

IMPACT SUSTAINABILITY TRAVEL & TOURISM

**A Collaborative National Dialogue On Innovation
And The Contribution Of Tourism To Canada's Sustainable Future.**

VICTORIA, BC JANUARY 20 – 23, 2019 2019 CONFERENCE PROCEEDINGS PAPER

IMPACT
SUSTAINABILITY
TRAVEL & TOURISM

Table of Contents

- IMPACT Sustainability Travel & Tourism 1
- EXECUTIVE SUMMARY 4
- Open Letter to the Leadership of Canada’s Tourism Associations: 5
- RECOGNITION 7
- IMPACT is CARBON NEUTRAL 8
- DAY OF IMPACT – Pre-Conference Tour 10
- WELCOME RECEPTION - *néwiləŋ* 12
- THE GATHERING - *Hys’qa gwns áné teʔčəl iʔ nəwʔiləŋ əʔ cə sápepəʔ* 13
- POLITICAL ENGAGEMENT 14
- SESSIONS 15**
- REALITY CHECK: State of the Climate 16
- Canada: State of the Industry 18
- Place to Place 2.0..... 20
- Protecting Culture & Language Through Tourism 22
- Operations: The \$ and Sense of Sustainability 24
- Lunch with Todd Hirsch: Canadian Economy & Environment 26
- The Circular Economy..... 28
- Cruise: From Coast to Coast to Coast 30
- Active & Accessible Tourism 32
- DOSE OF INNOVATION – Day 1 34
- Biodiversity 36



Welcome with Hon. Lisa Beare & Mayor Lisa Helps 38

REALITY CHECK: SDGs 39

Accelerating Growth: Indigenous Tourism 40

WORKSHOP: Indigenous Partnerships..... 42

Climate Action: Reaching the Targets of the Paris Accord..... 44

Welcoming Visitors and Benefitting Locals..... 46

Lunch with Tammy Blount-Canavan..... 48

WORKSHOP: Setting your Sustainable Development Goals 50

Next Generation of Canadian Tourism 52

Bring it Forward 54

DOSE OF INNOVATION – Day 2..... 56

Tourism in Protected Places 58

Welcome with Hon. Jeanie Dendys 60

Overbooked 2.0: The Solutions..... 62

UNITE-COMMIT-ACT 64

ANNEX 67

Carbon Neutrality 101 68

THANK YOU 70



EXECUTIVE SUMMARY

The future of tourism is a growing industry that supports the protection and restoration of ecology, biodiversity, climate stability and culture.

The goal of the second IMPACT Conference was to unite the tourism industry around this common vision and inspire delegates to take action and radiate positive change throughout their communities and local businesses.

In 2018, IMPACT attendees identified four pillars of sustainability for the tourism industry: ecology and environment, community and sense of place, culture and heritage, and the economy. In 2019, 275 delegates returned to delve deeper into these four pillars, understand the realities of climate change and identify solutions that will create a regenerative tourism industry. Attendees were a broad mix of destination management/marketing organizations (DMOs), operators, accommodations, service providers, tourism industry associations (TIAs), non-profits, government officials, students, media, academics, clean technology businesses and more.

This year, engaging youth was a top priority. Youth hosted the “Next Generation” session and presented their vision of sustainable tourism in the next 20 years:

- We will embrace real accountability of fragile places and carrying capacity
- We will engage Canadian youth in travelling more within our own country
- Sustainable tourism will simply become “tourism”
- Tourism will be accessible to all

In the final session, UNITE-COMMIT-ACT, delegates made voluntary commitments to advancing the United Nations’ Sustainable Development Goals (SDGs) in their destinations, exploring deeper relationships with Indigenous peoples, bringing responsible travel education into their companies, further reducing emissions and transitioning to cleaner energy sources.

The future of Canadian tourism is regenerative, accessible, and embraces reconciliation. We have work to do, but we also know that sustainable tourism development is not about sacrificing the bottom-line, its about long-term sustained growth in the right direction and doing the work that will protect our cultures, natural assets and industry.

This paper attempts to capture key themes from the inspiring speakers and lively dialogue that helped make IMPACT 2019 a success. Each session summary includes Calls to Action for policy makers, DMOs, operators, academia and more, encouraging readers to translate these ideas into concrete action.



Open Letter to the Leadership of Canada's Tourism Associations:

We are pleased to present you with the **2019 Conference Proceedings paper**, IMPACT Sustainability Travel & Tourism Conference (IMPACT) which was held successfully in Victoria, B.C. from January 21 to 23, 2019. The purpose of this annual conference is to convey the importance of tourism as an economic driver as well as the large footprint it has on the environmental, social and cultural fabric of a destination. Canada's tourism industry is thriving with year-over-year visitation and revenue increases, which also contribute to challenges creating sustainable destinations.

In a presentation at IMPACT, Dr. Bob Sandford of the United Nations University's Institute for Water, Environment & Health made clear that the global climate crossed the threshold into an unpredictable new state during the summer of 2018. In Canada, we were witnesses to the intensification of climatic events, many of which have had devastating consequences, including fires, floods, heat waves and cold spells. These events are destroying the very resources upon which the tourism industry relies. The loss of investment, infrastructure and future potential has yet to be calculated but it is thought to be significant. Tourism is not only affected by these changes, but also contributes to the problem; the industry is responsible for eight per cent of global emissions.

