

# GETTING STARTED WITH CORPORATE CLIMATE ACTION

Tourism is highly susceptible to the impacts of climate change, such as rising sea levels, natural disasters, coral bleaching, and declining snowfall. Companies must take urgent, drastic action to mitigate climate change and minimize its consequences for people, the environment, and businesses. This includes working towards net zero tourism emissions and strengthening climate adaptation and resilience. This document outlines eight practical steps your company can take to get started with climate action.

## 01 Measure Your Current Emissions

- Gather data on your direct and indirect greenhouse gas (GHG) emission sources from the past year, collaborating with suppliers as needed. This may include data such as the amount of fuel used for transportation, heating, and electricity; amount of electricity consumed; flight data; types of meals eaten; and amount of waste generated.
- Use this data to calculate your company's total baseline carbon footprint, categorized by source. Use the appropriate emission factors to run the calculations. Alternatively, hire an organization like Sustainable Travel International to [assess your carbon footprint](#) using best practice methodologies.
- [Read this blog post](#) to learn more about calculating your company's footprint and access free CO2 measurement templates and tools.

## 02



### Set Greenhouse Gas Reduction Targets

- Set targets for absolute emission reductions that align with the Paris Agreement and your national climate targets.
- Focus on your highest emission sources; areas of the business that you have more control over, such as owned assets; and emissions that can be quickly addressed with minimal investment, such as operational changes that have a significant long-term impact.
- These targets should be measurable and time-bound. Be specific, utilizing percentage reductions and investment dollar amounts. Define the baseline year and target year.
- Create an annual monitoring plan to track the progress toward your goals.

## 03



### Define and Implement Decarbonization Strategies

- Define strategies to reduce GHG emissions. This might include energy efficiency improvements, renewable energy adoption, sustainable transportation, waste reduction, etc. Be specific about the actions that you are taking.
- Create a roadmap for implementing the decarbonization strategies, including prioritization of actions, timelines, roles and responsibilities, resource allocation, and indicators to monitor progress.
- [Contact Sustainable Travel International](#) if you would like support in defining your targets and creating an action plan.

## 04



### Develop and Execute a Climate Adaptation Plan

- Identify risk areas and potential hazards that would disrupt your business' assets and operations. These should be climate change impacts, such as sea-level rise, extreme weather events, and economic disruptions.
- Consider the following risk mitigation actions: tolerate, terminate, treat, and transfer. For each risk, decide which action you will take. Further develop strategies that build resilience to climate change impacts, such as infrastructure upgrades, ecosystem restoration, product diversification, water conservation measures, and emergency preparedness plans tailored to destination-specific risks.
- For risks that cannot be terminated or treated, consider transferring the risk by purchasing climate risk insurance to mitigate financial losses and liabilities

resulting from climate-related damages to your assets, operations, supply chains, and infrastructure.

05



## Finance Climate Projects

- Climate change is a global issue; therefore, supporting international and national climate projects is equally impactful.
- Purchase high-quality, verified [carbon offsets](#) to support initiatives accelerating systemic decarbonization and removing carbon from the atmosphere. This includes ecosystem conservation and restoration to curb deforestation emissions and enhance natural carbon sinks; energy transition to shift from fossil fuels to renewables; and innovative carbon removal technologies that capture and store carbon from the atmosphere for millennia. Sustainable Travel International's [Climate Impact Portfolio](#) offers a straightforward way to support a diverse mix of these projects.
- Support climate adaptation projects such as climate-resilient agriculture, ecosystem restoration, and infrastructure projects that can handle extreme weather events (e.g., sea walls, storm drains, and elevated buildings).

06



## Raise Stakeholder Awareness

- Educate employees, customers, and suppliers on climate impacts and sustainable practices that cut emissions. Here are some resources to get started:
  - [Climate-friendly travel tips list](#)
  - [How to reduce travel footprint blog](#)
  - [The carbon footprint of tourism](#)
  - [How climate change is impacting destinations](#)
- Implement a [tailored educational program](#) for your employees, suppliers, or customers. This could include training sessions, climate-friendly trip planning guides, and more.

07



## Collaborate and Advocate for Climate Action

- Engage with industry partners and participate in collective climate action initiatives to amplify impact. For example, sign the [Glasgow Declaration](#), join the [Future of Tourism Coalition](#), and attend our [Road to Net Zero webinars](#) to learn about different climate action topics from subject matter experts.



- Advocate for policies and practices that address climate change mitigation, adaptation, and resilience at the destination level. Collaborate with industry peers and destination leaders to help facilitate these changes.
- Encourage other businesses, especially suppliers and the tourism industry at large, to adopt more sustainable and climate-resilient practices.

## 08



### Communicate About Your Climate Efforts

- Communicate your progress with customers, investors, employees, and the community.
- Report progress made towards your company's climate goals and actions annually to ensure transparency and accountability.
- Provide bite-size updates about your climate efforts throughout the year via social media, media relations, and stakeholder communications.
- Talk about your activities and their positive impacts on communities, environments, and places. Share concrete examples and numbers.

