

Roadmap for National Tourism Organisations Towards Climate Action in Destinations

Climate Action Planning Framework



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A report produced for
the European Travel Commission
by AGEG Tourism for Sustainability

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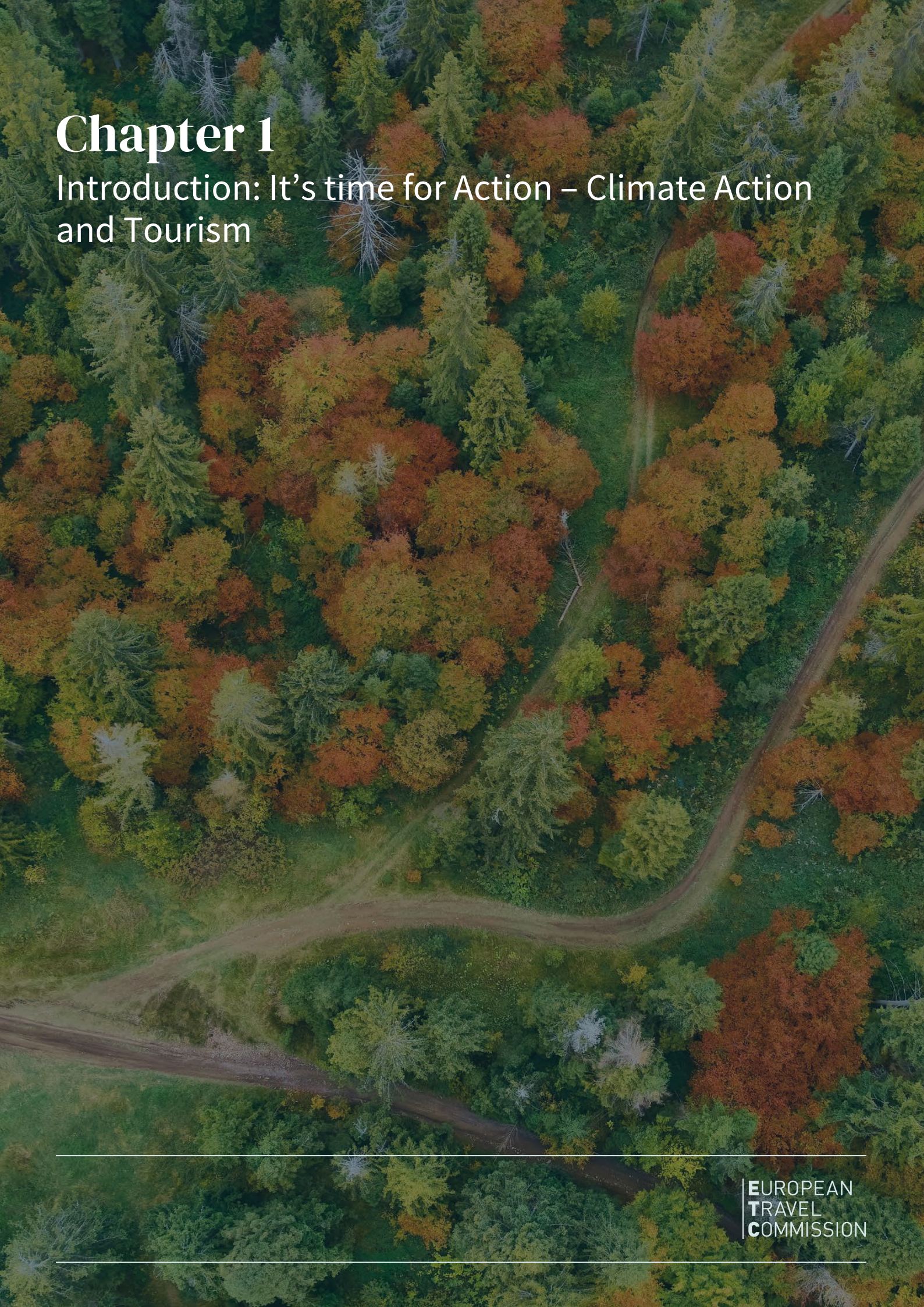


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An aerial photograph of a dense forest. The trees are in various stages of autumn, with colors ranging from deep green to bright yellow and orange. A winding dirt road or path cuts through the forest, starting from the bottom left and curving towards the top right. The overall scene is lush and vibrant.

Chapter 1

Introduction: It's time for Action – Climate Action and Tourism

Introduction

It's time for Action – Climate Action and Tourism

Tourism is one of the **economic driving forces** worldwide. It's a **job creator**, contributes significantly to economic development, supports local communities, and enriches the lifestyle in your destination.

At the same time, tourism is a **major driver of greenhouse gas (GHG) emissions** and a cause of global warming. Drastic climate change phenomena such as snowless winters or severe floods, extreme drought and forest fires **are threatening Europe's status as a leading tourist destination**. Tackling climate change is one of the biggest challenges that the European tourism industry is currently facing.



Accelerating climate action in tourism is a priority to maintain Europe's position as a leading sustainable tourism destination.

Rapidly growing emissions in the tourism sector are endangering not only the planet but also the tourism industry itself. The cost of inaction with regards to climate change will be greater than the cost of any other crisis.

Climate Action in Tourism through the Glasgow Declaration

There is a **growing consensus among tourism stakeholders** that the future resilience of tourism will depend on the sector's ability to embrace a low-carbon pathway and cut emissions (oneplanetnetwork.org).

The Glasgow Declaration for Climate Action in Tourism was launched by the UNWTO (along with partners UNEP, the Travel Foundation, Tourism Declares a Climate Emergency, and Visit Scotland) at COP26. **It's the most comprehensive global climate change commitment ever in the tourism sector, aiming to halve emissions by 2030 and to reach Net Zero as soon as possible before 2050.** The Declaration provides a framework that, for the first time, brings together all tourism stakeholders worldwide around five shared commitments under which all plans should be framed:

01 MEASURE

02 DECARBONISE

03 REGENERATE

04 COLLABORATE

05 FINANCE

The Declaration's signatories commit to publishing climate action plans within 12 months of signing, implementing them accordingly, and reporting publicly on progress at least annually. As of the end of 2024, the Glasgow Declaration had over 900 signatories.

ETC's Role in Climate Action

The mission of the European Travel Commission (ETC) is to promote Europe as a tourism destination and to **support Europe** on its **journey to a sustainable destination**.

Against this backdrop, **ETC made a strong statement toward more sustainability in Europe** and signed the Glasgow Declaration on Climate Action in Tourism. This signature represents a commitment to developing a long-term strategy for reducing carbon emissions in Europe's tourism sector while enhancing climate actions. This should be realised by supporting **ETC's member National Tourism Organisations** towards active climate actions and the long-term commitment to **Net Zero**.

The first step is to support ETC members in developing their own Climate Action Plans and strategically systemising their climate actions in your destination.

What is a Climate Action Plan?

Developing a Climate Action Plan is the structured step-by-step approach needed to transform your tourism destination into a Net Zero destination.

Simply put, a Climate Action Plan is your destination's roadmap for aligning with global greenhouse gas (GHG) emissions goals and navigating climate risks and opportunities.

Step-by-Step Guide to a Climate Action Plan

This Roadmap for National Tourism Organisations on Climate Action in Destinations is a clear and simple framework for Climate Action Planning (CAP) for tourism destinations. It guides you step by step through the CAP process, illustrated with good practice examples, defines action areas, and provides practical tools to get you started with your Climate Action Plan.



The Climate Action Plan focuses on each NTO's key areas of influence. To develop the Climate Action Plan, you will work with businesses and destinations to lead your destination towards Net Zero.

Chapter 2

Why Every Tourism Destination Needs an Action Plan?



Why Every Tourism Destination Needs an Action Plan?

Tourism destinations and businesses are highly vulnerable to climate change. This means that their cultural and natural assets and revenue drivers are under threat. At the same time, tourism itself contributes to at least 8% of global greenhouse gas emissions.

By not taking action to reduce these emissions, tourism destinations are risking their own future.



There is another important aspect - climate action is increasingly becoming a competitive factor for destinations.

Structured Climate Action planning generates direct benefits for your destination.

Benefits of Climate Action Planning

1. Creating a Climate Action Framework

You will take a structured approach to your climate action activities, enabling you to track and monitor your progress and benchmark your targets.

2. Building resilience for the future

We are in the midst of a transition to a low-emissions planet that will shape our economy over the next decade. Get your destination ready and start planning for the renewable energy and low-carbon tourism supply chain your destination will need in the future.

3. Reducing business costs

Reducing carbon emissions means reducing consumption, which directly impacts the bottom line of tourism businesses in your destination. Climate action can help businesses in your destination reduce costs and avoid additional expenses such as carbon taxes.

4. Improving the image & reputation of your destination

To stay well positioned in the international tourism market, it is crucial to demonstrate a commitment to climate action in the destination. If you want to be or remain at the forefront of the sustainable tourism market, climate action planning is a must.

5. Enhancing marketing and staying competitive

Investors, tour operators, and visitors are increasingly demanding greater sustainability and more sustainable tourism products in destinations. Sustainability practices and climate action are increasingly becoming key decision-making factors. Undertaking climate action will help you meet the expectations of investors, tour operators, and visitors and thereby remain competitive.

The following examples illustrate how to communicate and promote climate action:



1. [Swisstainable communication toolbox](#)
2. [Swisstainable marketing campaigns](#)
3. [Can't skip tomorrow challenge](#)
4. [Sustainable promotion Finland](#)
5. [Sustainable promotion Denmark](#)

Sustainability and Climate Action can become a driver for your destination's marketing.

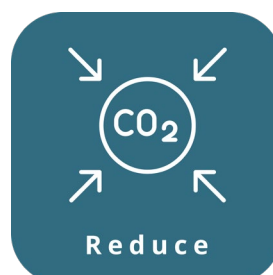
Chapter 3

Your Role in Climate Action Planning as an NTO



Your Role in Climate Action Planning as an NTO

So, what is your role as a National Tourism Organisation in climate action within the destination?



Lead

As a National Tourism Organisation, you are the strategic leader for your destination and will drive change and accelerate climate action there. You will lead the climate action planning process, set the strategic climate action targets and act as a role model for your destination's marketing organisations, destination management and tourism businesses.

Empower

As the umbrella organisation for DMOs and businesses in your destination, you should empower them on their Net Zero journey by building the necessary capacity for action.

Efforts include providing practical tools and guidance, establishing platforms for collaboration and exchange, and setting up tailor-made capacity-building programmes. This will help accelerate climate action, improve skills and knowledge, and encourage collaboration between your tourism stakeholders.

Reduce

Your main role is to lead the process of reducing emissions from your destination's tourism stakeholders. To do this, you need to understand your carbon footprint and the source of emissions to establish an effective baseline.



It's time to get started with Climate Action Planning!

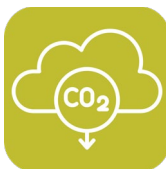
Chapter 4

The Key Elements of an Action Plan

The Key Elements of an Action Plan

The key elements of your Climate Action Plan should always be aligned with the pathways of the Glasgow Declaration for Climate Action in Tourism and should incorporate concrete targets and activities to adapt to climate change.

The Five Pathways of the Glasgow Declaration

WHAT TO DO?		
MEASURE	DECARBONISE	REGENERATE
Measure and calculate all travel and tourism-related emissions within the destination.	Set targets and plan activities to decrease GHGs from your organisation and your destination's tourism stakeholders.	Set targets and define activities to restore and protect ecosystems, and improve biodiversity, food security and water security.
		
HOW TO DO IT?		
COLLABORATE	FINANCE	
Start a cooperation process with your tourism stakeholders and look for national and international cooperation on Climate Action in Tourism.	Ensure resources and capacity are sufficient to meet the targets set out in your Climate Action Plan.	
		
ADAPT		
Set targets and define concrete actions to adapt the tourism ecosystem in your destination to the effects of climate change.		
		

What makes for a strong Climate Action Plan?

Climate Action Plans are essential to turn commitments into action. But what makes a strong Climate Action Plan?

Here are the five principles that make a strong Climate Action Plan:

1. Strong climate action plans are rooted in science

The biggest threat to your destination's image when it comes to sustainability and climate action is losing credibility and being accused of greenwashing. That's why a strong climate action plan should be based on science. To be on the safe side, follow the guidelines in this manual, which are aligned with the pathways of the Glasgow Declaration on Tourism.

2. Strong climate action plans have clearly defined targets

Clearly defined and measurable targets, combined with feasible activities and a realistic timeframe, are critical to the success of your Climate Action Plan. Ideally, targets are based on achieving Net Zero¹ rather than carbon neutrality or positivity.

3. Strong climate action plans identify who is responsible

A strong and effective climate action plan will set out exactly who is responsible for ensuring that each action is taken. It describes all activities and assigns every task, defining exact deadlines within which tasks should be completed.

4. Strong climate action plans get specific about implementation

Because a climate action plan is a roadmap that defines how to get from point A to point B, it needs to be detailed to be effective. Each step should be outlined with specific actions to be taken along the way.