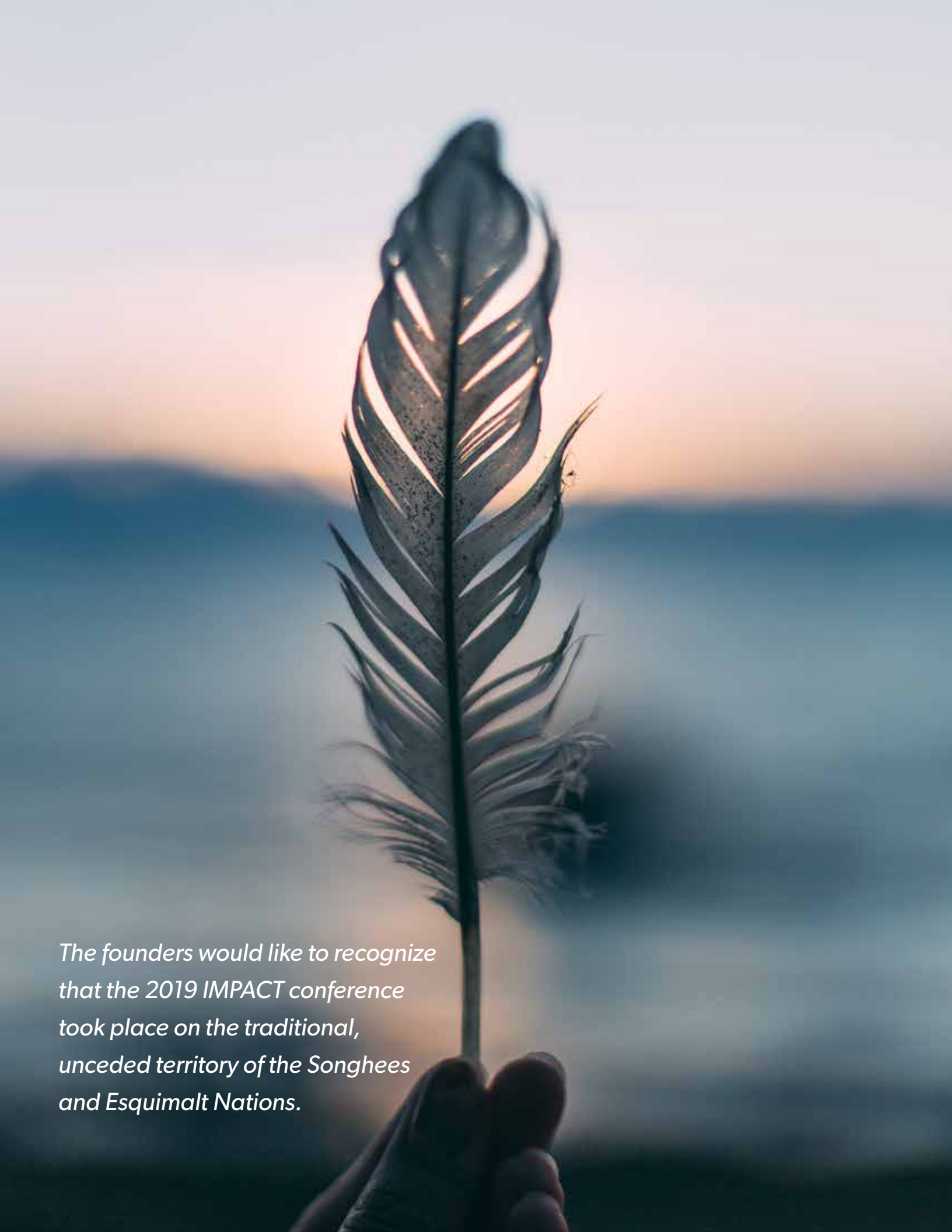
Tourism has the potential to contribute to major policy initiatives, from strengthening the protection of cultural and natural resources to fostering regional distribution of revenues and job creation, to enhancing equality for women and minority groups through rewarding career and entrepreneurial opportunities. However, this can only be realized if tourism and its stakeholders are considered full partners in shaping social, economic and environmental policy at all levels of government.

As tourism industry leaders, we call on you to become active participants in Canada's sustainable future to ensure that the tourism industry is a full contributor to achieving all of the United Nations' Sustainable Development Goals. The traditional approach focusing on economic indicators to measure tourism's contribution is no longer tenable. An approach that measures and evaluates the contribution of tourism to environmental, social and economic sustainability should be utilized and promoted.

In the words of Antonio Guterres, UN Secretary-General: "Business as usual is not enough"

Sincerely,

Keith Henry and Marion Joppe

A hand is shown holding a single feather vertically against a blurred background of a sunset or sunrise over water. The feather is dark with light-colored stripes and is backlit by the warm light of the sun, creating a glowing effect. The background consists of a soft gradient from light blue to orange, with a dark blue horizon line.

The founders would like to recognize that the 2019 IMPACT conference took place on the traditional, unceded territory of the Songhees and Esquimalt Nations.

RECOGNITION

Co-Chairs

Keith Henry, CEO, Indigenous Tourism Association of Canada (ITAC)

Marion Joppe, Professor, University of Guelph, and President, Tourism Environment and Chair of the Executive Committee, Travel and Tourism Research Association

