

Green Tourism Toolkit

How to get started to **reduce your business' impact on the planet and your bills** while **gaining a competitive advantage!**



www.visitthanetbusiness.co.uk

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WHY GO GREEN..?

At Thanet District Council (TDC) we aim to showcase the Isle of Thanet as a responsible tourism destination, but we can't make this happen without you, our local tourism businesses, getting involved.

"Sustainable tourism is tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"

**United Nations World
Tourism Organisation**

What are we currently doing?

- We declared a climate emergency in 2019. Find more about what we are doing and intend to do as part of this declaration
- We have produced guidance for businesses with regards to Climate Change
- We are developing EV charging points around the destination (*please note information is at the bottom of hyperlinked page*).
- We are developing walking and cycling strategies
- We will feature responsible tourism businesses on the Visit Thanet website, to help visitors identify most sustainable options.

Sustainable tourism development is more than just a new trend. The challenges the planet is facing makes sustainability not only an environmental necessity, but it also needs to be engrained in tourism business models to ensure competitiveness and growth.

The [latest research from Booking.com](#) shows that:

83%

global travellers think sustainable travel is vital

61%

say the pandemic has made them want to travel more sustainably in the future

[Google's 2021 study](#) across the USA, UK, France, and Germany also found a

70%

rise in the number of travellers seeking sustainable travel options

41%

of travellers were willing to pay more for sustainability

49%

of global travellers say there aren't enough sustainable travel options available

41%

indicate that they don't know how to find sustainable options

53%

are annoyed by tourism businesses that stop them from being sustainable (by not offering recycling facilities for example)

Annoyed consumers are likely to be dissatisfied with their experience, which can lead to negative reviews and word-of-mouth feedback and no return visit. The industry is responding to this need by trying to make sustainable travel options more visible.



[Booking.com](#)'s Sustainable Travel Badge helps consumers identify accommodation services that have been eco-certified.








[Google](#) global search results will also feature more information for eco-certified accommodation providers.

73%

Certification is not the only way to gain visibility. Effective communication of sustainable efforts can also increase your business's visibility and influence consumers. **73% of respondents were more likely to choose a specific accommodation provider if they knew it was implementing sustainable practices.**

Sustainability influences the consumer decision-making process

Sustainability influences the consumer decision-making process. British consumers and global travellers are increasingly choosing restaurants and takeaways (and other brands) that have environmentally sustainable or ethical practices and values. These include:

-  *Waste reduction and adoption of circular practices*
-  *Production of sustainable packaging*
-  *Reduction of carbon footprint*
-  *Commitment to ethical working practices*
-  *Protection and support of biodiversity*
-  *Conservation of water and other natural resources*
-  *Adoption of diversity and inclusion practices*

"Consumers are looking to brands to lead the way in how they can make sustainable choices ... People want sustainability to feel positive, not overwhelming. They want it to be effortless and included, not extra." **Finnbar Cornwall, Google's Travel Industry Leader**

It's time for tourism businesses to "shift sustainability away from being a big complex topic towards smaller changes. **"People want to be rewarded for their progress, not wait for perfection"** says Google's Industry Leader for Travel.

“Many of our members see running-cost reductions of up to 20% in the first year” **Andrea Nicolas, Green Tourism**

Andrea Nicholas, Chief Executive at Green Tourism, says that “running a truly sustainable business is cheaper and more profitable than non-sustainable models”. She adds that “a very large brand hotel told us that their six-figure electricity bill has been reduced by 60% by switching to LED lights, and they had not yet completed the process throughout the hotel.”

Making changes can seem expensive and time consuming. **However, this Green Tourism Toolkit provides you with straightforward steps you can take to start your journey towards a more sustainable business, with links to further resources if you want to find out more.**

A sustainable business will...



Energy



Choose an energy provider that uses **100% renewable energy** – it usually doesn't cost more than your usual provider.



Switch to **energy efficient lighting** – LED light bulbs.



Install **draft excluders and extra loft insulation**.



Ask your staff to **turn off lights and appliances when not in use**.

Affordable and manageable first steps to reduce your business' impact

Waste



Use refillable or other **Zero Waste products**.