5. Strong climate action plans incorporate equity at every level

When it comes to the impact of climate change, those who face the greatest threat are also those who are least responsible for it. That includes people who are vulnerable to, or are already experiencing, socio-economic challenges. To identify how risks, opportunities and change affect people differently, a climate action plan should be developed with an “equity lens”.



Now that we've looked at the elements of an effective climate action plan, let's shift our focus and examine the process for creating one.

¹**Carbon positive** means reducing and offsetting carbon emissions at a level higher than what is being released. Carbon positive takes into account carbon dioxide only and doesn't measure other GHGs. It also has less strict reporting standards.

Carbon neutrality means having a balance between emitting carbon and absorbing carbon from the atmosphere in carbon sinks. Removing carbon oxide from the atmosphere and then storing it is known as carbon sequestration.

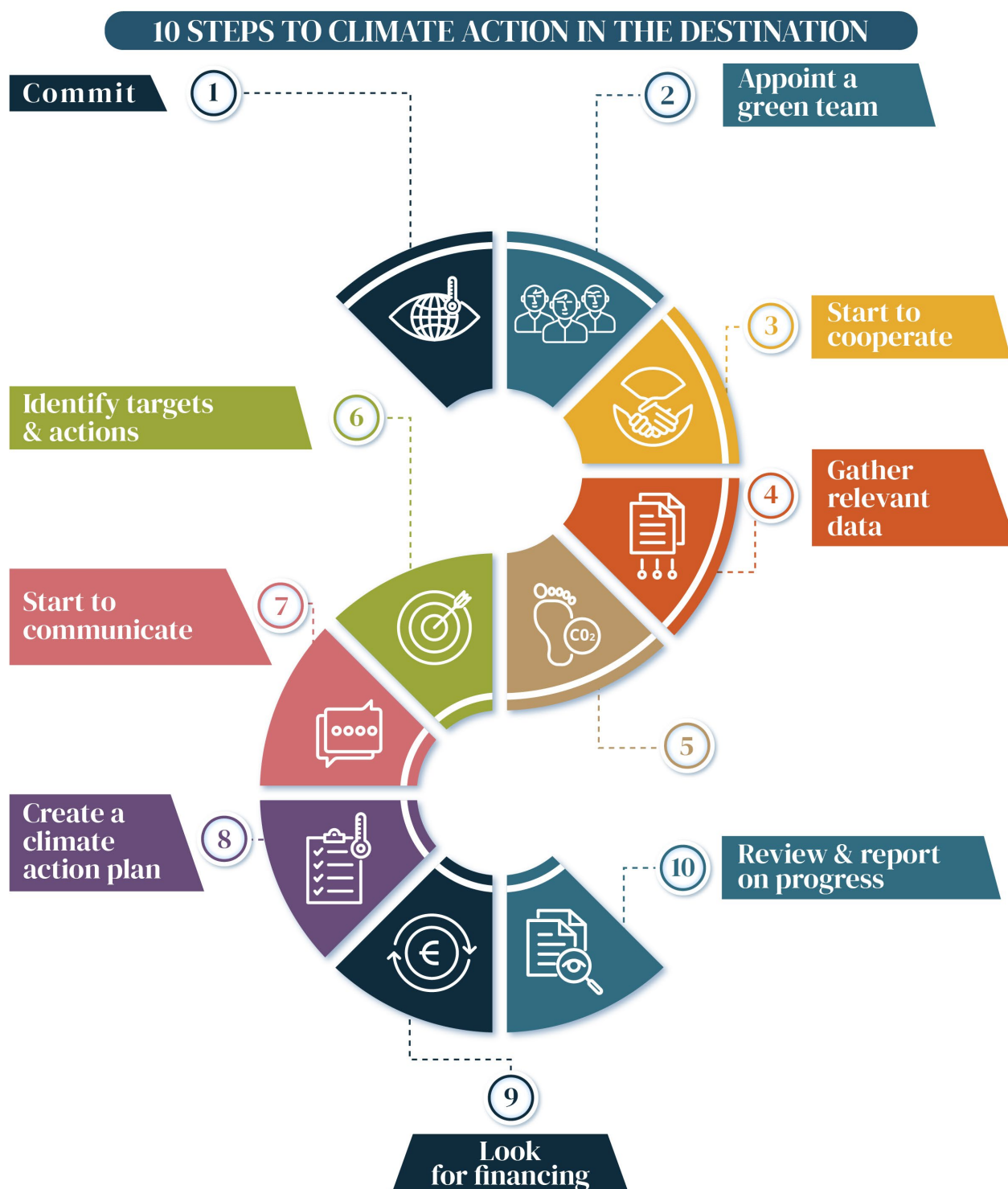
Net-Zero carbon emissions mean that an activity releases net-zero carbon emissions into the atmosphere.

Chapter 5

Where to Start?



Where to Start?



1. Commit

The first step for national tourism organisations considering a Climate Action Plan would be to officially sign the Glasgow Declaration on Climate Action in Tourism. This aligns commitments with the global goal of halving emissions by 2030 and reaching net zero by 2050 at the earliest. By signing, you officially commit to climate action in your destination.



By signing, you commit to publishing & implementing a Climate Action Plan within 12 months.

You also commit to publicly reporting on progress at least annually.

Signatories receive access to webinars, tools and resources to support their climate action journey.

2. Appoint a green team

Set up a green team or assign responsibility to your existing sustainability team within your organisation. You can also set up a cross-cutting working group with representatives from the tourism value chain in your destination. The role of the green team within your organisation is to:

- Collect data.
- Develop and implement the Climate Action Plan.
- Develop training, awareness and capacity-building programmes for the destination's tourism stakeholders.
- Review actions and monitor progress.

3. Start to cooperate

Start a collaborative process with your tourism stakeholders to create a platform for exchange and knowledge sharing and seek national and international cooperation on Climate Action in tourism.

4. Gather relevant data

Task the green team to collect data on GHG emissions from your tourism stakeholders, use the connections of your working group to instruct tourism stakeholders to collect data on energy consumption and waste generation, and use a carbon calculator to estimate the carbon footprint of their businesses and organisations.

Establish a baseline as this is the benchmark against which you can compare future performance.

5. Measure carbon footprint

Measure and calculate all travel and tourism-related emissions within the destination.

6. Identify targets & actions

Together with the representatives of the cross-sectoral working group, the Green Team can start brainstorming on actions and realistic targets for the destinations in the following areas:

- Measure.
- Collaborate.
- Decarbonise.
- Regenerate.
- Finance.
- Adapt.

7. Start to communicate

The green team can also brainstorm creative ways to raise awareness of the importance of Climate Action Planning in the destination and how to promote climate action activities to visitors in attractive ways.

8. Create a Climate Action Plan

Now start working on your action plan. In the last section (toolbox for NTOs) you will find all the necessary templates. Start prioritising and identifying actions and develop a [Strategic Climate Action Plan](#). The Strategic Climate Action Plan describes your starting point, the vision for your destination, and explains the targets and action areas for your destination. Decide what is important for your destination, how you want to see the destination transformed towards Net Zero, be realistic about the time and resources available, set targets, and invite suggestions from your working group members. For concrete implementation use the [Implementation Action Plan](#) template from the toolbox.

9. Look for financing

Estimate the expected costs and savings for each action and consider the cost benefits. Not every action costs money and there are “early wins” that require little or no investment. Look for funding opportunities to finance your Climate Action activities and make sure that funding is secured before you begin implementation.

10. Review & report on progress

Monitor your progress so you can track changes in your carbon footprint over time. Arrange regular meetings with your Green Team and working group members to review your targets and actions and see where you are. Once a year, produce a clear report on your progress on climate action (see the [Reporting template](#) in the toolbox).



Your Climate Action Plan is not a “stand-alone” document. The targets and activities set out in the Climate Action Plan should also be integrated into your destination planning, e.g. sustainable development or sustainability strategy.

Chapter 6

Climate Action in Your Destination

Climate Action in Your Destination

To get started with your Climate Action Plan you should address key areas for your journey towards Net Zero.



Please Note: Ensure that the key areas are in line with your role as a national tourism organisation and in line with your national climate action plan/strategy.

Possible Key Areas include:

- Coordinate collaborative working with the tourism stakeholders in your destination.
- Measure, monitor and report on greenhouse gas (GHG) emissions.
- Promote sustainable accommodation (energy efficiency and renewable; resource use and waste reduction (circularity)).
- Promote sustainable events.
- Promote sustainable destinations.
- Promote sustainable tourism products.
- Promote the purchase of local, authentic products.
- Develop climate adaption strategies.
- Prioritise a regenerative approach to tourism products.
- Ensure travel options conserve biodiversity.
- Promote low-carbon transport and active travel.
- Promote the offer of authentic and local products.
- Develop Climate Change adaption alternatives.
- Protect and restore natural environments.
- Ensure sufficient funding for the implementation of your Climate Action Plan.
- Ensure benefits for tourism stakeholders through low-carbon development.



Please Note: That the following sections provide just some examples of target setting and related activities within the destination, for your inspiration. All are illustrated by good practice examples.



Collaborate

Start a cooperation process with your tourism stakeholders and look for national and international cooperation on Climate Action in Tourism. Before you start, you should check which tourism stakeholders should be involved the process.

For example:

- Accommodation sector.
- Transport sector.
- Event businesses.
- Tour Operators.
- Destination Management Organisations.

1. Targets

- **Strengthen your organisational capacity.** Start to develop a strategy on how to raise your organisation's international capacity on the topic of Climate Action in tourism.
- **National guidance and leadership.** Start to develop formats and tools for your destination stakeholders to transfer up-to-date knowledge on Climate Action in the tourism sector².
- **Cooperation with tourism stakeholders in the destination.** Start collaborating with key strategic national partners (e.g. business associations, Destination Management Organisations, etc.) to share ideas and best practices and thus accelerate your destination's journey towards Net Zero.
- **International Alignment.** Start to align with international organisations that are active in the sector of Climate Action in tourism.

2. Activities

- **Strengthen your organisational capacity**
 - Assure that the staff of your organisation have a shared understanding of Climate Action in tourism and the concept of authentic regenerative travel.
- **National guidance and leadership**
 - Create a platform for knowledge sharing providing know-how on Climate Action in tourism and regenerative travel.
 - Provide practical tools and guidance for the different tourism sectors.
 - Provide capacity building through workshops and webinars.
- **Cooperation with tourism stakeholders in the destination**
 - Start working with the key tourism stakeholders in your destination.
 - Start active knowledge sharing with your tourism stakeholders and involve them in the process.
 - Motivate your stakeholders to sign the Glasgow Declaration.

² A recommended starting place is the [EU Tourism Platform](#).

- **International Alignment**

- Actively participate in the European Travel Commission's (ETC) Chapter Earth, the working group on climate change in tourism to decarbonise European tourism.
- Keep up to date on global developments initiated by UN Tourism to establish good practices and standards.

3. Good Practice Examples

For your inspiration, here are some examples of good practice from other destinations:



1. [How Finland created its Climate Action Plan](#)
2. [Canary's Islands network](#)
3. [Sustainable Travel Finland](#)
4. [Swisstainable sustainability platform](#)



Measure

All signatories of the Glasgow Declaration commit to measuring their emissions. The Declaration describes this commitment as "measuring and calculating all travel and tourism-related emissions within the destination".

In order to meet national decarbonisation targets, all tourism stakeholders in your destination must be able to adequately measure their emissions and track progress towards shared targets.

As a National Tourism Organisation, you should aim to provide and promote transparent tools and methodologies, as well as measurement, reporting and verification guidelines, and coordinate their use and implementation.

So, start setting your targets for measuring emissions in your destination.

1. Targets

- **Measure and report** the GHG emissions generated by the different tourism sectors in the destination.
- **Establish an appropriate methodology** for measuring the emissions of the tourism industry in your destination.
- **Provide specific tools, guidelines & capacity building** to the different tourism sectors (e.g. accommodation, events).
- **Once the methodology has been established**, start reporting on tourism industry emissions. Therefore, establish an initial baseline³ year and start annual reporting.
- **Keep updated on global developments and standards**, led by UN Tourism.
- **Consult and exchange regularly** with other NTOs and the ETC Chapter Earth Group.

2. Activities

- **Measure and report GHG emissions** generated by the different tourism sectors in the destination.
 - Raise awareness of the importance of appropriate measurement among the stakeholders in the tourism industry in your destination.
- **Establish an appropriate methodology** for measuring the emissions of the tourism industry within your destination.
 - Suggest an appropriate measurement methodology to your stakeholders and get buy-in.
- **Provide specific tools, guidelines and capacity building** to the different tourism sectors (e.g. accommodation, events).
 - Support the different sectors of the tourism industry (e.g. the accommodation sector) with a tailor-made carbon calculator and capacity building measures.
- **Once the methodology has been established**, start reporting on tourism industry emissions, taking your initial baseline year and reporting annually.
 - Annual reporting, monitoring of progress and publication of results.

³Baseline year is a starting point in time against which future GHG emissions are measured. The baseline year provides a historic point of reference for destinations looking to track their emissions- reduction performance over time.