Co-Founders



Staff

Tracey Sims

Alexandra Eady

Jennifer Adsett

Brienne Biblow

Matthew Holme

Avril Matthews

Jenna Hickman

Paper Writers & Session Scribes

Christian Munoz Mejia

Becca Blachut

Lancel Graham

Olivia Barwin

Heidi Grantner

Jill Doucette

Kayli Anderson

Volunteers

Cassidy Chiderly

Christine Jones

Darlene J DeHart

Pamela Sanderson

Ranah Chavoshi

Rena Ilhan

Sean Thompson

Shawn Poole

Karma Brophy, Feast Concierge

Taryn Stewart, Truffles Catering

Jo-Ann Doucette, Natural Reflections Photography

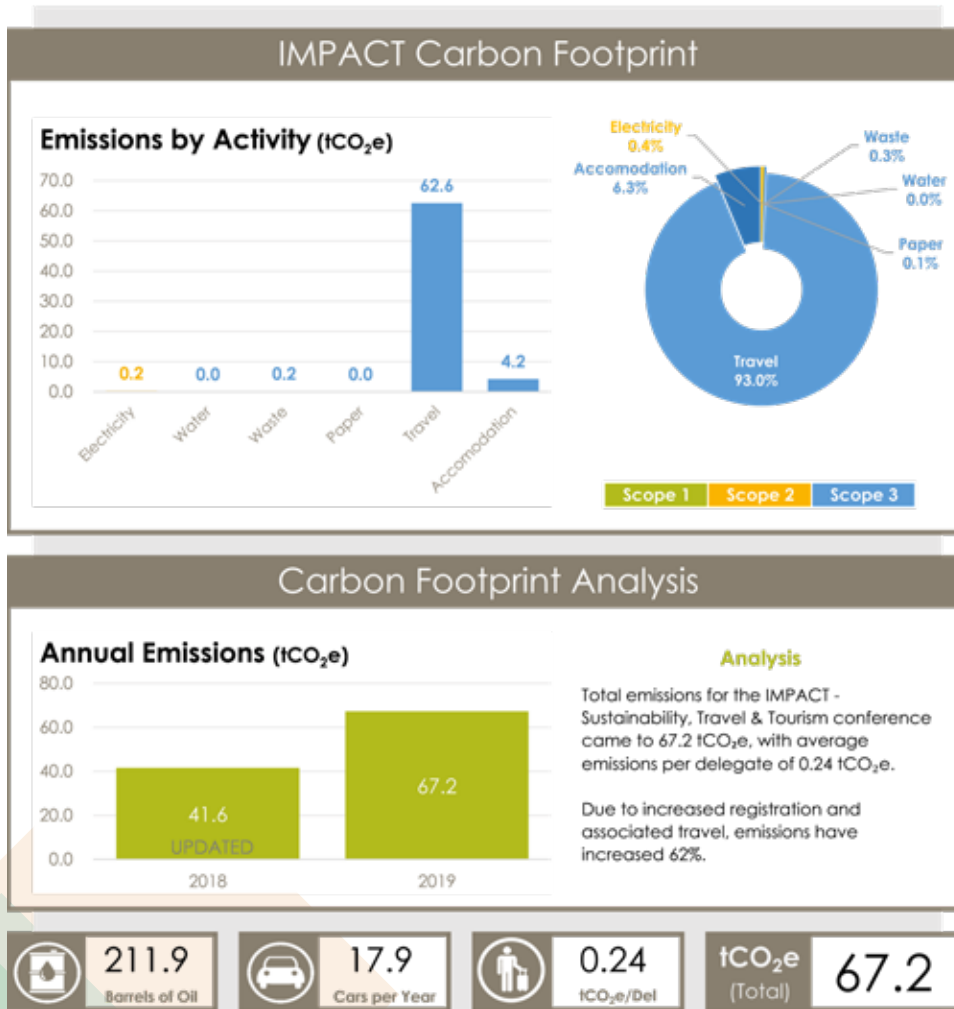
IMPACT is CARBON NEUTRAL

For the second year in a row, the IMPACT conference is carbon neutral. Efforts to minimize emissions include choosing centralized (walkable) hotel partners, 100% Post-Consumer Recycled paper, a low-carbon protein menu, and conscious efforts to minimize waste. By switching to a plated lunch from buffet style, we were able to minimize food waste.

The carbon footprint completed by Synergy Enterprises measured Greenhouse Gas (GHG) emissions from electricity, water, waste and paper use at the conference venue, the Victoria Conference Centre, as well as delegate travel, hotel stays and organized transport throughout the conference.

IMPACT's carbon footprint was reviewed and offset by Offsetters with their Synergy portfolio, which includes the Quadra Island Forestland Conservation Project, the Uganda Efficient Wood Cook Stoves Project and the Great Bear Rainforest Carbon Project.

To learn more about how to make your own event or business carbon neutral, see the Annex of this paper.



Total carbon emission came to 67.3 tonnes of Carbon Dioxide equivalent (tCO₂e), with average emissions per delegate of 0.24 tCO₂e. Total emissions are up 62% while emissions per delegate are down 20%. At 93%, travel is by far the greatest contributor to the overall footprint, totalling 62.6 tCO₂e. Accommodation was the second highest contributor at 4.2 tCO₂e, 6.3% of the total.

Offset Projects Supported

Great Bear Forest Carbon Project

This is an Improved Forest Management project in the Great Bear Rainforest, which protects and increases carbon stocks by converting forests that were previously designated for logging to protected land. This is the first carbon offset project in North America on traditional territory with unextinguished Aboriginal rights and title.



Ugandan Efficient Wood Cook Stoves Project

Providing efficient cooking stoves for families in Uganda, the projects' cookstoves reduce the amount of biomass fuel required to cook by 50% and improve indoor air quality with less particulate matter being released.

Quadra Island Forestland Conservation Project

The project transferred 417.9 hectares of forestland on Quadra Island, BC, from private ownership slated for logging and development to protected parkland. The site includes Remnant Coastal Western Hemlock second growth forests, important archaeological sites and a historic Aboriginal portage route. It also establishes connectivity between existing parks, allowing wildlife to move safely between protected areas.



DAY OF IMPACT – Pre-Conference Tour

HOSTS: Eagle Wing Tours, Songhees Events & Catering, The Victoria International Marina

ADDITIONAL SPEAKERS: Brian Cant, Greater Victoria Harbour Authority, Trina White, Parkside Hotel & Spa, Sarah Webb, City of Victoria, Jacques Sirois, The friends of Victoria Harbour Migratory Bird Sanctuary /Nature Canada, Karma Brophy, Feast Concierge, Samantha Kent, Harbour Air



On Sunday morning, delegates set off on Eagle Wing Tours' carbon neutral catamaran, Forever Wild, to explore Victoria's inner harbour as well as the City's multi-faceted sustainable tourism efforts. On-board speakers shared lessons learned from local conservation efforts, transportation initiatives and accommodation operations that have impacted the local economy and helped build vibrant communities.

Greater Victoria Harbour Authority (GVHA)

Clean Marine BC is a voluntary environmental assessment program for marinas, harbour authorities, yacht clubs and boatyards. GVHA has used this framework for their marina assets to advance sustainability. GVHA also participates in Green Marine – an assessment and certification program for marine industrial facilities.



Parkside Hotel & Spa

The hotel prides itself on being a locally owned, environmentally- friendly hotel. Their goal is to become the greenest hotel in Victoria by addressing waste, water, energy and emissions while also engaging customers and staff in responsible tourism.

Harbour Air – North America's first fully carbon neutral airline since 2007

Harbour Air has worked with Offsetters since 2007 to measure and reduce their airline's impact on the climate. They host 10,000 honey bees on their 1-acre green roof and have announced the test flights of their first electric float plane in fall 2019.



