, many of whom had to rearrange schedules in order to attend. Without your dedication, your enthusiasm and your leadership, the Green Tourism Forum would not have been a success.



**B.C. Sustainable**  
Tourism Collective



**Council of Tourism Associations**  
VOICE OF THE BC TOURISM INDUSTRY

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Dear Participant:

October 29, 2007, represented a turning point for British Columbia's tourism industry, when several of tourism's key stakeholders from across British Columbia and Canada gathered in Vancouver to collectively strategize a greener, more sustainable tourism industry in British Columbia. We would like to thank you for your valuable contribution, ensuring that the Green Tourism Forum was productive and successful.

The forum provided a valuable venue to identify the range of sustainability issues and has set the stage for the development of a green tourism strategy for the Province. The attached report captures the key elements of discussion, describes the outcomes of the forum and details the key actions that the participants felt were necessary to focus British Columbia's tourism industry on a more sustainable future. A small working group of government and tourism stakeholders has been established to kick-start the detailed action planning that will move the industry further along the road of sustainability. You will hear more on their work in the near future.

It makes logical sense that British Columbia, with its spectacular natural environment and *Super, Natural British Columbia*® branding, should be leading in sustainable tourism. A greener, more sustainable industry will be challenging, but a challenge we are up to. Together we can ensure the long-term viability and sustainability of the industry and firmly establish British Columbia as a world leader in this field.

Sincerely,

Bruce Okabe  
Member of the Tourism, Sport and the Arts Team  
Deputy Minister

Steve Regan  
President and CEO  
Council of Tourism Associations

Dave Butler  
Co-chair  
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pc: All Green Tourism Forum Attendees

Attachment



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## Executive Summary

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Sustainable tourism is a concept that has now received widespread acceptance by tourism stakeholders around the world. The need to address sustainability has become a priority for both the Government of British Columbia and leaders within British Columbia's tourism industry. At the same time, increasing awareness and concern for rising global temperatures have created a sense of urgency to begin moving forward on a sustainability plan for BC's tourism industry.

In October of 2007, the Ministry of Tourism, Sport and the Arts (MTSA) hosted the *Green Tourism Forum*, in partnership with the BC Sustainable Tourism Collective (BCSTC), and the Council of Tourism Associations (COTA). The purpose of the forum was to lead forward from a number of key documents that have been produced by tourism stakeholders, including COTA and the MTSA.

The key objectives of the forum were to:

- Review existing sustainability practices within the province and elsewhere;
- Highlight the macro-level vision established in the Foresight Project;
- Clarify current strengths and weaknesses in relation to sustainability in BC;
- Establish strategic directions for the next five years; and
- Begin the process of tactical planning and assigning roles and responsibilities.

The forum was successful in bringing together key tourism industry stakeholders who were tasked with developing a tourism sustainability action plan. There were a number of key outcomes and actions that evolved from the *Green Tourism Forum* discussions. Specifically, participants identified the strengths and weaknesses of the tourism industry that will hinder and assist in the development of a more sustainable tourism industry in BC. The lack of consensus on a definition of sustainability was seen to be a barrier by some participants. Although numerous sustainability definitions exist, participants felt that BC's sustainability definition must include references to environmental, socio-cultural, and economic benefits. Climate change was also seen to be an important component of BC's sustainability definition.

Participants also identified eight (8) strategic actions that will help to move BC toward the goal of a more sustainable tourism industry. The eight strategic actions are as follows: Leading the Way, Building Knowledge, Identifying and Establishing Measurable Benchmarks, Establishing Standards, Certification, & Verification, Providing Incentives for Change, Sharing Knowledge on Sustainability, Motivating and Engaging Stakeholders, and Enhancing our Environment).

Forum participants further identified the necessity of establishing a small working group of tourism industry stakeholders, led by the MTSA, COTA and the BCSTC. Working in collaboration with other tourism industry stakeholders, this small working group will build a lead entity to take responsibility for moving the tourism industry forward on the eight strategic actions. The forum also identified the need to establish an advisory committee that will provide ongoing direction to the working group. This advisory committee will be comprised of senior tourism business leaders, government (federal, provincial, municipal), Tourism BC, Aboriginal Tourism BC, GO2hr, Tourism Industry Association of Canada (TIAC), academia, environmental and climate change experts. Finally, it will be necessary to establish subcommittees for education, communication and research purposes.

# Green Tourism Forum Context and Overview

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## Introduction

The global challenge of developing a more sustainable tourism industry is receiving increasing attention from multiple levels of government, academia, environmental organizations, and from a wide array of tourism operators and suppliers. Fuelling this attention has been the awareness and concern for rising global temperatures and the role that tourism plays in the production of greenhouse gases, particularly through transportation. As concern continues to grow over the impact of human activity, in general, and our planet's ability to sustain itself, consumers are beginning to exert more influence over industry's response to sustainability. In this context, sustainability for the tourism industry is not only a matter of environmental, social and cultural stewardship; but indeed it has also become an important element in enhancing the competitiveness of a destination.

The need to address sustainability and the identification of specific goals to achieve a more sustainable tourism industry has become a priority for both the Government of British Columbia and leaders of British Columbia's (BC) tourism industry. The Ministry of Tourism, Sport and the Arts (MTSA) has a clear mandate to foster the development of sustainable tourism in a manner that *delivers lasting provincial economic and social benefits* while ensuring that the province is leading *the world in sustainable environmental management*<sup>1</sup>. Key to the Ministry's success in its tourism role and its commitment to assist the tourism industry with doubling tourism revenue by 2015, is the implementation of the *Tourism Action Plan* (February 2007). Pursuit of this over-riding goal of doubling tourism revenue is not an end in itself, but a means toward further improving the economic stability and prosperity of British Columbia, and to realizing a wide range of social, cultural, and environmental objectives. Addressing issues from a cross-governmental policy and program perspective and building effective partnerships with local and federal governments, First Nations, industry, academia, and environmental organizations is proving to be catalytic in growing tourism.

Similarly, industry has also taken a role in the process of defining a sustainable vision for the sector and establishing broad goals for developing tourism in a sustainable and competitive manner. The work on the Foresight Project – a program overseen by the Council of Tourism Associations (COTA) and an industry/government Task Force – has provided a framework for moving forward with its detailed analysis of key influential factors shaping the future of the industry and the high-level action plan for achieving the 2020 vision of *BC Uncorked*<sup>2</sup>.

At the same time, action on the ground has been gaining momentum with much of this action being spearheaded by the efforts of the BC Sustainable Tourism Collective (BCSTC). The Collective, a group of six tourism businesses, formed to act as a model for what sustainable tourism looks like in action, to show leadership in sustainability, and to encourage industry, as a whole, to identify opportunities for implementing new and sustainable best practices.

## Green Tourism Forum – Establishing Priorities for the Next Five Years

On October 29, 2007, the MTSA and the BCSTC, in partnership with COTA, hosted the *Green Tourism Forum*. The purpose of this forum was to build upon the visionary goals and the suggested actions set forth by the Foresight Project. Specifically, it was anticipated that the forum would begin moving the tourism industry forward, eventually facilitating the collaborative development of an action-oriented sustainable tourism plan for the next five years. With the hosting of the 2010 Olympic and Paralympic Winter Games and the global exposure that the province will experience in association

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<sup>1</sup> MTSA, March 2007, Ministry of Tourism, Sports and the Arts Service Plan Summary 2007/08 – 2009/10

<sup>2</sup> Foresight Project, COTA, June 2007, *Shaping a Sustainable Vision for Tourism in BC*

with these Games, this five-year period is a critical period in terms of developing and promoting sustainable tourism practices and positioning BC as a 'green' tourism destination.

Forty-one attendees, representing a wide range of stakeholders including government, destination management organizations, non-governmental organizations (academia, environmental, and sector associations), corporations, and small and medium sized tourism businesses met in Vancouver on October 29, 2007. The level of interest in the forum, the number of attendees, their leadership roles within their own organizations, and the breadth of industry representation are all testimony to the industry's readiness and concern for taking action. In this regard, the forum can be seen as a distinctive milestone in moving BC's tourism industry towards sustainability.

Despite the fact that participants brought to the table varying backgrounds and levels of knowledge and understanding regarding sustainability, participants were able to focus their attention on identifying the industry's current achievements. Additionally, the forum was successful in getting participants to focus on the industry's strengths in relation to sustainability, the existing weaknesses and constraints on progress, the strategic directions that should be taken over the next five years, and the nature of action required to move forward.

## Defining Sustainability and Green

With the Foresight document, *Shaping a Sustainable Vision for Tourism in BC* acting as the context for the deliberations and with the widespread philosophical discussions on sustainability that have already taken place worldwide, it was presumed that redefining the sustainable and or 'green' vision for the province was unnecessary. Rather, the intent of the forum agenda was to focus attention on establishing specific tactics that would assist the industry in providing *the very best visitor experience, while optimizing social, environmental and financial benefits*<sup>3</sup>. However, as discussions progressed during the course of the forum, it became evident that there was some degree of disquiet regarding a macro-level vision of sustainability and a desire by some participants to further discuss the overarching goals for sustainable tourism. This became particularly apparent within small group deliberations on potential areas of action and the lack of a made-in-BC definition was seen to be a weakness by a number of participants (See Figure 1). Although numerous sustainability definitions exist, participants felt that BC's sustainability definition must include references to environmental, socio-cultural, and economic benefits. Climate change was also seen to be an important component of BC's sustainability definition.

## Doubling Tourism Revenues and Carbon Emission Reduction

World thinking regarding the urgency of climate change has undergone major changes in the last few years, and this is evident in what many businesses see to be as potentially contradictory goals of the Provincial government. In 2005, the government of BC established the goal to grow tourism from "good" to "great" and to double tourism revenues to \$18 billion by 2015. Then in early 2007, the government of BC announced the goal of decreasing greenhouse gas emissions 33 percent by 2020.

Forum participants were quick to point out this apparent dichotomy of governmental goals and the issue became the focus of part of the day's discussion. Participants brainstormed various ideas on

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<sup>3</sup> BC Tourism Industry Sustainability Policy statement cited in *Shaping a Sustainable Vision for Tourism in BC*

doubling tourism revenues, while at the same time decreasing carbon emissions. Transportation efficiencies were recognized as one area of the tourism industry where significant advances could be made in reducing carbon emissions. Participants discussed the fact that promoting longer tourism visits, as opposed to more numerous shorter visits, could assist the industry to double tourism revenues, while lowering the carbon emissions of visitors.

## Moving Forward

Although the participants were diverse in their experience in sustainability, the forum was successful in advancing the discussion on sustainability, in terms of action planning and implementation. The process of determining strategic directions established consensus on broad action areas and the group action planning discussions generated a wide range of specific tactics that have been used in developing a preliminary action plan (see page 13) and a framework for that action plan (see page 11) for the next five years. Forum participants indicated the need for an existing or a new entity to take a strong leadership role in moving the industry forward on sustainability. Establishing an appropriate leadership approach to enabling action is now a goal for MTSA, COTA, and the BCSTC. With this structure in place, both government and industry will be in a stronger position to take the necessary next steps in the preliminary Action Plan.

This report and the accompanying action plan are an initial attempt to lay out preliminary direction and the necessary actions, and should therefore be seen as a **work-in-progress**. As steps are undertaken, it is anticipated that the specific action items outlined in this report will become further refined, although the overall strategic direction will remain unchanged.

