

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 **Lək^wəŋən 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.

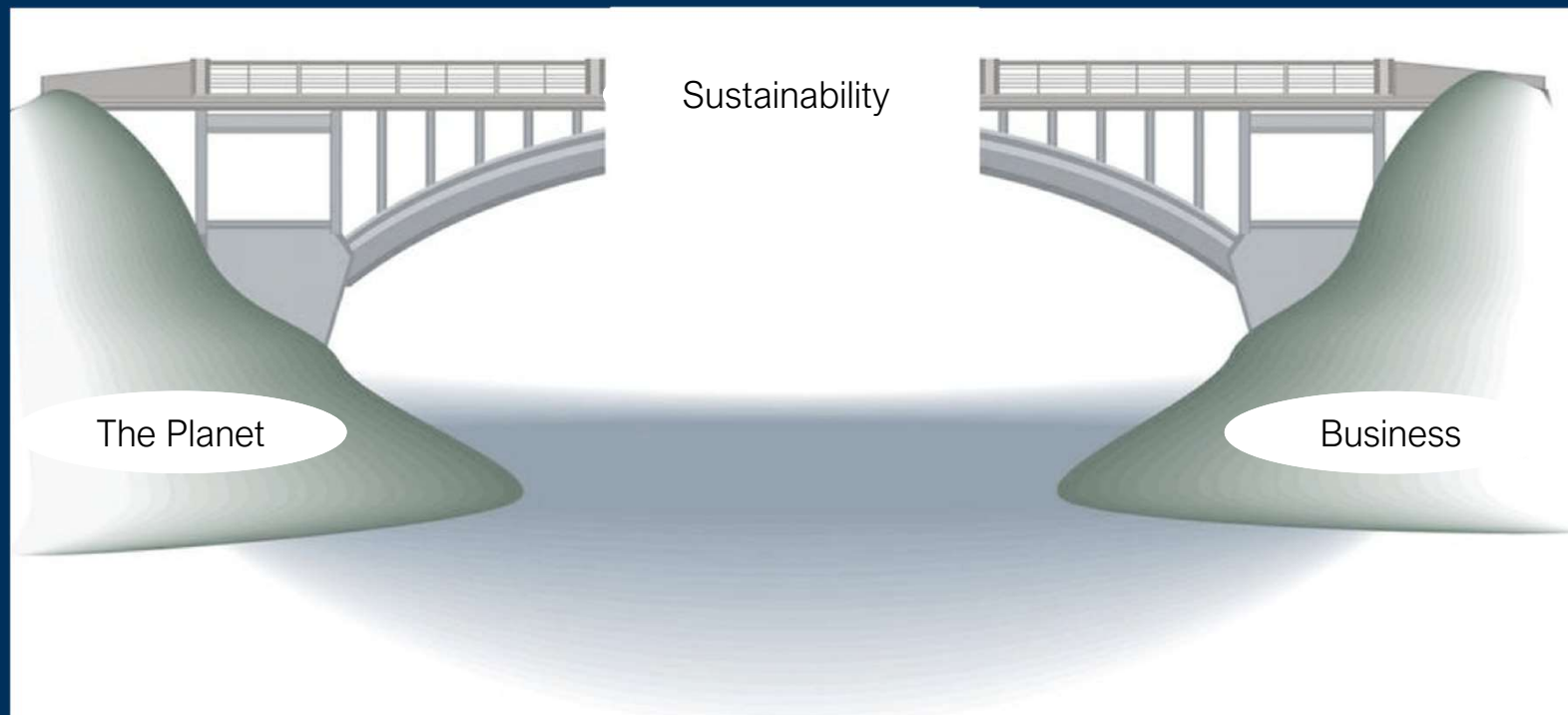
synergy



Jill Doucette (she/her)

