Building a Sustainability Action Plan for Your Tourism Business

Destination Toronto
EDGE Event Series

October 20, 2022
Land Acknowledgement

Joining today from the traditional and unceded territory of the Lək̓ʷəŋən Peoples and the Songhees and Esquimalt Nations.
We believe businesses have the opportunity to impact global change and lead the world into a new age of environmental and social responsibility.

Jill Doucette (she/her)
Founder & CEO
Bridging the Divide

The Planet

Sustainability

Business

synergy
The Business Case

✓ Mandatory ESG disclosure is coming to Canada
✓ Changing consumer expectations
✓ Employee attraction and retention
✓ Reducing operational costs and risks
✓ Supply chain pressures from travel buyers
✓ Investors focused on building ESG portfolios
ESG

Environment

Social

Governance
Empowering Climate Action
700 million in extreme poverty

On track for 2.7 to 3.1°C warming

2 billion without access to sufficient nutrition

1/3 covered by essential health services

28% management positions held by women

1/8 species at risk of extinction

2.2 billion without safe water

1/8 species at risk of extinction
Aligning with the SDGs

- Connect business strategies with global priorities
- Maximize tourism’s socio-economic contribution while minimizing negative impacts
- Adopt innovative technologies
- Common framework for action
Creating Your Sustainability Plan
The Journey – 4 Stages

1. ASSESS
   - Measure impact & Identify priorities
   - Set targets

2. ENGAGE
   - Get your team on board

3. IMPLEMENT
   - Create an Action Plan
   - Implement high impact solutions

4. COMMUNICATE
   - Share your results

Empowering Climate Action
Sphere of Influence

- Industry
- Partners
- Guests
- Internal Operations
Core Elements of Sustainability Plan

- Objectives
- Goals
- Targets (time-bound)
- Achievements to date
- Forward-looking specific actions
Selecting Focus Areas/SDGs

- Which actions BEST align with your business values?
- Which best align with your ability to control (sphere of influence?)
- Which offer co-benefits such as guest experience or employee wellbeing?
Communicating Sustainability Stories
Corporate Social Responsibility

ECOSTAR Awards 2016
Community Leadership

HYDROTHERMAL TECHNOLOGY
Uses ocean water from right outside for passive cooling

LOCAL
We buy uniforms and food products from local sources whenever possible
Worn sheets turned into bandages to provide first aid in developing nations

After receiving treatment, over 2,484,328 cancer patients have stayed with us thanks to our Courage Rate

INSTALLED LED BULBS TO HELP SAVE ENERGY
$88,731 raised and donated to United Way since 2009

10 YEARS Carbon Neutral

Unsed bath products donate to Disaster Aid Canada

HR COMMITTEE & Support for RAINBOW KITCHEN since 2010
Includes cooking oil, compost, soft plastics, batteries, light bulbs, blue box items & Styrofoam
875,543 guests have enjoyed a carbon neutral stay

Prepared by synergy

Inn at Laurel Point
SustalNN Team

- Local procurement
- On-site garden expansion
- Low-carbon transportation
- Waste reduction
- Reconciliation
4 PILLARS OF SUSTAINABILITY

WHALE & WILDLIFE WATCHING
EAGLE WING TOURS

PASSION • EXPLORE • INSPIRE

NATIONAL & INTERNATIONAL ACCOLADES & AWARDS

TRANSPARENCY & ACCOUNTABILITY

RAISING THE BAR

CLIMATE ACTION

MINIMIZING IMPACT

WORKING TOGETHER TO INSPIRE HOPE FOR A HEALTHY FUTURE FOR THE SALISH SEA & ALL WILDLIFE

EDUCATION & ENGAGEMENT

EXPERIENCE

WEBSITE
OUR PEOPLE

1. 100% of staff have access to extended benefits and take part in our extensive wellness program.

2. 100% of staff feel more financially literate through our internal educational programs and make a wage at or above average in the Bow Valley.