City of Victoria

The city recognized the importance of multi-modal transportation infrastructure in a sustainable urban tourism environment. The City of Victoria's is committed to community sustainability and the transportation infrastructure that is required to support the tourism industry.

The Friends of Victoria Harbour Migratory Bird Sanctuary/Nature Canada

One of 92 designated Migratory Bird Sanctuaries in Canada, Victoria's Inner Harbour is home to at least 269 species of birds, 28 species of mammals and 95 species-at-risk. In addition, the harbour provides habitat for a large variety of fishes, marine invertebrates, marine and coastal flora. The harbour went through an era of de-industrialization over the past decades that involved restoration, clean-ups and rewilding to bring back life.



Victoria International Marina

Victoria International Marina has a deep respect and appreciation for the natural beauty of the Pacific Northwest, and they recognize that ecological health is vital to both their industry and the region. VIM is Canada's First Eco Luxury Marina and has developed closer relationships with the coastal First Nations.

Karma Brophy, Feast Concierge/ Culinary Tourism

Karma is an active advocate for the on-going re-development of food security on Vancouver Island and an ardent supporter of farmers markets and she is a champion of sustainable culinary tourism on Vancouver Island.



Eagle Wing Tours

Eagle Wing Tours is Canada's first and carbon neutral whale watching company, offsetting all corporate greenhouse gas emissions. In 2019 they kicked off their new education outreach program aimed at Grades 4-8, igniting young imaginations through interactive lectures, videos and critical thinking exercises.

Songhees Catering and Events

Rooted in the Songhees Nation's deep history in Victoria and the surrounding region, Songhees cuisine offers a modern take on Songhees cultural tradition.



WELCOME RECEPTION - nᑎ́wíləᑎ

Songhees Wellness Centre

Sunday, January 20, 2019

Delegates of the second annual IMPACT Sustainability Travel & Tourism Conference were welcomed by the Songhees Nation at their beautiful Wellness Centre.

The Songhees Wellness Centre was built with intention of encouraging the physical and mental health of all community members. The LEED-Silver certified building uses geothermal heating, solar hot water and is designed to maximize natural light.

Songhees Events and Catering prepared an impressive culinary experience with locally produced beverages from Merridale Cidery & Distillery and the BC Ale Trail partners. The event highlighted the importance of reconciliation as a key part of sustainable tourism.



THE GATHERING - Hyš'qa gwns áné te?čəl i? nəw?iləŋ ə? cə sɔpəɾ

The Victoria International Marina

Tuesday, January 22, 2019

The Gathering at The Victoria International Marine showcased west coast cuisine and locally produced beverages.

Delegates were deep in conversations about the regenerative future of Canadian tourism as they enjoyed local cuisine prepared by Pizzeria Prima Strada, Songhees Events & Catering and Truffles Catering. Sea Cider Farm & Ciderhouse, Hoyne Brewing Co., Hire A Somm, Blue Grouse Estate Winery and Vinard, and Sheringham Distillery provided delectable libations.



POLITICAL ENGAGEMENT

From municipal to national leadership, government officials were out in force at IMPACT 2019. They shared in discussions, listened to the industry and continue to work towards a regenerative future for tourism.

“Indigenous tourism has so much potential to address reconciliation, to engage and educate people about the ways of life of Indigenous people, to solidify community connections, and to create jobs that support communities and support a sustainable economy”

– HON. LISA BEARE, MINISTER OF TOURISM, ARTS AND CULTURE,
PROVINCE OF BC.

Elected Officials

Hon. Lisa Beare, British Columbia’s Minister of Tourism, Arts and Culture, MLA Maple Ridge-Pitt Meadows

Hon. Jeanie Dendys, Yukon’s Minister of Tourism and Culture, MLA Mountainview

Elizabeth May OC, Leader of the Green Party of Canada and MP, Saanich-Gulf Islands

Mayor Lisa Helps, City of Victoria

Mayor Josie Osbourne, District of Tofino

Mayor Wally Yachimetz, Town of Calmar

Councillor John Grills, Resort Municipality of Whistler

Councillor Jeremy Loveday, City of Victoria

Non-elected Officials

Kate Ballegooyan, Kluane FN

Catherine Braun Rodriguez,
Government of Alberta

Angeline Chew, City of Vernon

Robyn Cyr, Shuswap Tourism/CSRD

April Froment, District of Tofino

Jan Jansen, Resort Municipality of Whistler

Sarah Marsh, Government of Yukon

Kathy Rodberg, Town of Calmer

Valerie Royale, Government of Yukon

A close-up photograph of a thick, braided rope, likely made of natural fibers like sisal or jute. The rope is shown in a diagonal orientation, filling most of the frame. The lighting is dramatic, with one side of the rope in deep shadow and the other side catching the light, highlighting the texture and individual strands of the fibers. The background is dark and out of focus.

SESSIONS

REALITY CHECK: State of the Climate

SPEAKER: Robert Sandford, EPCOR Chair, Water & Climate Security, United Nations University, Institute for Water, Environment & Health

Robert Sandford returned to IMPACT to announce that in 2018 we crossed the threshold into an unpredictable new climate state. He offered insight about threats to and opportunities for the tourism industry within the context of this planetary emergency.

Tourism today is threatened. From within, its success—the amount of people travelling today—threatens to homogenize the world's cultures and ruin the unique and special places through over-visitation and commodification. The external threats to tourism are greater. Climate disruption is a danger to tourism and to the entire global project. Global heating could bring down the self-regulating biodiversity-based planetary life support system—the system on which our economic and socio-political systems depend on for reliable function.

Upon what basis can the claim be made that we have crossed the threshold into a new climate regime?

The hot and deadly summer of 2018 began in Western Canada, with rapid melt of snow packs in the northwest. The melts caused record flooding in parts of BC. Then came the heat waves. In July, an all-time heat record was set around the world. Next came wildfires and the endless smoke that spread across five provinces and two territories, causing widespread respiratory distress for millions of people.

Climate Impacts on Human Populations

Between 1995 and 2015, floods affected 2.3 billion people, droughts affected 1.1 billion, another 660 million were impacted by storms, and eight million impacted by wildfire. Research demonstrates that with the increase in mean temperature of 1.5 degrees Celsius, human losses from flooding would rise 70%, and direct flood damage would increase by up to 240%. With two degrees of warming, the death toll is 50% higher and direct economic damage doubles. Impacts at three degrees are notably harder to model as the extended variability becomes staggering.