- **Keep updated on global developments** and standards, led by UN Tourism.
 - Participate in events and workshops organised around the topic of Climate Action in tourism such as standards, indicators, measurement tools and instruments, new initiatives, and the latest developments.
 - Obtain membership of the One Planet Network Sustainable Tourism Programme (<https://www.oneplanetnetwork.org>).
- **Consult and exchange ideas regularly** with other NTOs and the ETC's working group Chapter Earth.
 - Use and promote the handbook for measurement that ETC will publish.
 - Collaborate on the set-up of joint European indicators for tourism organisations.

3. Good Practice Examples

For your inspiration, here are some examples of good practice from other destinations:



1. [Sustainable Travel Finland – carbon footprint calculator](#)
2. [Carbon footprint of the city of Valencia](#)
3. [Innovation Norway – measuring transport emissions](#)



Decarbonise

The decarbonisation of the tourism industry is one of the key areas involved in aligning your destination with the Glasgow Declaration. This includes all your destination's tourism sectors, such as transport, infrastructure, accommodation, leisure activities, food & beverages, and tourism waste management.

So, set targets and plan activities to reduce the GHG emissions of your organisation and your destination's tourism stakeholders.

1. Targets

- **Establish concrete decarbonisation indicators for each tourism sector.** Make sure that indicators correspond to the national commitments to Climate Action in tourism.
- **Promote low carbon transport.** Work with transport operators, destinations and businesses to support low carbon transport options in the tourism destinations.
- **Promote sustainable accommodation.** Develop structures, tools, certification schemes and formats to support the accommodation sector to become Net Zero.
- **Promote sustainable, low impact tourism products.** Support the innovation and development of near Net Zero tourism itineraries, considering all aspects involved (accommodation, transport, activities, food and drink).
- **Promote sustainable events.** Support the development of Net Zero events considering all aspects involved (location, transport, activities, food and drink, and relevant service providers).
- **Promote sustainable destinations.** Support and guide the Destination Management Organisations within your country on their journey towards Net Zero.
- **Promote domestic tourism.** Start to develop source markets within your destination. A significant proportion of carbon emissions is caused by international flights so encouraging domestic visitors helps to decarbonise the sector.
- **Promote the offer of local products.** Support the offer of local and authentic products sourced in your destination in the accommodation and gastronomy sector.

2. Activities

- **Establish concrete decarbonisation indicators for each tourism sector**
- **Promote low carbon transport**
 - Develop low carbon transport alternatives for the tourism sector and promote these to your visitors
- **Promote sustainable accommodation**
 - Develop a low carbon roadmap for the accommodation and tourism sector
 - Provide thematic capacity building for the accommodation sector e.g. on circular economy, the use of renewable energy and recycling measures.
 - Encourage the use of sustainable certification schemes; or
 - Launch a sustainability scheme for the accommodation sector with guidelines and labelling
 - Offer capacity building on Climate Action in the accommodation sector
- **Promote sustainable, low impact tourism products**
 - Develop and promote low impact tourism products e.g. thematic hiking or cycling routes

- Develop authentic tourism products with greater geographical and seasonal spread that encourage visitors to stay longer and thus maximise the economic and social benefits as well as minimise their carbon footprint.
- **Promote sustainable events**
 - Develop national guidelines for sustainable event planning
 - Provide capacity-building programmes
 - Work (whenever possible) with sustainability-certified event suppliers.
 - Collaborate with international frontrunners currently working on sustainable event frameworks such as the [Global Destination Sustainability Movement](#) (GDS).
- **Promote sustainable destinations**
 - Raise awareness among your DMOs of the importance of climate action within the destination.
 - Encourage your DMOs to sign the Glasgow Declaration for Tourism.
 - Motivate your DMOs to develop a Climate Action Plan for their destination.
 - Provide capacity building on Climate Action in tourism.
 - Exchange best practices on Climate Action in tourism with your destinations.
 - Develop and provide a CO2 calculator to your regional destinations to enable them to measure tourism-related emissions in their territory.
- **Promote domestic tourism**
 - Develop targeted marketing activities to increase domestic tourism.
 - Develop attractive, innovative products specially tailored for domestic target groups.
 - Foster cooperation with neighbouring countries and develop cross-border itineraries e.g. cultural routes or cross-border hiking.
- **Promote the offer of local products**
 - Develop a promotional campaign for local products in the tourism sector.
 - Integrate the offer of local products as a mandatory criterion in your sustainable accommodation scheme.

3. Good Practice Examples

For your inspiration, here are some examples of good practice from other destinations:



1. [Visit Scotland – guide to reducing climate impact](#)
2. [Fáilte Ireland – climate action guides](#)
3. [Reducing the carbon footprint of Thai tourism](#)



Regenerate

Regeneration is another Glasgow Declaration pathway and is defined as follows: "restoring and protecting ecosystems, supporting nature's ability to remove carbon and safeguarding biodiversity, food security and water supplies."

Put simply, "regenerative tourism" is the idea that tourism should leave a place better than it was before. Regenerative travel challenges governments, travellers and businesses to give more back to the planet and local communities than they take.

Set targets and define activities to restore and protect ecosystems, improving biodiversity, food security and water security.

1. Targets

- **Raise awareness** of the concept of regenerative travel among the tourism stakeholders in your destination.
- **Provide guidance on regenerative travel principles and good practice examples** to your destination's tourism stakeholders.
- **Develop leading initiatives** on regenerative travel and act as a role model for your tourism stakeholders in the destination.
- **Establish concrete indicators** for a more holistic approach to regenerative travel.

2. Activities

- **Raise awareness of the concept of regenerative travel**
 - Organise capacity-building workshops for your organisation's staff and your destination's DMOs.
- **Provide guidance and good practice to your destination's tourism stakeholders**
 - Provide your tourism stakeholders with guidelines and best practices on regenerative travel in destinations.
 - Provide capacity building on the principle of regenerative travel, the guidelines and how tourism stakeholders can get involved.
- **Develop leading initiatives for regenerative travel**
 - Start to develop flagship initiatives on regenerative travel in your destination.
 - Highlight and promote existing regional regenerative travel initiatives and approaches in your destination.
 - Integrate the promotion and marketing of regenerative travel options into your national marketing strategy.
- **Establish concrete indicators for a more holistic approach to regenerative travel**
 - Work with your destination's tourism stakeholders to agree on concrete indicators for regenerative tourism in your destination.

3. Good Practice Examples

For your inspiration, here are some examples of good practice from other destinations:



1. [Conscious travel in Italy](#)
2. [Chumbe Island Coral Park as a Regenerative Travel Initiative](#)
3. [Tourism New Zealand – a great example of regenerative travel](#)
4. [Maldives Underwater Initiative \(MUI\)](#)



Finance

Ensure that you have sufficient funding, resources and capacity to meet the targets set out in your climate change action plan. Start setting concrete targets to secure your funding.

1. Targets

- **Ensure adequate funding** for the implementation of the Climate Action Plan.
- **Share knowledge** of funding opportunities for the tourism sector with the tourism stakeholders in your destination.
- **Create benefits for your destination's tourism stakeholders** to help develop a low carbon destination.
- **Benchmark** how other destinations and NTOs finance their Climate Action work in tourism.

2. Activities

- **Ensure adequate funding for the implementation of the Climate Action Plan**
 - Set aside part of your annual budget for the implementation of your Climate Action Plan target.
 - Initiate international and EU-funded projects on decarbonisation and the tourism sector.
 - Check national funding opportunities for projects addressing climate change
- **Share knowledge of funding opportunities for the tourism sector.**
 - Map and promote available regional and national funding schemes for decarbonising the tourism sector.
 - Offer capacity building for tourism stakeholders in your destination.
- **Create benefits for your destination's tourism stakeholders to help develop a low-carbon destination.**
 - Start collecting and mapping available funding programmes and business-level financing models on Climate Action in tourism at regional, national and international levels for the tourism stakeholders in the destination.
 - Create a tailor-made promotion format in which tourism businesses at the forefront of decarbonisation can be featured and promoted.
- **Benchmark** how other destinations and NTOs finance their Climate Action work in tourism.
 - Participate in international events around the topic of Climate Action at international and European levels and exchange ideas with other destinations.
 - Events are organised, for example, by UN Tourism and ETC's Chapter Earth Group.

3. Good Practice Examples

For your inspiration, here are some examples of good practice from other destinations:



1. [Fáilte Ireland green finance scheme](#)
2. [Canary Islands Tourism Organisation – investment in regeneration](#)
3. [A greener EU tourism](#)



Adapt

Tourism destinations and businesses are highly vulnerable to climate change and drastic climate change phenomena such as snowless winters or severe floods, extreme drought and forest fires threaten Europe's status as a tourism destination. It is therefore vital for destinations to adapt to the effects of climate change if they are to remain competitive. Set targets and define concrete actions to adapt your destination's tourism ecosystem to the effects of climate change.

1. Targets

- **Define climate adaptation strategies** for your destination.
- **Develop climate adaptation concepts** and products for your destination.
- **Actively promote your climate adaptation** efforts and products to visitors.

2. Activities

- **Define climate adaptation strategies for your destination**
 - Define a clear vision and strategy on how to adapt your current tourism offer and the image of your destination to the impact of climate change.
 - Define clear objectives, actions and timelines.
- **Develop climate adaptation concepts and products for your destination**
 - Develop a new tourism concept integrating the climate adaption approach for your destination.
 - Develop innovative, sustainable, low-carbon tourism products that adapt to the impact of climate change for your destination.
- **Actively promote your climate adaptation efforts and products to visitors**
 - Promote your climate efforts and newly developed tourism concept and products actively to the visitor
 - Adapt and change the image of your destination according to your new strategy
 - Understand that climate adaption models in tourism can turn into a competitive advantage for your destination.

3. Good Practice Examples

For your inspiration, here are some examples of good practice from other destinations:



1. [Adaption in winter tourism in Spessart](#)
2. [Barcelona trees tempering the Mediterranean city climate](#)
3. [Timmendorfer Strand coastal flood defence strategy](#)
4. [Slovenia's climate adaption strategy](#)
5. [Vienna's heat action plan](#)

Chapter 7

Climate Action Toolkit for NTOs



Climate Action Toolkit for NTOs

It's time to get started with your Climate Action Plan. In this section, you will find tailor-made templates you can use to design your own Climate Action Plan, interesting links around the topic of climate action, and useful resources and background material to create a Climate Action Plan.

Templates

The following templates will help you to design the Climate Action Plan for your National Tourism Organisation.

STEP 1:

Template: Strategic Climate Action Plan

The Strategic Climate Action Plan describes your starting point, your vision for your destination, and explains the climate action targets and action areas within the destination.

STEP 2:

Template: Implementation of Climate Action Plan

The Implementation Action Plan helps you to plan and organise the implementation, defining timelines and responsibilities.

STEP 3:

Template: Annual Reporting

The Annual Reporting Template helps you to document your progress and monitor your targets.

Publications, Policies & Interesting Links

The following international documents and links will help you better understand the political and international context of climate action in tourism.

- [The Paris Agreement.](#)
- [The Glasgow Declaration for Tourism.](#)
- [Recommended Actions – Glasgow Declaration.](#)
- [Policy Guidance to Support Climate Action by National Tourism Administrations.](#)
- [One Planet Network.](#)
- [UNWTO Transport related CO2 Emissions of the Tourism Sector.](#)
- [UNWTO Recommendations for the Transition to a Green Travel and Tourism Economy.](#)
- [The Global Climate Action Portal.](#)

Useful Resources

The following resources may be useful to you as a National Tourism Organisation looking to develop your own Climate Action Plan, as well as useful background information to support stakeholders in your destination.

1. Examples of NTO Climate Action Plans

- [Climate Action Roadmap Ireland.](#)
- [Visit Finland Climate Action Plan.](#)
- [Visit Scotland Climate Action Plan.](#)
- [The Journey to Decarbonisation of the Canary Islands Destination.](#)
- [Vancouver Island.](#)
- [Blueprint for Tourism Climate Action Plans.](#)

2. Measure

- [Climate Action in the Tourism Sector: An Overview of Methodologies and tools to measure Greenhouse Gas Emissions.](#)
- [An open-source guide for tour operators to set a science-based target.](#)
- [Net Zero Methodology for Hotels.](#)
- [Much Better Adventures Methodology.](#)
- [The Carbon Footprint of Tourism in Denmark.](#)
- [The CO2 Impact of International Visitors to the Netherlands.](#)

3. Decarbonise

- [Global accommodation sector: The road to net zero emissions.](#)

4. Regenerate

- [WTTC Toolbox of Nature Positive Tourism Resources.](#)
- [Climate Action through Regeneration: Unlocking the Power of Communities and Nature through Tourism.](#)

5. Finance

- [Making the Business Case for Climate Smart Investments: Guidelines for the Tourism Sector.](#)

6. Adapt

- [European Environment Agency - Overview of National Adaptation Strategies and Plans.](#)
- [European Environment Agency - Status of reported national adaptation actions in 2023.](#)
- [EU - Managing climate risks - protecting people and prosperity.](#)

Chapter 8

Annexes



Annex I

Good Practices



The Communication Toolbox from Swisstainable

Swisstainable is the Swiss sustainability programme for the tourism sector. The programme focuses on the sustainable development and promotion of Switzerland as a tourist destination and participation in the sustainability programme is open to all tourism businesses and organisations in Switzerland. The Swisstainable programme inspires and motivates tourism businesses to implement sustainability in a targeted manner. However, it is important that such a commitment is also communicated to a high professional standard.