Founder & CEO

Bridging the Divide



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

synergy 

SUSTAINABLE DEVELOPMENT GOALS



Empowering Climate Action

synergy

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

2.2 billion without
safe water

1/8 species at
risk of extinction



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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

synergy

Environment

SUSTAINABLE DEVELOPMENT GOALS



Social

SUSTAINABLE DEVELOPMENT GOALS



Governance

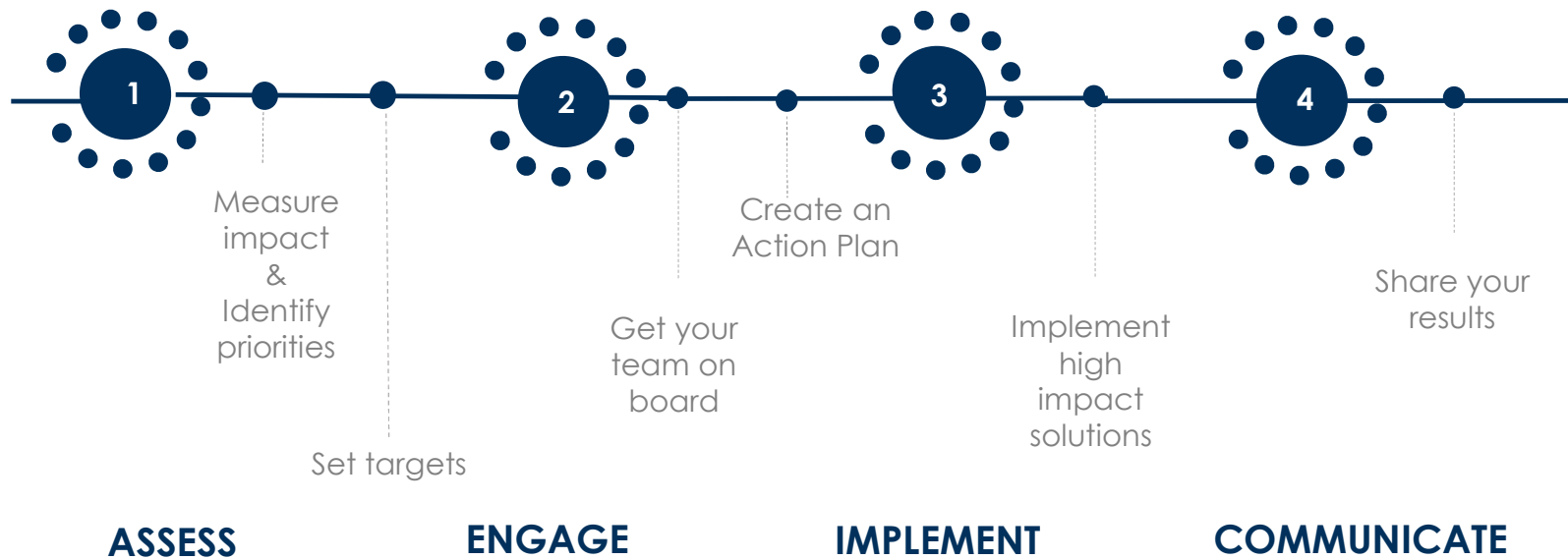
SUSTAINABLE DEVELOPMENT GOALS



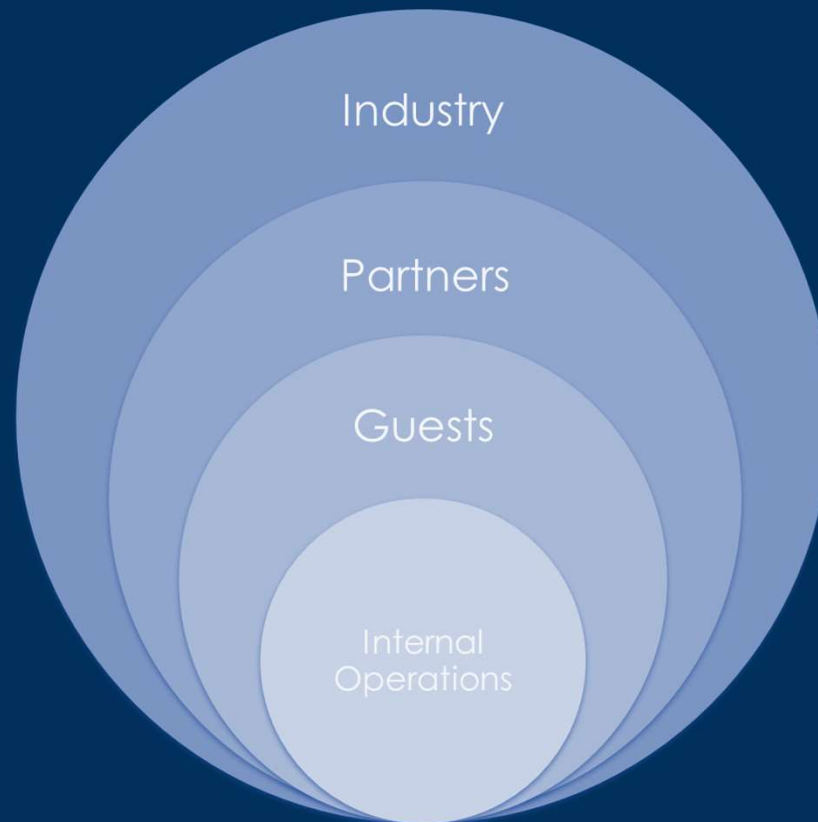


Creating Your Sustainability Plan

The Journey – 4 Stages



Sphere of Influence





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?