Many prominent scientists are saying that 2018 will be a turning point in history. This summer we realized that because we have not taken adequate action to reduce carbon dioxide emissions, we are facing a potential planetary emergency. In facing this emergency, there is opportunity to create a better world and to opportunity create hope for the future.

How do we create hope?

We need to find the words to transform the public anxiety created this past summer into positive action. Rather than despairing about what has happened, we need leaders in public education to put this anxiety to work. We do this by improving on what many of you have already set out to do: working together as an industry to understand, protect, restore, and rehabilitate natural system function and resilience where we have the most power to affect change.

There is good news for tourism: Research suggests extraordinary efforts to restore natural system function are not only warranted but may be the only practical and affordable way forward in the future.

“What we are discovering is that by degrading landscapes and repairing systems over time, nations and regions lose the effective buffering provided by naturally intact systems, leaving them exposed to the full force of increasing hydro-climatic variability. But consider this: the reverse is also true. You can reduce and reverse these threats by restoring natural system function. It’s not the end of the world, it’s just the beginning of another in which tourism can contribute significantly.”

- ROBERT SANDFORD, EPCOR CHAIR, WATER & CLIMATE SECURITY,
UNITED NATIONS UNIVERSITY, INSTITUTE FOR WATER,
ENVIRONMENT & HEALTH

To be sustainable, tourism needs to be environmentally neutral, restorative and resilient—adaptive for what is to come. We need to remake our society, and we can do that under a restorative imperative. This demands that tourism help restore the memory of local identity, humanity’s sense of place, and the responsibility of human dignity. Most urgently, tourism has to transform itself into a vehicle, not just for protection, but for the rapid restoration of critical natural system function to mitigate the severe impacts of climate change.



CALLS TO ACTION

Everyone

- Change the dialogue – harness urgency to spur action. Focus on solutions, rapid change in business practices and policy
- Focus on the restoration of natural ecosystems to enhance ecological functions to absorb CO₂, buffer flooding, and retain moisture to reduce impacts of wildfire

Operators

- Take a leadership role and incorporate climate action into your business’s mission and values
- Inspire employees to take action in their work and daily lives – nothing cures despair like taking action

Canada: State of the Industry

FACILITATOR: Paul Nursey, CEO, Destination Greater Victoria

SPEAKERS: David Goldstein, President & CEO of Destination Canada
Greg Oates, Executive Editor, Skift
Keith Henry, President & CEO, ITAC

Greg Oates delivered an inspiring presentation exploring global perspectives on the future of sustainable tourism. This was followed by a discussion on what this means for tourism's legacy within Canada.

Using examples from New Zealand, the United States, Denmark, Sweden, Iceland, Ireland, and Canada, Greg shared key global trends in tourism.

Economic, social and environmental impacts are the focus of sustainable tourism. Sustainability is not just about the environment. While IMPACT defines sustainability under four pillars (ecology & environment, community & sense of place, culture and heritage and the economy), New Zealand speaks to their commitments: economic, visitor, host community and environment.

There is a renewed focus on residents and balancing their quality of life with the satisfaction of the visitor. Sustainable tourism prioritizes the needs of the community where the tourism industry has traditionally prioritized the needs of the visitor. In Breckenridge, Colorado, their tourism vision is "a sustainable harmony of quality of life for residents and quality of place for visitors.

People love and respect nature – and they want to connect with it without being wasteful or damaging. Tourism destinations that provide these opportunities will be more attractive to visitors.

Regional strategies bolster tourism – Making it easy for visitors to travel through a region can strategically encourage visitors to disperse out of crowded hot spots and spread economic benefits to rural and peripheral area.

Indigenous tourism is growing – and is a key opportunity to strengthen communities and promote reconciliation.

The UN SDGs – a globally applicable tool for measuring progress towards sustainable development – are seeing increasing adoption across the industry. [IMPACT 2019 delved deep into the SDGs with a Reality Check and a Workshop on Day 2.

The discussion that followed covered the future of Canadian tourism with updates from Destination Canada and the Indigenous Tourism Association of Canada.

Canada has recovered from the lost decade (2002-2012), where international travellers decreased by 40%. We've been watching and learning from other destinations and have focused on higher yield, longer-stay visitors. We are well positioned to implement dispersion tactics to ensure the visitor economy is a constellation of communities benefitting from sustainable tourism – under the brand family of Canada. In 2018, Canada surpassed 20 million visitors and by 2022 the goal is to have 25 million visitors spending 25 billion dollars.

"As industry leaders from coast to coast to coast, we are going to have to start immersing themselves in the notion of social licence. We don't talk about it in this sector, because we think it's something that's relegated to the energy sectors. But that sense of community, and that responsibility is not about plastic straws. It's about true community development and I think that's the only way we're going to be able to build something in the broader word sustainable— economically, environmentally, socially."

– DAVID GOLDSTEIN, PRESIDENT & CEO OF DESTINATION CANADA

Indigenous tourism in Canada has seen three years of unprecedented growth. While Canadian tourism was growing at a rate of 14.1%, Indigenous tourism grew 27%. The economic opportunities are inspiring entrepreneurs and investors, but it is apparent that preparation is needed. Not all territories and communities want a visitor economy and that is okay. Determining pricing, value and planning for sustainability continue to be ongoing challenges when building experiences. ITAC working to ensure authentic and sustainable development of Indigenous tourism across Canada. Tourism is about more than jobs and GDP, it is about development, leadership and partnerships.

“The demand [for tourism in Canada] is increasing, the interest is increasing, but what we are now having to deal with as a national organization is making sure that our businesses and our communities prepared for tourism. It’s a really difficult question because we put out the projection that it’s an important time, that it’s an opportunity, but I can tell you that across the country in Canada, communities are really struggling about what is the toolkit? This can’t come from a DMO. It needs to be our Indigenous economic capacity role that understands how do we actually prepare for this.”