What do they do?

The programme provides a communication toolbox for communicating sustainability and climate action efforts to customers professionally while avoiding greenwashing. The toolbox consists of 5 modules covering topics such as storytelling and communicating along the customer journey.



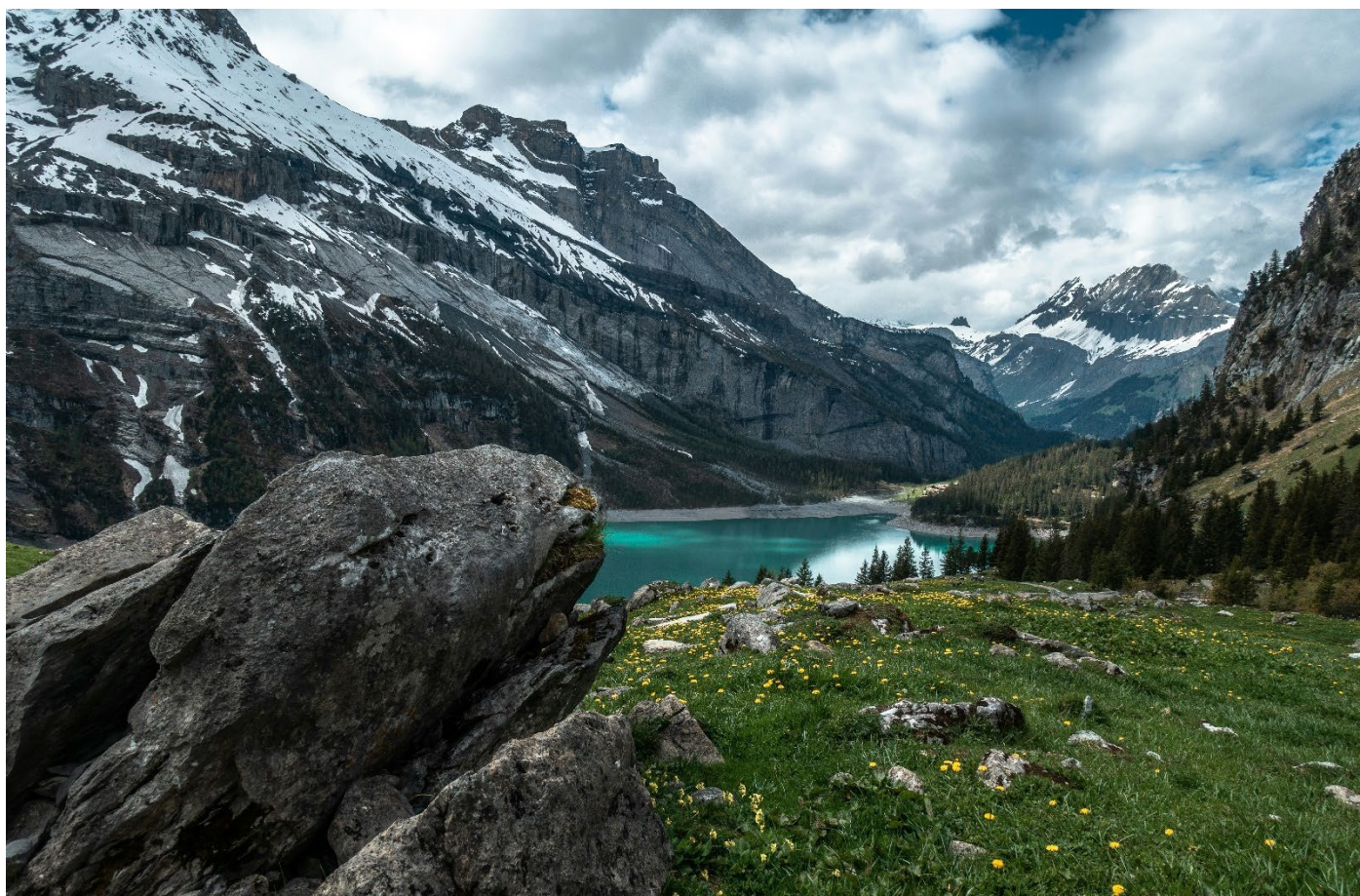


Swisstainable Promotion Campaigns

Swisstainable is the Swiss sustainability programme for the tourism sector. The programme focuses on the sustainable development and promotion of Switzerland as a tourist destination. Swisstainable is also a central component of several Swiss tourism campaigns. These focus on different **aspects of sustainability** depending on the season and theme.

What are the goals of the Swisstainable campaigns?

The Swisstainable campaigns are creative and innovative, presenting sustainability from a different perspective and positioning Switzerland as a sustainable tourism destination. At the same time, visitors learn about the Swisstainable initiative, what sustainable travel in Switzerland looks like and what sustainable offers and experiences are available. The third objective is to inspire the tourism industry. Swisstainable tourism stakeholders are involved in the campaigns and gain visibility from them. Videos from the campaigns: [Togetherness](#) (FR), [Family](#) (IT), [Party](#) (EN).





Can't Skip Tomorrow challenge from Visit Portugal

Visit Portugal is very active regarding sustainability in tourism and climate action in the destination Portugal. To promote this strong commitment to the destination's potential visitors and tourism stakeholders, Visit Portugal launched the innovative and creative #CantSkipTomorrow challenge. The #CantSkipTomorrow challenge calls for the promotion of a more responsible and sustainable kind of tourism. The challenge started with the UK, France, Spain, and Germany markets, and now, it has a World version that will be broadcast exclusively via digital channels and in an entirely organic way.

What is behind the challenge?

The first three videos of this challenge focus on different destinations, showing their natural assets and illustrating the moment in which the future and present meet. They are personified by a character who appeals to tourists' sense of responsibility and promote a more sustainable sector, a message condensed into the slogan **"Tomorrow is today"**.

Have a look: 1) [Hello World. It's me, Tomorrow](#), 2) [Hello Britain. It's me, Tomorrow](#), 3) [Hello France. It's me Tomorrow](#).



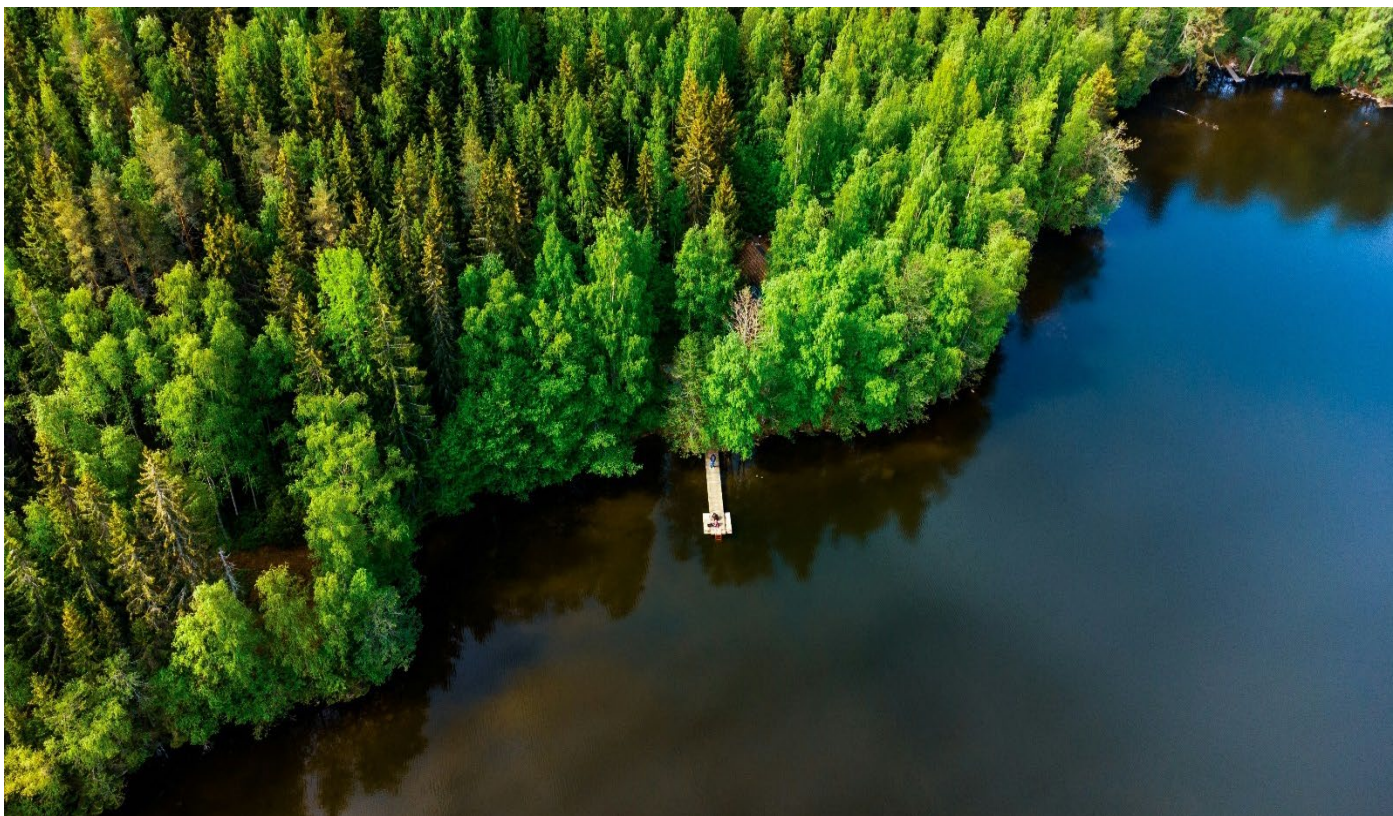


How Visit Finland Promotes Sustainability

Visit Finland is a frontrunner in sustainability and climate action in tourism. The vision of Visit Finland is to be the world's leading sustainable travel destination and the first choice for mindful travellers. Visit Finland, alongside 70 Finnish tourism organisations, signed the Glasgow Declaration on Climate Action in Tourism. Additionally, its Sustainable Travel Finland (STF) programme was designed to support tourism companies and destinations to become more sustainable. Their marketing and promotion strategy also reflects this strong commitment to sustainability.

How do they do that?

Visit Finland is steering demand and travellers towards more sustainable options by making sustainability the default option. In their marketing they prioritise offerings that have been vetted through their Sustainable Travel Finland (STF) programme. This also gives the businesses and destinations participating in the STF programme a competitive advantage, with their commitment to sustainability leading directly to greater visibility. With sustainability as the default, travellers and tour operators might choose the most sustainable option without even realising. This is how Visit Finland is promoting sustainability and climate action in their destination to potential visitors, with a promotional video: [Visit Sustainable Finland](#).