## Building Sustainability in BC's Tourism Industry

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The Green Tourism Forum represented the first time that such a diverse group of leaders within BC's tourism industry gathered together for the purpose of planning a collective and strategic approach to moving forward on sustainability. The list of participants provided in Appendix A, page 16, illustrates the diversity of organizations and sectors which are committed to sustainable tourism. This includes leaders from the federal and provincial governments, crown corporations, tourism and sector associations, tourism operators, the environment, and educational institutions.

The key objectives of the forum were to:

- Review existing sustainability practices within the province and elsewhere;
- Highlight the macro-level vision established in the Foresight Project;
- Clarify current strengths and weaknesses in relation to sustainability in BC;
- Establish strategic directions for the next five years; and
- Begin the process of tactical planning and assigning roles and responsibilities.

### The Process

A range of procedures were used to set the context and to undertake the forward planning process. Prior to attending the forum attendees were requested to submit a brief overview on the contribution of their company or organization to sustainable tourism in BC, and to highlight noteworthy sustainability practices and initiatives within other jurisdictions that could be applicable to BC. This material and attendee profiles were compiled into a document entitled "Setting the Scene" (Appendix B, page 17), and circulated with the Executive Summary of the Foresight report (<http://www.cotabc.com/sustainability>) before the forum.

The day began with opening remarks by the Ministry of Tourism, Sport and the Arts (Deputy Minister, Bruce Okabe) and the BC Sustainable Tourism Collective (The Armstrong Group's, Peter Armstrong). Following the opening remarks, initial discussions expanded upon the background materials by identifying additional practices and policies within BC and elsewhere. Appendix B of this report includes all of this background. Appendix B is not an exhaustive review of sustainability practices; however, with regard to activity in BC, it does provide a baseline for this planning process and has assisted in building shared knowledge.

Following a brief overview of the Foresight Project and its longer-term 2020 Foresight Vision, attendees were encouraged to spend the remainder of the day focusing on what could and should be achieved over the coming five years. The overall intent was to move beyond the 2020 Foresight Vision and to identify more immediate priorities, action areas, and organizational responsibilities. Much of the discussion that followed was generated from within small working groups, reflecting a cross-section of the participating stakeholders.

In determining the strategic directions for the next five years, attention focused on ensuring that the outcome reflected consensus-based decision-making to the greatest degree possible. Gaining consensus at this stage of planning generates a higher degree of 'shared' ownership and understanding of the overall direction, and increases the likelihood of commitment to taking the necessary action. The final forum session was spent on planning, but the process was constrained somewhat by a limited availability of time. Nevertheless, significant progress was made in identifying next steps and in developing a framework for pursuing further discussions in a logical manner.

## Identifying Strengths and Weaknesses in BC

Moving forward strategically involves developing an awareness of the industry's current strengths and weaknesses in relation to sustainability. By highlighting the strengths and identifying concerns and issues that are likely to be holding the industry back, or even tarnishing the Super, Natural British Columbia ® brand, it was anticipated that priorities would begin to emerge. The following Figure 1 summarizes the key points of discussion.

Figure 1: Strengths and Weaknesses

Strengths	Weaknesses
<p><b>Existing level of commitment to sustainability is strong</b></p> <ul style="list-style-type: none"> <li>• Clear government commitment to sustainability</li> <li>• Strong leadership by example given by the BC Sustainable Tourism Collective through their individual business practices and commitment to developing a wider understanding of sustainability</li> <li>• Growing number of other tourism operators already practicing sustainable methods</li> <li>• A strong stewardship ethic among many BC operators (e.g. salmon restoration)</li> <li>• Private sector corporations working with non-profit sector e.g. BC Gas, BC Hydro</li> <li>• Significant progress in collection and protection of indigenous knowledge</li> <li>• Principles of sustainability beginning to be incorporated into community planning initiatives</li> </ul> <p><b>BC's market position and inherent characteristics</b></p> <ul style="list-style-type: none"> <li>• The strength of the existing Super Natural British Columbia brand</li> <li>• BC has a strong reputation in the market place as a natural/scenic destination</li> <li>• 15% of land base preserved as parks and protected areas. Parks Canada is also looking at two new marine parks and one in the Southern Interior region</li> <li>• A receptive local resident population and potential visitor markets ready to make the right choice</li> <li>• Tourism is now taken more seriously – particularly with the 2005 goal to double tourism revenues</li> <li>• The authenticity of BC's tourism products, particularly First Nations culture</li> </ul>	<p><b>Lack of consensus regarding definitions for sustainability and insufficient metrics</b></p> <ul style="list-style-type: none"> <li>• Weak definitions for sustainability</li> <li>• Numerous definitions for sustainability currently exist</li> <li>• An element of contradictory thinking on carbon off-setting and related issues</li> <li>• Problems defining and implementing “responsible growth”</li> <li>• A lack of objective, meaningful and cognitive information on metrics e.g. carbon foot-printing</li> <li>• A lack of monitoring systems in place</li> <li>• Lack of baseline data to measure progress and determine how we should proceed</li> <li>• Issues within the meeting and conventions industry regarding common definitions and standards for green facilities</li> <li>• More discussion needed around the potential effects of climate change</li> </ul> <p><b>Perceived scale of the task</b></p> <ul style="list-style-type: none"> <li>• The issues and challenges for the industry related to sustainability are overwhelming (e.g. workforce sustainability)</li> <li>• The challenge of moving towards sustainability is an incremental one, difficult to move forward in “big” leaps. Industries like aviation are only able to make small changes in design, operations and training, but a major break through in alternative fuel sources is more than 10 years away.</li> <li>• A more long term and rigorous approach to sustainability is needed (e.g. what will sustainable tourism look like for our children).</li> <li>• A lot of just talking green with little in the way of concrete action</li> <li>• The average tourist is not willing to spend a significant amount extra for a sustainable product or service</li> <li>• Differing sustainability challenges between</li> </ul>

Strengths	Weaknesses
<p><b>Strong commitment to building a collaborative approach to the development of the industry and its sustainability</b></p> <ul style="list-style-type: none"> <li>• Government actively seeking direction from a range of stakeholders to achieve goals with regard to sustainability for the tourism industry</li> <li>• Strong relationship between Government and First Nations</li> <li>• Existing close network of industry organizations</li> <li>• Discussions on how tourism and mining can work together in the North</li> <li>• Strong education sector committed to building an understanding of sustainability</li> </ul> <p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• The potential to use carbon off-setting funds for community development</li> <li>• Pine beetle issue – a motivator to take action</li> <li>• Environmental health is high profile</li> <li>• Meetings industry increasingly looking for green facilities</li> <li>• Potential for government surpluses to be allocated to initiatives that need funding</li> <li>• Living Oceans program – BC focused and able to address demise of Oceans Blue</li> </ul>	<p>urban and backcountry/rural tourism</p> <p><b>Piecemeal momentum, poorly integrated policies and insufficient awareness</b></p> <ul style="list-style-type: none"> <li>• Ad-hoc momentum with some organizations only thinking about sustainability while others are implementing</li> <li>• Communications between different organizations and government departments regarding action or potential actions is poorly integrated</li> <li>• A lack of infrastructure for sustainable tourism initiatives in many part of the province (e.g. recycling in the North)</li> <li>• Contradictory government policies – goal of doubling tourism \$ vs. carbon reduction</li> <li>• The need for local government to embrace the concept of sustainability</li> <li>• Insufficient awareness of the issues regarding tourism sustainability within smaller communities</li> <li>• Resource-based communities not all embracing issues associated with the current nature of economic change</li> <li>• More work needed on organic waste disposal and recycling as it relates to the “zero-waste” initiative</li> </ul> <p><b>Threats and Constraints</b></p> <ul style="list-style-type: none"> <li>• Problems regarding how the land base is currently being developed – losing control of prime land-base to resorts etc.</li> <li>• The effects of the pine beetle epidemic are significant</li> <li>• High carbon outputs for transportation outside major urban areas</li> <li>• A lack of economic incentives for green and sustainable practices</li> <li>• Not enough “carrots” as incentives for encouraging sustainable practices</li> </ul>

## Determining Strategic Directions

After assessing the industry’s strengths in relation to sustainability and its weaknesses and constraints to progress, participants worked together to develop strategic directions for sustainable tourism in British Columbia. The methodology was designed to create a framework for action, based on consensus from the industry as a whole, and building on COTA’s principles of *leadership, unity, and collaboration*, identified in the Foresight report.

Working first individually and then in small groups, participants were asked to consider what was needed to move forward to build sustainable tourism over the next five years (see Appendix C, page 31). Each group presented ideas, which were then organized into overall strategic directions, as follows:

1. Leading the Way
2. Building Knowledge
3. Identifying and Establishing Measurable Benchmarks
4. Establishing Standards, Certification, & Verification
5. Providing Incentives for Change
6. Sharing Knowledge on Sustainability
7. Motivating and Engaging Stakeholders
8. Enhancing our Environment

### **1. Leading the Way**

The organizational implications and the inherent desire to be an international leader in tourism sustainability underlie this strategic direction. Moving forward raises questions regarding who should oversee the process and what structure is needed to ensure the implementation of a cohesive approach. This forum demonstrated that while innovation and change have been taking place around the province, there is a need for a more integrated and strategic approach to taking action. Developing a relevant leadership structure to facilitate this integration and “lead the way” on the remaining strategic directions will set the foundation for BC assuming international leadership in the delivery of sustainable tourism.

Not surprisingly, the issue of who should lead forward was the focus of considerable deliberation within the discussion groups. Although some participants felt that a collaborative partnership or a taskforce would be the best approach, most participants stated that a single organization should lead forward, with COTA being most frequently identified as that key organization. Participants stated that the lead organization should be empowered to act through autonomous funding and that there should be guidelines, policy and performance metrics set into place. As one participant stated “parties at the table must be committed.” A number of participants also pointed out that the lead organization must be focused, with a time-limited mandate.

### **2. Building Knowledge**

There was general agreement on the need to strengthen our existing knowledge base on global best practices and to examine their relevance to the BC context. Identifying successful practices and building on this knowledge base is critical in determining the specific nature of anticipated policies and actions in a cost-effective and timely manner, where the underlying objective is to be recognized internationally for sustainable tourism.

Specifically, some participants stated that they would like to see a research framework established by key organizations such as Tourism BC, the Canadian Tourism Commission (CTC), and the MTSA working in coordination with university, colleges and programs such as Tourism Research Innovation Project (TRIP). Specific areas of required research include developing a tool to measure the carbon, social and environmental footprint of tourism and the assessment of best practices from other jurisdictions.

### **3. Identifying and Establishing Measurable Benchmarks**

The necessity of identifying and establishing measurable benchmarks became a pivotal theme during the forum. Participants pointed out that measurable benchmarks will be needed on both the supply and the demand side and that funding should be funneled to not-for-profit organizations such as the Suzuki Foundation, the Sierra Club, or the UN World Tourism Organization so that they can undertake the necessary measurement. However, participants pointed out that in order to be able to identify and measure, common definitions are required for numerous terms, such as carbon offsetting, sustainability, carbon neutral, zero waste, ecotourism, and common metrics. Participants felt that the provincial government's Climate Change Secretariat, MTSA, COTA, and Aboriginal Tourism BC (ATBC) should be involved in establishing those common definitions.