– KEITH HENRY, PRESIDENT & CEO, ITAC

Tourism is the biggest industry in the world – it is time to start acting like it. Out of disruption comes innovation and the industry needs to focus on and engage the next generation for solutions.



Place to Place 2.0

FACILITATOR: Jill Doucette, CEO, Synergy Enterprises

SPEAKERS: Geoffrey Tauvette, Director, Fuel & Environment at Westjet
John Wilson, President, CEO/Principal of the Wilson's Group of Companies

The transition to low-carbon travel will occur through innovations in ground and air transportation.

The aviation industry is exploring opportunities to reduce emissions and take meaningful action on climate change. While companies like Westjet are working towards zero-emission flights, testing bio-jet fuel and working with manufacturers on to develop electric or hybrid engines, these innovations are still in research and development stages and it is not yet feasible for airlines to consider these technologies as the new norm.

The transportation industry makes up for 28% of all greenhouse gas emissions in Canada.

While the airline industry continues to invest in research and development, there is a need to engage the traveler in sustainable modes of travel. Companies can play a role in educating travelers to be more responsible with simple practices, such as reducing in flight plastics by packing reusable beverage containers.

CORSIA, a global carbon offsetting and reduction scheme for international aviation, seeks to cap global air travel emissions at 2020 levels. To date, over 70 countries have adopted CORSIA. This will impact all air travel as nations follow CORSIA's lead and create programs for domestic travel.



Wilson's Group of Companies is a family owned and operated ground transportation company with a fleet of over 200 buses. Over the past 12 months, Wilson's has been investing in the electrification of their fleet. By retrofitting their vintage double-decker buses to 100% electric instead of purchasing new vehicles, they have significantly reduced the amount of energy and emissions in raw materials, production and shipping. Tourism businesses and local governments will need to collaborate across Canada to deploy appropriate charging infrastructure to support these transitions.



CALLS TO ACTION

Policy Makers

- Support the technology and fuel transition within the aviation industry in preparation for CORSIA requirements

Operators

- Research and understand the climate action targets that will impact your business and ability to rely on fossil fuels as your main energy source
- Consider opportunities to retrofit your existing fleet – supporting local jobs and reduced lifecycle emissions from raw materials and shipping.

Cities & Destinations

- Add a tourism lens to your city's electric infrastructure plan- consider charging required for charter buses, taxi services and other ground transportation

Air & Marine Ports

- Consider electric charging infrastructure for air and marine crafts
- Switch to electric ground service units/vehicles
- Consider alternative energy (solar, geothermal, etc.) on large parcels of under-utilized land

Travelers

- Use low-emission options for ground transportation: carpooling, shuttle, charter bus, public transit or active transportation (cycling, etc.)
- Consider purposeful travel planning, combining trips and taking longer trips to overall reduce flying emissions
- Support transportation providers that have an active climate action program and/or have reached carbon neutrality

Protecting Culture & Language Through Tourism

FACILITATOR: Shannon Guihan, Director at Bannikin Travel

SPEAKERS: Carl-Éric Guertin, General Director, Économusée Network Society
David Daley, ITAC Board of Directors & Wapusk Adventures
Hon. Jeanie Dendys, Yukon Minister of Tourism and Culture

Panelists in this session discussed their experiences, strategies, and challenges leveraging experiential tourism to contribute to the protection of culture and language within Canada.

At IMPACT 2018, keynote speaker Robert Sandford, EPCOR Chair in Water and Climate Security at the United Nations University Institute for Water, Environment and Health, noted that future development needs to be both restorative and pre-silient in order to be sustainable. Enabling individuals, communities or small business to tell their story in an authentic way creates an opportunity for the preservation and restoration of culture. Involving community stakeholders, developing a mission and growing partnerships based on shared values are foundational to the protection of culture and language through tourism.

"Our unique stories need to be part of what tourism is about in Canada."

– HON. JEANIE DENDYS, MINISTER OF TOURISM AND CULTURE, YUKON TERRITORY

How a story will be communicated and to what extent it will be told should be established by the story owner. Carl-Éric Guertin emphasized Économusée's approach to contextualizing craftsmanship by educating visitors on the history of traditions being showcased. Limits for sharing should be established (i.e. songs, recipes) and visitor expectations should be managed. Not everything can be seen or experienced to respect and maintain sacred cultural practices.

The Économusée Approach:

An ÉCONOMUSÉE® is a market that showcases artisans and their trades. The concept allows artisans to open their workshops to the general public so they can share their knowledge and passion and sell products made on the premises.

From a tourism standpoint, an ÉCONOMUSÉE,® is an innovative concept that allows private enterprises to reach out to the general public, explain local culture and contribute significantly to the preservation of an intangible cultural heritage.

- From www.economusees.com

When sharing cultural stories and aspects of language, visitor capacity must be considered in order to avoid degrading the cultural exchange for all. It is important that storytelling remain authentic and that what draws visitors in remains protected. Agreement on growth planning and capacity are critical to successful partnerships.

Developing a destination based on cultural heritage gives individuals and communities an opportunity to tell their story and share their knowledge in their own voice. Likewise, visitors have an opportunity to listen and learn. This authentic exchange enables the restoration and protection of culture and language.



CALLS TO ACTION

Policy Makers

- Funding in the form of grants is needed for communities and small businesses to develop cultural tourism experiences; these are not currently available in every province.

Operators

- Consult with community stakeholders to empower your storytellers' voice and ensure the experience you offer visitors is authentic.
- Develop a mission and values that are true to the story you want to tell, that will be foundational to your development.
- Seek out & develop partnerships that are aligned with your values.
- Before educating guests, educate from within. Ensure your staff are aware of local cultural contexts, boundaries and salient traditions.
- Be mindful of factors like capacity & marketing; cultural protection is a priority.
- Leverage existing research & models on heritage tourism, including Économusée.

Academia

- Provide models and strategies on which communities can base their experiential tourism development, particularly in terms of growth & scaling.



Operations: The \$ and Sense of Sustainability

FACILITATOR: Kayli Anderson, Managing Partner, Synergy Enterprises

SPEAKERS: Gary Graham, Manager of Program Operations, Hotel Association of Canada
 Trina White, General Manager, Parkside Hotel & Spa
 Colin Burslem, Executive Chef, Fairmont Hotel Vancouver

Hospitality professionals shared thoughts on future-proofing businesses through sustainable operational initiatives. Two significant challenges facing operators include labour turn-over and tackling food waste.