Make sure you have **waste recycling bins**.



Use **recycled paper** (for toilet paper, printing or advertising paper and brochures)



Do not use **single-use plastic**.

Water

Save up to 3L of water per flush by installing **low-flow toilets**, putting a plastic **bottle filled with water in your toilet tank** or installing a **cistern displacement device (CDD)**.



Fix any leaks as soon as possible. A leaky loo wastes between 200 and 400L of water per day – that's 72,000 to 146,000L of water wasted every year. A dripping tap can waste around 5,500L of water per year.



Supply Chain

Select **local suppliers** (for food but also furniture, packaging, art, and any other products).



Ask larger companies you purchase from if they are aiming to at least **halve their carbon emissions by 2030** and **become net zero by 2050**.



Choose pro-active suppliers that actively **reduce plastic consumption** and their carbon footprint.



Communication

Communicating sustainability effectively can provide your business with a competitive advantage and more visibility. **Start by telling Thanet District Council - tourism@thanet.gov.uk** so they can promote you!

HOW TO START...

Find in this section steps you can take to start reducing your impact on the environment and ways to influence your customers or suppliers to reduce their impact, and contribute to achieving local, national and global goals.

No cost	£	££	£££
One of the greatest impacts you can have is to influence others	Very affordable actions (under £99, depending on business size)	Actions that require more financial investment (around £100 - £1,000)	Actions that require significant financial investment (more than £1,000)

Please note that actions that require significant financial investment should not be disregarded because they are too expensive, as they will often help you reduce your future costs, so may prove to be very interesting investments!

Energy: How to reduce your bills

Heating, lighting and office or production equipment will all have an impact on your energy bill. Saving energy will help reduce your business' impact on the planet and start saving you money.

Install draft excluders and extra loft insulation. £

Switch to energy efficient lighting – LED light bulbs. £

Choose an energy provider that uses 100% renewable energy – it doesn't generally cost more than your usual provider. £

Install energy meters. ££

If convenient, consider switching to ebikes or public transport for business travel / consider switching business vehicles to electric. ££ / £££

Install roof insulation. £££

Choose energy efficient appliances (Class A) - when they need replacing. £££

No cost: Influence ❖ Ask your staff to turn off lights and appliances when not in use

Find more information about these steps and more you can do to save energy and save money in this [toolkit](#) developed by the Department of Energy and Climate Change.

Water: How to reduce your consumption

The Environment Agency warns that the UK could be facing water shortages by 2050 if action is not taken to conserve supplies. It is essential to take steps not to waste water.

Install low-flow toilets or put a plastic bottle filled with water in your toilet tank to reduce the amount of water used per flush (if you can't replace your high-volume tank). You can also install a cistern displacement device (CDD), saving up to 3 litres of water per flush.

£

Fix any leaks as soon as possible (a leaky loo wastes between 200 and 400 litres of water per day – that's 72,000 to 146,000 litres of water wasted every year. A dripping tap can waste around 5,500 litres of water per year).

£

Collect rainwater with water butts for use in drier months.

££

Install water flow reducers on taps/showers.

££

**No cost:
Influence**

For accommodation providers only:

Visitors, in some destinations, can use as much as 5 times the amount of water during their holiday as used by residents. You can use simple signposting to help guests reduce their consumption, by reminding them to:

- ❖ Turn the tap off when brushing their teeth
- ❖ Only put the necessary amount of water in the kettle
- ❖ Indicate when they would like their room thoroughly cleaned and towels and linens washed (e.g. by putting a sign on the door or putting their linen and towels on the floor)

Food: Reduce GHG emissions

For food providers;

No cost: Influence

- ❖ Consider offering vegan and vegetarian options.

The food industry creates about a quarter of all the world's greenhouse gas emissions - a large percentage of this comes from the methane that cows and sheep produce. Methane is a potent greenhouse gas so an easy way to reduce your carbon footprint is to reduce your beef, lamb and dairy intake.

Waste: How to manage it better

Even though sorting and recycling waste can help reduce your impact on the environment, reducing the total amount of waste created should be the goal.