### **4. Establishing Standards, Certification and Verification**

There was strong agreement regarding the need for one or more certification programs that would assist with delivering a quality visitor experience on a consistent basis and would contribute to the overall sustainability of the industry. At the present time, British Columbia lags behind some international destinations, such as Costa Rica (Certification in Sustainable Tourism Program), the United Kingdom (Green Tourism Business Scheme), and New Zealand (Qualmark). The Province does have the opportunity to improve its competitiveness in the global marketplace if issues of quality assurance, standards and associated aspects of sustainability are addressed. An enhanced knowledge base of world practices and agreement regarding action-oriented priorities and measurable goals will assist in determining the appropriate standards and the type of certification to be implemented.

Some attendees felt that a single organization should be tasked with establishing province-wide standards that lead to a credible, transparent and professional certification program. Others specifically named COTA and/or the MTSA as being the organizations that should set the standards. Participants were in agreement, however, that establishing standards and a certification program should be a collaborative effort with the tourism industry. A working group was suggested to review the current situation in BC and report back to the tourism industry. While some thought that the standards should be voluntary, others felt that the standards and certification program must be mandatory. Forum participants also stressed the need for third party validation along with a reporting and monitoring mechanism.

### **5. Providing Incentives for Change**

Where change is not mandatory there is an obvious need to create incentives for participating in new programs, and to develop an awareness of and appreciation for the need to change. Working on this strategic direction is a natural corollary of implementing many of the tactical steps on the ground and will strengthen the efforts of leaders such as the BCSTC as they seek to model best practices for the rest of the industry.

Participants expressed a number of ways to motivate change, such as through tax incentives (federally, provincially, and locally) and through mentorship programs for small and medium-sized enterprises, awards and recognition. Some participants felt that there may be opportunities to provide tax relief for sustainable practices through the tenure renewal process or through rent subsidies for businesses who have achieved a level of sustainability.

COTA and Tourism BC, through the Tourism Industry Conference, were recognized as the organizations that should continue to provide awards and recognition. Further opportunity exists to expand upon these awards with more emphasis on sustainable business practices, including recognition and awards for employees for green ideas and innovation.

Consumer incentives and endorsement from environmental organizations were also seen to be an important aspect of creating incentive for and monitoring change. Communication will also play an essential role in creating and promoting change. As one participant stated, the tourism industry must “communicate the benefits” of sustainable practices and the “success stories to influence change.”

## 6. Sharing Knowledge on Sustainability

While there is an element of sharing of knowledge in the previous strategic direction, many participants felt that there was a need to build awareness on a much broader base, including communicating underlying priorities and the importance of taking action to the general public and to our visitors. A visitor toolkit and a one-stop government website for the sharing of sustainability information were suggested as valuable resources and sources of communication between the tourism industry and the community. Participants stressed the fact that the communication system must be central, accessible, and linked to the *Super, Natural British Columbia*® brand. Education for all tourism stakeholders, both formal and informal, was seen to be an essential vehicle for delivering and sharing knowledge on sustainability.

## 7. Motivating and Engaging Stakeholders

While building and sharing knowledge are prerequisites for progress at all levels, the process of facilitating change and implementing sustainable practices across the industry requires actively engaging all stakeholders and audiences in a manner that motivates a deep-rooted commitment to sustainability. Building relationships and developing an integrative approach that is inclusive of First Nations, the youth, tourism industry employees, other economic sectors, all levels of government and non-governmental organizations is paramount in creating a ‘culture’ of sustainability.

Participants stated that it will be necessary to motivate, engage, and to build relationships between both internal and external stakeholders and that the communication amongst all stakeholders must be linked through non-governmental organizations. Some participants pointed out that it will be critical to develop engagement strategies and dialogue forums that create awareness and networking opportunities, while other participants pointed out the need for employee and operator standards, codes of conduct, and green workshops.

Forum participants listed a number of organizations that should be tasked with motivating and engaging stakeholders, including MTSA, Tourism BC (Community Tourism Foundations), First Nations, COTA, BC Hotel Association, BC Restaurant and Foodservices Association, BC Lodging and Camping Association, Icarus Foundation, BC Sustainable Tourism Collective, the Wilderness Tourism Association and academia. The role of academia in engaging students in sustainability and environmental relationships was seen to be essential, especially by organizations such as the BC Centre for Tourism Leadership and Innovation, the BC Institute of Technology, and the Centre for Tourism Policy. As one participant stated, educators should create “apostles to spread the word through[out] the province and industry.” Employees, communities and members of the public were

also seen to be important stakeholders who should be involved in the motivating and engaging process.

## 8. Enhancing our Environment

As understanding of and commitment to the ethics of sustainability grows and with a strong leadership structure in place to oversee the implementation of best practices, the context for change and action on the ground is enhanced. Further progress can be made by reviewing the existing regulatory and enabling environment and identifying opportunities for strengthening this framework. Ultimately, this will ensure that mechanisms and innovative programs for protecting our environment are firmly in place.

Specifically, participants felt that it would be valuable to have a regulatory review of the barriers that inhibit the ability of businesses to implement sustainable practices. A number of participants discussed the need to enhance and expand current recycling and reuse programs in certain areas. As one individual pointed out, Vancouver's downtown streets are devoid, for the most part, of recycling receptacles. The need to protect, preserve, conserve, and restore degraded habitats was also discussed by forum participants, as was the need to protect and ensure public access to natural environments is maintained. There was also recognition that there are some areas where any forms of tourism do not belong, and that these areas must be protected and preserved for biodiversity.

## Moving Forward – Identifying Actions

The Green Tourism Forum and the Foresight Project are both milestones in the development of a more sustainable tourism industry. Both initiatives indicate a new commitment by the tourism industry to deliver on the promise of sustainability. Analysis of the preceding strategic directions clearly shows a logical 'process' and the required actions that will begin moving the industry toward a more sustainable direction. Figure 2 illustrates how the various components, as discussed by forum participants, fit to form an action-oriented, doable sustainability plan.

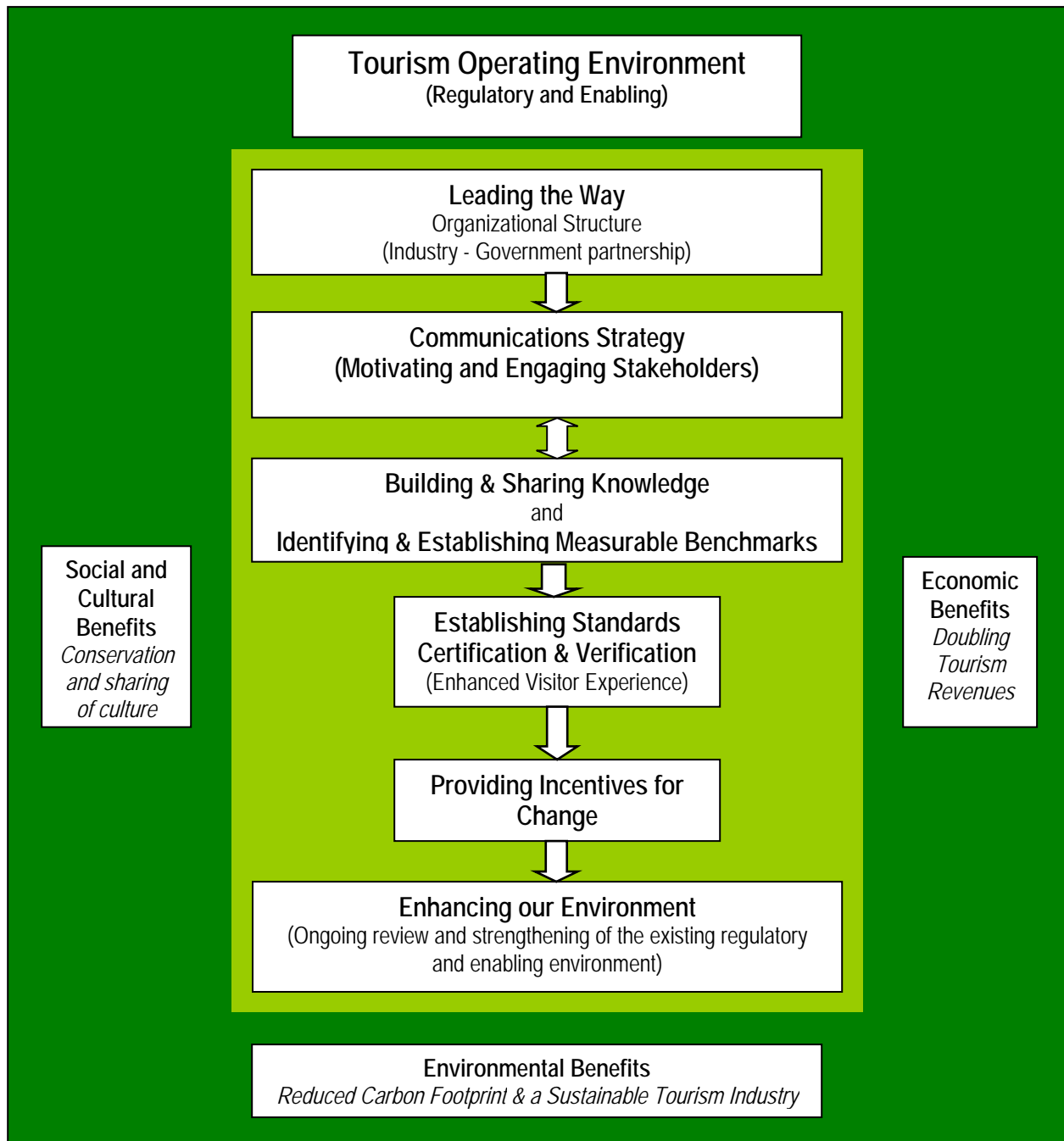
With a commitment to undertake an ongoing review of the existing regulatory and enabling environment and a structured approach to **building knowledge** and **identifying and establishing measurable benchmarks**, the lead organization will be in an informed position to **share knowledge, and to motivate and engage** key tourism industry stakeholders. Research and further discussion will be required at this stage to ensure that common definitions are in place and that applicable indicators have been identified. Appendix B, *Setting the Scene* (see page 19), demonstrates that there are numerous examples of good practices within other jurisdictions from which to draw.

With a good knowledge base, the lead entity will be in strong standing to oversee the process of **establishing standards, and a certification program, with ongoing verification**. Without enhanced awareness underpinning all ongoing efforts, progress will continue to be perceived as ad hoc and will be constrained accordingly. Ongoing communication will be an essential vehicle to **engage and motivate** a wide range of stakeholders. Generating industry buy-in and commitment to specific sustainability initiatives will require the development of mechanisms and **incentives** to assist with implementation.

At the same time, this work should not stand in the way of some much-needed actions that can and should be undertaken as soon as possible by the lead entity. An example would be the development of an action plan for the tourism sector in BC around climate change (see point 3, in Figure 3 below).

Figure 2 is essentially a working tool and preliminary action plan. As initial steps are undertaken, the specific action items are likely to be expanded and/or modified in response to an enhanced knowledge base. However, the broad strategic directions are likely to remain in place.