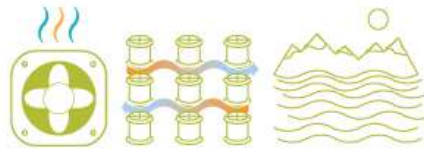


Communicating Sustainability Stories

Corporate Social Responsibility




ECOSTAR Awards 2016
 Community Leadership



HYDROTHERMAL TECHNOLOGY
 Uses ocean water from right outside for passive cooling

AURA Restaurant is



Approved for minimizing single-use plastic



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

24,843
 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



200 SHOWERHEADS SWITCHED TO **Low-Flow**



Unused bath products - donated to **Disaster Aid CANADA**



Includes cooking oil, compost, soft plastics, batteries, light bulbs, blue box items & Styrofoam

HR COMMITTEE



& Support for **RAINBOW KITCHEN** since 2010

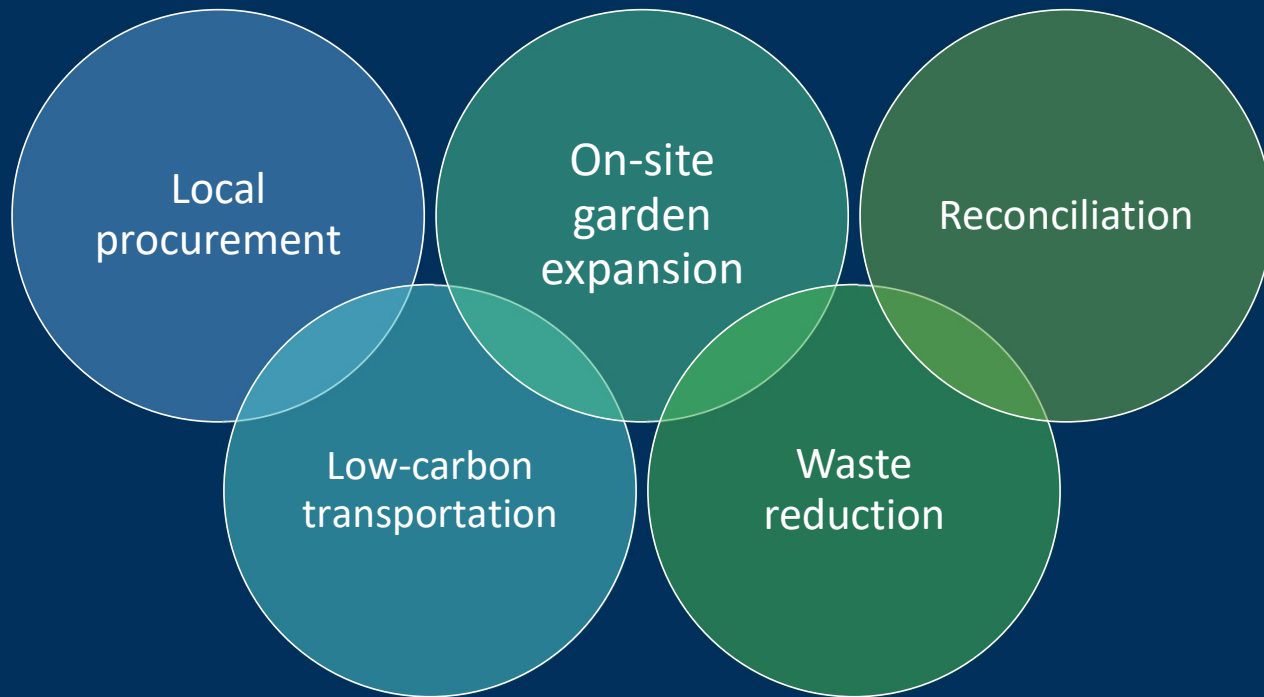
since 2009... **875,543** Guests have enjoyed a carbon neutral stay