Can you reduce the amount of things you buy? £

Do not use single-use plastic. £

Make sure you have waste recycling bins. £

Use refillable or other Zero Waste products wherever possible. £

Use recycled paper (for toilet paper, printing or advertising paper and brochures). £

For food providers:

Put your food waste in the brown food collection bin or compost it yourself. £

Do not throw your leftovers away, but rather make profit out of them with programmes such as Too Good To Go. £

Provide reasonable portion sizes to avoid food waste and offer guests to take their leftovers back with them at the end of their meal. You can also offer half-size portion options for guests with a small appetite. £

For accommodation providers:

Avoid using small samples for soap and shampoo. Prefer refillable bottles – ideally using local products. £

No cost: Influence

- ❖ Encourage guests to recycle their waste with simple and intuitive collection e.g bins of different colours, clear signs to indicate what to put in each bin.
- ❖ Encourage guests to bring a reusable bottle and offer tap water to visitors (to avoid them purchasing plastic water bottles). You can also sell reusable water bottles for guests that have forgotten theirs.

Find out more about recycling, reducing waste and composting on [recyclenow.com](https://www.recyclenow.com), Thanet District Council has partnered with [getcomposting.com](https://www.getcomposting.com) - find everything you need from compost bins, caddies, liners, and water butts [here](#).

Supply Chain: How to reduce your impact through your supplier selection

The suppliers you choose to work with will influence the overall impact of your business on the environment, including your carbon footprint or impact on biodiversity. Select your suppliers carefully and don't be afraid to ask questions to be sure their values are aligned with yours.

Select businesses in your supply chain carefully and don't hesitate to ask them about their sustainability efforts:

Choose a cleaning service/select cleaning products that are respectful for the environment. £

Choose suppliers that are actively reducing their plastic consumption (especially single use plastic) and carbon footprint (e.g. by using more responsible modes of transport for delivery). £

Ask larger companies you purchase from if they are aiming to at least halve their carbon emissions by 2030 and become net zero by 2050. £

Choose local suppliers (for food but also furniture, art, packaging, and any other products you use to operate your business) – this will help reduce your carbon footprint, benefit the local economy, and improve the quality of experience of your visitors who are increasingly looking for local and authentic experiences
You can find local food producers from the [Produced in Kent website](#). £

No cost: Influence

- ❖ Encourage your suppliers to become more responsible by sharing this guide or establish company criteria for your suppliers.



Communication: How to gain visibility and a competitive advantage

Communicating sustainability efforts effectively can be tricky but when done well it can be quite effective in bringing in quality consumers!

No cost: Influence

- ❖ Promote soft mobility – for people to get to your business by foot, bike or public transport. Or direct customers to the [Visit Thanet website page “Getting Around”](#) (this includes EV charging points).
- ❖ If you have an EV charging point, you can offer guests the facility to charge their car for a cost (measure the consumption by reading the energy meter).
- ❖ Promote your local sustainable suppliers and other local sustainable businesses when appropriate.
- ❖ Avoid greenwashing by basing your marketing messages on facts (reduction of carbon footprint based on rigorous carbon calculations, reduction of water consumption based on consistent monitoring or reduction of food mileage by increasing the number of local food suppliers for example).
- ❖ Inform tourism@thanet.gov.uk about your efforts so they can highlight and promote your actions on their website.

For accommodation providers:

No cost: Influence

- ❖ Promote soft mobility (travelling by foot, bike or public transport) when advising visitors on what to do in the destination (e.g going to restaurants or attractions).
- ❖ Include a list of local sustainable activities and restaurants to inform your guests.



FIND SOME INSPIRATION...

Some businesses in the Isle of Thanet have already taken inspiring initiatives to reduce their impact on the planet whilst providing a great experience to customers.

ACCOMMODATION

MANSTON COURT ACCOMMODATIONS

Manston Court Accommodations provides three self-catering holiday properties on the edge of the village of Manston.