An increasing number of travellers and potential staff are looking for travel and work opportunities that align with their values. Research has shown that implementing green initiatives can help reduce costs, especially when it comes to utilities¹. Efficient light bulbs and low-flow fixtures aren't the only ways to save money. Below are three case studies on the benefits of investing in staff, tackling food waste and pursuing certification.

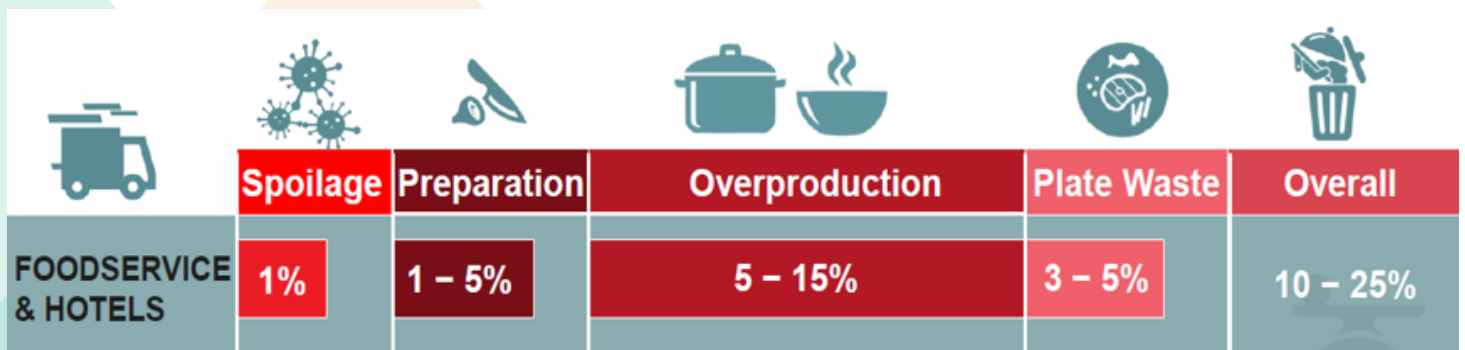
CASE STUDY: The Cost of Turnover – The Parkside Hotel & Spa

In 2017, The Parkside Hotel & Spa experienced an 89% turnover rate, mostly in frontline positions. This put the hotel in a constant state of “crisis mode” that impacted staff morale and customer service. Parkside estimates the cost of turnover, including costs to recruit and train new team members, was over \$200,000 annually. In tourism we often say: ‘Don’t attract new customers, nourish the ones you have’. From a human resources perspective, Parkside management considered why they were trying to attract new employees, instead of nurturing pre-existing staff? In 2018, Parkside decided to invest \$200,000 in their existing staff by increasing wages. Over the year, turnover rates declined to 24% and the management team was able to move away from “crisis mode” and focus on innovation and planning. The work culture strengthened, and guest satisfaction rates are higher than ever.

CASE STUDY: Food Waste – Fairmont Hotels & Resorts

Fairmont Hotels and Resorts has set a goal to reduce packaging and food waste by 30% by 2020. In restaurants, 90% of food waste comes from preparation and portion sizes. To achieve their goal, the hotels are working with event planners and clients to mitigate overproduction when planning buffets, focusing on cross utilization and ensuring every part of the food is used. Each hotel audits their food waste monthly to look for further reductions and cost savings. Other initiatives include working with local organic farmers to purchase and use unattractive vegetables, offering only free run and organic eggs and purchasing local and seasonal produce. These simple changes brought about a 57% average reduction in food waste across Fairmont’s five hotels with cost savings estimated around \$50,000 per site, annually.

Of the top 20 solutions for reversing global warming identified in the book “Drawdown: the most comprehensive plan ever proposed to reverse global warming,” eight are related to our food systems. Reducing food waste is ranked as the third most effective solution.



Food waste costs in restaurants

¹ Bien, Amos. (2007) A Simple User’s Guide to Certification for Sustainable Tourism and Ecotourism. IDB Publications.

CASE STUDY: Benefits of Green Certification

Green Key Global is Canada's leading hotel and meeting venue certification program, with 1500+ hotels and 350+ venues worldwide. The program assists members in achieving carbon reduction, saving money and increasing occupancy. Research from the International Trade Council (2017) show that two-thirds of travelers intend to book ecofriendly accommodation and 44% of purchasing decisions would be positively impacted if a lodging or meeting venue had an environmental certification. There are several key benefits to shifting to sustainable practices in daily operations and in the culture of hotels:

- Attracting and retaining talent
- Cost-saving and increased profitability opportunities
- Increasing marketability and staying relevant in a market with shifting expectations

