

EUROPEAN  
TRAVEL  
COMMISSION

# CLIMATE ACTION PLAN



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# EUROPEAN TRAVEL COMMISSION: **CLIMATE ACTION PLAN**

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Published by the European Travel Commission

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This report was developed with  
the support of the Travel Foundation.  
We acknowledge and appreciate their  
collaboration and partnership in this project.

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## INTRODUCTION

# THE URGENCY OF CLIMATE CHANGE

Today, the relationship between Tourism and Climate Change is unquestionable, as is the need for action to avoid the predicted devastating impacts for people and our planet that a changing climate will incur. [The tourism industry has both a responsibility and an opportunity to protect the resources it depends on](#), including the natural environments, wildlife, and cultural heritage that bring travel experiences to life.

Available estimates of Travel and Tourism emissions range between 8% and 11% of global emissions and are forecast to increase by 25% from 2016 levels by 2030. Despite the unprecedented impact of the COVID-19 pandemic on the travel industry, UNWTO's forward-looking scenarios from 2023 foresee rapid growth to pre-pandemic levels and beyond, leading to associated growth in greenhouse gas (GHG) levels.

However, destination assets such as the environmental resources, biodiversity, wild places, community well-being, and weather conditions on which tourism is dependent are particularly vulnerable to the impacts of climate change, including extreme temperatures, floods, droughts, and sea level rise, among others. This undoubtedly means a significant risk for the future of tourism activity for many destinations and, ultimately, for the sector's competitiveness.

Therefore, [addressing the challenges of climate change, building a more resilient and regenerative sector, and restoring and revitalising destination resources](#) should be a priority for all tourism stakeholders.



## INTRODUCTION

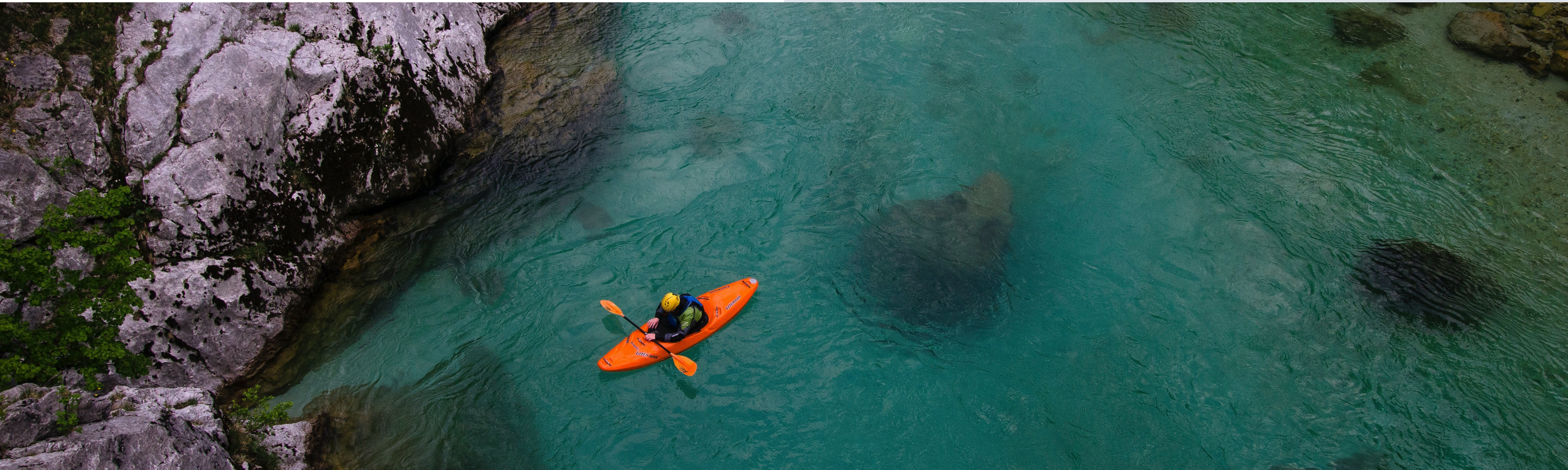
# CLIMATE ACTION IN TOURISM THROUGH THE GLASGOW DECLARATION

Climate action efforts in tourism focus on measuring and reducing GHG emissions while strengthening destinations' capacity to adapt to climate-induced impacts. This requires understanding the challenges we face as an industry, collaboration, and a clear pathway to achieve global commitments to halve emissions by 2030 and reach Net Zero as soon as possible before 2050.

The [Glasgow Declaration on Climate Action in Tourism](#) was launched at COP26 in November 2021 to raise the climate ambition of tourism stakeholders and ensure decisive action to support these

global commitments. The Declaration offers a coordinated plan for tourism climate action, leading and aligning work on this issue while enhancing the need to accelerate climate action in tourism.