Located 4 miles from the coastal towns of Margate, Broadstairs and Ramsgate, the owners have installed an Electric Vehicle charging point for electric and hybrid vehicles. By using an electric vehicle themselves, the owners are reducing their consumption of petrol, only filling up their petrol car three times a year. This EV charging point is promoted on the front page of the business' website, ensuring high visibility to customers.

Manston Court Accommodations also grows bee friendly plants in their gardens and has their own beehive and hope to get more soon!



'This is the beehive with our lovely lady bees hibernating for the winter, which is why I don't have a bee suit on! Although, these bees are quite laid back and not aggressive at all, so even last summer it was fine to get quite close and just watch them work.

This is the first year we have kept bees and were hoping that they were making it safely through the winter, however, whilst taking this photo, we saw a few fly out and come back with pollen on their legs. Now we're looking forward to the honey this summer.'

GLENDEVON GUEST HOUSE

The Glendevon Guest House is an award-winning Bed and Breakfast with an option for self-catering holidays, located close to Ramsgate harbour.

To influence visitors to reduce their impact on the environment, and therefore contribute to limiting Glendevon Guest House's impact, they have developed a comprehensive environmental policy, published on their website. This policy covers a range of actions, from informing guests that all toilets are fitted with "Water Saver flush bags" to reduce the amount of water per flushing and that all electrical appliances have been changed to have an A energy rating, to asking guests to switch off at the wall after using plugs or switch the television and radio off rather than leaving them on standby when not in use.

They also encourage guests to not leave their charger or other plugged in when not in use. They only use a small amount of energy, but if one million chargers are left plugged in and unused, it can amount to a significant amount! This accommodation also actively welcomes walking and cycling visitors by explicitly communicating that they cater for their special needs: safe storage for bikes, maps, packed lunches, etc.



"At Glendevon, we strive to consider the environment in every way possible including the cleaning products we choose, the appliances we replace and the food and drink we source for our guests. We actively encourage our guests to recycle and provide facilities to separate their waste including food and we have an environmental policy in each room to remind people of the small ways we can all help to reduce our impact on the planet. This of course extends to providing facilities for walking and cyclists to make it easier for our guests to make the most of the amazing trails on our doorstep!"

RESTAURANT

ANGELA'S OF MARGATE

Angela's and its little sister Dory's are small local restaurants, with a simple philosophy built around minimising their impact on the environment. This philosophy is explicitly communicated on their website's homepage.

The owner's philosophy for both is straightforward; 'we will always consider our people and our planet first, working directly with growers, fishermen and suppliers who understand how to make the most of their produce and at the same time minimise the impact on the environment'.

The owners spend a lot of time researching the removal of plastic from their supply chain, from dairy, vegetables and oil, through to fish and salt. Despite not being zero plastic yet they are constantly striving to make their practices better.

They are also working to close the loop for a more circular economy. For example, they turn their food waste into compost in their own composting machine and provide it to the Windmill Community Gardens to support them to produce more of the raw and organic ingredients used in the restaurants.



"Considering the environment is no longer a left field notion, it is part of the mainstream conversation. It is so much easier to do your bit as a business than it was when we first opened Angela's. However the rule is that it is almost never easier, and it is almost always more expensive but your customers will notice the difference and they will support you more wholeheartedly."

THE THANET COAST PROJECT

The project works with local people to help safeguard the wildlife and the coastline's unique features. It is a 'not for profit' project run through Thanet District Council, but reliant on grants and donations.

The main remit of the project is to:

- Raise awareness of the important marine and bird life, and how to avoid damaging them
- Work with local people to safeguard coastal wildlife and help implement the Management Scheme action
- Encourage and run wildlife related events and make links with wildlife, green tourism, coast-scape and the arts
- Be a focal point for enquiries and gathering information on coastal wildlife and environmental issues
- Keep everyone informed with progress through various means such as Facebook, Twitter, event posters, website and articles.



“The Thanet Coast Project runs coastal events and activities to enable visitors and locals to find out more about the marine life of the North East Kent Marine Protected Area. These range from Scavenger Hunts to the popular summer Seashore Safari rockpooling sessions, suitable for all the family together. There’s also scope for people to volunteer as Coastal Wardens - to be the local ‘eyes and ears’ of their patch of the coast - and help run environmental events, or join local practical events such as invasive marine species control, or join, or run, a beach clean.”