**Figure 2. Overall Framework for Developing a Sustainable Tourism Industry**



## Green Tourism Forum – Key Results

The Green Tourism Forum gathered together, for the first time, a diverse group of tourism industry leaders. A full day agenda of dialogue brought about a sense of urgency for the need to mitigate and to adapt to climate change and the role that a sustainable tourism industry can play in addressing this global issue. One of the key results of the Green Tourism Forum was the development of eight (8) strategic actions for British Columbia's tourism industry as it moves forward with its sustainability agenda. From these strategic directions, clear, doable actions emerge for the stakeholders of BC's tourism industry (see Figure 3).

**Figure 3. Developing Specific Actions**

#	Actions	Organization Involvement	Strategic Direction	Comments
1	<p>Determine an organizational framework and roles for moving forward.</p> <ul style="list-style-type: none"> <li>• Develop terms of reference and clear mandate for the lead entity</li> <li>• Establish NEW funding sources and resources</li> </ul>	COTA, MTSA, BCTSC	Leading the Way	<p>Establishing a lead organization or taskforce to coordinate the overall tourism sustainability initiative is critical to the success of all the strategic directions identified.</p> <p>Identifying NEW funding and resources to ensure sustainability is not handled "off the corner of the desk."</p>
2	<p>Establish a research plan that:</p> <ul style="list-style-type: none"> <li>• Clarifies and establishes common definitions</li> <li>• Develops criteria for determining applicable good practice case studies</li> <li>• Identifies an indicators framework for measuring and tracking sustainability</li> <li>• Determines a methodology to gather appropriate baseline data for BC</li> </ul> <p>Undertake research to:</p> <ul style="list-style-type: none"> <li>• Gather performance data from other provinces and jurisdictions</li> <li>• Compare and measure performance data against other provinces and jurisdictions</li> <li>• Conduct further consumer research on the issue of sustainability</li> <li>• Conduct an ongoing review of the operating and regulatory environment to ensure sustainability standards are being met</li> </ul>	MTSA, BCSTC, Tourism BC, CTC, TTRA, Climate Change Secretariat, Environment Canada, NGOs (e.g. David Suzuki Foundation), Industry Canada, DFO, transport industry (e.g. Air Canada), The Icarus Foundation	<p>Building Knowledge</p> <p>Identifying and Establishing Measurable Benchmarks</p> <p>Enhancing our environment</p>	<p>A research based approach that examines other key jurisdictions and models is essential to the development of baseline sustainability metrics and indicators. This in turn will maintain the Province's competitive edge.</p> <p>Government plays a key role in creating a stable operating environment for tourism.</p>
3	<p>Establish a strategic plan for mitigating and adapting to climate change:</p> <ul style="list-style-type: none"> <li>• Establish a tool to measure carbon emissions for the tourism industry, both at the sector and individual business and organizational levels</li> <li>• Establish links with national and global climate change initiatives to build awareness, to support innovation and to promote and implement the use of low-carbon technologies</li> <li>• Establish strategies to help businesses lower their carbon emissions, (information,</li> </ul>	COTA, MTSA, BCTSC, in partnership with academia and climate change visionaries	<p>Leading the way</p> <p>Building Knowledge</p> <p>Identifying and Establishing Measurable Benchmarks</p>	<p>Climate change is now considered to be the single most serious global threat; some destinations are already feeling the effects of a changing climate. Mitigation and adaptation strategies are essential for the long-term sustainability of the tourism industry.</p>

	<p>education, incentives and persuasion)</p> <ul style="list-style-type: none"> <li>• Create awareness of the impacts to tourism of a changing climate and help businesses develop strategies to adapt, where necessary</li> <li>• Establish programs to educate visitors to BC on how they can reduce their carbon emissions;</li> </ul> <p>Address issue of carbon offsets, with possibility of developing a central booking system</p>	Tourism BC	<p>Sharing Knowledge on Sustainability</p> <p>Providing incentives for change</p>	
4	<p>Develop an integrated communications strategy for disseminating information to all tourism stakeholders, including the public:</p> <ul style="list-style-type: none"> <li>• Develop an awareness campaign with consistent messaging and a toolkit with practical solutions</li> <li>• Work with VANOC to create heightened awareness of VANOC's innovative sustainability initiatives</li> <li>• Enhanced communication with tourism businesses and employees to assist in attraction, retention and developing a sustainability ethic</li> <li>• Develop specific tools for education sector</li> <li>• Develop a centralized green web resource for the BC tourism industry</li> </ul>	BC Government, Tourism BC, COTA, UBCM, ATBC, BCTLI (on behalf of education institutions), go2, BCRFA	<p>Motivating and Engaging Stakeholders</p> <p>Sharing Knowledge on Sustainability</p>	<p>Ongoing communication is critical. There is inadequate general awareness of all that is currently happening within the industry, local government and at the consumer level.</p> <p>By communicating and sharing examples of best practice and educating business and consumers about the programs, BC can begin to develop an all-encompassing ground swell of awareness and support for sustainability.</p>
5	<p>Develop provincial standards and a certification program with ongoing verification for the tourism industry</p> <ul style="list-style-type: none"> <li>• Define the project coordination organization/committee</li> <li>• Conduct global review of existing best practices in standards and certification, including management models</li> <li>• Review existing schemes in BC and Canada – potential to redevelop/enhance existing programs</li> <li>• Define the partnerships, management and ownership structure for implementation and operation</li> <li>• Establish a budget that includes development, implementation, verification, marketing, &amp; subsidization for the initial years</li> <li>• Implement</li> <li>• Communicate</li> <li>• Review progress and successes</li> </ul>	COTA, BCLCA, BCYHA, WTA, BCSTC, ATBC, Conventions BC, Vancouver Attractions, BCRFA/ Green Table	Establishing Standards and a Certification Program with ongoing Verification	<p>A key component of the review of standards will be a recommendation for a certification program with ongoing verification. In countries such as New Zealand there is a single organization, Qualmark, mandated to manage quality assurance programs.</p> <p>Funding to establish a certification and ongoing verification program should also include a substantial budget for marketing and subsidization in the initial years to assist with buy-in.</p> <p>There are a number of good programs already in existence elsewhere that could be adapted to BC's tourism industry.</p>
6	<p>Develop a comprehensive incentives program</p> <ul style="list-style-type: none"> <li>• Conduct a review of current sustainability incentives at the local, provincial, national and international levels</li> <li>• Develop a more comprehensive awards and recognition program to acknowledge sustainable initiatives within the industry (both for businesses and employees)</li> <li>• Communicate good practice through regular media releases to industry, government and other sectors</li> </ul>	MTSA, COTA, TIAC, UBCM, BC Chamber of Commerce, EDABC	Providing Incentives for Change	Providing incentives will get people and organizations involved in sustainable initiatives. Communicating economic, social and environmental benefits is also important. This initiative should be linked to certification & ongoing verification in the form of initial subsidies/incentives to participate in certification programs. Developing buy-in & ongoing participation will ultimately enhance BC's overall competitiveness & visitor experience

## Next Steps

The Green Tourism Forum provided clear actions and next steps for British Columbia's tourism industry as it moves forward toward sustainability (including addressing climate change). The next steps, as identified by forum participants, are as follows:

1. Establish a small working group (led by MTSA, COTA and BCSTC) to build a lead entity and assist it in undertaking the steps in Figure 3
2. Establish a small advisory committee to provide ongoing direction to the working group;
  - a. Advisory committee to be comprised of senior tourism business leaders, government (federally, provincially, municipally), Tourism BC, ATBC, GO2hr, Tourism Industry Association of Canada (TIAC), academia, environmental and climate change experts
    - i. A small research sub-advisory committee will be required to direct the necessary research around best practices, certification programs, a carbon emission measurement tool, etc.
    - ii. A small education/communication sub-advisory committee will be required to disseminate information and to act as a channel between the working and advisory committees and industry

The working group, with direction and support from the advisory committee, will provide the necessary leadership to set in place the necessary actions to begin moving forward with a coordinated and collaborative approach toward sustainability for BC's tourism industry.

## Final Words

The Green Tourism Forum brought together a diverse group of leaders in British Columbia's tourism industry; leaders who had the expertise and the visionary abilities to strategize a greener, more sustainable tourism industry. It will now be the task of the working group and advisory committee to begin refining that strategy to put sustainable tourism into policy and into practice in British Columbia.

The challenge of developing a more sustainable tourism industry is a global issue made even more urgent by the threat of a changing climate. While there are costs associated with developing a more sustainable tourism industry in BC, it is clear that this is an investment that will have significant economic, social and environmental returns. On the other hand, choosing to ignore sustainability and remaining in the status quo will also have significant costs. Using climate change as one example, the Stern Review<sup>4</sup> points out that ignoring climate change will result in a loss of anywhere from five (5) percent of global GDP to 20 percent of GDP each year. In contrast, addressing the most serious threats of climate change will be limited to a cost of approximately one (1) percent of GDP each year.

The investment in a more sustainable tourism industry is essential for the long-term future and success of the BC's tourism industry. Leadership and tough decisions will be required; however, the participants of the Green Tourism Forum are evidence that leadership and commitment already exists in British Columbia's tourism industry. That leadership will guide British Columbia to a greener, more sustainable tourism industry; an industry that truly lives up to the image of a *Super, Natural British Columbia*®.

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<sup>4</sup> Stern Review: The Economics of Climate Change, 2007, found at [http://www.hm-treasury.gov.uk/independent\\_reviews/stern\\_review\\_economics\\_climate\\_change/sternreview\\_index.cfm](http://www.hm-treasury.gov.uk/independent_reviews/stern_review_economics_climate_change/sternreview_index.cfm)

## APPENDIX A

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### List of Participants

Ken Baker	Consulting Director, Environmental Sustainability, VANOC
Brenda Baptiste	Chair, Aboriginal Tourism BC
Graeme Benn	Director Pacific Northwest Region, Sales and Marketing, Fairmont Hotels
Steve Beisswanger	Director, Corporate Affairs, Air Canada
Chris Bottrill	Chair, Tourism and Outdoor Recreation Management Department, Capilano College
Dave Butler	Chair, BC Sustainable Tourism Collective and Director Land Resources, Canadian Mountain Holidays
Deirdre Campbell	Owner, Tartan Public Relations
Ric Careless	President, Ethos Environmental
John Caton	Owner/Founder, Clayoquot Wilderness Resort
James Chase	CEO, BC & Yukon Hotel Association
Arthur DeJong	Planning and Environmental Manager, Whistler/Blackcomb
Katie Emery	Sales Associate, Meetings & Conventions Midwest USA, Tourism Vancouver
Anthony Everett	CEO, Northern BC Tourism Association
Philip Fleming	Deputy Director, Olympic Business Development, Industry Canada Pacific Region
Audra Garsys	Manager of Corporate Sponsorship, BC Ferries
Morgan Geisler	Provincial Communications Officer, BC Centre for Tourism Leadership & Innovation
Ron Gibson	General Manager, Clayoquot Wilderness Resort
Jim Gilliland	Manager of Marketing and Partnerships, BC Parks Ministry for the Environment
Brian Gunn	President, Wilderness Tourism Association (WTA)
Rod Harris	President & CEO, Tourism BC
Joe Kelly	Representative, BC Aviation Council
Arlene Keis	CEO, go2 HR
Ray LeBlond	Director, Corporate Communications, Tourism BC
Andrew Little	Manager, Planning & Outdoor Development, Ministry of Tourism, Sport and the Arts
Grant Mackay	Vice President, Marketing, Tourism BC
Alison Manley	Communications Manager, Parks Canada
Michele McKenzie	President & CEO, Canadian Tourism Commission (CTC)
Tori Meeks	Planning Officer, Resort Development Branch, Ministry of Tourism, Sport and the Arts
Craig Murray	Owner, Nimmo Bay Resort
Bruce Okabe	Deputy Minister, Ministry of Tourism, Sport and the Arts
Francis Parkinson	Chairperson, Vancouver Hotel Association
Joss Penny	Executive Director, BC Lodging and Campgrounds Association
Anna Pollock	Founder, The Icarus Foundation
Steve Regan	President and CEO, Council of Tourism Associations (COTA)
Valerie Sheppard	Senior Tourism Development Officer, Ministry of Tourism, Sport and the Arts
Alison Stewart	Director, Environment, Health & Safety, Armstrong Group/Rocky Mountaineer
Nichola Wade	Executive Director Carbon Neutral Operations, Climate Change Secretariat
John Willow	Director, Tourism Development Branch, Ministry of Tourism, Sport and the Arts
Catherine Wong	VP Operations, Vancouver Convention & Exhibition Centre
Jim Yardley	Assistant Deputy Minister, Tourism Division, Ministry of Tourism, Sport and the Arts

### Green Tourism Forum Facilitators

Jimmy Young	Principal, Tourism Planning Group
Jennifer Houiellebecq	Principal, Tourism Planning Group

## APPENDIX B - Setting the Scene

### Examples of Sustainability Practices and Initiatives

This appendix highlights the examples of sustainability practices and initiatives from within British Columbia and globally. The material presented here is a combination of the information provided by forum participants prior to the forum and the additional dialogue generated during the Green Tourism Forum on October 29<sup>th</sup>, 2007.