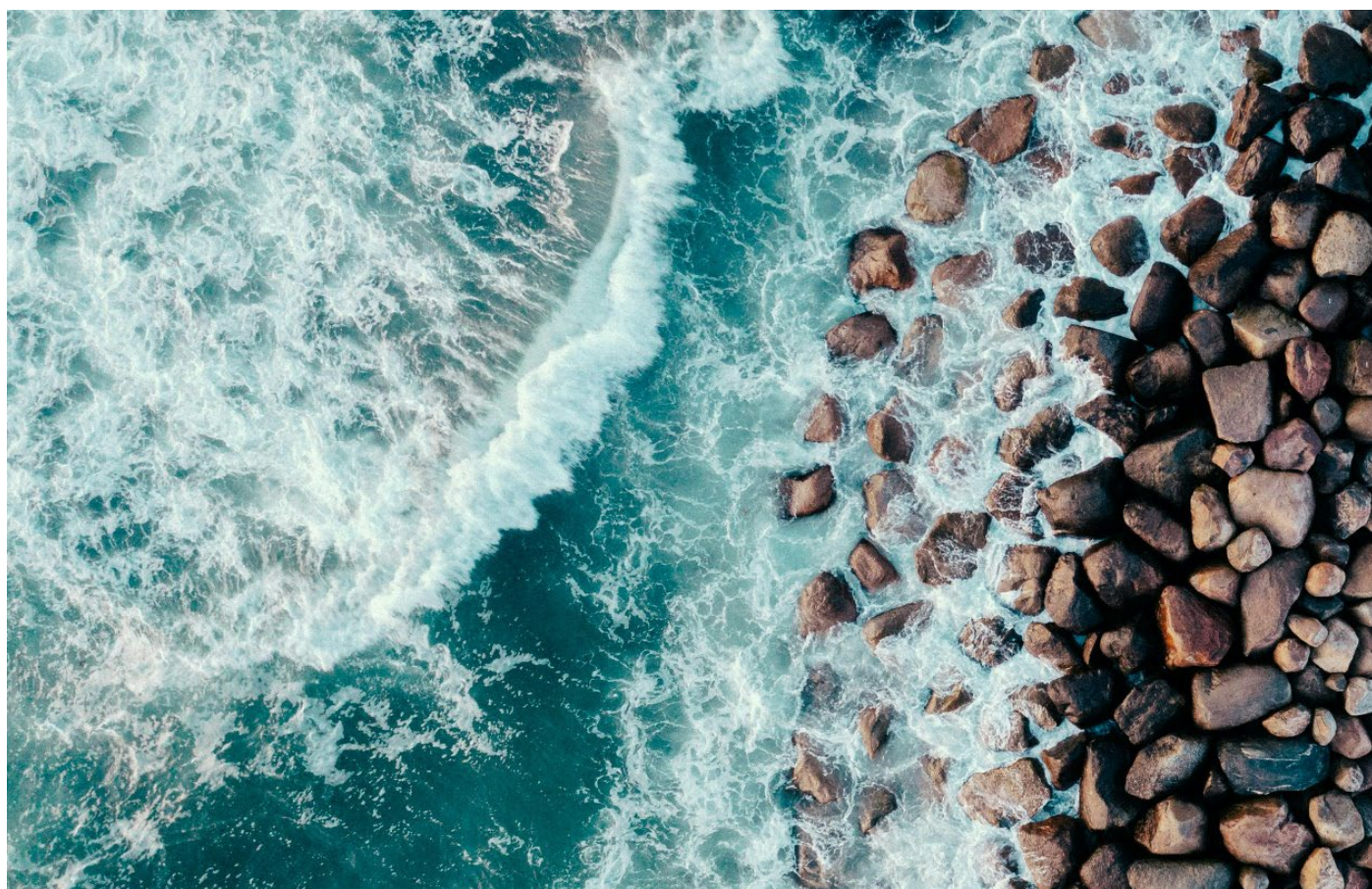


The Joy of Going Green – Promoting Sustainable Travel in Denmark

Denmark is a pioneer in promoting sustainability and is often called the world's most sustainable country. The European Green Deal aims to cut CO2 emissions by 55% by 2030. But the Danish Climate Act aims much higher, seeking to reduce national greenhouse gas emissions by a whopping 70% by 2030 compared to 1990 and aiming to reach carbon neutrality by 2050. This strong commitment to sustainability and climate action also applies to tourism. The government plans to soon launch the "Climate Footprints of Tourists in Denmark". Regarding promotion, Visit Denmark promotes its sustainability approach directly to the potential visitor.

How do they do that?

Visit Denmark uses the slogan "**The joy of green travelling**" to promote its tourism offer to potential visitors. The philosophy behind it is the following: "We like to have fun here in Denmark, even when it comes to serious topics like sustainability. We don't believe leading a sustainable life means you have to sacrifice having a good time. Read on to see just how much fun you can have going green in Denmark".





How Finland Created its Climate Action Plan

Finland is at the forefront of climate action in tourism. Visit Finland has developed a strong [Climate Action Plan](#) for Tourism. Its strength lies in its strong participatory approach, commitment and cooperation with tourism stakeholders in the destination. The goal of the CAP is to provide tourism businesses, tourism destinations and Visit Finland with a pathway to systematically reduce emissions caused by the tourism industry: a roadmap to decarbonise the tourism sector. Sustainability is at the core of Visit Finland's strategy.

What did they do?

When more than 60 tourism stakeholders in the destination became Glasgow signatories in the summer of 2022, a model for cooperation was created. Visit Finland opened a digital platform for information and exchange, and the signatories met every six weeks to share best practices, challenges, and solutions. In addition to these meetings, workshops explored climate action and helped identify emission sources in the value chain. It was through these meetings that the outline of the Climate Action Plan was agreed.

For further information, please check:

- [How Visit Finland is engaging with climate action in tourism.](#)
- [Finland's Climate Action Plan.](#)





The Canary Islands - Building an Islands-Wide Network of Solutions

In March 2021 the Canary Islands' Destination Strategy made climate action one of the islands' three main objectives, they signed the Glasgow Declaration, and published their first Climate Action Plan. [Turismo de Islas Canarias](#) offers tourism businesses the Decarbonisation Journey, a free digital solution with resources, including a carbon footprint calculator. In addition, in 2023 they launched their online platform to support tourism stakeholders on their islands to implement the three central pathways laid out in the Glasgow Declaration: measurement, decarbonisation and regeneration.

What is behind the “Decarbonisation Journey”?

The “Decarbonisation Journey” is a digital solution for businesses, involving a user-friendly carbon footprint calculator with guided steps, a self-diagnosis questionnaire, personalised recommendations, and downloadable resources to activate a climate action plan. The free digital product combines solutions to measure and reduce your carbon footprint in a single tool. The tool was tested in a pilot project with 35 Canary Islands firms whose contributions added considerable value to its development. The tool is available on the Climate Action platform and can be used by any company in the Canary Islands: sostenibilidad.canariasdestino.com.

[Here](#) you will find further information on the Canary Islands' “Decarbonisation Journey”.

[Here](#) you can download the Climate Action Master of the Canary Islands.





Sustainable Travel Finland Programme (STF)

Sustainability is essential for the tourism industry to address evolving demands and ensure its future. For this purpose, Visit Finland has developed the Sustainable Travel Finland programme for tourism companies and destinations. Destinations and companies that undertake the entire programme and meet all the criteria are awarded the Sustainable Travel Finland label.

How does the programme support businesses & destinations?

The Sustainable Travel Finland (STF) programme offers companies and tourism destinations a **7-step sustainable tourism development pathway**. Each step is accompanied by criteria that comply with international standards. As the programme is traversed, the fulfilment of the criteria is verified in the STF Hub – **a digital platform** purpose-built for the STF programme. Once the company/destination has completed the step-specific tasks and submitted the required documentation, the fulfilment of the STF programme criteria can be verified and the application for the STF label is sent via Visit Finland to a third party for review. In addition to the STF Hub, the STF programme is supported by a **Sustainable Tourism Guide**, which provides users with extensive information on sustainably developing tourism: everything needed in a single location.





Swisstainable – Sustainable Cooperation Platform

The Swiss Federal Council has committed to a climate-neutral Switzerland by 2050 and attached special significance to sustainability as part of the **new tourism strategy**. For this reason, and because consistent positioning within the sustainability sphere is a perfect fit for Switzerland as a travel destination, sustainability is a key pillar of Swiss Tourism. **Swisstainable**, the Swiss sustainability programme is designed not as yet another certification process, but with the intention of providing guidance for sustainable products and services to visitors and at the same time to create a sustainability movement in which the entire industry can get involved.

How do they do that?

One sustainability programme for everyone. The programme is open to any Swiss tourism business and destination. A criteria grid was developed for this purpose, according to which offers are inventoried and awarded a three-level insignia. Part of the programme is a **sustainability platform** where stakeholders can find information on events, good practice examples, sustainable tourism expertise, publications, funding programmes, capacity-building programmes, etc.





Sustainable Travel Finland (STF) – Carbon Footprint Calculator

Visit Finland launched the Sustainable Visit Finland (STF) programme to support destinations and businesses as they move towards sustainability and provide them with a platform to promote their sustainable products and services. In a bid to assist its tourism stakeholders in climate action, the carbon footprint calculator "Hiilikuri" is now integrated into the STF knowledge hub.

Who is the calculator for?

Hiilikuri is intended for all players in Finland's the tourism industry. Use is not limited to a specific company size or type of organisation; rather, any company, association or municipal tourism organisation can register for the calculator and start using it. The calculator has been designed to prioritise the needs of small and medium-sized enterprises, enabling as many companies in the tourism sector as possible to access affordable support and tools for their climate initiatives. Additionally, users can easily conduct complex and customised calculations by simply modifying the location settings as needed and, for instance, applying their own emission factors.

[Here](#) you can find further information on the Sustainable Finland Programme. Check also the [video](#) on sustainability and climate action in Finland, and discover Visit Finland's [Climate Action Plan](#).





Valencia – The First City Certifying the Carbon Footprint of its Tourist Activity

The Sustainable Tourism Strategy for the city of Valencia is committed to achieving **carbon-neutral tourism activity by 2025**, making Valencia the world's leading tourist destination with **zero environmental impact**. Within this context Valencia has become the **first city in the world** to verify and certify the carbon footprint of all tourist activity. A study carried out by the company **Global Omnium**, in collaboration with the Visit València Foundation and the city council, measured the sources of greenhouse gas emissions and their effect on the environment in ten different areas related to tourism, such as transport to and in the city; accommodation; the enjoyment of restaurants, leisure premises or shopping; waste treatment; water management and the infrastructures necessary to support the tourist offer.

What is the carbon footprint of tourism in Valencia?

All the tourist activity in 2019 measured in this report reaches 1.286 million tons of CO₂, of which 81% corresponds to the use of transport (train, planes or cruise ships) by tourists to Valencia, while only 0.92% corresponds to the use of transport in the city. Other interesting data are extracted from the study, such as the fact that the amount of greenhouse gases emitted by tourist activity is only equivalent to one third of the carbon footprint generated by the food consumption of all the city's inhabitants. Or that only 0.01% of the tourism footprint comes from water consumption – in the most water-efficient city in Europe – and 0.41% from solid waste collection and treatment.

See the full report [here](#).





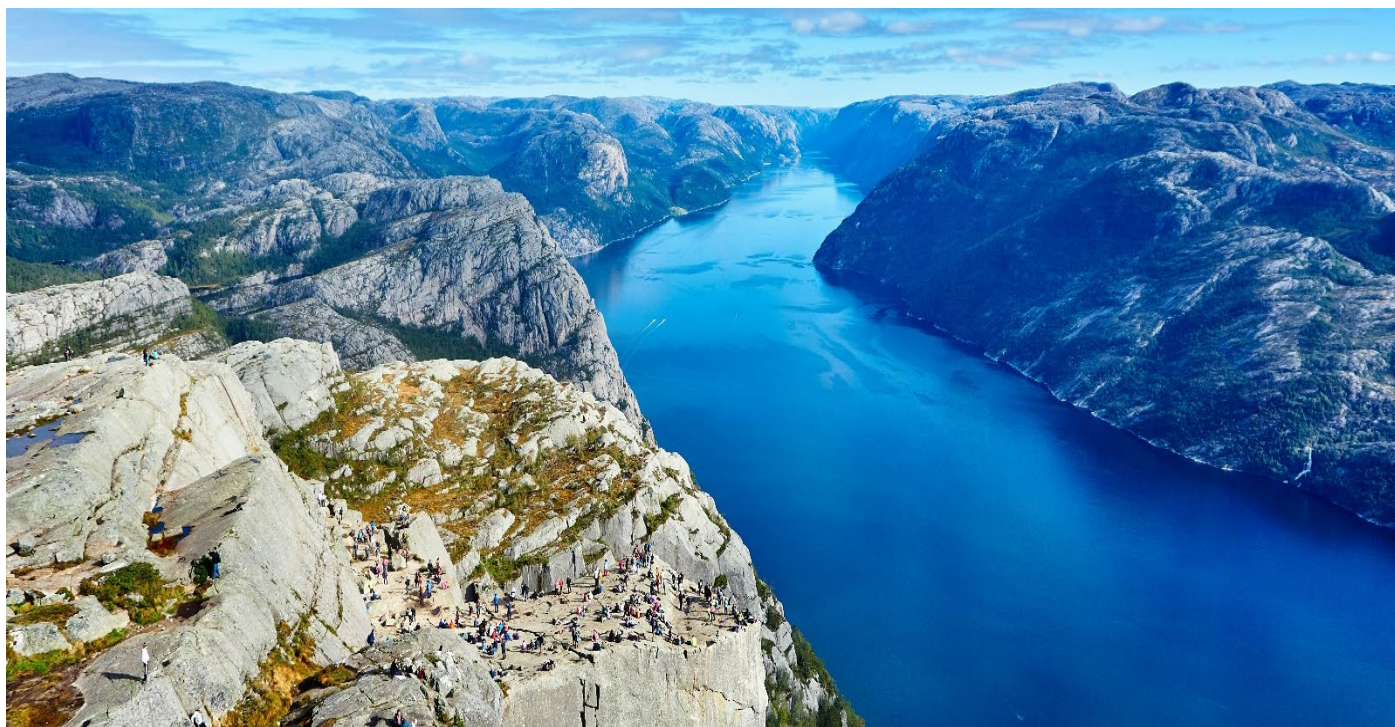
Innovation Norway – Measuring Transport Emissions

Innovation Norway manages a country-wide sustainable tourism scheme for its regional destinations. The scheme currently covers almost 50% of the country's tourism destinations. Destinations that join the scheme are required to develop a long-term sustainable destination strategy and to measure, take action, and report on a number of indicators to monitor progress. More recently, Innovation Norway has been working to increase the scheme's focus on climate change and to use this to reduce emissions from the sector as a whole. Having estimated that tourism-related transport accounts for around 75% of the sector's total emissions, they decided to focus their efforts there.