3. Diversity of our workforce is representative of the diversity within our community.
COMMUNITY BUILDING EXPERIENCES

1. 100% of tours include an educational component about wildlife viewing, protected areas, heritage preservation and climate action.

2. All guides are educated in First Nations heritage.

3. Provide free tours to 3,000 people by 2030 that would not have otherwise had access.
ENVIRONMENT

1. Contribute 100 staff hours toward environmental clean-up programs by 2025.

2. Create 3 new partnerships with conservation groups.

3. Reduce our GHG Emissions by 20% over 2018 baseline year by 2028.
“The Huntingdon Manor Hotel & Pendray Inn and Tea House is committing to building partnerships to divert untouched food from landfill and donate it to vulnerable population. This is a part of our goal to divert our overall waste by 80% by 2025.”
“At Baldy Mountain Ski Resort, we are committed to being a year-round place of employment for all staff by 2024.”
FED Gardens Growing Edible Plants

Soil Used in Our FED Garden

100% Compostable Packaging

Fryer Oil Recycled to Biodiesel

Big Wheel's Van Runs on Biodiesel
FED Gardens Growing Edible Plants
Soil Used in Our FED Garden
100% Compostable Packaging
Fryer Oil Recycled to Biodiesel
Big Wheel’s Van Runs on Biodiesel
The image illustrates sustainable practices in a chain of Big Wheel Burger.

- **FED Gardens** growing edible plants.
- **Soil Used in Our FED Garden**.
- **100% Compostable Packaging**.
- **Fryer Oil Recycled to Biodiesel**.
- **Big Wheel's Van** runs on biodiesel.

These practices align with sustainable and responsible consumption and production, as well as sustainable cities and communities.
THE 8 UN SDGS PLUS 1 ADDITIONAL GOAL WE WILL FOCUS ON ARE:

3. Good health and well-being
4. Quality education
8. Decent work and economic growth
9. Industry, innovation and infrastructure
12. Responsible consumption and production
13. Climate action
14. Life below water
15. Life on land
18. Reconciliation
OUR COMMUNITY

1. At least 20 local students will participate in our wilderness tourism education program directly increasing employment opportunities in remote communities.
2. 100% of employees participate in annual decolonization workshops.
3. We will increase the number of local Indigenous employees at Nimmo Bay by 30%.
4. Year-round employees are encouraged to use 15 hours of paid time for volunteer programs of their choosing.

OUR PEOPLE

1. The Nimmo Bay scholarship program offers employees financial support for personal development opportunities of their choosing.
2. 100% of employees participate in continuing education annually.
3. Employees are paid a competitive living wage.
4. On-site employees have access to a gym, weekly movement classes as well as outdoor activities to support good physical and mental health.

OUR PLANET

1. We will increase ‘local programming’ by 30% to reduce our use of fossil fuels.
2. We will assign 1% of the inclusive package value to an infrastructure fund to support regenerative infrastructure purchases and research.
3. We will transition our entire marine fleet to electric outboard engines for wildlife viewing and slow cruising.
4. 100% of our fishing is catch and release and barbless fly-fishing.
Our Commitment To Regenerative Tourism And Sustainability

The United Nations Sustainable Development Goals (SDGs) for 2030 address global challenges including climate action, terrestrial biodiversity, poverty, inequality, and peace and justice. By using the SDGs, we believe there is an opportunity for us to contribute to a better and sustainable future for all by focusing on our office operations, educating travellers, restaurateurs, and investing in communities. We join hundreds of companies, countries, corporations, and individuals working to ensure a future for all through action.

Our Partners

As part of this, our commitment, we support our partner organizations and Adventure Canada guests like yourselves. We support conservation organizations and organizations like the SDGs. These include:

- **Udarely on the Foundation**
  - More than $100,000 has been donated towards uplifting young people from around the world with the inspirational polar regions and sustainability theme aimed at changing people (EG 2015, 17, 46).