The information has been arranged into five categories: developing policy, indicators and monitoring, certification, standards and ethics, green initiatives on the ground, and consumer programs. Within each of these categories the specific examples have been listed based on where they are taking place (e.g. BC, other jurisdictions, and global). This material provided the context for the process of identifying strengths and weaknesses, developing strategic directions and determining preliminary action orientated initiatives.

### Developing Policy and Raising Awareness/Education

#### British Columbia

Aboriginal Tourism Association of BC	ATBC's mission <i>is to contribute to the preservation of Aboriginal culture and advancement of economic development through support, facilitation and promotion of the growth and sustainability of a quality and culturally rich Aboriginal tourism industry in British Columbia.</i> The development of the Blueprint Strategy and ATBC's effective partnership with the Government of BC has significantly enhanced their ability to develop this product sector and the underlying culture in a sustainable and dynamic manner.
BC Sustainable Tourism Collective	The BCSTC has been formed to act as a model for what sustainable tourism looks like on the ground in BC. It includes small, medium and large-sized businesses which operate throughout BC, and its objective is to lead the way, share information, and encourage other tourism stakeholders to begin the journey towards sustainability.
Council of Tourism Associations	<b>The Foresight Project.</b> A report released in June 2007, entitled <i>Foresight: Shaping a Sustainable Vision for Tourism in British Columbia</i> , is the product of more than a year and half of intensive consultation, study and research. The report describes the industry's most desired scenario for the year 2020, and outlines the many trends and issues that will influence its trajectory towards that scenario. The Foresight Action Plan articulates the industry's high level goals and key actions for realizing its future vision.  An important aspect of the plan is the industry's sustainability policy and code of conduct. Created by the industry itself, the policy has a high degree of industry ownership and commitment to action. In addition to the Foresight Project, COTA's ongoing advocacy role on a wide range of industry and environmental issues has contributed significantly to the sustainability of the industry.
Government of British Columbia	Growing range of climate change initiatives: <ul style="list-style-type: none"> <li>• October 2007 – BC partnered with European countries and US states in the newly launched International Carbon Action Partnership. ICAP provides an international mechanism where public authorities, including sub-national levels of governments, adopting caps on greenhouse gas emissions will share best practices on strategies such as the development of compatible global carbon trading systems. New legislative measures will be introduced this fall to put greenhouse gas reduction targets into law as part of the government's strategy to reduce greenhouse gas emissions by 33% below current levels by 2020.</li> <li>• Government introduced carbon neutral program for civil service business travel</li> <li>• Ministry of Tourism, Sport and the Arts – Province of British Columbia's Tourism Action Plan</li> </ul>
The Icarus Foundation	The Icarus Foundation is a not-for-profit environmental, policy, research and education organization

	focused on sustaining a climate friendly tourism industry. In the Foundation's advocacy/ education role, Icarus maintains a web site ( <a href="http://www.theicarusfoundation.com">www.theicarusfoundation.com</a> ) and a blog ( <a href="http://www.icarusfoundation.typepad.com">www.icarusfoundation.typepad.com</a> ) that inform industry about the issue; publishes papers; and, is delivering presentations on the topic for industry groups. The Foundation is developing creative ideas and projects such as the web-based Carbon Calculator; the "Green Pass program", and an "adopt an athlete" program to share with colleagues. The organization undertakes both its own research and projects sponsored by third parties.
Living Oceans Society	A non-profit research and public education organization that promotes the need for a healthy ocean and healthy communities on Canada's Pacific Coast. The Society seeks to combine its conservation vision with the economic and cultural needs of the people who live and work on the coast. Programs include establishing a network of marine protected areas, stopping the negative impacts of salmon farming, maintaining the moratorium on offshore oil and gas development in Canada's Pacific Ocean, and developing fisheries that are ecologically and economically sustainable
Tourism British Columbia	Tourism BC has established a <i>Community Tourism Foundations</i> ® program that provides communities with assistance in developing a community tourism plan. The planning process is designed to facilitate sustainable economic development, enhance the visitor experience and heighten local capacity. As part of Tourism BC's Tourism Business Essentials® Program, Tourism BC has created a guide and workshop called <i>Environmentally Responsible Tourism</i> that is available to communities and operators throughout the province.

### Other Jurisdictions

New Zealand's Environmentally Sustainable Tourism Project	<p>The Environmentally Sustainable Tourism project is run by the Ministry for the Environment and the Ministry of Tourism. The project builds on a successful pilot program in the region of Northland. Six regions in New Zealand are participating in the Sustainable Tourism project over 2005-2008, utilizing resources from the New Zealand Tourism Strategy 2010 Tourism Strategy Fund.</p> <p>The project aims to establish six regional sustainable tourism charters committed to sustainable practices. These groups will enable the tourism industry to continue promoting New Zealand as a 'clean and green' destination by:</p> <ul style="list-style-type: none"> <li>• improving the environmental performance of participating tourism operators;</li> <li>• providing ways to improve individual business capability around sustainable practices;</li> <li>• increasing the number of businesses actively incorporating sustainable business practices;</li> <li>• supporting the 100% Pure NZ brand; and,</li> <li>• becoming regional experts in sustainable business practices.</li> </ul>
Sustainability Research Initiative – James Hoggan & Associates	James Hoggan and Associates is an independent public relations firm in Western Canada. In 2006 the company undertook a comprehensive research project on sustainability and the environment in Canada involving an opinion poll of 2,500 Canadians. The on-line survey is one part of the largest research initiative on sustainability ever conducted in Canada.

### Global

Davos Declaration: Climate Change and Tourism – Responding To Global Challenges UNWTO, October 2007	<p>The 2<sup>nd</sup> International Conference on Climate Change and Tourism urges action from the entire tourism sector to face climate change as one of the greatest challenges to sustainable development, and to the Millennium Development Goals in the 21<sup>st</sup> Century. The Davos Declaration established a common agreement to build upon a quadruple bottom line sustainability of economic, social, environmental and climate responsiveness. This will require action for the tourism sector to:</p> <ul style="list-style-type: none"> <li>• mitigate its Greenhouse Gas GHG emissions, derived especially from transport and accommodation activities;</li> <li>• adapt tourism businesses and destinations to changing climate conditions;</li> <li>• apply existing and new technology to improve energy efficiency; and</li> <li>• secure financial resources to help poor regions and countries.</li> </ul>
Local Agenda 21 and Tourism	Local Agenda 21 (LA21) is a program that provides a framework for implementing sustainable development at the local level. LA21 aims to build upon existing local government strategies and resources to better integrate environmental, economic and social goals. UNEP has produced a study

	called Promoting Sustainable Tourism Within Local Agenda 21 (2003) that looks at how tourism has been taken into account in Local Agenda 21 programs.
<b>Making Tourism More Sustainable – A Guide for Policy Makers (2005). United Nations Environment Programme (UNEP) and World Tourism Organization</b>	A joint effort to condense all aspects of sustainability relating to tourism into a single publication – based on work undertaken by the two organizations over the previous ten years and specific research to identify effective policies and tools within WTO member states. The Guide was developed as a blueprint for governments to assist them in formulating and implementing sustainable tourism policies. It defines what sustainability means to tourism, identifies the effective approaches for developing strategies and policies for more sustainable tourism, and the tools that would make policies work on the ground.

## Indicators and Monitoring

### British Columbia

<b>Global Tourism Watch</b>	An annual “pulse check” in the core markets to track awareness of the Canada Brand, Canada’s competitive position, perceptions of Canada as a travel destination, and better understand consumer travel behaviours, values (including sustainability), barriers to travel and their travel intentions. This is part of an initiative with nine countries to track consumers views of sustainability
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### Global

<b>Global Reporting Initiative (GRI)</b>	The Global Reporting Initiative (GRI) has pioneered the development of the world’s most widely used sustainability reporting framework. This framework sets out the principles and indicators that a wide range of organizations and sectors can use to measure and report their economic, environmental, and social performance (the only tourism sector targeted to date are tour operators – GRI work undertaken in partnership with the Tour Operators’ Initiative). The promotion of a standardized approach to reporting is designed to stimulate demand for sustainability information. Sustainability reports based on the GRI framework can be used to benchmark organizational performance with respect to laws, norms, codes, performance standards and voluntary initiatives demonstrate organizational commitment to sustainable development; and, compare organizational performance over time.
<b>Indicators of Sustainable Development for Tourism Destinations (2004), UNWTO</b>	The guidebook provides a comprehensive resource describing over 40 major sustainability issues, ranging from the management of natural resources (waste, water, energy, etc.), to development control, satisfaction of tourists and host communities, preservation of cultural heritage, seasonality, economic leakages, and climate change. For each issue, indicators and measurement techniques are suggested with practical information sources and examples. The publication also contains a procedure to develop destination-specific indicators, their use in tourism policy and planning processes, as well as applications in different destination types (e.g. coastal, urban, ecotourism, small communities).