Tony Child, Thanet Coast Project (NE Kent MPA) Officer

Levelling Up Green Port Project

As part of Thanet District Council's successful application for Ramsgate, worth £19.8 million from the Government's Levelling Up Fund for public sector investment, is the development and investment in Port Infrastructure which will create a Green Port.

This will provide a hub for innovation and training, allied to a modern hybrid Port, supporting renewable energy and zero carbon maritime logistics. Investing jointly with the private sector Thanet District Council will create a Green Campus, including a Centre of Excellence for offshore operations and maintenance, space for innovation in low carbon logistics and a hub for green business.

This investment will unlock the opportunity to provide real economic growth, job creation and training places in the heart of Ramsgate.



BIODIVERSITY...

Biodiversity is fundamental for a healthy and prosperous future. The breakdown of biodiversity is one of the most serious issues of our time. Since the Industrial Revolution, the United Kingdom has lost almost half of its wildlife and plant species, largely as a result of human and land development.

The United Kingdom has an average of only 53% of its biodiversity left. It is ranked in the bottom 10% in the world and the worst among G7 nations.

Natural History Museum

Why do we need biodiversity?

Some of the tourism products and competitive advantage of Thanet as a destination is based on biodiversity: the ocean and its beautiful beaches and bays, parks and rural landscape.

It is impossible to tackle biodiversity loss without tackling climate change, and it is equally impossible to tackle climate change without considering the biodiversity crisis. Protecting and restoring biodiversity will help capture greenhouse gases, but without significant measures taken to control climate change and its disruptions, these conservation efforts may be in vain as natural habitats and wildlife will suffer from increasing extreme weather events (wildfires, droughts, floods, extreme heat or cold, etc.).

Where can you start?

- ❖ Enhance biodiversity in your business: enhance your garden or patios with bee friendly plants, develop or maintain a pond, erect a bird or owl box
- ❖ Select suppliers that have more wildlife friendly operations
- ❖ Create a biodiversity action plan. The IUCN has created [a guide to sustainable use of biological resources for hotels](#)
- ❖ Here are some projects taking place in Thanet District Council:



Monkton Nature Reserve



Sandwich and Pegwell Bay National Nature Reserve



Dane Valley Woods

Check for the most up-to-date examples on www.visitthanetbusiness.co.uk/green-tourism

NET ZERO INITIATIVES...

The term net zero means **achieving a balance between the carbon emitted into the atmosphere, and the carbon removed from it**. This balance – or net zero – will happen when the amount of carbon we add to the atmosphere is no more than the amount removed.

Why do you need a Net Zero Initiative?

The widespread adoption of net zero initiatives is an important lever for driving ambitious climate actions. Climate change is and will continue to affect the United Kingdom and Thanet causing unusual weather events such as an increasing number of storms, tidal surges, extreme heat etc. These events will not only disrupt our quality of life but also the local economy.

Setting clear net zero targets will also enhance your brand's credibility and reputation, enable you to get ahead of likely future regulations and give you a competitive advantage in a market that is increasingly conscious of the tourism sector's environmental impact.

Where can you start?

You cannot reduce what is not measured and monitored.

Start by calculating your business' carbon footprint. A business's carbon footprint is mainly due to the heating of their buildings, their transport emissions and spending (through the supply chain).

Free tools

Carbon Trust - [SME Carbon Footprint Calculator](#)

[WWF's guide on reporting carbon emissions](#)

More tools available in the [Visit England's sustainable business toolkit](#)

[Kent County Council STEM – Steps to Environmental Management Scheme](#). The scheme will help you assess your carbon footprint.

For an accurate calculation, you should seek the service of professionals (e.g. Carbon Trust, Carbon Thrust, etc.).

You must then take steps to reduce your carbon emissions. For more information, refer to the [‘How to start’](#) section of this toolkit.

Carbon offsetting

Carbon offsetting allows the removal of greenhouse gas emissions from the atmosphere through creating or restoring habitats which absorb emissions. It does not reduce the amount of carbon entering the atmosphere. It calculates the amount of carbon that these habitats may capture when created or restored to identify the offsetting potential.