Since May 2022, ETC has been a signatory of the Glasgow Declaration. By signing the Declaration, ETC has committed to developing and implementing its Climate Action Plan. This means building a consistent carbon reduction strategy and amplifying climate action by actively supporting ETC member National Tourism Organisations (NTOs) to commit to Net Zero.



## INTRODUCTION

# THE ROLE OF ETC IN CLIMATE ACTION

In recent years, ETC has actively stimulated the climate action debate in tourism. Its 2018 report “Tourism and Climate Change Mitigation – Embracing the Paris Agreement” provides a global analysis of the risks to the tourism industry from climate change and suggests a roadmap towards a low-carbon tourism economy.

Building on the report’s findings, the organisation adopted an internal action plan to increase its decarbonisation commitment. The document addresses both the role of ETC as an organisation and the tourism industry at large. It also provides a call for action to policymakers based on three areas of intervention: invest, regulate and harmonise, and research and educate.

A survey conducted among ETC members in 2021 showed that addressing the impact of tourism on climate change was one of the top priorities of NTOs for the years to come. Suggested areas of intervention included investing in the renovation of tourism destination infrastructure and accelerating the use of sustainable, smart, and multimodal transport, among other measures. As a result of this consultation, ETC members decided that the organisation should become a signatory of the Glasgow Declaration and work on its Climate Action Plan.



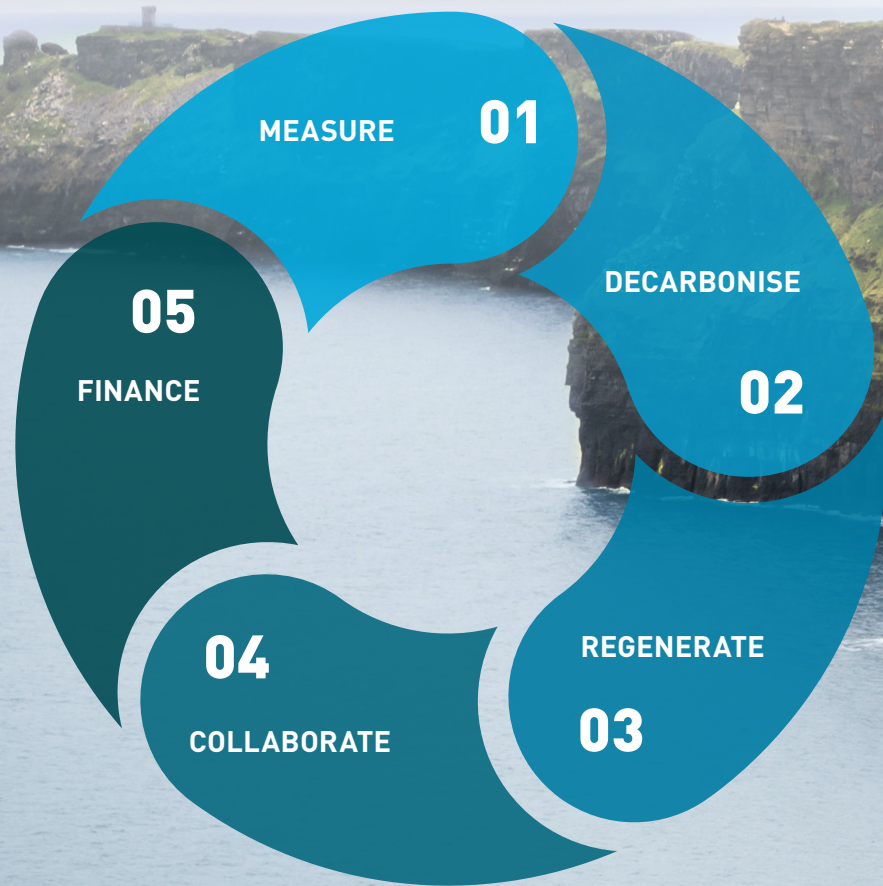
## INTRODUCTION

# THE ETC CLIMATE ACTION PLAN

Primarily, this Climate Action Plan delivers on ETC's commitments concerning the Glasgow Declaration, reducing emissions generated by its operations, leading the way for tourism stakeholders, and supporting engagement in climate action across its member organisations.

The plan covers the five pathways suggested by the Declaration to halve tourism emissions over the next decade and reach Net Zero emissions as soon as possible before 2050: [Measure](#), [Decarbonise](#), [Regenerate](#), [Collaborate](#), and [Finance](#).

ETC will follow these five pathways in implementing its Climate Action Plan, particularly applying the pathways of Measure, Decarbonise, and Regenerate to the internal organisation while focusing on its role as an umbrella organisation for NTOs for the Collaborate and Finance pathways.