## Certification, Standards and Ethics

### British Columbia

<b>Camp Green Canada</b>	Jointly supported by the tourism industry sector, government and consumers. For more information visit <a href="http://www.campgreencanada.ca">www.campgreencanada.ca</a>
<b>Wilderness Tourism Association (WTA) A Code of Conduct</b>	WTA has a code of conduct that has been agreed to by its members since its birth in 1999 ( <a href="http://www.wilderness-tourism.bc.ca/code.html">www.wilderness-tourism.bc.ca/code.html</a> ).
<b>WTA Stewardship Outreach Program</b>	WTA has been working with the Ministry of Environment (Environmental Stewardship Division) to encourage its operators to be good stewards of the environment. The results of this work are shown through the stories of 20 WTA operators and are featured on the website under the Stewardship Outreach Program: <a href="http://www.wilderness-tourism.bc.ca/SOP_featured_cos.html">www.wilderness-tourism.bc.ca/SOP_featured_cos.html</a>

## Other Jurisdictions

<b>Accredited Tourism Business</b> <b>South Australia</b>	Tourism businesses offering standards relating to quality; professionalism; reliability; environmental practices; accuracy in advertising; and, adherence to a code of ethics.
<b>Code of Ethics for Sustainable Tourism</b>	Parks Canada and the Tourism Association of Canada recently worked together to develop a Code of Ethics for Sustainable Tourism. This provides a common basis and framework for all sectors of the industry to move forward effectively in support of their shared responsibility for sustainable tourism. The key objectives are to: <ul style="list-style-type: none"> <li>• Educate the tourism industry about the importance of adopting sustainable tourism practices;</li> <li>• Encourage the tourism industry to support and sponsor the principles of sustainable tourism; and,</li> <li>• Develop options for implementing the eight guidelines and encourage tourism businesses to share best-practice examples.</li> </ul>
<b>Certification in Sustainable Tourism,</b> <b>Costa Rica</b>	The Certification in Sustainable Tourism Program (CST) is a product of the Costa Rican Tourism Institute (ICT) consisting of a scale of 1 to 5 levels of sustainable tourism achievement. Sectors covered include accommodations and tourism operators. CST certifies tourism providers based on the degree to which they comply with a sustainable business model taking into consideration natural, cultural and social resource management. <a href="http://www.turismo-sostenible.co.cr">www.turismo-sostenible.co.cr</a>
<b>Green Tourism Business Scheme</b> <b>Great Britain</b>	The GTBS is the leading sustainable tourism certification scheme in the UK, with over 1,400 members (includes accommodations, visitor attractions, activity providers, food and retail, and a range of other related businesses such as corporate offices, tourism information centres, and conference and event venues). Businesses opting to join are assessed by a qualified grading advisor against a rigorous set of criteria, covering a range of areas, including energy and water efficiency, waste management, biodiversity, use of local produce, and support of public transport.
<b>Hotel Association of Canada Green Key Eco-Rating Program</b>	The Hotel Association of Canada's (HAC) Green Key Eco-Rating Program is a graduated rating system designed to recognize hotels, motels, and resorts that are committed to improving their fiscal and environmental performance. The program is a voluntary program open to any lodging property in Canada regardless of whether they are members of the HAC, and is based on a comprehensive environmental audit that is administered entirely on-line. The audit consists of 5 sections: Corporate Environmental Management, Housekeeping, Food & Beverage Operations, Conference & Meeting Facilities, and Engineering. On the basis of the audit results, hoteliers are awarded a rating and given guidance on environmental management issues.
<b>Quality Assured Visitor Attraction</b> <b>England</b>	VAQAS was launched nationally in 2001. It is a consumer focused quality assessment accreditation service for visitor attractions.
<b>Qualmark</b> <b>New Zealand</b>	Qualmark™ is New Zealand tourism industry's official mark of quality. Sectors covered include accommodations, transportation providers, and tourism businesses. All accommodation and tourism businesses that have Qualmark™ certification have been independently assessed as professional and trustworthy based on quality, service, and cost. Ratings are based on one to five stars. A new environmental accreditation section, announced in August 2006, is currently being developed by Qualmark. Environmental standards will be set as benchmarks for businesses to meet. <a href="http://www.qualmark.co.nz">www.qualmark.co.nz</a>
<b>Saskatchewan Nature &amp; Ecotourism Association (SNEA)</b>	The organization's mission is to support and promote both the development of a Saskatchewan ecotourism industry, and protection and perpetuation of the province's host natural ecosystems and cultures. As part of this mandate SNEA has developed an accreditation program and provides an accreditation service for Saskatchewan ecotourism attractions and businesses following the principles of ecotourism. The system was developed over an eight year period of extensive research, consultation, planning, and application in the field. Criteria have been designed for ecotourism product suppliers in the categories of attractions, accommodation, and guided tours.
<b>Travel Green Wisconsin</b> <b>United States</b>	A voluntary certification program that reviews, certifies, & recognizes tourism businesses (attractions, accommodations, destination marketing organizations) that have made a commitment to continuously improve their operations in order to reduce their environmental impact. <a href="http://www.travelgreenwisconsin.com">www.travelgreenwisconsin.com</a>

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## Global

<p><b>Blue Flag</b></p>	<p>The Blue Flag program is owned and run by the independent non-profit organization Foundation for Environmental Education (FEE). The Blue Flag is an exclusive eco-label awarded to over 3,300 beaches and marinas in 36 countries across Europe, South Africa, Morocco, New Zealand, Canada and the Caribbean. The program symbolizes high environmental standards for water quality, beach cleanliness and waste disposal, providing up-to-date information for visitors, environmental education and a commitment to preserving coastal ecosystems. <a href="http://www.blueflag.org">www.blueflag.org</a></p> <p>Beaches World Tour 2007, marking the 20<sup>th</sup> Anniversary of the Blue Flag program, was hosted in Toronto in October. Blue Flag Canada is coordinated by Environmental Defence. In 2007 nine beaches were awarded the Blue Flag in Canada – the first in the country: six on Lake Ontario in Toronto; Sauble Beach and Station Beach on Lake Huron; and, Wasaga Beach on Georgian Bay.</p>
<p><b>Green Globe</b></p>	<p>Green Globe is the global benchmarking, certification and improvement system for sustainable travel and tourism. It is based on Agenda 21 and principles of sustainable development endorsed by 182 Heads of State at the United Nations Rio de Janeiro Earth Summit. It provides companies and communities with a path to sustainable travel and tourism through developing good environmental and social practices.</p> <p>The Green Globe program addresses the major environmental, social and economic issues that face our planet today by focusing on the following key impact areas:</p> <ul style="list-style-type: none"> <li>• Greenhouse gas emissions</li> <li>• Energy efficiency, conservation and management</li> <li>• Management of freshwater resources</li> <li>• Ecosystem conservation and management</li> <li>• Management of social and cultural issues</li> <li>• Land use planning and management</li> <li>• Air quality protection and noise control</li> <li>• Waste water management</li> <li>• Waste minimization, reuse and recycling</li> </ul> <p>Travel and tourism companies, communities, ecotourism products and development projects participating in the Green Globe program are located in countries worldwide and represent most sectors of the travel and tourism industry.</p> <p>Green Globe provides Benchmarking and Certification under four standards including, Company Standard, Community Standard, International Ecotourism Standard, and, the Design &amp; Construct Standard. A new Precinct Planning and Development Standard is currently being piloted.</p>
<p><b>International Ecotourism Standard</b></p>	<p>The International Ecotourism Standard has been developed by Ecotourism Australia in conjunction with the Cooperative Research Centre (CRC) for Sustainable Tourism of Australia.</p> <p>The International Ecotourism Standard is based principally on the highly regarded Australian Eco Certification Program Standard combined with elements of the very latest Green Globe Benchmarking performance system. Green Globe 21 has the exclusive license for the distribution and management of the International Ecotourism Standard.</p> <p>The Green Globe brand signifies better environmental performance, improved community interactions, savings through using fewer resources and greater yields from increased consumer demand.</p> <p>Criteria have been adapted to ensure their applicability in an international setting, and both the Standard and Certification Program incorporate the fundamental principles for sound ecotourism certification identified in the Mohonk Agreement.</p>
<p><b>Leadership in Energy and Environmental Design (LEED) Green Building Rating System™</b></p>	<p>LEED is the US nationally accepted benchmark for the design, construction, and operation of high performance green buildings. LEED promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection, and indoor environmental quality.</p> <p>Examples:</p>

	<ul style="list-style-type: none"> <li>• Vail Resorts announced plans in March 2007 to build the most ambitious green resort development project in North America. This development is one of the first projects to be accepted into the U.S. Green Building Council's new LEED for Neighborhood Development (LEED-ND) certification program.</li> <li>• Municipal Programs for LEED Buildings – Berkeley, CA requires that all new city-owned buildings be built to LEED Silver standards and has created a sustainable development fee on all new permits to pay for the creation of green building guidelines for residential, multi-family and commercial buildings. In Oakland, CA the city's Green Building Ordinance passed in 2005 encourages developers to achieve LEED Silver rating through rebates and permit fast-tracking.</li> </ul> <p>LEED is increasingly becoming the standard in private sector development in BC.</p>
<b>Nature and Ecotourism Accreditation Program (NEAP), Australia</b>	<p>The Eco Certification Program is a world first. It has been developed by industry for industry, addressing the need to identify genuine ecotourism and nature tourism operators in Australia. Sectors covered include accommodations, tours, and attractions.</p> <p>NEAP certifies eco-tourism products and tours not operators. Certification is backed by a commitment to best practice ecological sustainability, natural area management and the provision of quality eco-tourism experiences. NEAP is now being exported to the rest of the world as the International Eco-tourism Standard. <a href="http://www.ecotourism.org.au/neap.asp">www.ecotourism.org.au/neap.asp</a></p>
<b>Tour Operators Initiative for Sustainable Tourism Development</b>	<p>This Initiative is designed to help participating tour operators world wide implement the necessary management tools and procedures to minimize their potential negative environmental, social and economic impacts, while optimizing their benefits in their own operations. The Initiative is voluntary, non-profit, and open to all tour operators, regardless of their size and geographical location. With this Initiative, tour operators are moving towards sustainable tourism by committing themselves to the concepts of sustainable development as the core of their business activity and by working together through common activities to promote and disseminate methods and practices compatible with sustainable development. The Initiative has the support of UNEP, UNESCO and UNWTO. Its members have formed Working Groups in four key areas of action: sustainability reporting; cooperation with destinations; supply chain management; and, communication. A range of tools and case studies of best practices have been prepared.</p>

## Green Initiatives on the Ground British Columbia

<b>Air Canada</b>	<p>Air Canada has teamed up with Zerofootprint to help travellers offset their share of carbon emissions. Travelers booking on line are offered the option to offset the emissions from their flight by purchasing carbon offsets through Zerofootprint.</p> <p>Employee ideas such as the Air Canada pilots' initiative to save fuel by changing the way they flew their planes is an example of employees engaging directly in sustainable initiatives.</p>
<b>Armstrong Group</b>	<p>The Green Team – Employees on the front line have the most power to make positive changes from a sustainability perspective. While employees have always had the opportunity to be involved in Caretakers, the creation of the Armstrong Group Green Team gives staff an even greater voice in the future of the company.</p> <p>Volunteer representatives from each operational department at Rocky Mountaineer Vacations, Gray Line West and the Thompson Hotel meet regularly to identify opportunities to improve on sustainability practices. The current focus of the Green Team is to reduce the amount of waste going to landfill by 50% by the end of the 2009 season.</p>
<b>Canadian Mountain Holidays (CMH)</b>	<p>CMH has published two public sustainability reports (<a href="http://www.CanadianMountainHolidays.com">www.CanadianMountainHolidays.com</a>) where it communicates major issues, progress and accomplishments associated with the company's activities. CMH links all of its environmental, social and fiscal initiatives under its Second Nature program, and has a staff-based approach to developing leadership in sustainability in all aspects of the business.</p> <p>The company recently entered into a unique partnership with the Nature Conservancy of Canada. CMH is a member of the Council of Tourism Associations of BC, HeliCat Canada, the BC Sustainable</p>