Prepared by **synergy**



Inn at Laurel Point

SustalNN Team



4 PILLARS OF SUSTAINABILITY

WHALE & WILDLIFE WATCHING EAGLE WING TOURS



PASSION · EXPLORE · INSPIRE

CONSERVATION SCIENCE & RESEARCH

- WHALE RESEARCHER TOURS WITH RESEARCHER NATALIE COOPER
- URBAN-SANCTUARY PROJECT
- UNDERWATER-SOUND-ASSESSMENT
- WILD-4-WHALES FOUNDATION
- \$2 WILDLIFE FEE CENTER FOR WHALE RESEARCH & PACIFIC SALMON FOUNDATION
- SURF RIDER-APPROVED

CLIMATE ACTION MINIMIZING IMPACT

- 100% CARBON NEUTRAL
- FUEL-EFFICIENT CATAMARANS
- RECYCLING & COMPOSTING PROGRAM
- GREEN PURCHASING POLICY
- REEF BALLS (WORLD FISHERIES TRUST)
- WATER BOTTLE REFILL STATION

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

TRANSPARENCY & ACCOUNTABILITY RAISING THE BAR

- EXPERIENCED NATURALISTS ON BOATS
- WORLD OCEANS DAY @ FISHERMAN'S WHARF
- SONGHEES NATION CULTURAL TOURS & PARTNERSHIPS
- LIVE WILDLIFE CAMERAS
- #ION TRIP ADVISOR SINCE 2007
- CO-FOUNDER EARTH DAY POWER HOUR & VISTA
- GREEN RIBBON ONLINE
- SEA W CENTRE FOR THE SALISH SEA RACE
- ROCKS ECOLOGICAL RESERVE & MORE

EDUCATION & ENGAGEMENT EXPERIENCE

- OCEAN WALL & SEA RANGERS KIDS CLUB AT HILLSIDE MALL
- VANCOUVER ISLAND GREEN BUSINESS CERTIFICATION
- LOCAL, PROVINCIAL & NATIONAL AWARDS
- CERTIFIED GOLD WITH GREEN TOURISM CANADA
- #1 FOR-THE-PLANET SINCE 2011
- SEA W CENTRE FOR THE SALISH SEA RACE
- ROCKS ECOLOGICAL RESERVE & MORE
- GREEN RIBBON ONLINE
- SEA W CENTRE FOR THE SALISH SEA RACE
- ROCKS ECOLOGICAL RESERVE & MORE

NATIONAL & INTERNATIONAL ACCOLADES & AWARDS

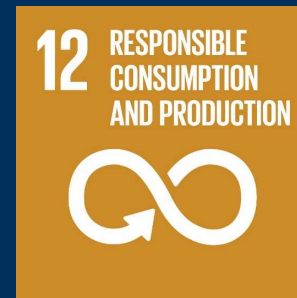
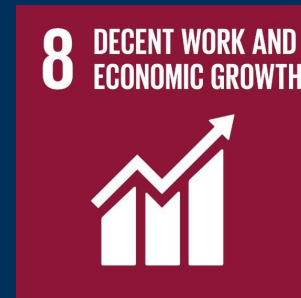
- 2014 & 2016 TOP Sustainable Tourism Business in Canada
- Certified Gold with Green Tourism Canada
- Tourism Vancouver Island - Tourism Sustainability Award
- EcoStar Awards CRD EcoStar Top Experiential Award
- EcoStar Awards CRD EcoStar Environmental Leadership Award



Our People

**Community Building
Experiences**

Environment



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.”



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



8 DECENT WORK AND
ECONOMIC GROWTH



“At Baldy Mountain Ski Resort, we are committed to being a year-round place of employment for all staff by 2024.”







13 CLIMATE ACTION






13 CLIMATE ACTION



12 RESPONSIBLE CONSUMPTION AND PRODUCTION






13 CLIMATE ACTION



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



11 SUSTAINABLE CITIES AND COMMUNITIES



NIMMO BAY



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

At Adventure Canada, we engage, entertain, and educate by connecting people to each other and to the land through innovative travel experiences. We cultivate connection and community. We celebrate culture, and are driven by heart, humanity, and hope.

We believe that healthy cultures, ecosystems, and economies go hand in hand. We also know that preserving and enhancing cultural, environmental, and economic integrity is a lifetime commitment.