Planting trees cannot be a substitute for reducing carbon emissions directly. Forests are one of our best lines of defence against climate change and restoring them is crucial. However, a newly planted tree can take as many as 20 years to capture the amount of CO₂ that many carbon-offset programmes promise. There is also a considerable risk of these trees being damaged by droughts, wildfires, diseases or deforestation. In addition, when trees die, most of the carbon trapped in their trunk will return to the atmosphere. So planting trees should only be used to absorb the emissions that truly cannot be reduced right now.

Please note that you should only consider offsetting your carbon footprint when you have taken steps to reduce as much of your emissions as possible.



How to choose your offsetting project if you need it to achieve your Net Zero targets?

- ❖ Support high quality projects. Simply planting trees won't be enough as trees can take years before they offset any carbon, and might be easily destroyed by fire, floods or human exploitation. You can find some projects in the [United Nations Carbon offset platform](#), but be curious and don't be afraid to ask them questions before committing to a project
- ❖ Choose local projects: Kent Wildlife Trust is creating a scheme that will be announced more fully later in the year called [Wilder Carbon](#). Wilder Carbon is a national initiative to finance habitat restoration and wilding projects through the sale of carbon credits to buyers who meet defined ethical criteria. Businesses could look out for this in the future.



CERTIFICATION...

You cannot reduce your impact on the environment if you don't measure and monitor your actions. Business certification schemes for sustainability can be excellent tools to help measure and monitor impact on the environment, local culture communities. They provide a standardised assessment of the business's performance against criteria and guidelines for sustainable business management. The certification result is not the most important aspect, but rather the business's progress over the years.

Most certification bodies also provide their members with guidance on how to comply with their criteria. This is a useful source of information to learn how to better manage your business.

What to look for when choosing a business sustainability certification scheme?

There are a wide range of certification bodies to choose from, so how do you select the right one for your business?

Certain factors are essential to consider:

- ❖ **Cost:** the scheme should be affordable, especially for Small and Mid-size Enterprises (SMEs)
- ❖ **Transparency:** the results should be transparent and provided to the businesses, or, even better, made public.
- ❖ **Independent audit:** the audit should be conducted by a third-party auditor.
- ❖ **Market recognition:** customers should recognise the scheme and understand what the results mean
- ❖ **Marketing benefits:** your business should be promoted on the certification body's website or other partner website to increase visibility and market reach.

Most certification bodies will cover all essential criteria. Look for a certification body that is recognised by the GSTC – Global Sustainable Tourism Council, as this shows that the set of criteria used follow the international GSTC's guidelines for sustainable tourism businesses.

Three certification schemes are particularly relevant to SME tourism businesses



The leading green tourism certification in the UK

3,200 establishments in 65 countries, with 60+ in the UK

The transparent and affordable scheme for SMEs

SCHEME COMPARISON	Green Tourism	Green Key	Good Travel Seal
For which type of businesses?	All tourism businesses (includes activity providers, shops, farms, museums, colleges, event venues, theatres, retail, etc.)	Accommodation, conference centres, restaurants, and attractions.	All tourism businesses (includes activity providers, shops, farms, museums, colleges, event venues, theatres, retail, etc.)
GSTC recognised	✓	✓	✓
Endorsed by Visit England?	✓	✓	✗
Cost per year	Starting from £150+VAT for micro businesses Registration fee of £75+VAT payable the first year. Free quick assessment available. ¹	£749+VAT Free quick assessment available.	Starting from £125 VAT for micro businesses ² .
Third-party auditor	✓	✓	✓
Audit process	Online audits only. Year 1 compulsory (within first 6 to 8 months), then yearly assessments advised.	On-site audits conducted in year 1, year 2 and then every 3 years. Online evaluation in other years.	Online or on-site audit in year 1 and then every 2 years.
Transparent results	✗	✗	✓ ³
Visibility on scheme's website	Members' list and blog.	Members' map	Members' list as well as through partners ⁴

¹ A free quick assessment to verify whether your business could receive an award before registering.