At an operational level, ETC will focus on reducing its footprint caused by its operating activities by measuring and calculating the emissions of the six GHGs covered by the Kyoto Protocol, generated through the activities performed by ETC's Executive Unit based in Brussels. While for ETC's influencing role as an umbrella organisation for NTOs in Europe, this Climate Action Plan explores the opportunity for the organisation to catalyse and support its members to commit to climate action, building opportunities for collective action and providing leadership within the tourism industry.

With this Climate Action Plan, ETC is undertaking to develop its work and explore the potential to catalyse climate action more widely, focusing on three main areas:

### REDUCE

ETC commits to measure and calculate emissions of the six GHGs covered by the Kyoto Protocol, generated through the activities performed by its secretariat (the Executive Unit), and to propose concrete measures to progressively reduce emissions with the goal of halving emissions by 2030.

### EMPOWER

As an umbrella organisation for European tourism destinations, ETC has the opportunity to create a ripple effect in climate action. This will be done by supporting its NTO members on their Net Zero journey and building the required capacity for action. Efforts will include providing tools and guidelines to accelerate action, improving skills and knowledge, and boosting cooperation between tourism stakeholders.

### LEAD

As a leader in the tourism sector, ETC will steer transformational change and accelerate climate action in tourism. ETC will lead by example, sharing the work undertaken by the organisation and its members to build a shared pathway for and to support tourism stakeholders to engage with climate action. areas:

ETC will work across these areas to set the foundations for collective action in climate change, focussing on three main objectives:

Measure, decarbonise and mitigate emissions from ETC operations

Catalyse climate action in Europe's tourism destinations

Lead transformational change in tourism through climate action

REDUCE

EMPOWER

LEAD



Each objective will be implemented through a set of key initiatives and actions over the next three years, empowering ETC to:

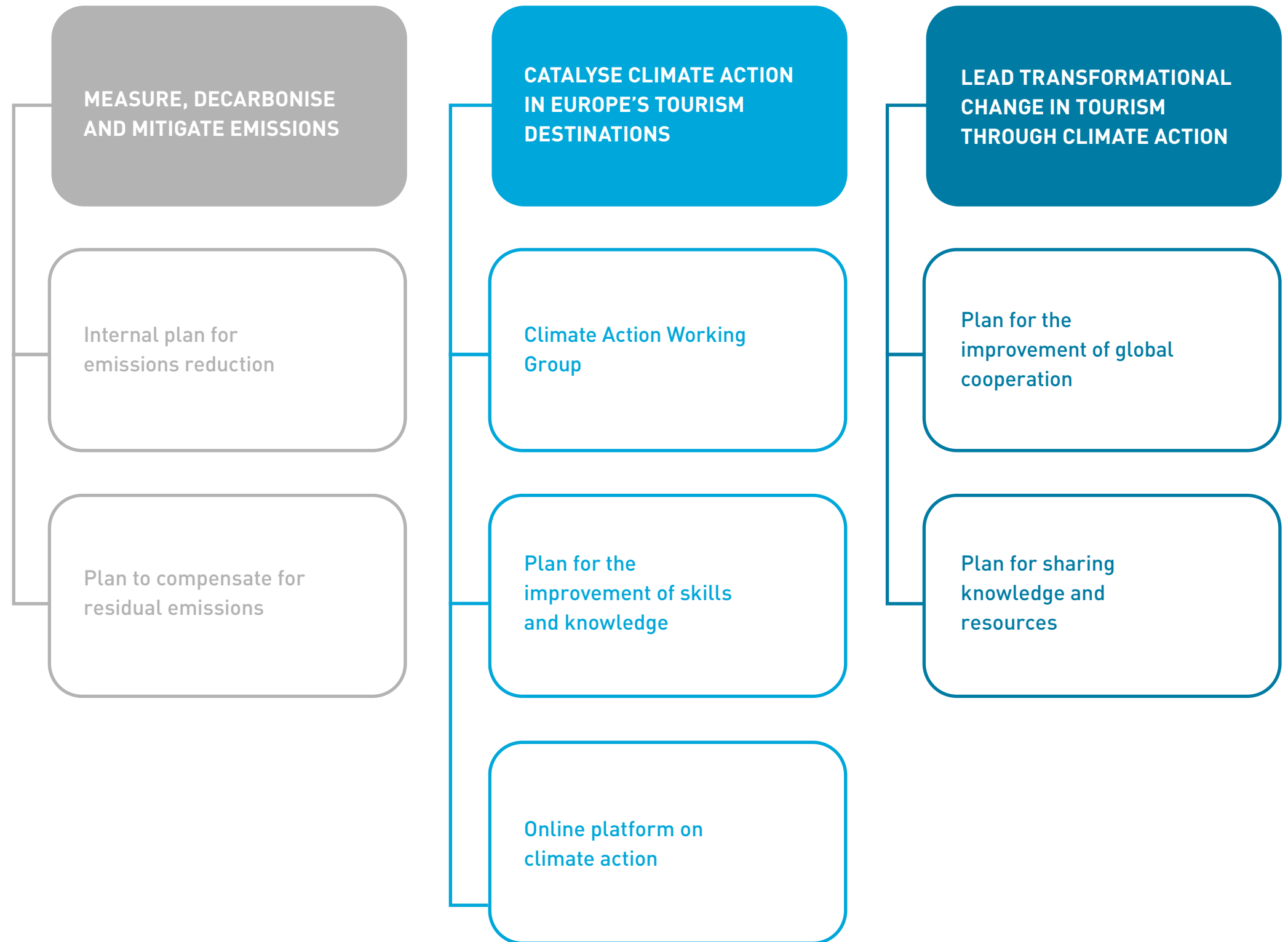
**Unlock and enable climate action** in European destinations by promoting a better understanding of a green transition and providing technical support to its NTO members.