How does it work?

The calculator focuses on specific tourist demographics or countries travelling to particular regions in Norway. The journey is split into three segments: international, regional, and local distances. Users can modify their input data to reflect the number of tourists, duration of stay, and country of origin. It incorporates six transport modes: air, ferry, train, car, bus, and caravan. Emissions generated by each transport mode are distributed among tourists based on the number of passengers sharing those emissions. The output provides a statistical assessment of tourist emissions related to travel to, from, and within a destination, considering the tourist's point of origin, the destination region, and duration of stay. The input encompasses both leisure and business trips.

[Here](#) you will find further information on the case study, and [here](#) you can find more related to sustainability, climate action, and tourism in Innovation Norway.





Visit Scotland – A Quick Guide to Reducing Your Climate Impact

Climate action has been identified as a priority in the national tourism strategy Scotland Outlook 2030 and the National Strategy for Economic Transformation. Against this backdrop, Visit Scotland has launched its Net Zero Climate Action Plan and has begun to actively support the Scottish tourism sector on its journey to Net Zero.

How do they do that?

Visit Scotland has developed a range of **tools and actions** to support the tourism industry. One of these resources is the “Quick Guide to Taking Climate Action.” This guide aims to assist businesses in their efforts toward achieving net zero. Specifically, it focuses on gradually reducing emissions to approach zero by 2045. It provides steps for businesses to assess their current emissions and develop a customised action plan. This one-page document outlines how to measure and decrease emissions through six specific actions. The straightforward climate impact guide also offers a free and user-friendly climate action workbook.

[Here](#) you can download Visit Scotland’s quick guide to taking climate action.





Fáilte Ireland – The Climate Action Guides

Ireland has committed to cutting greenhouse gas emissions in half by 2030 and achieving net-zero emissions by 2050. At Fáilte Ireland, they are calling driving Climate Action a **strategic priority**, and helping tourism and hospitality businesses contribute to these targets. By embracing sustainability, businesses are not only becoming more environmentally friendly but also finding ways to cut costs.

How do they do that?

This is why Fáilte Ireland has launched a Climate Action Programme. The Climate Action Programme offers dedicated support and investment advice to tourism businesses. A team of experts will mentor the tourism business and help develop a tailored action plan to enable the business to become more sustainable. Part of the Climate Action Programme is a series of specially tailored illustrated guides for the tourism sector, with practical information and step-by-step guidance on how to take climate action. The guides cover topics such as the climate action roadmap, energy management, waste management, water management, and more.

Please find below the links to download the guides:

- [Climate action roadmap.](#)
- [Water management.](#)
- [Energy management.](#)
- [Waste management.](#)

View also Fáilte Ireland's [video](#) on climate action.





Reducing the Carbon Footprint of Thai Tourism

From electric boat trips to local community visits and bike trips which enable visitors to “peddle for the planet”: Thai tourism stakeholders have developed over **100 climate-neutral tours**. The [example of Thailand](#) shows how cross-sectoral collaboration and the integration of tourism into a national climate strategy can work.

At the heart of Thailand’s efforts to **decarbonise** is the [Thailand Greenhouse Gas Management Organisation \(TGO\)](#) which was established in 2007 as an autonomous public organisation under the Ministry of Natural Resources and Environment. It has developed carbon calculation tools and online platforms for organisations, events and individuals, and manages the Thailand Voluntary Emissions Reduction (T-VER) system. It also provides accreditation for organisations that certify Thai carbon offset projects and facilitates networking and collaboration.

How do they do that?

TGO developed calculators and apps for measuring the carbon footprints of tourism activities. Each carbon-neutral tour is operated by a local supplier who has successfully submitted its tour programme for TGO certification. Only certified suppliers are authorised by TGO to sell their routes as “carbon neutral”. Most recently, the [Zero Carbon App](#) was developed as a user-friendly and cost-free application that empowers operators to conduct a self-assessment of the carbon footprint of their tours. Tour operators can offset their carbon footprint directly through the application.

Low-carbon package brochure can be downloaded [here](#). You can also check the [EU SWITCH ASIA Tourlink Project](#) that supports Thai tourism stakeholders who promote over 125 “carbon neutral” tours.





Italy - Strengthen Local Economies through a Regenerative Travel Approach

Discovering Community Conscious Travel in Italy, in partnership with IC Bellago

Venice is one of the most famous examples of overtourism and its negative impact on local communities, such as overcrowded city centres, lack of housing for locals, and rising prices, to name but a few. More than 5.7 million tourists visited Venice in 2023 and tourist arrivals in 2023 marked an increase of 119.1% compared to the previous year. Because the tourism value chain is so extensive, it can be difficult for communities to see all the positive social impacts it generates. With this in mind, **IC Bellago**, an Italian destination management company, is using education and communication to highlight the wider economic impact of tourism and its role in preserving cultural heritage.

What did they do?

Community Conscious Travel is a global campaign to raise awareness and inspire action to protect the delicate balance between resident quality of life, traveller experience, and the environment of the destinations. It aims to help ensure communities understand the positive social impact which tourism can have and leverage this power to thrive and grow sustainably. **This video** illustrates how regenerative travel can strengthen community ties in popular destinations like Venice by supporting local businesses and investing in heritage preservation.





Chumbe Island Coral Park – A Regenerative Travel Initiative

Regenerative Travel is a US-based association and marketplace of travel companies, such as hotels, travel agents, DMCs, and tour operators that regenerate people and places. The organisation searches the globe for inspirational change-makers who are tackling the world's greatest challenges and sparking positive change, both within and beyond the realm of travel, and then recognises them with an award. [Regenerative Travel awarded Chumbe Island Coral Park](#) as best Regenerative Travel “Initiative of the Year” as part of the “Regenerative Travel Impact Awards 2023”, officially announced during Climate Week in New York City in September 2023.

What did the Island get awarded for?

Chumbe Island is a tropical, fully protected island and home to a stunning coral reef sanctuary and forest reserve that is entirely funded through ecotourism activities. The multi-award-winning destination has been awarded as an initiative that harnesses the potential of travel to nurture ecosystems, uplift local cultures, and make sustainability a guiding principle for exploration within communities and the environment at large.





Tourism New Zealand – A Great Example of Regenerative Travel

New Zealand is one of the great examples of how regenerative travel can work. Tourism New Zealand, the country's official tourism body, invites all visitors to take the [Tiaki Promise](#). This is a pledge to take care of New Zealand - its people, culture, land, sea and nature. The pledge reads: "While travelling in New Zealand I will care for the land, sea and nature, treading lightly and leaving no trace; travel safely, showing care and consideration for all; respect the culture, travelling with an open heart and mind". Businesses are also encouraged to incorporate the Tiaki – the Care for New Zealand initiative – into their operations.

How do they do that?

Tourism New Zealand has developed a professional Tiaki toolkit for its tourism businesses to help them inspire their visitors to care for this special place. The toolkit provides professionally designed and branded Tiaki materials such as posters and social media campaign templates.

View the [Tiaki Video](#).





Maldives Underwater Initiative (MUI)

The **Maldives Underwater Initiative (MUI)**, an award-winning programme (e.g. the Regenerative Travel Impact Awards 2021) – run by **Six Senses Laamu**, works to protect the local marine seagrass which is vital for coral reef health, shoreline protection and helps to fight climate change through carbon sequestration. The MUI is based at Six Senses Laamu. Situated in a Mission Blue Hope Spot, Six Senses Laamu is a five-star resort in the southern Laamu Atoll. MUI consists of staff from the resort, as well as its three partner NGOs: The Manta Trust, Blue Marine Foundation and The Olive Ridley Project, all of whom work together to reach research, guest education and community outreach goals. The aim is to lead the tourism industry in the Maldives through meaningful marine conservation efforts based on research, education and community outreach.

How does the Maldives Underwater Initiative work?

When the Six Senses opened in the remote atoll of Laamu, an area that was completely undeveloped and bursting with natural beauty, it was clear to the management and owners that marine conservation should be a priority for the resort. Several years after opening, the team has grown to over ten specialists, consisting of resort marine biologists, sustainability experts and community outreach specialists, as well as those hosted from three partner NGOs: The Manta Trust, Blue Marine Foundation and The Olive Ridley Project. With such a large resource of experts, research has expanded.

The initiative's key pillars are guest education and awareness raising for the sensitive marine ecosystem, the need for conservation, capacity building, and empowerment of the local communities.

For further information on the MUI watch the video: [Maldives Underwater Initiative](#).





Fáilte Ireland Green Finance Scheme

Fáilte Ireland has ambitious plans to drive sustainable tourism development across Ireland and support the decarbonisation of tourism businesses. Central to the plans is a new Climate Action Programme, developed in consultation with tourism businesses.

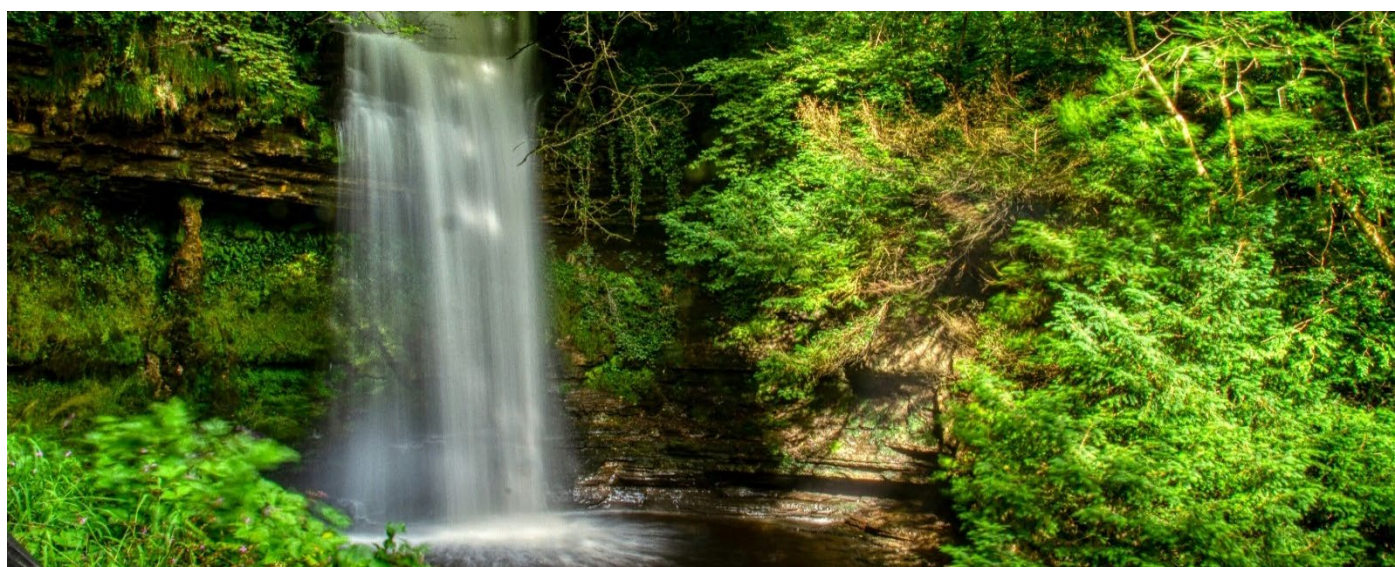
The financing scheme

The EU's Just Transition Fund (JTF) is a fund created under the EU's 2021-2027 programming round to help communities across Europe meet the challenges of transitioning to a zero-carbon economy. As Ireland moves towards a low-carbon economy, Fáilte Ireland is delivering the [Regenerative Tourism and Placemaking Scheme for Ireland's Midlands 2023-2026](#) using JTF funding. Through this scheme, they are investing in the sustainable development of tourism in the Midlands with the aim of diversifying the regional economy by creating jobs, supporting habitats and biodiversity, and sustaining communities. To accelerate the decarbonisation of the tourism sector in line with national carbon emissions reduction targets, Fáilte Ireland has entered into a Memorandum of Understanding with the Sustainable Energy Authority of Ireland (SEAI). This partnership will ensure tourism businesses can easily access the financial support available to reduce carbon emissions, increase energy efficiency and adopt renewable technologies.

How do they do that?

The green finance scheme launched by Fáilte Ireland is already providing loans of up to €500,000 to tourism businesses that want to implement energy efficiency and renewable energy projects. The scheme also offers free energy audits, technical support and guidance to help tourism businesses identify and implement green solutions.

Further information about the Climate Action Programme can be found [here](#).





Canary Islands Tourism Organisation – Investment in Regeneration

The Canary Islands destination is very active in the field of climate action and has made it one of the three main goals of its tourism strategy. With this in mind, the Canary Islands Tourism Organisation is investing 2 million euros in the development of a programme to enable the tourism industry to support regeneration projects across the islands.

How does the programme work?

Any company in the Canary Islands that is either working on regeneration projects or wants to start them is invited to use the new collaboration platform as a place to apply for support and promote their programmes. Meanwhile, the rest of the industry – looking for ways to reduce any residual emissions from their operations – is encouraged to use the same centralised platform to discover and connect with these programmes. By playing this collaborative role and centralising support, the Canary Islands Tourism Organisation aims to maximise the chances of the schemes being funded, enable other businesses to discover and connect with them, and provide a place and method to track progress. Together, they also ensure that the islands' biodiversity and resilience also benefit.