- **Hikes North**
  - To date, Adventure Canada has contributed over $100,000 towards providing backpacks and acesso equipment to northern communities in Nunavut, and Nunavut, and Nunavut, Nunavut.

- **Tla-o-qui-aht First Nation**
  - Adventure Canada has provided over $25,000 to the community, with a focus on youth, environmental, and cultural programs.

- **Pembroke and the passengers**
  - Adventure Canada has donated over $25,000 towards providing backpacks and acceso equipment to northern communities in Nunavut.

Through our donations, Adventure Canada supports initiatives that align with the SDGs and are supported by Adventure Canada's Regenerative Tourism and Sustainability goals.

**Supporting the SDGs 2030 Sustainable Development Goals**

In support of the SDGs' 2030 goals, Adventure Canada is continuously building new partnerships and engaging with new people, aiming to reach new heights.

Developing and improving our multi-regional and collaborative tourism plan

- Auditing our carbon footprinting and setting reduction targets
- Investing in climate change mitigation measures
- Innovating and providing new travel experiences that are sustainable
- Expanding our outreach initiatives to improve their security in social services and global settings
- Providing new opportunities with value and a range of services, experiences, and destinations
- Improving Adventure Canada's current practices, engaging with remote communities, and their values
- Reducing Adventure Canada's carbon footprint by adapting green practices, managing waste, reducing water consumption, recycling, and using environmentally friendly practices and technologies.

Adventure Canada's ongoing commitment to these goals is clearly evident in our work and efforts, ensuring a sustainable future for all.
Our Taste of Place program features locally farmed, foraged, and sea-to-table foods. Menus are designed by leading Newfoundland and Labrador chefs and reflect traditions and innovation supporting local farmers, fishers, and producers.

Adventures Canada guests receive a complimentary canteen to use during their expedition to reduce plastic water bottle use. All shipboard cleaning agents are environmentally friendly. Adventures Canada meets or exceeds AECO standards for fuel consumption and waste management on board.
Sustainability Certifications

Empowering Climate Action
Your Sustainability Plan

Assess Your Impact

Engage your Team

Create an Action Plan (Think Big but Start Small)

Track Progress, Celebrate and Share the Results
Q & A
Empowering Climate Action

Jill Doucette
Founder & CEO
jill@synergyenterprises.ca

www.synergyenterprises.ca
APPENDIX

Additional Examples
How TTC Treads Right

- Aligned with existing efforts
- Identified 11 priority SDGs
- Set clear goals
THE ISSUES

PLANET
- Climate Change
- Sustainable Food Production
- Responsible Consumption

PEOPLE
- Overtourism
- Our Culture

WILDLIFE
- Animal Welfare
**PLANT**
By 2025 TreadRight commits to ensuring that no less than 20% of its total project contributions are committed to Planet projects.

**GOAL 1.**
Achieve carbon neutrality by 2030 or sooner.

**GOAL 2.**
Source 50% of our electricity from renewable sources by 2025.

**GOAL 3.**
Reduce food waste by 50% across all hotels and ships by 2025.

**GOAL 5.**
Reduce printed brochures by 50% by 2025.

**GOAL 6.**
Eliminate as many unnecessary single use plastics from our operations and itineraries by 2022.

**PEOPLE**
By 2025 TreadRight commits to ensuring that no less than 50% of its total project contributions are committed to People projects.

**GOAL 7.**
Include at least 1 Make Travel Matter Experience on 50% of TTC itineraries by 2025.

**GOAL 8.**
Achieve a 20% increase of itineraries visiting developing regions for selected specialist brands by 2023.

**GOAL 9.**
Increase employee and market engagement regarding diversity and inclusivity across our brands.

**GOAL 10.**
Complete 30,000 volunteer hours by 2023.

**WILDLIFE**
By 2025 TreadRight commits to ensuring that no less than 30% of its total project contributions are committed to Wildlife projects.