The United Nations Sustainable Development Goals

The United Nations Sustainable Development Goals (SDG) for 2030 address global challenges including climate action, environmental degradation, poverty, inequality, and peace and justice. Using the SDGs, we've outlined how we can help achieve a better and more sustainable future for all by focusing on our office operations, educating travelers, training youth, and investing in communities. We join hundreds of communities, countries, companies, and individuals working to ensure no one is left behind. By exploring with Adventure Canada, you are an active contributor to influential programs throughout your journey. Thank you.

Our Partners

With partner organizations and Adventure Canada guests like yourself, we have supported countless communities and organizations over the last two decades. These include:

- **Students on Ice Foundation:** More than \$695,000 has been donated towards educating youth from around the world about the importance of polar regions and sustainability while aboard life-changing expeditions (SDGs 13, 14, 4)
- **Project North:** To date, Adventure Canada has contributed over \$325,000 towards providing hockey and soccer equipment to northern communities in Nunavut, Nunatsiavut, and Nunavik (SDGs 3 & 4)
- **Scientists in Residence and Young Explorers:** Adventure Canada has provided in-kind support amounting to over \$487,555 in berths and flights to youth conducting research and pursuing careers in environmental, social, and economic fields (SDGs 3, 4, 5, 8, 11, 12, 13, 14, 15)
- Adventure Canada has committed over \$500,000 to conservation organizations and projects including: **World Wildlife Fund Canada, Quebec-Labrador Foundation, Wings Over the Rockies Nature Festival, Polar Bears International, Bruce Trail Conservancy, and Groundswell Network Society** (SDGs 3, 8, 11, 12, 13, 14, 15)

Supporting the UN's 2030 Sustainable Development Goals

- In support of the UN's 2030 goals Adventure Canada is continuously building new partnerships and engaging with new projects. We are committed to:
- Developing and implementing a multi-year Regenerative Tourism Plan
 - Expanding our climate change education programs
 - Auditing our carbon footprint and setting reduction targets
 - Investing in CO2 drawdown strategies and offsetting mechanisms to mitigate our emissions, including clean ship technologies
 - Expanding our Taste of Place Initiative to improving food security in local economies and sustainable purchasing
 - Prioritizing contracts with value and action-aligned services, companies, and organizations
 - Reducing Adventure Canada's use of single-use plastics, integrating systemic waste reduction, water conservation, recycling, and re-using programs on land and at sea

SUSTAINABLE DEVELOPMENT GOALS

The Top SDGs Adventure Canada is Focused on:

- 9. Industry, Innovation and Infrastructure**
Direct fundraising for Food First NL raised over \$9,000 in 2018.
- 13. Climate Action**
Garmaapik House provides shelter, counselling, and courses for families, young parents, and children to support conflict resolutions, budgeting, and traditional knowledge. Adventure Canada supports their work with donations and visitor engagement.
- 17. Partnerships for the Goals**
Expedition education programs offer our guests immersive and inclusive programs with top leaders in their fields. These enriching programs provide life-long learners with opportunities to learn, share, and act during and after every expedition.
- 5. Gender Equality**
Adventure Canada advocates and provides opportunities for strong women in leadership roles by offering professional development at Adventure Canada headquarters and on expedition teams.
- 8. Decent Work and Economic Growth**
Adventure Canada purchases Inuit art and locally produced products from Arctic communities and sells them aboard the ship in the gallery and gift shop, supporting economic prosperity and cultural preservation in the North.
- 6. Clean Water and Sanitation**
Kaaqpitlag Coffee is an Inuit-owned social enterprise dedicated to the production of premium coffee by and for the Canadian Arctic. Kaaqpitlag directly sources from Peruvian indigenous coffee co-ops and reinvests 75% of its annual sales into culture and language programming. Adventure Canada's League of Adventurers program purchases their coffee. Enjoy a cup!
- 11. Sustainable Cities and Communities**
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.
- 12. Responsible Consumption and Production**
Adventure Canada guests receive a complimentary canteen to use during their expedition to reduce plastic water bottle use. All shipboard cleaning agents are environmentally friendly. Adventure Canada meets or exceeds AECO standards for fuel consumption and waste management on board.
- 15. Life on Land**
Scientists in Residence and Young Explorers join Adventure Canada tours to further their research and share their findings on the impacts of climate change.
- 13. Climate Action**
Adventure Canada supports the 2019 National Inuit Climate Change Strategy. The strategy lays out five priorities that align with the UN SDGs and with Adventure Canada's Regenerative Tourism and Sustainability Plan.
- 11. Sustainable Cities and Communities**
Through Fly It Forward, Adventure Canada carbon offsets staff flights and provides funding to Groundswell Network Society for food, energy waste, water, and climate education programs. Adventure Canada passengers are invited to enroll in Fly It Forward.
- 14. Life Below Water**
Adventure Canada consults on policy developments throughout the regions we operate in, including the interim management plan for Tallurutiup Imanga, one of Canada's largest National Marine Conservation Areas.
- 14. Life Below Water**
In Newfoundland, Adventure Canada serves fish caught with the traditional and sustainable hand-line method from Pogo Island Fish Company, which purchases directly from fishers at fair market value; an example of a recommended source by the Ocean Wise Seafood Program.
- 14. Life Below Water**
Adventure Canada was selected to develop and run the pilot project for safe, low impact visitation at the Sable Island National Park Reserve. Onboard researchers monitor marine activities in "The Gully", an ecologically vital and challenged eco-zone off Sable Island.
- 13. Climate Action**
Across Nunavut, Adventure Canada and Parks Canada are working together to develop sustainable and safe visitation guidelines to some of Canada's most isolated and sensitive areas, therefore providing economic benefits to Inuit communities and protecting cultural and ecological integrity.
- 13. Climate Action**
Adventure Canada funds a tracking sponsorship for "Yuika" and her two yearling cubs, supporting Polar Bear International research on her habitat use and behaviour.
- 15. Life on Land**
Adventure Canada helped with the Torngat Mountains National Park clean-up, removing fifty drums of contaminated soil and toxic waste.