	Tourism Collective and the Adventure Collection.
<b>Capilano College</b>	<p>The tourism and outdoor recreation management program at Capilano College has fostered awareness of environmental issues and encouraged stewardship of natural and cultural resources since its inception over 25 years ago.</p> <p>Sustainability is a cornerstone of the department's educational philosophy engrained in all its programs. For the last 10 years the Bachelor of Tourism Management degree has provided courses on advanced environmental stewardship theory and practices and on ecotourism issues and development.</p> <p>Participants in the program have pursued a vast range of study and vocational interests in environmental issues in tourism and outdoor recreation. In addition the department has been involved in many specific projects and processes supporting sustainable practices in the tourism industry. Recent examples include:</p> <ul style="list-style-type: none"> <li>• Facilitating development of the 'Transforming Communities through Tourism' workbook and operating an annual credit course which focuses on facilitating sustainable community-based tourism development and practices</li> <li>• Managing and delivering multiple-year community development projects in Vietnam and Paraguay focused on training trainers in local communities for sustainable tourism</li> <li>• Facilitating workshops with the North Shore Mountain Biking Association to foster organizational practices to maintain access to sustainable mountain biking trails on the North Shore mountains</li> <li>• Identifying and evaluating sustainable tourism opportunities for the Squamish First Nation within the Squamish traditional territory</li> <li>• Supporting student participation in the COTA led Foresight project</li> <li>• In May 2008 the CAP College Tourism and Outdoor Recreation department is hosting the annual British Columbia tourism educators' conference which is addressing the theme of global <i>climate change and the role of tourism educators</i>.</li> </ul>
<b>Clayoquot Wilderness Resort</b>	<p>Comprehensive recycling governs food and beverage service, organic gardens reduce commercial dependency, gravity-fed turbines generate fuel-less electricity and hot water, and toilets compost waste materials into organic matter. These initiatives are all part of an innovative \$3-million Environmental Legacy Program, that includes educating and giving guests the rare chance to support bear mapping, whale acoustics, salmon stream restoration, raptor rehabilitation, marine life research and forest management projects.</p> <p>Benefits from the Environmental Legacy Program will accrue to the neighbouring Crown Lands, Strathcona Provincial Park, many non-profit environmental groups, wildlife researchers, and wildlife rehabilitation programs such as the Orphaned Wildlife Rehabilitation Society based in Delta, BC. The Resort is currently proposing a partnership with the provincial Ministry of Environment to develop winter feeding grounds for elk further up the river valley on Crown land.</p> <p>The Program was designed to serve as a model for other tourism businesses, with three components in mind:</p> <ul style="list-style-type: none"> <li>• Business will prosper;</li> <li>• Guests/customers will positively impact the environment; and</li> <li>• Non-profit groups and/or the environment will benefit through in-kind services or funding.</li> </ul>
<b>Fairmont Hotels &amp; Resorts</b>	<p>In 1990 the Canadian Fairmont Hotels &amp; Resorts pioneered the Fairmont Green Partnership, literally writing the book on sustainable best practices in the lodging industry (<i>The Green Partnership Guide – A Practical Guide to Greening Your Hotel</i> – now in its 3<sup>rd</sup> Edition 2007), while developing a comprehensive commitment to minimizing the hotels' impact on the planet.</p> <p>The Fairmont Waterfront's contribution towards the sustainability of the tourism industry includes:</p> <ul style="list-style-type: none"> <li>• Designated Fairmont Green Team – this environmental committee plans and manages green practices throughout all departments and operations;</li> <li>• Educating all colleagues on green practices within the hotel; involving and informing guests;</li> <li>• Organic waste-recycling program – diverts between 60-70% of monthly guest waste from going into landfills;</li> <li>• STEAM recovery system – a process that uses the original steam and then recycles it twice</li> </ul>

	<p>over. This reduces energy consumption and emissions and saves The Fairmont Waterfront approximately \$10 - \$11,000 dollars a year on steam energy;</p> <ul style="list-style-type: none"> <li>• Marketing "greening" efforts through the Sales &amp; Catering Department;</li> <li>• Partnership with B.C. Hydro's "Power Smart Green Hotels" program; Power Smart Certified Partner;</li> <li>• Registered member of the Oceanwise program; Herons Restaurant supports Sustainable Seafood practices.</li> <li>• Roof-top Herb Garden; fresh herbs are used in menu items in Herons Restaurant;</li> <li>• Participant of the Annual Shoreline Clean-up Initiative; and,</li> <li>• Community Outreach – Fairmont Adopt-a-Shelter program; donation of items to those in need, redistribute food through food banks and soup kitchens.</li> </ul> <p>The Hotel Association of Canada awarded The Waterfront Fairmount a 4 Green Key Eco-Rating, making it a certified ECO-accommodation</p>
<b>Harbour Air Seaplanes</b>	<p>Starting October 1, 2007, Harbour Air began purchasing high quality carbon offsets to mitigate the climate impact of all scheduled service, charter and tour operations. This made Harbour Air the first air carrier of any variety in North America and the only seaplane airline in the world to make all of its flight services 100% carbon neutral.</p> <p>This year to date, Harbour Air has contributed over \$15,000 to carbon neutral programs and has a commitment to go Carbon Neutral by January 1, 2008. In order to ensure the highest possible rigor, Harbour Air has chosen to measure its corporate greenhouse gas (GHG) footprint using the World Resource Institute's GHG Protocol for GHG accounting and reporting.</p>
<b>Nimmo Bay Resort</b>	<p>For 27 years Nimmo Bay has practiced sustainable tourism. From the outset the company has had a catch and release fishery, their own small hydro system, and has always sought to buy and hire locally. Nimmo Bay started being sustainable before it was seen as the right thing to do. It made for a better bottom line.</p> <p>Since it was opened in 1980, Nimmo Bay used small hydro for power, guests practiced catch and release fishing, recycling was a standard practice and educating guests on how to be sustainable was par for the trip. In 2000, Nimmo Bay installed a state of the art Hydroxyl waste management system that takes gray and black water and turns it back into drinkable water.</p> <p>In 2005 Nimmo Bay became the first company to sign an environmental protocol agreement with the Ministry of Environment.</p>
<b>Tourism Vancouver</b>	<p>Tourism Vancouver has committed to "greening" all of its air travel with the purchase of carbon offset credits through Uniglobe Travel's Green Flight program, the only program of its type in Canada. This makes Tourism Vancouver the first destination marketing organization to commit to offsetting all of their flights through the program. In 2007 Tourism Vancouver will offset approximately 220 metric tons of emissions resulting from the organization's air travel through investing in sustainable green energy projects in Western Canada that have been approved by the federal government. The organization will not only offset flights taken by staff traveling for sales and marketing business, but also those flights purchased to bring travel influencer clients, customers and media to Vancouver.</p>
<b>VanCity</b>	<p>Environmental borrowing options – VanCity is committed to offering its members innovative and effective environmental solutions. Particularly ones that support action on climate change and a reduction in greenhouse gas emissions from fossil fuels.</p> <p>The Clean Air Auto Loan rewards members who buy fuel-efficient cars that emit less carbon by giving them preferential loan rates.</p>
<b>Vancouver, City of</b>	<p>The City of Vancouver is part of the Fleet Challenge BC program that has documented the performance of 100 hybrid electric vehicles. Substantially lower fuel costs and reductions in air pollution have been reported. The City of Vancouver will be increasing the use of hybrid vehicles as one measure that will help the City meet its Cool Vancouver goals for reducing greenhouse gas emission.</p>
<b>WestJet</b>	<p>A complimentary "climate friendly" flying option with WestJet is only available to WestJet customers who connect to the airline's online reservation system first by going to Offsetters home page (<a href="http://www.offsetters.ca">http://www.offsetters.ca</a>) and clicking on the WestJet logo. The Offset payments are made by WestJet and it is their donation which is acknowledged by Offsetters. The Offsetters Climate Neutral Society is a not-for-profit organization registered in Canada. More than 80%* (expected to rise to more than 90%</p>

	next year) of the company's current international investments and all the Canadian projects are in renewable energy and energy efficiency projects. These are carbon reduction projects, reducing the amount of CO2 being released into the atmosphere.
<b>Whistler Blackcomb (WB)</b>	Whistler/Blackcomb developed its first Environmental Management System in 1992. The resort's initiatives include such things as producing renewable energy by diverting river water to run a turbine, finding less destructive ways to build trails, lifts and roads, protecting black bear and black-tailed deer habitats, carbon reduction, waste reduction, ecotourism, water conservation, and numerous social programs.

## Other Jurisdictions

<b>Coalition for Environmentally Responsible Economies (CERES) – Green Hotel Initiative</b>	<p>The Green Hotel Initiative (GHI) is designed to increase and demonstrate market demand for environmentally responsible hotel services in the US. It is based on a recognition of the tremendous potential for the combined buying power of corporate and organizational purchasers of hotel services, and seeks to leverage this buying power to increase the supply of green hotel services - for both businesses (as institutional purchasers) and individual travelers. GHI's work is focused on:</p> <ul style="list-style-type: none"> <li>• Educating purchasers of hotel services, particularly large buyers such as corporate meeting planners, about what they can ask from lodging providers;</li> <li>• Creating vehicles for these purchasers to express their demand for these services; and,</li> <li>• Providing mechanisms for hotels to communicate their environmental performance.</li> </ul>
<b>"ZERO WASTE" Eco-Management</b>	<p>This concept is generally associated with event management and is gaining profile in other jurisdictions.</p> <ul style="list-style-type: none"> <li>• L'Hôtel des Seigneurs Saint-Hyacinthe, the largest regional hotel and convention centre in the Province of Quebec, has received the 2006 Phoenix Award in recognition of the hotel's "ZERO WASTE" eco-management program. This award is presented annually by a consortium of provincial ministries and recycling/waste management organizations. The ZERO WASTE program involves responsible management of residual materials from events, banquets, meetings, conventions and exhibits, while raising public awareness of ecological issues.</li> <li>• Towards Zero Waste Events, Banff – launched in 2007 at the Heat-Up the Rockies event. The initiative was based on a partnership between Banff Special Events, the Town of Banff and the Bow Valley Waste Management Commission, and involved promoting best practice guidelines for event sponsors, vendors and partners that would help them virtually eliminate the generating of any garbage for land fill.</li> <li>• Toronto - Canada's first zero-waste convention was held in January 2007. The Professional Convention Management Association's annual convention at the Metro Toronto Convention Centre involved 3,000 delegates representing North American leaders of the meeting and convention industry. The convention was designed to put waste management at the forefront of meeting trends and technologies, and to position the Convention Centre and Toronto as a destination as global leaders in the field.</li> </ul>
<b>Green Tourism Association and City of Toronto</b>	<p><b>Green Tourism Association, Toronto</b> – is the first known organization in the world to comprehensively promote the concept of urban green tourism. Urban green tourism is important to branding Toronto as a safe, world-class tourist destination and to help in boosting the economy. Regarded as a model for the promotion and development of urban green tourism, the Association has been invited to present the concept at many international conferences in Brazil, Israel and the United States. The Association works collaboratively with a network of businesses, community organizations, government agencies, and individuals to develop Toronto's urban green tourism industry.</p> <p><b>City of Toronto</b> – in parallel to the work of the Association, the City of Toronto has a strong mandate in relation to green issues. The City hosts the Green Toronto Festival celebrates and presents 10 annual Green Toronto Awards, with prize money that the recipients in turn donated to environmental organizations of their choice. In addition, the City is actively working towards reducing its ecological footprint as it provides its range of services. There are green policies in place in relation to buildings, operations, vehicles, waste and air – see <a href="http://www.toronto.ca/environment/initiatives/index.htm">http://www.toronto.ca/environment/initiatives/index.htm</a> for further details.</p> <p>The City of Toronto's Green Bin Program "from Curb to Compost", sees that organic material set out weekly in green bins is collected and converted into compost and biogas, a renewable energy source.</p>