**Contribute to harmonising frameworks** and tools, improving climate literacy and skills among tourism stakeholders.

**Support the work of ETC members** in climate action by showcasing best practices and encouraging others to follow the same path.

**Boost collaboration amongst members** and other stakeholders, supporting them to work collectively on transforming tourism for a resilient, thriving future.

**Position ETC as a leader** in the drive towards Net Zero for the tourism industry.



# CHAPTER I – REDUCE

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**MEASURE, DECARBONISE, AND MITIGATE  
EMISSIONS FROM ETC OPERATIONS**

## CHAPTER I – REDUCE

# MEASURE, DECARBONISE, AND MITIGATE EMISSIONS FROM ETC OPERATIONS

The first step in ETC's decarbonisation strategy is to understand its carbon footprint and the origin of its emissions so an effective baseline can be implemented.

This work aims not only to start ETC's journey towards decarbonisation but also to inspire others and serve as an example for the industry to engage with climate action. This strategy and related activities will be shared with members to provide ideas and examples to help drive collective action more widely.

ETC is committed to:

1. Measure carbon emissions from ETC operations annually.
2. Report emissions and targets against the objectives established annually.
3. Decarbonise ETC operations to move towards Net Zero emissions.

A comprehensive GHG inventory based on 2022 operations has been conducted, providing an accurate emission measurement and enabling ETC to set targets in alignment with the Paris Agreement.

As a result, the two key initiatives to be established during the next three years will be:

01.

Implementation of an internal plan for the reduction of carbon emissions

02.

Development of a plan to compensate for residual emissions through regeneration actions



# CHAPTER I – REDUCE

## INTERNAL PLAN FOR THE REDUCTION OF CARBON EMISSIONS

Following the results of the GHG report for the year 2022 (available in Annex 1), an [annual reduction target of 7%](#) of emissions has been established to reach the 2030 carbon reduction target. To this aim, ETC will work on these actions over the next three years:

1. [Measure and calculate the emissions](#) generated through activities performed by its Executive Unit every year, including scopes 1, 2, and 3.
2. [Report](#) publicly annually on the progress against interim and long-term targets, based on a 7% reduction year on year.
3. [Develop an internal climate policy](#) for reducing emissions within each scope analysed through the carbon footprint report, which may contain actions to achieve the 7% reduction year on year. The areas of scope will be:

### A. DAILY OPERATIONS

Measures for reducing emissions generated by activities that ETC's Executive Unit engages in daily for its purposes.

### B. TRAVEL

Measures for reducing emissions the staff generates on their business travel.

### C. EVENTS

Measures for the reduction of emissions generated by the organisation of ETC's events, including venue, meals, travel, and accommodation of both staff and attendees.

### D. MARKETING PLAN

Measures for reducing emissions generated by marketing and promotion, especially from FAM and Influencer trips. Promotional efforts will focus on sustainable tourism with a lower carbon footprint.

## CHAPTER I – REDUCE

## PLAN TO COMPENSATE FOR RESIDUAL EMISSIONS

The objective “Net Zero” involves reducing GHG emissions and addressing ongoing or unavoidable emissions. This Plan for compensating residual emissions will be designed to **reduce GHG emissions and increase carbon storage while creating positive impacts for communities and ecosystems**. Since the highest percentage of ETC emissions come from Scope 3, mitigating residual emissions across its value chain and regenerative and adaptation activities across its NTO members can considerably reduce its total carbon footprint.

Residual emissions can be mitigated via carbon offsetting through external activities or through insetting - actions to reduce emissions within the own organisation’s value chain and the ecosystems connected to its activities. These actions also help to build the resilience of tourism destinations by focusing on adaptation to climate change impacts.

The development of this Plan will entail initial research on the potential of implementing insetting measures conducted by the ETC Climate Action Working Group and will be shared with members for input and approval. This measure will be carried out once all possible actions for directly reducing emissions have been implemented and analysed.