² 1-5 rooms or full time employees

³ Scorecard published on the [Good Travel Guide](#).

⁴ In January 2022: [ecohotels.com](#) and [Sustainable First](#).

FURTHER RESOURCES...

Would you like to access funding opportunities?

- ❖ [LoCASE \(Low Carbon Across the South and East\)](#): provides grants of up to £10,000 as well as training workshops
- ❖ [Clean Growth Financing Initiatives](#) with Lloyds Bank
- ❖ [Workspace Charging Scheme](#): voucher-based scheme that provides support towards the up-front costs of the purchase and installation of electric vehicle charging points

Keep an eye on these for future opportunities:

- ❖ [Gov.uk finance and support for your business](#) and [other grants or loans for the travel and leisure industry](#)
- ❖ [Kent County Council business loans and funding](#)

Would you like to access more in-depth information, conversations, support, and commitment?

- ❖ [Low Carbon Kent](#): a network of businesses tackling and adapting to climate change. You may be eligible for their free business support services, including access to finance and commercialisation
- ❖ [UK Business Climate Hub](#): with tools, steps to take and a SME Climate Commitment you can join to receive a free BS ISO 50005 Energy Management System
- ❖ [Glasgow Declaration Climate Action in Tourism](#): join the growing list of signatories and establish your commitment to redefine the future of tourism. Follow their five pathways: Measure, Decarbonise, Regenerate, Collaborate and Finance
- ❖ [Federation of Small Businesses - small business sustainability hub](#): resources, events, and support to help SMEs on their journey towards Net Zero. They have developed a [free guide](#) that you may find useful
- ❖ Carbon Trust: to help with strategy, measurement and evaluation, innovation or certification and assurance carbon footprint management. They have also created a [guide for SMEs' journey to net zero](#)

Would you like to learn to communicate your sustainability efforts better?

- ❖ [Using Sustainability to promote your Business a guide](#) by Visit England: to learn how to communicate sustainability effectively and attract customers

Would you like to learn about training opportunities?

- ❖ [Kent County Council STEM – Steps to Environmental Management Scheme](#): to help businesses improve their environmental performance
- ❖ [EdX courses](#): several sustainable tourism courses/Massive Online Open Courses (MOOC) from different universities, including free options
- ❖ [Sustainable Tourism Training for Tomorrow platform](#): provides free material (including webinar, case studies and good practices) on nine key topics for tourism businesses
- ❖ [Global Sustainable Tourism Council courses](#): regular sessions of their Sustainable Tourism Course and Sustainable Hotel course

Would you like to investigate the embodied carbon in your building project?

- ❖ See this toolkit about embodied carbon of buildings and retrofitting: Architects Carbon Action Network – Campaign on Embodied Carbon and run a natural building materials education programme. [Regulate Embodied Carbon! \(architectscan.org\)](#)
- ❖ Structural Timber Association (alternatives to steel and concrete) [Home Structural Timber Association](#)
- ❖ Network of the [Association for Environmental Conscious Building \(AECB\)](#)
- ❖ Alliance for Sustainable Building Products – lots of resources on natural building materials [Homepage - The Alliance for Sustainable Building Products \(asbp.org.uk\)](#)

Other useful green tourism toolkits:

- ❖ [European Commission's Take A Green Step](#): a comprehensive set of best practices covering all aspects of greening your accommodation establishments or restaurant
- ❖ [Visit England's Make Your Business Sustainable Toolkit](#): includes extensive resources and tools to help you on your sustainability journey



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"The greatest threat to our planet is the belief that someone else will save it."

Robert Swan OBE



"Our biggest challenge in this new century is to take an idea that seems abstract - sustainable development - and turn it into a reality for all the world's people."

Kofi Annan



"The truth is: the natural world is changing. And we are totally dependent on that world. It provides our food, water and air. It is the most precious thing we have and we need to defend it."

Sir David Attenborough



"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

Margaret Mead



"We don't have to engage in grand, heroic actions to participate in change. Small acts, when multiplied by millions of people, can transform the world."

Howard Zinn