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Sustainability Certifications



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

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Q & A

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Founder & CEO
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APPENDIX

Additional Examples

How TTC Treads Right



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



FAMILY OWNED • FAMILY RUN
DRIVEN BY SERVICE

THE ISSUES

**MAKE
TRAVEL
MATTER**

PLANET

- Climate Change
- Sustainable Food Production
- Responsible Consumption

PEOPLE

- Overtourism
- Our Culture

WILDLIFE

- Animal Welfare

PLANET

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 3.

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



GOAL 5.

Reduce printed brochures by 50% by 2025.



GOAL 2.

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



GOAL 4.

Increase use of local & organic food products by our supply chain 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 select specialist brands by 2025.



GOAL 9.

Increase employee and market sentiment regarding diversity and inclusion across our brands.



GOAL 10.

Complete 30,000 volunteer hours by 2025.



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.



4 QUALITY EDUCATION

The background of this slide features a pattern of small, overlapping circles in shades of blue and grey, with a dark blue diagonal band.

GOAL 11.

Ensure all wildlife experiences across TTC brands adhere to our Animal Welfare Policy by 2021.



14 LIFE BELOW WATER

15 LIFE ON LAND

The background of this slide is a dark, textured surface with a diagonal band of a different texture, possibly representing a natural environment.

GOAL 3.

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



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

GOAL 4.

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



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

The background of this slide features a pattern of small, overlapping circles in shades of blue and grey, with a dark blue diagonal band.



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



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



Promote health and nutrition through workshops and counselling

Provide healthy (plant rich) snack and meal options (make available → subsidise → provide for free)

Donate \$ or time to organizations that support food security initiatives

Grow food on-site. Start a rooftop or patio garden with food for staff.

Provide garden starter kits at a discounted rate to staff.

Evaluate and replace suppliers based on the above indicators

3 GOOD HEALTH AND WELL-BEING



Provide supplementary benefits including health, dental, life insurance and disability coverage

Provide mental health coverage for employees. (E.g. Benefits include Employee Assistance Program / counselling)

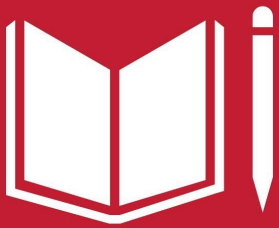
Provide flexible work hours to ensure employees can care for their dependents

Provide training and awareness events on mental health, substance abuse, nutrition, etc.

Wellness programs encourage active lifestyles (bike to work week, step challenges, running events, etc.)

Evaluate and replace suppliers based on the above indicators

4 QUALITY EDUCATION



Professional development opportunities outside of core training are provided (E.g. Leadership, financial planning, public speaking, etc.)