Further information about the Canary Islands case study can be found [here](#).





A Greener EU Tourism

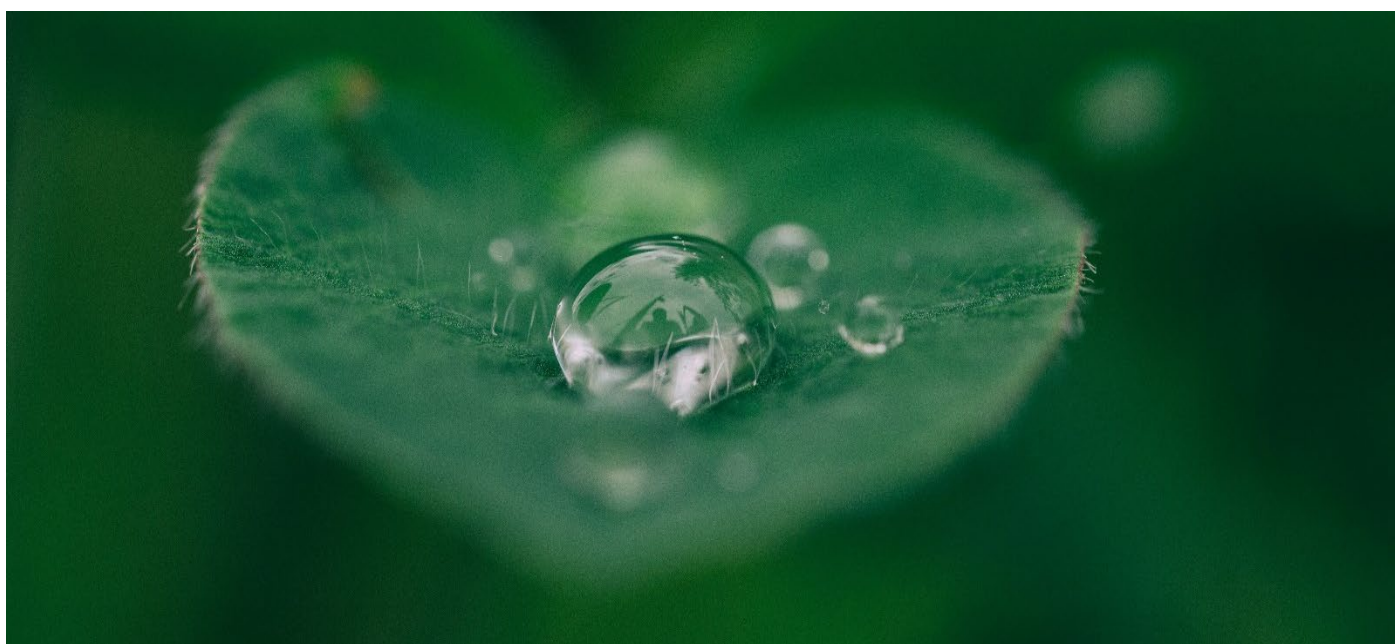
The tourism sector will benefit from a healthier environment while contributing to Europe's climate-neutral goals. Under the **European Green Deal**, the EU aims to cut emissions by 55% by 2030 and to achieve climate neutrality by 2050. Policies like the '**Fit for 55**' package support a shift towards sustainable tourism by involving industry, authorities, and consumers to reduce the sector's environmental footprint.

How does the EU support work in practice?

There are currently various EU programmes supporting climate action, e.g.:

- **Horizon Europe:** [here](#) you can find further information, the work programme and a link to climate-related calls.
- **LIFE+ Climate Action:** co-financing for climate change mitigation and adaptation research, supporting the transition to a low-carbon and climate-resilient economy. [Here](#) you can find further information.
- **Innovation Fund:** funding for demonstration of innovative low-carbon technologies. [Here](#) you can find further information.
- **European Structural and Investment Funds:** climate research-related calls may be found in this programme, particularly for the European Regional Development Fund. [Here](#) you can find further information.
- **COST actions:** COST (European Cooperation in Science and Technology) funds bottom-up, open research and innovation networks. [Here](#) you can find further information.

Check [here](#) for further information on how the EU supports research and innovation in climate change science.





Adaption in Winter Tourism in Spessart

The Spessart is a highland area with a range of low wooded mountains in the states of Bavaria and Hesse in Germany. The region has about 1.35 million overnight stays and over 13 million day visitors per year. In summer, hiking is a major tourist attraction. In winter, skiing is a major activity, with ski lifts close to major cities. However, the number of skiing days has decreased significantly due to climate change. Adaptation to climate change in the tourism sector is addressed as a future issue in the Hessian adaptation strategy. However, three local partners – Naturpark Hessischer Spessart, Naturpark Spessart in Bayern and Spessart Tourismus und Marketing GmbH – have already taken adaptation measures over the last 15 years to cope with the observed changes.

How have they done that?

They have adapted to the declining skiing opportunities due to climate change. The region shifts focus to year-round tourism, developing new trails, removing ski lifts, and emphasising hiking, biking, wellness, and culture.

[Here](#) you can download Spessart's climate adaptation strategy in tourism, and further information about its case study can be found [here](#).





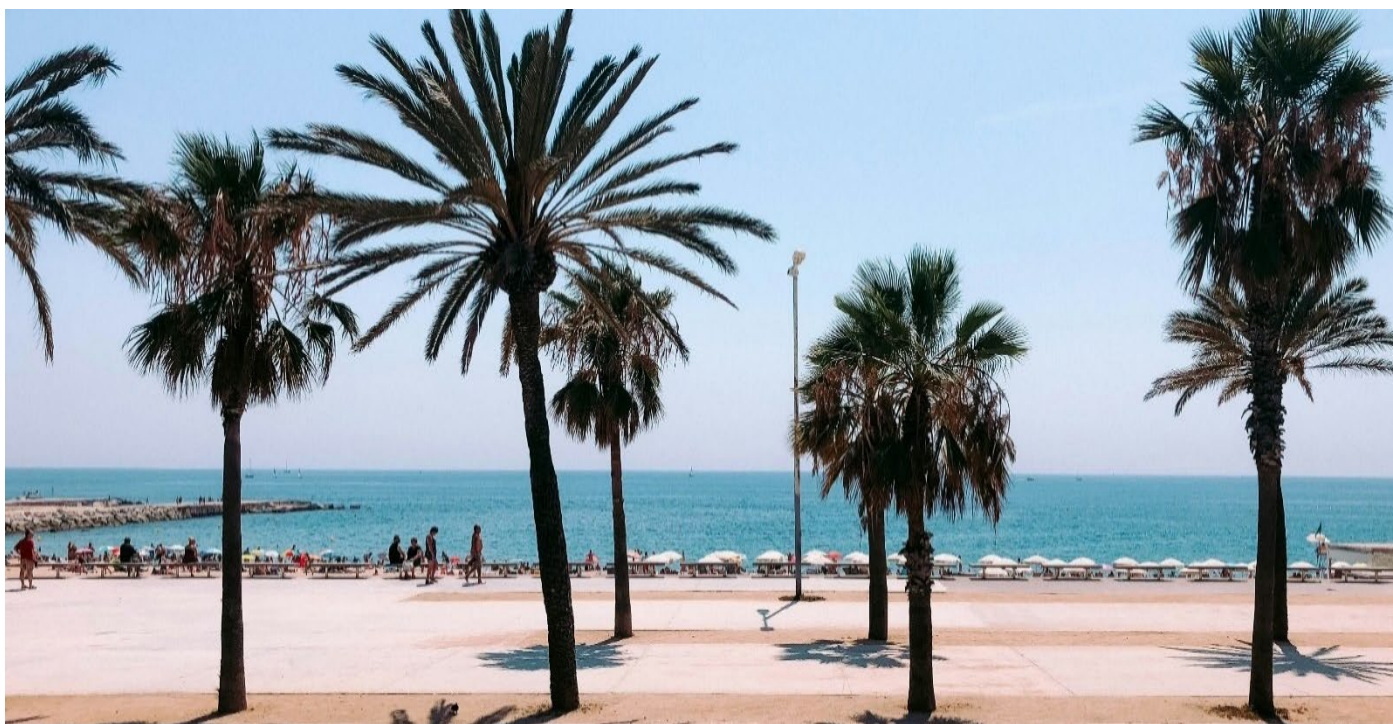
Barcelona Trees Tempering the Mediterranean City Climate

Barcelona, the capital of Catalonia, is the second most populated city in Spain with 1.6 million inhabitants. Barcelona is vulnerable to multiple impacts of climate change, such as rising temperatures and heat waves, reduced water availability (and therefore less potable water), droughts, increased flooding due to erratic and torrential rainfall, and shrinking beaches due to rising sea levels. The city's green infrastructure, which includes public and private green spaces and trees, currently covers 35% of the city's land area. Barcelona's green strategy addresses climate impacts through a variety of activities, including the **Tree Master Plan**, the Superblock Plan, the development of green spaces, and the creation of climate shelters. Barcelona is committed to becoming a global model of a sustainable city in response to urban development challenges related to climate change.

What are they doing?

The city administration's goal is to increase the connectivity between individual green areas and between urbanised and green areas, as well as to increase greenery in the densest and least green areas of the city. For many years, Barcelona has focused on the planting and management of trees. Trees can moderate the urban climate by cooling it in two different ways: reflection of sunlight and transpiration through the leaves lowers the air temperature, while shade reduces the surface temperature and protects people from the sun, especially during the hottest months. In addition, trees can prevent localised flooding by helping to reduce the amount of rainwater run-off.

[Here](#) you can download Barcelona's Tree Master Plan, and further information about the Barcelona case study can be found [here](#).





Timmendorfer Strand Coastal Flood Defence Strategy

From 1999 to 2011, the municipality of Timmendorfer Strand in Germany developed and implemented a [coastal flood protection strategy](#) through a participatory process. In 1999, an initial discussion about an integrated coastal flood protection concept for the municipality of Timmendorfer Strand started. It was agreed that the concept should be accepted by a large number of stakeholders.

What did they do?

An innovative method of active public participation, including an analysis of social and economic parameters, was therefore used in the process of selecting the coastal flood defence measures to be applied. The chosen defence measure was a new sheet pile wall integrated into the natural beach ridge. The coastal protection measure was adapted to the needs of a tourist beach town, e.g., the height enables visitors to enjoy a view of the sea from the promenade. Glazed sea walls have also been built near cafés. The sea defence was combined with architectural and landscaping improvements, including the reconstruction of the beach promenade.

Further information can be found [here](#) and [here](#).





Slovenia's Climate Adaption Strategy for Tourism

Slovenia has recognised the importance and potential impact of climate change and tourism. Against this background, in 2024 it developed a strategy for adapting the tourism sector to climate change. The strategy includes recommendations for concrete measures to adapt to and mitigate climate change, tourism climate indices, and different climate change scenarios.

What are the recommendations?

The recommendations are divided into two main sections: (1) Adapting to climate change and (2) Mitigating climate change. Here are some examples of both:

Climate change adaption:

- Adapting winter tourism to climate change.
- Adapting summer outdoor tourism to climate change.
- Adapting urban tourism to climate change.
- A summary of Slovenian tourism's measures to adapt to climate change.

[Here](#) you can download Slovenia's Climate Adaption Strategy.





Vienna's Heat Action Plan

Vienna's Heat Action Plan protects against extreme heat waves with a **catalogue** of concrete measures for the city. Acute and long-term measures help the city prepare for periods of extreme heat.

How does the Heating Action Plan work in practice?

Whenever the city of Vienna experiences extreme heat, the Heating Action Plan is activated. The plan involves the following practical measures:

Communication and awareness-raising

- Information for the local population on the subject of heating and its impact on health, prevention tips and how to behave during significant heatwaves.

Healthcare and social services

- Strengthening the knowledge and capacity-building skills of people working in healthcare and social services.
- Heating hotline: Provides recommendations on appropriate behaviour during extreme heatwaves as well as medical advice.



Education sector

- “Teach the Teachers” workshops and green school programmes.
- Heat standards for education capacity facilities.
- Infrastructure measures for education capacity facilities, and heat prevention for nursery schools and kindergartens.

Public areas

- Cooling measures in public areas through water cooling measures.
- Increasing the number of drinking fountains in public areas.
- Providing open-access cooling zones in public buildings.
- Increasing the number of air-conditioned public transport vehicles.

[Here](#) you can download the heating action plan for Vienna, and [here](#) check further examples and information.

The official Vienna-App also contains a [section](#) showing where the coolest spots within the city can be found.

Annex II

Toolbox for NTOs – Templates

Template: Strategic Climate Action Plan

This document is a sample Climate Action Plan template for National Tourism Organisations (NTOs) and can be used directly to develop the Climate Action Plan for your destination. The scope is the NTO's focus area. This Strategic Climate Action Plan serves as a guiding document for the destination's tourism stakeholders. As a reminder, a Climate Action Plan outlines the NTO's greenhouse gas (GHG) emission reduction goal(s) and targets, the actions the NTO will take to achieve the targets, and the areas of application.