## MEASURE, DECARBONISE, AND MITIGATE EMISSIONS FROM ETC OPERATIONS

COMMITMENTS	KEY INITIATIVE	ACTIONS	EXPECTED OUTCOMES
I-Measure carbon emissions from operations		Measure and calculate the emissions generated through the activities performed by its Executive Unit, including scopes 1, 2 and 3	Continuously updated inventory of GHG emissions.
II-Report emissions and targets on an annual basis	<b>Internal plan for the reduction of carbon emissions</b>	Report publicly on an annual basis on the progress against interim and long-term targets (7% reduction year on year)	Yearly report of emissions published
III-Decarbonise ETC operations to move towards Net Zero emissions		Develop an internal climate policy for the following areas: <ul style="list-style-type: none"> <li>• Daily operations</li> <li>• Travel</li> <li>• Events</li> <li>• Marketing plan</li> </ul>	Internal climate policy developed
	<b>Plan to compensate for residual emissions.</b>	Develop a plan to compensate for residual emissions through insetting and regeneration actions in members’ destinations.	Plan for residual emissions through regeneration actions created

## CHAPTER II – EMPOWER

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### CATALYSE CLIMATE ACTION IN EUROPE'S TOURISM DESTINATIONS

## CHAPTER II – EMPOWER

# CATALYSE CLIMATE ACTION IN EUROPE'S TOURISM DESTINATIONS

One of the key aims of this Climate Action Plan is to enable [ETC to unlock collective action by providing the required support for its members on their Net Zero journey](#). The focus is on improving knowledge and positioning climate action as a priority for tourism stakeholders while encouraging collaboration within the tourism system.

To this aim, [ETC is committing to the following](#):

1. Improve knowledge and the required skills to work on climate action in tourism.
2. Contribute to building a consensus on appropriate frameworks and tools for climate action at a destination level.
3. Provide opportunities for the exchange of best practices and experiences.
4. Provide the necessary support for European NTOs to engage in climate action at every journey stage.

As a first step, research has been conducted among ETC members to better understand [the main barriers and challenges tourism destinations face](#) and the leverage points to increase engagement.

From this research, these areas of support were identified by ETC members as essential to address the main barriers to and enabling conditions for climate action in their respective destinations:

**Financial resources:** After the Covid-19 crisis, many tourism stakeholders face financial constraints that limit their capacity to undertake new investments. Importantly, climate projects are perceived as at a high level of economic investment. Advocating for financial incentives for an industry where decarbonisation represents a fundamental challenge must remain a primary objective.

**Governance:** Collaboration between the tourism industry and non-tourism stakeholders is crucial to strengthen the capacity for climate action and a clear understanding and updates on existing regulations and policies. Harmonisation on existing frameworks across Europe is essential for coordinated action in the industry.

**Tools and technical resources:** The need for more available data and the creation of a system for its collection represents an essential challenge for tourism. There is a specific need for reliable data, indicators, and tools for destinations to build a consistent roadmap toward Net Zero in tourism. Likewise, tourism stakeholders demand standard tools and coordinated frameworks for calculating GHG emissions.

**Knowledge and skills:** Climate action requires an understanding of the science of climate change, including its causes and effects and the role of the tourism sector in contributing to and mitigating the problem. Also, tourism stakeholders require the appropriate skills to understand and conduct carbon footprint measurement and to enable them to design decarbonisation strategies.

**Behavioural change:** While there is broad recognition of the impacts of the climate crisis, changes in mindsets and behaviour remain a barrier to climate action, especially after the effects of the Covid-19 crisis in the sector.

Considering the results of the research, the [key initiatives](#) to meet members' needs and provide the best support to enable them to deliver their climate strategies are:

Establishment of ETC's Climate Action Working Group within the organisation

Development of a plan for the improvement of skills and knowledge of members in climate action

Creation of an online platform for ETC members to share best practice examples, case studies and tools for climate action

## CHAPTER II – EMPOWER

# ESTABLISH A CLIMATE ACTION WORKING GROUP

Recognising the relevance of the topic and the need to work on climate action holistically within the organisation, a new dedicated Working Group on Climate Action will support ETC to deliver on its climate commitments and help ETC to apply a climate lens to its operations across all work areas.

The Working Group will also **highlight ETC's and its members' needs to European institutions** to ensure that public policies for climate action are set up, and appropriate resources are allocated, positioning the organisation as a trusted leader in climate action for the tourism industry.

The Chair of the Climate Action working group will be initially in charge of the following:

1. Ensuring that the organisation provides the best support for its members in climate action, including through pool agreements with consultants on measuring emissions and developing decarbonisation strategies.
2. Tasking the Climate Action Working Group with monitoring policy developments and regularly engaging with the European Commission, European Parliament, and European Council.
3. Collaborating on revising and harmonising data and indicators in the EU framework by compiling and sharing Members' data related to climate action.
4. Applying to become an ambassador of the European Climate Pact, informing, inspiring, and supporting climate policy and action across the ETC network, gaining the recognition of the European Commission as a committed partner.