Co-op and work experience opportunities are provided with a focus on underrepresented groups

Mentorship and training opportunities are provided (coaching, training at-risk youth)

Actively support regional schools in providing quality education through programs and/or donations

Facilitate and contribute funding (budget or matching program) to people accessing continuing education (time/\$)



At least 50% of leadership positions are held by women

Gender equality policies and practices in place for recruitment, remuneration (equal pay for equal work, training, promotions, etc.)

Paid parental leave and flexible return to work opportunities for working parents are provided

Women and girls are actively empowered through mentorship and education

Kid-friendly office and child-care support (on-site childcare, subsidized childcare, policy to support breastfeeding mothers, flexible work hours for all parents)



A water savings assessment or audit has been conducted to identify all potential water saving actions

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)

Spill prevention systems in place to protect freshwater systems from business operations

Actively work to protect or restore freshwater ecosystems

Donate \$ or time to organizations that support freshwater ecosystems.



Have set energy reduction targets and have a plan to meet them

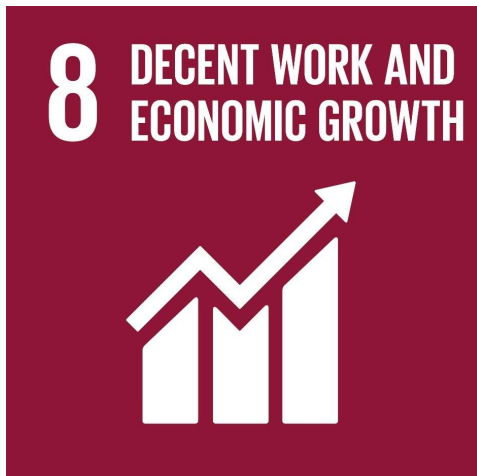
Working to reduce energy consumption. (E.g. efficient building design, LED lighting, behavioral best practices, etc.)

Powered by renewable energy

Regular energy audits have been conducted and energy consumption is monitored

Actively reducing oil, natural gas, propane or diesel consumption

Evaluate and replace suppliers based on the above indicators



100% of employees across the organization earn a living wage or % above living wage

Contractors are paid at least a living wage and have a formal feedback process

Financial services for employees include direct deposit, financial management assistance debt management, retirement savings plans, etc.

Employee handbook includes: a non-discrimination statement, anti-harassment policy, benefits, training and leave, etc.

Recruitment of marginalized/ underrepresented groups including youth, newcomers, Indigenous, LGBTQ2, etc.

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



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+%)



Recruit and employ marginalized or underrepresented people (people with disabilities, Indigenous, LGBTQ2, seniors, newcomers, etc.)

Provide services to support or empower underrepresented people that they would not normally have access to

Ensure equal work for equal pay, regardless of age, sex, race, or ethnicity

Work to acknowledge and learn about local or Indigenous language or culture

Non-discrimination practice or policy, ensuring the company does not discriminate based on age, sex, disability, race, ethnicity, origin, religion, or economic status



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)



Carbon footprint is measured regularly and offsets are purchased annually. (Business is Carbon Neutral)

100% of energy is from renewable sources

Emissions reduction targets have been set for 2030 and there is an annual plan to help meet them.

An environmental report is completed annually/biennially and publicly available

Low-carbon transportation options are incentivized (safe bike parking, EV charging stations, bus passes, etc.)

\$ or time donated to organizations that are supporting climate action initiatives



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 (eg. Annual marine debris clean up)

Prevent/reduce marine pollution



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!



Social and environmental performance reporting (goals and progress) - public

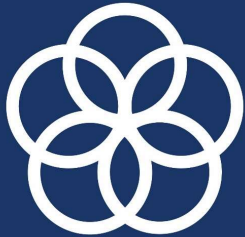
Stakeholders have a voice in social and environmental performance (advisory board or other feedback mechanisms)

Corporate governing documents ensure long-term focus on social and environmental actions

Offer employees flexible work hours so they may vote. Share resources with employees on local candidates and where and how to vote.

Create work opportunities for refugees, directly in your company or supported within your supply chain

17 PARTNERSHIPS FOR THE GOALS



Engage with industry organization on sustainability.
Encourage organization to reflect on/adopt UNSDG framework (Start with one!)

Create partnerships with non-profits to work on specific projects within the SDGs

Openly share solutions to sustainability issues with your industry at home and abroad

Collaborate with your competitors to raise the bar and standards within your industry