**GOAL 11.**
Ensure all wildlife experiences across TTC brands adhere to our Animal Welfare Policy by 2021.
**GOAL 10.**
Complete 30,000 volunteer hours by 2025.

**GOAL 3.**
Reduce food waste by 50% across all hotels and ships by 2025.

**GOAL 4.**
Increase use of local & organic food products by our supply chain by 2025.

**GOAL 11.**
Ensure all wildlife experiences across TTC brands adhere to our Animal Welfare Policy by 2021.
Sustainability Plan
2020 - 2024
Waste Management
The VAA acknowledges the role waste plays in the degradation of the environment. It is the VAA’s goal to ensure sustainable consumption and production patterns among airport stakeholders by making waste diversion accessible and reusing materials to reduce waste.

Greenhouse Gas Emissions
Reducing the impact of climate change is one of the most important areas of the VAA’s work to protect the environment at YYJ. Since 2013, the VAA has implemented several programs to reduce greenhouse gas emissions and energy, including in its fleet of vehicles and VAA operated buildings.

Ecology & Biodiversity
The VAA is committed to environmental stewardship at YYJ and recognizes the ecological and cultural importance of the forests, salmon bearing creeks, and streams to the local biosphere.

Water Quality & Conservation
Water quality and conservation has long been at the forefront of the VAA’s environmental priorities. Through initiatives like the VAA’s potable water testing, stormwater quality program and glycol collection system, the VAA ensures the efficient use of water to safeguard the community’s most precious resource.

Social Impact
The VAA is a not-for-profit authority that manages the safe and secure operations of the Victoria International Airport on behalf of the surrounding communities. The VAA has a strong commitment to excellence and is driven by the goal to serve the community and create prosperity for the Vancouver Island region.

Economic Impact
The VAA is a significant contributor to the Vancouver Island economy – generating employment in sectors such as air service facilities, hospitality, manufacturing, and ground transport. The VAA is dedicated to providing the essential infrastructure that links Victoria and other Vancouver Island communities to the world, making it an important component of tourism and trade-related industries in the region.
APPENDIX