## CHAPTER II – EMPOWER

# PLAN FOR THE IMPROVEMENT OF SKILLS AND KNOWLEDGE OF MEMBERS

Although the risks and impacts of climate change have been present in our society for a long time, tourism has been relatively slow to respond, and for many, action on this issue is a relatively new challenge. As a result, it is a topic around which there is still much uncertainty and on which stakeholders would benefit from increased clarity, knowledge, skills, and expertise. This initiative aims to fill this gap to help **reach a global understanding of the topic** while incentivising the development of Climate Action Plans and strategies among ETC members.

To develop this knowledge, ETC plans to:

1. Conduct workshops on climate action topics and green transition in tourism to build capacity amongst ETC members, focusing on Regeneration and Finance pathways: i.e., behavioural change, regeneration in tourism, and tools for addressing climate change.
2. Support its NTO members on their Net Zero journey by developing a Roadmap for destinations towards Net Zero, including guidelines and best practices on climate action strategies.
3. Encourage members to sign the Glasgow Declaration and support delivering their Climate Action Plans and decarbonisation strategies (e.g., a handbook on lowering the climate impact of NTOs participation in fairs, FAM and influencers' trips; studying the impact of tourism activities in the destination to promote climate-friendly types of tourism).
4. Expand the available research on climate action in tourism and improve climate literacy based explicitly on the needs and challenges of members, such as lowering the climate impact of NTOs' participation in fairs, FAM and influencers' trips, and other marketing activities in line with Green Public Procurement principles
5. Support its members in the green labels' certification processes by developing guidelines for members on the accreditation.
6. Promote circularity in tourism services by enhancing and supporting members in implementing circularity plans at the NTA level following EU recommendations.
7. Publish a handbook on measuring tourism GHG emissions for destinations to support a better understanding of determining the carbon footprint of tourism activity within a destination.

## CHAPTER II – EMPOWER

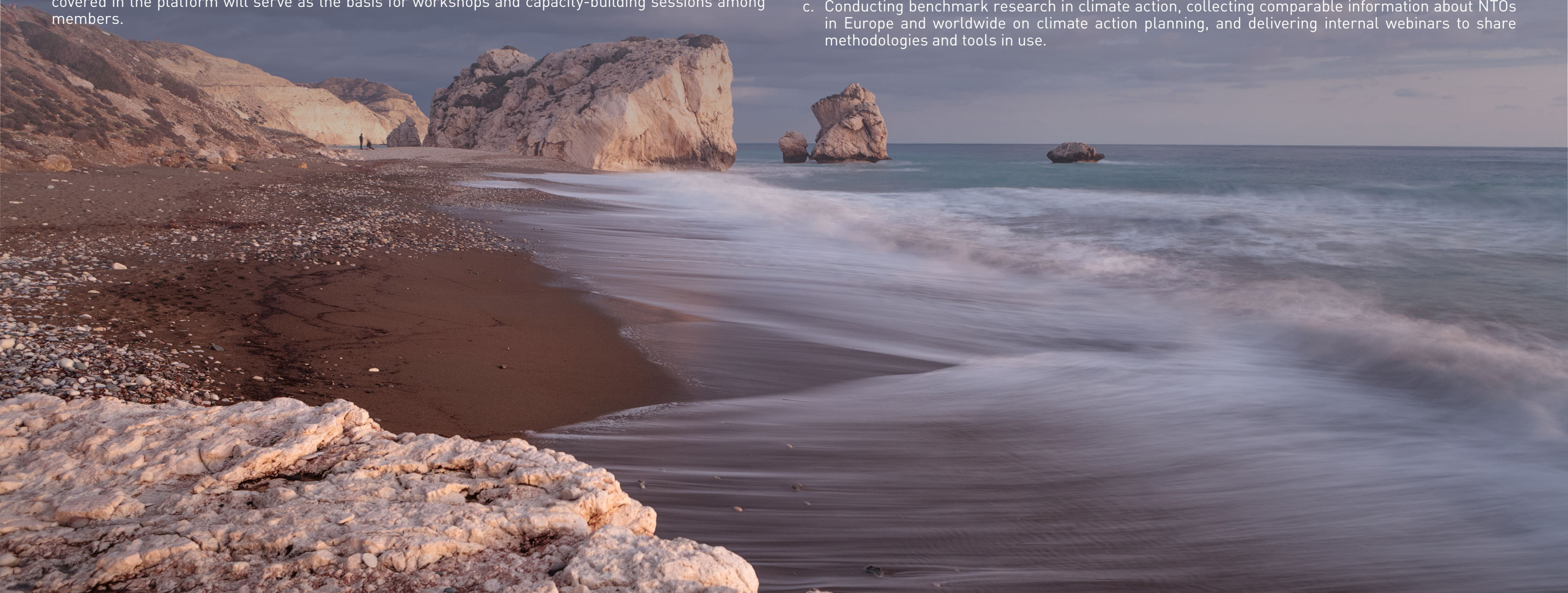
# ONLINE PLATFORM FOR CLIMATE ACTION

Collective action and enhanced collaboration on climate adaptation and mitigation remain paramount to harmonise the available tools and build a common pathway toward the Net Zero destination. To this aim, ETC will create a collaboration platform for its members to support their access to information, specific tools, best practice exchange, and knowledge-sharing opportunities.