	Biogas is a combustible mixture of methane and carbon dioxide and is a renewable energy source. Biogas can be transferred to an on-site cogeneration plant and converted into electricity and heat.
<b>Charlottetown, PEI Waste Management Program</b>	Island Waste Management Corporation's (IWCC) mandate is to deliver a cost effective and environmentally responsible provincial waste management system to both the residential and commercial sectors of PEI. IWMC operates and maintains the Waste Watch Program, a 3-stream source separation based waste management system that is Island-wide. <a href="http://www.iwmc.pe.ca">www.iwmc.pe.ca</a>
<b>Germany National Recycling Program</b>	In 1991, Germany's minister of the environment, declared waste a useful resource. The German legislature approved a law making whoever places a package into commerce responsible for taking it back. The Packaging Ordinance requires manufacturers or retailers to "take back" their packaging or ensure that 80% of it is collected rather than thrown out. Then 80% of what's collected has to be reused or recycled. In response, the consumer-product manufacturers came up with a consortium to collect the packaging waste. The manufacturers charge themselves for each package sold. Those who pay the fee put a special "green dot" logo on their packages, indicating that consumers should discard them in industry-sponsored collection bins.
<b>Visit Scotland Carbon Neutral program</b>	<p>VisitScotland is committed to growing tourism in Scotland in a sustainable way, both through its own activities and through advice to the tourism industry in Scotland. Initiatives to assist with this include:</p> <ul style="list-style-type: none"> <li>• VisitScotland has established a Sustainable Tourism Unit to incorporate sustainable tourism approaches into all of VisitScotland's activities</li> <li>• VisitScotland has developed an environmental policy (2007). As part of its environmental policy, VisitScotland is establishing its 'carbon footprint' and then making efforts to become carbon neutral. The process of establishing the carbon footprint is likely to be complete by 2008.</li> <li>• VisitScotland is a member of the Sustainable Tourism Partnership</li> <li>• VisitScotland has provided £5,000 to fund research into the potential of a voluntary carbon offset scheme for Scotland through the Tourism Innovation Group</li> <li>• Key to VisitScotland's marketing campaigns is the aim of dispersing visitors throughout Scotland and encouraging them to see all parts of the country throughout the year. This helps to spread the benefits and the pressures of tourism more evenly</li> </ul> <p><a href="http://www.visitscotland.org/print/about_us/faqs/carbon_neutral.htm">http://www.visitscotland.org/print/about_us/faqs/carbon_neutral.htm</a></p> <p><b>The Sustainable Tourism Partnership (STP)</b> was set up by the Scottish Executive in August 2006. Its aim is to build up links with tourism businesses interested in the sustainable development of Scottish tourism. One of the first issues for action for the group is to identify indicators for sustainable tourism in Scotland. These will be used to measure progress towards the goal of becoming Europe's most sustainable tourism destination.</p> <p>The <b>Sustainable Tourism Unit</b>, is working to ensure the incorporation and promotion of sustainable tourism practices into all that VisitScotland does internally and in its activities with tourism businesses. The Sustainable Tourism Unit has been working with colleagues in VisitScotland to develop an environmental policy and targets for VisitScotland.</p>
<b>The Government of Australia</b>	<p>The Australia Government has stated that: Climate change is a serious global challenge and that Australia will contribute to finding an effective and comprehensive global response.</p> <p>Managing Climate Change</p> <ul style="list-style-type: none"> <li>• In July 2007, the Prime Minister released Australia's <u>Climate Change Policy</u> – our economy, our environment, our future</li> <li>• On 3 June 2007, the Prime Minister announced that Australia will move towards a <u>domestic emissions trading system</u>, beginning no later than 2012</li> </ul>
<b>Airlines and carbon offsetting</b>	<p>A number of airlines now operate carbon offsetting programs for their customers, however the degree of up take and effectiveness is linked to how well integrated these schemes are into their operations and bookings systems. For example:</p> <ul style="list-style-type: none"> <li>• The Qantas carbon offset program has a reasonable take of around 10%, and is a very transparent and integrated program within company</li> <li>• The British Airways carbon offset program has a poor up take of less than 1% and is not well integrated into operations</li> </ul>

	<ul style="list-style-type: none"> <li>• Silverjet – the world's first carbon neutral airline has a mandatory carbon offset contribution on all flights</li> </ul>
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## Global

<b>European Union Emission Trading Scheme (EU ETS)</b>	<p>The European Union Emission Trading Scheme (EU ETS) is the largest multi-national, greenhouse gas emissions trading scheme in the world and is a main pillar of EU climate policy.</p> <p>Under the EU ETS, large emitters of carbon dioxide within the EU must monitor and annually report their CO<sup>2</sup> emissions, and they are obliged every year to surrender (give back) an amount of emission allowances to the government that is equivalent to their CO<sup>2</sup> emissions in that year. The installations may get the allowances for free from the government, or may purchase them from others (installations, traders, and the government.) If an installation has received more free allowances than it needs, it may sell them to anybody.</p> <p>From 2011 it proposes that all flights within the EU will be included in the European Emission Trading Scheme and from 2012 the scope will be extended to all international flights arriving at or departing from EU airports.</p>
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## Consumer Programs

### Other Jurisdictions

<b>Trees for Travellers New Zealand</b>	<p>This initiative involves travellers calculating the Green House Gas (GHC) emissions generated by their travel to New Zealand. They can then purchase their choice of native tree for planting to offset their GHG emissions. Individuals are provided with a tracking number for their tree(s) in order to determine the exact location of their planted tree. Individuals are encouraged to visit their tree in person.</p> <p><a href="http://www.treesfortravellers.co.nz/main/aboutUs/">www.treesfortravellers.co.nz/main/aboutUs/</a></p>
<b>Holiday Footprinting UK</b>	<p>A Practical Tool for Responsible Tourism, Best Foot Forward, WWF-UK, 2002: This report presents an ecological footprint analysis of two typical summer package holidays - in Majorca and Cyprus. An estimate of the environmental sustainability of the two holidays is made in the context of available per capita 'earthshare'. Scenarios for footprint reduction are outlined, and recommendations for more responsible tourism are made.</p>

## Acronyms

<ul style="list-style-type: none"> <li>• ATBC – Aboriginal Tourism Association of BC</li> <li>• BCLCA – BC Lodging and Campground Association</li> <li>• BC Chamber of Commerce,</li> <li>• BCRFA – BC Restaurant and Foodservices Association</li> <li>• BCSTC – BC Sustainable Tourism Collective</li> <li>• BCTLI - BC Centre for Tourism Leadership and Innovation</li> <li>• BCYHA, - BC and Yukon Hotel Association</li> <li>• COTA – Council of Tourism Associations</li> <li>• CTC – Canadian Tourism Commission</li> </ul>	<ul style="list-style-type: none"> <li>• DFO – Department of Fisheries and Oceans</li> <li>• EDABC – Economic Development Association of BC</li> <li>• Go2 – the resource for people in tourism</li> <li>• MTSA – Ministry of Tourism, Sport and the Arts</li> <li>• NGOs - non-governmental organization</li> <li>• TIAC – Tourism Industry Association of Canada</li> <li>• TTRA – Travel and Tourism Research Association</li> <li>• UBCM – Union of BC Municipalities</li> <li>• WTA – Wildreness Tourism Association</li> </ul>
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## APPENDIX C - Developing Strategic Directions for Sustainability

### What do we do in the next 5 years to move forward with Sustainable Tourism?

Motivating and Engaging Stakeholders	Providing Incentives for Change	Enhancing our Environment	Sharing Knowledge on Sustainability	Establishing Standards, Certification & Verification	Building Knowledge	Identifying and Measuring Benchmarks	Leading the Way
<ul style="list-style-type: none"> <li>• Resource-based and Tourism to works together (Govt help)</li> <li>• Implement and build relationships on best practices</li> <li>• Tourism as (is) a community development catalyst</li> <li>• Aligning with and promoting First Nations philosophy</li> <li>• Incorporate First Nations stewardship in product development, etc</li> <li>• Embed sustainability in planning (rural/urban – land use)</li> <li>• Integration of indigenous voice</li> <li>• Integrate First Nations values fully</li> <li>• Build relationships with other sectors</li> <li>• Engage environmental groups (input &amp; credibility)</li> <li>• Engage youth in process (future workforce)</li> <li>• Employee engagement and communication</li> </ul>	<ul style="list-style-type: none"> <li>• Tax incentives for green initiatives</li> <li>• Incentives resourced for change (real carrots)</li> <li>• Communicate financial benefits (long term) of sustainable practice</li> <li>• Incentives for small business</li> </ul>	<ul style="list-style-type: none"> <li>• Regulatory review of barriers (external forces)</li> <li>• Stop killing wild salmon</li> <li>• Policy to protect public access</li> <li>• Restoration of habitat</li> <li>• Preservation of rural/wilderness lifestyles and cultures</li> <li>• Achieve LMDA/LMPA agreement with Feds to solve HR Challenge</li> <li>• BC Recycling equivalent or better than Germany</li> <li>• Innovative recycling/reuse</li> </ul>	<ul style="list-style-type: none"> <li>• Citizenship education and engagement in sustainable tourism</li> <li>• Toolkit for visitor information (for SMEs)</li> <li>• Communication – central and accessible and linked to the brand</li> <li>• Government one-stop Green web resource</li> <li>• Further education on sustainability</li> <li>• Capitalize and communicate our successes</li> <li>• Information sharing with industry and community etc.</li> <li>• Education component – formal, informal, public relations</li> </ul>	<ul style="list-style-type: none"> <li>• Single endorsed and accepted certification (e.g. GRI)</li> <li>• Provincially branded standards (certification)</li> <li>• Reward and recognize certification</li> <li>• Set sustainable targets and implement</li> </ul>	<ul style="list-style-type: none"> <li>• Research Snapshot: Benchmarks</li> <li>• Research and document what best in class is implement</li> <li>• More research on what's driving consumers</li> <li>• Connect with environmentally motivated market segments</li> </ul>	<ul style="list-style-type: none"> <li>• Metrics (baselines, targets, monitor)</li> <li>• Need to measure/monitor carbon footprint</li> <li>• Common definitions and metrics</li> <li>• Annual reporting</li> <li>• Science based measurements for carbon and biodiversity</li> <li>• Redefine tourism growth in terms of net benefit</li> </ul>	<ul style="list-style-type: none"> <li>• Unifying vision and common actions (Made in BC) – win a global award</li> <li>• Single lead organization</li> <li>• Common sense supersedes political correctness (need not greed)</li> <li>• Practice what we preach (individually and organizationally)</li> <li>• BC to be recognized as world leader</li> <li>• Cohesive program</li> <li>• Marketing BC - wide</li> <li>• Central booking system for carbon offsets</li> <li>• Balancing profit and conservation = tourism “sweet spot”</li> </ul>