Sample Actions Aligned with UN SDGs
<p>| 100% of employees across the organization earn a living wage or % above living wage |
| Provide access to financial planning resources and/or training for all employees |
| Increase economic activity in areas of high poverty directly benefiting those in need |
| % of expenses spent with locally owned businesses (note: BCorp - the top bracket is 60%) |
| Provide savings programs for retirement |
| Donate $ or time to organizations that are reducing poverty in your region |</p>
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<thead>
<tr>
<th>2</th>
<th>ZERO HUNGER</th>
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<tr>
<td></td>
<td>Promote health and nutrition through workshops and counselling</td>
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<td></td>
<td>Provide healthy (plant rich) snack and meal options (make available → subsidise → provide for free)</td>
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<td></td>
<td>Donate $ or time to organizations that support food security initiatives</td>
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<td></td>
<td>Grow food on-site. Start a rooftop or patio garden with food for staff.</td>
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<td></td>
<td>Provide garden starter kits at a discounted rate to staff.</td>
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<td></td>
<td>Evaluate and replace suppliers based on the above indicators</td>
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<tr>
<td><strong>Provide supplementary benefits including health, dental, life insurance and disability coverage</strong></td>
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<tr>
<td><strong>Provide mental health coverage for employees. (E.g. Benefits include Employee Assistance Program / counselling)</strong></td>
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<tr>
<td><strong>Provide flexible work hours to ensure employees can care for their dependents</strong></td>
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<tr>
<td><strong>Provide training and awareness events on mental health, substance abuse, nutrition, etc.</strong></td>
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<tr>
<td><strong>Wellness programs encourage active lifestyles (bike to work week, step challenges, running events, etc.)</strong></td>
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<tr>
<td><strong>Evaluate and replace suppliers based on the above indicators</strong></td>
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<tr>
<td><strong>4 QUALITY EDUCATION</strong></td>
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<td>--------------------------</td>
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<tr>
<td>Professional development opportunities outside of core training are provided (E.g. Leadership, financial planning, public speaking, etc.)</td>
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<tr>
<td>Co-op and work experience opportunities are provided with a focus on underrepresented groups</td>
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<tr>
<td>Mentorship and training opportunities are provided (coaching, training at-risk youth)</td>
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<tr>
<td>Actively support regional schools in providing quality education through programs and/or donations</td>
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<tr>
<td>Facilitate and contribute funding (budget or matching program) to people accessing continuing education (time/$)</td>
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<tr>
<td>5 GENDER EQUALITY</td>
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<tr>
<td>At least 50% of leadership positions are held by women</td>
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<td>Gender equality policies and practices in place for recruitment, renumeration (equal pay for equal work, training, promotions, etc.)</td>
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<tr>
<td>Paid parental leave and flexible return to work opportunities for working parents are provided</td>
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<tr>
<td>Women and girls are actively empowered through mentorship and education</td>
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<tr>
<td>Kid-friendly office and child-care support (on-site childcare, subsidized childcare, policy to support breastfeeding mothers, flexible work hours for all parents)</td>
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Empowering Climate Action
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<thead>
<tr>
<th>A water savings assessment or audit has been conducted to identify all potential water saving actions</th>
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<tbody>
<tr>
<td>Goals have been set to reduce water consumption and plans are in place to achieve those goals (E.g. low-flow fixtures, rain-capture, drought-resistant landscaping, or behavioral best practices)</td>
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<tr>
<td>Spill prevention systems in place to protect freshwater systems from business operations</td>
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<tr>
<td>Actively work to protect or restore freshwater ecosystems</td>
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<tr>
<td>Donate $ or time to organizations that support freshwater ecosystems.</td>
</tr>
<tr>
<td>Have set energy reduction targets and have a plan to meet them</td>
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<tr>
<td>Working to reduce energy consumption. (E.g. efficient building design, LED lighting, behavioral best practices, etc.)</td>
</tr>
<tr>
<td>Powered by renewable energy</td>
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<tr>
<td>Regular energy audits have been conducted and energy consumption is monitored</td>
</tr>
<tr>
<td>Actively reducing oil, natural gas, propane or diesel consumption</td>
</tr>
<tr>
<td>Evaluate and replace suppliers based on the above indicators</td>
</tr>
<tr>
<td>100% of employees across the organization earn a living wage or % above living wage</td>
</tr>
<tr>
<td>Contractors are paid at least a living wage and have a formal feedback process</td>
</tr>
<tr>
<td>Financial services for employees include direct deposit, financial management assistance debt management, retirement savings plans, etc.</td>
</tr>
<tr>
<td>Employee handbook includes: a non-discrimination statement, anti-harassment policy, benefits, training and leave, etc.</td>
</tr>
<tr>
<td>Recruitment of marginalized/ underrepresented groups including youth, newcomers, Indigenous, LGBTQ2, etc.</td>
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</tbody>
</table>
Set reduction goals and consistent measuring of waste, energy, water, and carbon

Support innovative companies and organizations who are providing an alternative product/service that will help reduce environmental impacts of your organization

Investments in innovative operational changes or infrastructure that will reduce emissions and promote sustainable development (E.g. Shifting to biofuels, changing a manufacturing process to reduce energy, etc.)