The platform will cover relevant topics with methodologies and tools used by NTOs in Europe and worldwide on climate action planning, common indicators, and benchmark research. The information covered in the platform will serve as the basis for workshops and capacity-building sessions among members.

The content of the platform will focus on:

- a. A database of worldwide best practices in climate action to incentivise members and promote their work.
- b. A place where members' Climate Action Plans can be displayed in the spirit of collaboration for collective action.
- c. Conducting benchmark research in climate action, collecting comparable information about NTOs in Europe and worldwide on climate action planning, and delivering internal webinars to share methodologies and tools in use.



CATALYSE CLIMATE ACTION IN EUROPE'S TOURISM DESTINATIONS			
COMMITMENTS	KEY INITIATIVE	ACTIONS	EXPECTED OUTCOMES
I- Provide support for European NTOs to engage in climate action	<b>Climate Action Working Group</b>	Officially set up the new Working Group on Climate Action	Set up Climate Action Working Group
		Task the Climate Action Working Group with monitoring policy developments and public affairs	
		Collaborate in the revision and harmonisation of data and indicators in the EU framework by compiling and sharing Members' data related to climate action	Share and update members' actions
		Become an ambassador of the European Climate Pact	Ambassador of EU Climate Pact
II - Improve knowledge and skills for climate action in tourism	<b>Plan for skills and expertise of members</b>	Develop guidelines for NTOs to include climate action in their strategies	Handbook on measuring tourism GHG emissions for destinations Publication of "Roadmap for destinations towards Net Zero"
		Encourage members to sign the Glasgow Declaration and provide support for delivering their Climate Action Plans and decarbonisation strategies	Guidelines for engaging with Glasgow Declaration
		Conduct workshops on climate action topics, particularly focusing on regeneration and finance pathways	One workshop per year for members on climate action Dedicated workshop during the 75th-anniversary event
		Include climate action as a central topic in the Research Action Plan and publish research from experts/areas of interest for climate action	Research on climate action in line with Green Public Procurement principles
		Develop guidelines for members on the process of green labels certification	Guidelines on green labels for members
		Provide support to members in the implementation of circularity plans at the NTA level following EU recommendations	Members developing circularity plans

## CATALYSE CLIMATE ACTION IN EUROPE'S TOURISM DESTINATIONS

COMMITMENTS	KEY INITIATIVE	ACTIONS	EXPECTED OUTCOMES
III - Collaborate through best practices and experiences exchange	<b>Online platform for members of climate action</b>	Establish a collaboration platform for members that supports their access to information, specific tools, best practice exchange, and knowledge-sharing opportunities to support their engagement with climate action	Online platform for Climate Action
		Conduct benchmark research in climate action collecting comparable information about NTOs in Europe and worldwide on climate action planning	Benchmark research on climate action strategies at the destination level
		Create a database of worldwide best practices in climate action to incentivise members and promote their work	Database of best practices and climate actions plans developed
		Influence members to cooperate on preparing joint proposals for funding calls for pilots and projects to enhance climate-friendly tourism models	Cooperation projects to be implemented among members

# CHAPTER III – LEAD

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## CATALYSE CLIMATE ACTION IN EUROPE'S TOURISM DESTINATIONS

## CHAPTER III – LEAD

# LEAD TRANSFORMATIONAL CHANGE IN TOURISM THROUGH CLIMATE ACTION

The European Travel Commission (ETC) was established in 1948 as a regional commission for Europe under the International Union of Official Travel Organisations (IUOTO). Those were times of post-war reconstruction, and from its inception, the organisation sought to facilitate travellers' mobility and promote tourism. While ETC had no formal power, it provided an arena where tourism officials and business professionals could meet and collaborate.

This is still the case over 75 years later. While the primary mission of ETC remains the promotion of Europe as a tourism destination, the mandate of its 35 member NTOs is evolving, and the same applies to ETC. With the exponential growth of tourism in the year 2000, the focus shifted from marketing to managing the destinations, both for NTOs and for ETC as their umbrella body.

Today, ETC has the long-term aspiration of setting up a new unique forum where public and private tourism stakeholders can cooperate to create benefits and eliminate disadvantages for the European travel industry. For this purpose, the organisation extends its membership to private organisations and academia through the Associate Membership Programme.