The purpose of this template is to provide a model structure that an NTO can follow to document its Climate Action Plan. NTOs are encouraged to retain any content they find useful in this template. Sections may be added, removed or modified as necessary to suit the scope and objectives of the NTO's climate action planning.

To use this document as a template, simply delete this front page and all instructions. The Word file is accessible [here](#).

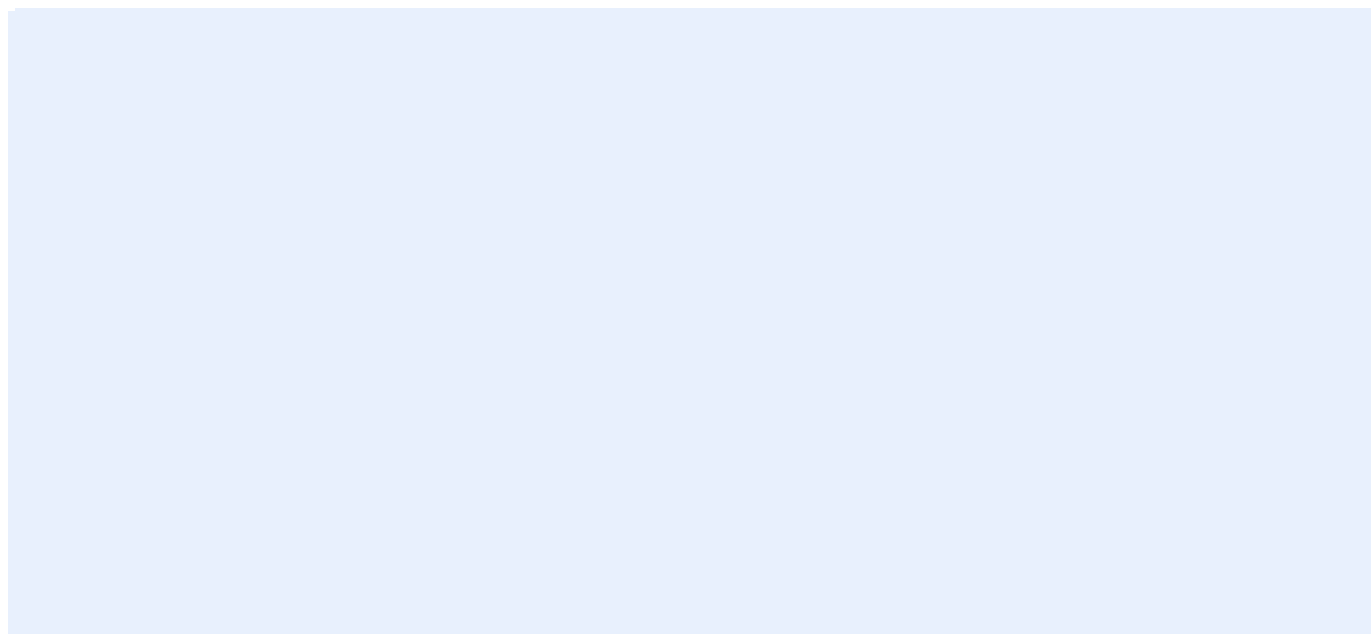
For more detailed information and guidance on approaching climate action planning, including destination examples, please refer to the ETC Climate Action Manual: A Roadmap for National Tourism Organisations towards Climate Action in Destinations.



Plan Title

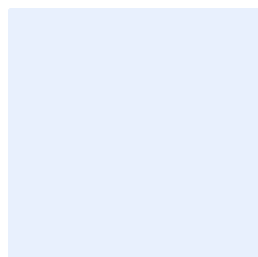
Subtitle

Insert cover photo(s) or graphic(s) here (optional).



Date: Click or tap to enter a date.

Insert logo of NTO



Contents

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Introduction.....	69
Climate Action in Your Destination.....	69
Key Action Areas & Targets	69
The Key Elements	71

Tables of Contents are generally used in reports that are more than 10 pages; if you have fewer than 10 pages in your Climate Action Plan, you may delete this page.

The above is an automated Table of Contents. Once you are ready to update the Table of Contents to reflect the new information added, left-click the table and select “Update Table” or right-click the table and select “Update Field,” then choose “Update entire table” and click “OK.” The section headings and page numbers in the Table of Contents will be updated to reflect the changes made to the document. Sections are also automatically hyperlinked. Note: If you do not use the automated Table of Contents, ensure that entries in the Table of Contents mirror the exact titles used in the body of the Climate Action Plan.

Executive Summary

Insert text that provides a high-level, brief overview of the Climate Action Plan. An executive summary should be used if the document is longer than 10 pages, so that readers can get a quick snapshot of the Climate Action Plan without having to read the entire plan.

Introduction

Provide information that describes:

- The purpose of the Climate Action Plan.
- The scope and limits of the plan.
- Process for developing the plan.
- How the NTO will use the plan.
- Potential benefits of Climate Action Planning.

Climate Action in Your Destination

Provide information that describes:

- The current status of climate action in your destination.
- The political framework.
- Any sustainable tourism plans or strategies in place.
- Existing or planned climate action initiatives in the tourism sector.

Key Action Areas & Targets

Define the key target of the Climate Action Plan. For example:

- VisitScotland is setting out our climate action plan aligned with the Glasgow Declaration five pathways in support of the Scottish Government targets of 75% reduction by 2030 and net zero by 2045, in line with our commitment as a Glasgow Declaration and Tourism Declares signatory.

Define the timeframe of your Climate Action Plan. For example:

- The plan covers an initial period of three years.

Define the key areas of influence of your NTO. For example:

- To deliver the Climate Action Plan we will work with businesses, destinations and visitors to influence and drive change.

Define the key areas of your action plan.

- Coordinate collaborative working with the tourism stakeholders in your destination.
- Measure, monitor and report on greenhouse gas (GHG) emissions.
- Promote sustainable accommodation (energy efficiency and renewable; resource use and waste reduction (circularity)).
- Promote sustainable events.
- Promote sustainable destinations.
- Promote sustainable tourism products.
- Promote the purchase of local, authentic products.
- Develop climate adaption strategies.
- Prioritise a regenerative approach to tourism products.
- Ensure travel options conserve biodiversity.
- Promote low-carbon transport and active travel.
- Promote the offer of authentic and local products.
- Develop climate change adaption alternatives.
- Protect and restore natural environments.
- Ensure sufficient funding for the implementation of your Climate Action Plan.
- Ensure benefits for tourism stakeholders through low-carbon development.

The Key Elements

The key elements of your Climate Action Plan should always be aligned with the five pathways of the Glasgow Declaration for Climate Action in Tourism and should include concrete targets and activities to adapt to climate change. Please briefly describe the key elements before defining concrete targets and activities for each pathway.

Before you start, please have a look at the ETC Climate Action Handbook, *A Roadmap for National Tourism Organisations towards Climate Action in Destinations*. You will find guidance, examples and good practices for each pathway.

WHAT TO DO?		
MEASURE	DECARBONISE	REGENERATE
Measure and calculate all travel and tourism-related emissions within the destination.	Set targets and plan activities to decrease GHGs from your organisation and your destination’s tourism stakeholders.	Set targets and define activities to restore and protect ecosystems, and improve biodiversity, food security and water security.
		
HOW TO DO IT?		
COLLABORATE	FINANCE	
Start a cooperation process with your tourism stakeholders and look for national and international cooperation on climate action in tourism.	Ensure resources and capacity are sufficient to meet the targets set out in your Climate Action Plan.	
		
ADAPT		
Set targets and define concrete actions to adapt the tourism ecosystem in your destination to the effects of climate change.		
		

01

COLLABORATE



In this chapter, you should describe different ways in which you, as an NTO, can support your tourism stakeholders and partners (at the destination and industry level) to engage in climate action. Please define:

- The tourism stakeholders in your destination.
- The targets you want to reach.
- The concrete activities for this pathway.

Note: The above icon can be used, removed or replaced with your own icon.

02

MEASURE



To meet national decarbonisation targets, all tourism stakeholders in your destination must be able to adequately measure their emissions and track progress towards shared targets.

As an NTO, you should aim to provide and promote transparent tools and methodologies, as well as measurement, reporting and verification guidelines, and coordinate their use and implementation.

Please define:

- The targets you want to reach.
- The concrete activities for this pathway.

Note: The above icon can be used, removed or replaced with your own icon.

03

DECARBONISE



The decarbonisation of the tourism industry is one of the key objectives to align with the Glasgow Declaration. This includes all your destination's tourism sectors, such as transport, infrastructure, accommodation, leisure activities, food & beverage, and tourism waste management.

Please define:

- The targets you want to reach.
- The concrete activities for this pathway.

Note: The above icon can be used, removed or replaced with your own icon.

04

REGENERATE



Regeneration is another of the Glasgow Declaration's pathways and is defined as follows: "Restoring and protecting ecosystems, supporting nature's ability to remove carbon and safeguarding biodiversity, food security and water supplies".

Put simply, "regenerative tourism" is the idea that tourism should leave a place better than it was before. Regenerative travel challenges governments, travellers and businesses to give more back to the planet and local communities than they take.

Please define:

- The targets you want to reach.
- The concrete activities for this pathway.

Note: The above icon can be used, removed or replaced with your own icon.

05

FINANCE



Ensure that you have sufficient funding, resources and capacity to meet the targets set out in your Climate Action Plan.

Please define:

- The targets you want to reach.
- The concrete activities for this pathway.

Note: The above icon can be used, removed or replaced with your own icon.

06

ADAPT



Tourism destinations and businesses are highly vulnerable to climate change and drastic climate change phenomena such as snowless winters in the Alps or severe floods, extreme drought and forest fires in summer, which threaten Europe's status as a tourism destination.

It is therefore vital for destinations to adapt to the effects of climate change if they are to remain competitive.

Please define:

- The targets you want to reach.
- The concrete activities for this pathway.

Note: The above icon can be used, removed or replaced with your own icon.

Template: Climate Action Plan Implementation

Now that you have designed your strategic Climate Action Plan, it is time to start implementing your action plan. This document is an example of an Implementation Climate Action Plan template for National Tourism Organisations and can be used directly to plan the implementation of your actions in the destination. Please plan targets and activities for all five pathways of the Glasgow Declaration, including targets and activities for adaptation to climate change and communication and marketing, according to your Strategic Action Plan.

To use this document as a template, simply delete this front page and all instructions. The Word file is accessible [here](#).



Climate Action Plan

Summary of actions and timeline

Please insert the name of your destination

COMMUNICATE



TARGETS	ACTIONS	EXPECTED OUTCOMES	2024				2025				2026			
			1	2	3	4	1	2	3	4	1	2	3	4
			X											

COLLABORATE



TARGETS	ACTIONS	EXPECTED OUTCOMES	2024				2025				2026			
			1	2	3	4	1	2	3	4	1	2	3	4
			X											

MEASURE



TARGETS	ACTIONS	EXPECTED OUTCOMES	2024				2025				2026			
			1	2	3	4	1	2	3	4	1	2	3	4
			X											

DECARBONISE



TARGETS	ACTIONS	EXPECTED OUTCOMES	2024				2025				2026			
			1	2	3	4	1	2	3	4	1	2	3	4
			X											

REGENERATE



TARGETS	ACTIONS	EXPECTED OUTCOMES	2024				2025				2026			
			1	2	3	4	1	2	3	4	1	2	3	4
			X											

FINANCE

TARGETS	ACTIONS	EXPECTED OUTCOMES	2024				2025				2026			
			1	2	3	4	1	2	3	4	1	2	3	4
			X											

ADAPT



TARGETS	ACTIONS	EXPECTED OUTCOMES	2024				2025				2026			
			1	2	3	4	1	2	3	4	1	2	3	4
			X											

Template: Climate Action Plan Annual Report

After the first year of successful implementation, it's time for your annual report. This document is a sample template for your annual report. The template is designed for National Tourism Organisations and can be used directly to report on your climate action achievements and actions implemented in the destination.

To use this document as a template, simply delete this front page and all instructions. The Word file is accessible [here](#).



Climate Action Plan

Annual Report

Year

Summary of actions and timeline

Please insert the name of your destination

COMMUNICATE 			
TARGETS	ACTIONS	OUTCOMES ACHIEVED	COMMENTS

COLLABORATE



TARGETS	ACTIONS	OUTCOMES ACHIEVED	COMMENTS

MEASURE



TARGETS	ACTIONS	OUTCOMES ACHIEVED	COMMENTS

DECARBONISE



TARGETS	ACTIONS	OUTCOMES ACHIEVED	COMMENTS

REGENERATE



TARGETS	ACTIONS	OUTCOMES ACHIEVED	COMMENTS

FINANCE



TARGETS	ACTIONS	OUTCOMES ACHIEVED	COMMENTS

ADAPT



TARGETS	ACTIONS	OUTCOMES ACHIEVED	COMMENTS

Annex III

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