% of annual expenses spent on environmental protection and conservation (B Corp’s top bracket is 20+%)
<table>
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<tr>
<th>10 REDUCED INEQUALITIES</th>
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<tbody>
<tr>
<td>Recruit and employ marginalized or underrepresented people (people with disabilities, Indigenous, LGBTQ2, seniors, newcomers, etc.)</td>
</tr>
<tr>
<td>Provide services to support or empower underrepresented people that they would not normally have access to</td>
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<tr>
<td>Ensure equal work for equal pay, regardless of age, sex, race, or ethnicity</td>
</tr>
<tr>
<td>Work to acknowledge and learn about local or Indigenous language or culture</td>
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<tr>
<td>Non-discrimination practice or policy, ensuring the company does not discriminate based on age, sex, disability, race, ethnicity, origin, religion, or economic status</td>
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Empowering Climate Action
| Have an educational component about how the business contributes to the sustainability and resiliency of its community |
| Provide free or subsidized transit passes for their staff |
| Donate $ or time to organizations that provide affordable housing, promote safe and green transportation, protect natural and build heritage sites, and/or promote culture vibrancy |
| Participate in/contribute to regional planning design and decisions towards sustainable development |
| Directly improve the accessibility/safety of green space or protected lands |
Goals have been set to reduce waste and improve sorting and plans are in place to achieve those goals.

Showcase/support circular economy principles and/or upcycling (using waste as a resource). Examples include using waste heat, recycling wood waste to use as biofuel, old lumber into new furniture, etc.

Company has achieved 80% or higher waste diversion rate (percentage of waste recycled vs landfilled).

Responsible paper consumption (reduce total use, increase % PCR content in all paper).
<table>
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<tr>
<th><strong>13 CLIMATE ACTION</strong></th>
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<tbody>
<tr>
<td>Carbon footprint is measured regularly and offsets are purchased annually. (Business is Carbon Neutral)</td>
</tr>
<tr>
<td>100% of energy is from renewable sources</td>
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<tr>
<td>Emissions reduction targets have been set for 2030 and there is an annual plan to help meet them.</td>
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<tr>
<td>An environmental report is completed annually/biennially and publicly available</td>
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<tr>
<td>Low-carbon transportation options are incentivized (safe bike parking, EV charging stations, bus passes, etc.)</td>
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<tr>
<td>$ or time donated to organizations that are supporting climate action initiatives</td>
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Empowering Climate Action
Goals have been set to reduce plastics and plans are in place to achieve those goals

Contribute to the protection of endangered marine species and/or enhanced biodiversity

Protect, sustainably manage or rehabilitate marine and coastal ecosystems (e.g. Annual marine debris clean up)

Prevent/reduce marine pollution
<table>
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<th><strong>15</strong> LIFE ON LAND</th>
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Include an educational component on improving, protecting, or conserving ecosystems or animal populations

Support reforestation/tree-planting initiatives

The organization works towards the conservation of threatened or at-risk species

Use/promote sustainable agricultural practices that sequester carbon and promote biodiversity (E.g. permaculture, intercropping, biodynamic farming, etc.) Even the wine you choose can have a positive impact!
<table>
<thead>
<tr>
<th><strong>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</strong></th>
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<tbody>
<tr>
<td>Social and environmental performance reporting (goals and progress) - public</td>
</tr>
<tr>
<td>Stakeholders have a voice in social and environmental performance (advisory board or other feedback mechanisms)</td>
</tr>
<tr>
<td>Corporate governing documents ensure long-term focus on social and environmental actions</td>
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<tr>
<td>Offer employees flexible work hours so they may vote. Share resources with employees on local candidates and where and how to vote.</td>
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<tr>
<td>Create work opportunities for refugees, directly in your company or supported within your supply chain</td>
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Empowering Climate Action
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<tr>
<th>17 PARTNERSHIPS FOR THE GOALS</th>
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<tr>
<td>Engage with industry organization on sustainability. Encourage organization to reflect on/adopt UNSDG framework (Start with one!)</td>
</tr>
<tr>
<td>Create partnerships with non-profits to work on specific projects within the SDGs</td>
</tr>
<tr>
<td>Openly share solutions to sustainability issues with your industry at home and abroad</td>
</tr>
<tr>
<td>Collaborate with your competitors to raise the bar and standards within your industry</td>
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Empowering Climate Action