ETC's unique role in the landscape of European tourism prompted the European Commission to establish long-term cooperation in promotion and research. ETC was deeply involved in drafting the Tourism Transition Pathways and is part of the Commission's body uniting tourism experts around Europe (T4T).

ETC is also chairing the European Tourism Manifesto alliance. In this informal group, stakeholders representing all parts of the tourism value chain are gathering to discuss the sector's challenges and align their requests towards policymakers.

Because of its unique position in the crossroads between public and private tourism networks, ETC can play a leadership role in engaging with the industry to drive the journey towards Net Zero and lead by example, sharing the works undertaken by the organisation and its members to inspire others to follow the pathway.

To this aim, ETC is committed to:

1. Raise awareness in the industry and lead the pathway on climate action within the tourism industry.
2. Promote the need for a green transition in tourism and the potential for European destinations.
3. Boost collaboration within organisations and accelerate climate action at a global level.

To enable a snowball effect in the industry, ETC will focus on these key initiatives:

01.

Improvement of global cooperation to catalyse efforts on climate action

02.

Share information and increase knowledge on climate action in tourism, leading by example

## CHAPTER III – LEAD

# IMPROVE GLOBAL COOPERATION TO CATALYSE EFFORTS ON CLIMATE ACTION

Climate change is a global issue affecting everyone; no organisation or individual can solve the problem alone. Reducing GHG emissions and transitioning to a low-carbon, the climate-resilient economy requires a collective effort. As a leader in the tourism sector, ETC will guide collaborative efforts and build bridges for action across different organisations, to harmonise existing frameworks at a global level to create coordinated action within the industry.

Initiatives to improve cooperation and collaboration will continue throughout the life of this plan, covering but not limited to:

1. Connecting with One Planet Network to keep up to date with the Repository of Resources.
2. Engaging with the Glasgow Declaration Community by:
  - a. Encouraging members to sign the Glasgow Declaration and commit to delivering Climate Action Plans (CAPs). Showcase members who are signatories of the Glasgow Declaration and monitor the number of members committing and becoming signatories.
  - b. Contributing to the community by sharing research, best practices, and relevant data.
  - c. Establishing collaboration agreements with other organisations with similar commitments towards climate action.
3. Support the dissemination of, and engagement with, the European Commission's Transition Pathway for Tourism through awareness-raising activities to increase the visibility of climate action.



## CHAPTER III – LEAD

# SHARE INFORMATION AND INCREASE KNOWLEDGE ON CLIMATE ACTION IN TOURISM, LEADING BY EXAMPLE

Cooperation on climate action also requires a shared understanding of the urgency and severity of the climate crisis. This can include sharing knowledge and resources to reach a clear understanding of the issue and unlock the potential for innovation in the transition to a more sustainable future.

To this aim, ETC will share with the whole tourism industry its work and its work with members to serve as an example for others, including but not limited to:

1. Expanding and sharing the available research, helping to meet the need for more knowledge in climate action in tourism. All research developed within the framework of this Climate Action Plan will be widely distributed to the tourism industry.
2. Publishing and showcasing all Climate Action Plans developed by ETC's members to provide inspiration and examples for other destinations to follow.
3. Raising awareness of climate action globally, highlighting the potential of Europe to lead the twin green and digital transition in tourism.
4. Share any other work undertaken by the new Climate Action Working Group with the industry.





## LEAD TRANSFORMATIONAL CHANGE IN TOURISM THROUGH CLIMATE ACTION

COMMITMENTS	KEY INITIATIVE	ACTIONS	MAIN OUTCOMES
I - Collaboration with other organisations committed to climate action	<b>Improve global cooperation to catalyse efforts on climate action</b>	Connect with One Planet Network to ensure that ETC is informed of relevant updates to the Repository of Resources	Collaboration agreements with international organisations
		Engage with the Glasgow Declaration community by: <ul style="list-style-type: none"> <li>• Encouraging members to sign the Glasgow Declaration and deliver Climate Action Plans.</li> <li>• Contributing to the community by sharing research, best practices, and data</li> </ul>	
		Establish collaboration agreements with other organisations with similar commitments and objectives to join efforts toward Climate Action	
		Support the dissemination of and engagement with the Tourism Transition Pathway through awareness-raising activities to increase the visibility of climate action	Advocacy actions
II - Raise awareness of climate action at a global level	<b>Share and distribute knowledge to lead by example</b>	Share research with the tourism industry worldwide	Publications shared widely: “Roadmap for destinations towards Net Zero” and “Handbook on measuring tourism GHG emissions for destinations”  Other relevant publications for the tourism industry are shared widely
		Publish and showcase members’ Climate Action Plans	Members’ CAPs showcased
		Conduct awareness-raising initiatives to highlight the potential of Europe as a green destination	Advocacy actions are undertaken

# CHAPTER IV

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## SUMMARY OF ACTIONS AND TIMELINE





















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