CALLS TO ACTION

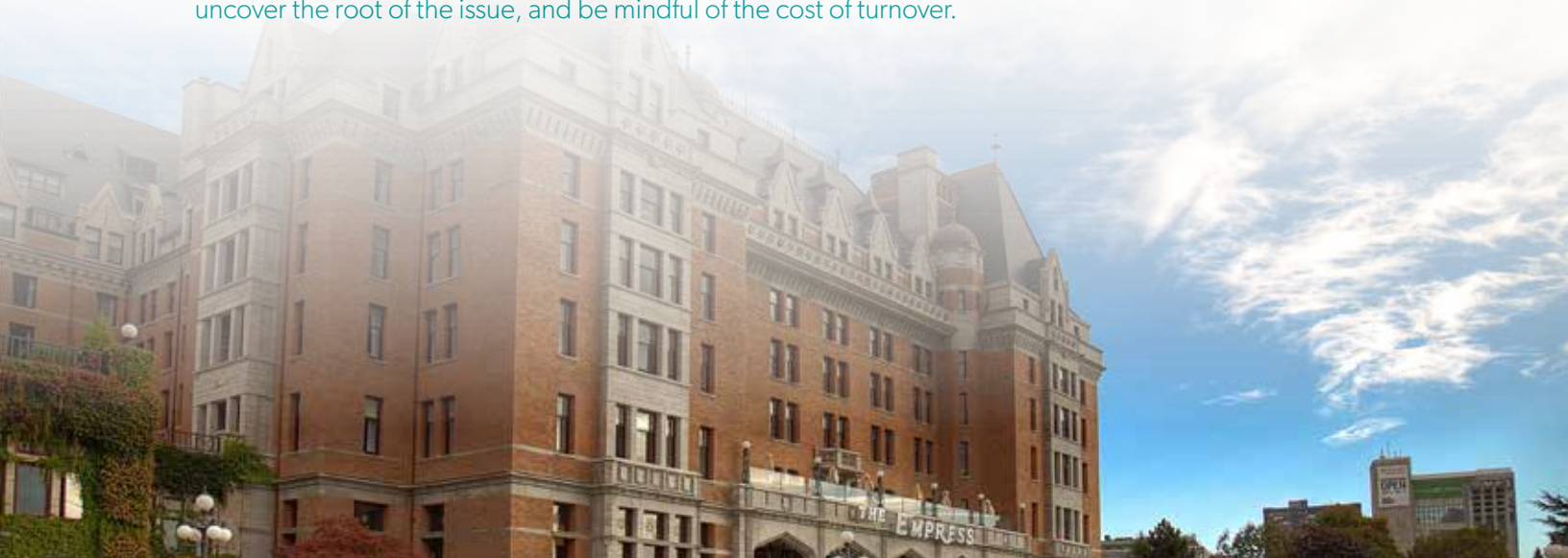
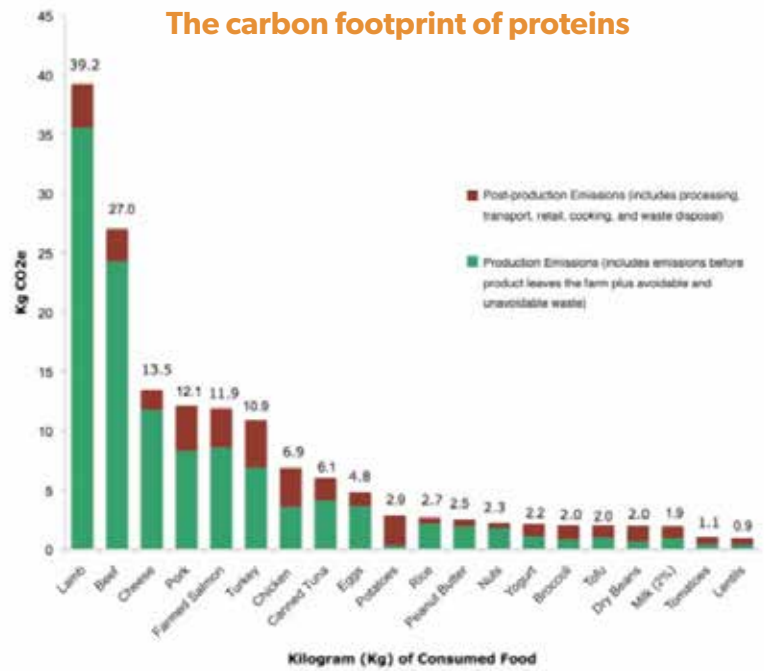
Everyone

- Eat plant-rich diets

Operators

- Prioritize low-carbon proteins and offer plant-rich menus
- Educate customers about buffet waste and overproduction; shift to family style or plated menus when possible
- Partner with local farmers to find creative uses for unattractive or otherwise unsellable food products
- Perform food waste audits. Empty bin contents from the previous day and gather the team to look through it. Pay attention to which stage of the process the waste was generated (preparation, overproduction, spoilage) to identify solutions
- Assess the cost of food waste based on your audits
- Take a balanced scorecard approach to staffing costs. If turnover is an issue in your organization, take time to uncover the root of the issue, and be mindful of the cost of turnover.

The carbon footprint of proteins



Lunch with Todd Hirsch: Canadian Economy & Environment

■ **SPEAKER:** Todd Hirsch, VP and Chief Economist, ATB Financial

Over lunch on Day 1, conference attendees heard from ATB Financial’s VP and Chief Economist, Todd Hirsch, about his perspective on the top three economic and environmental themes that will shape tourism in the 21st Century.

1. The Energy Economy:

67% of Canadians (a majority across every province) believe that governments should be doing something to mitigate carbon. While agreement tends to fall apart when deciding exactly what policy action should be implemented, many economists believe that a carbon tax is a practical, market-driven way of reducing fossil fuel emissions.

In order for a carbon tax to be effective, it needs to be high enough to actually impact human behaviour. The implications for tourism are large, as so many travellers fly into and across Canada.

On the other hand, what reputational risk does Canada face if we don’t have a carbon tax, or some meaningful approach to reducing carbon emissions? Eco-tourists are paying attention to which countries win the “Fossil of the Year” award.

2. Artificial Intelligence & Virtual Reality:

The robots are coming! Technology that was once the stuff of sci-fi movies, from artificial intelligence to virtual reality, is now increasingly commonplace. How will these new technologies change tourism?

Virtual Reality (VR) and Augmented Reality have interesting applications for ecotourism in particular. For example, VR visits to sensitive ecosystems can bring visitors close to the real experience while protecting wildlife habitat. While this can’t truly replicate the authentic experience of physically being in nature, Todd questioned whether all travellers, especially low- to mid-income travellers are seeking authenticity first and foremost? Or are they after a unique experience?

One way to ensure a tourism-based economy can continue to benefit in a world of VR tourism is to implement a royalty system for remote VR visitors.

3. Globalization & the Political Environment

Travel and tourism are impacted to a large degree by geo-political events, from Brexit to trade wars to the rise of China. While Canada’s relatively vanilla reputation appeals to many travellers, Todd warned that the tourism industry ignores these forces at their own risk.

“It would be easy to say: ‘Well, we’re in Canada, we’re in our own little world, we’re not part of what happens in Brexit, we’re not part of China-US relations...’ We are all part of this! We are part of a global community, we are an exporter of resources, we are a price-taker for our resources, and we are dependent on global tourism.”

Increasing nationalism and populism will have implications for peoples’ willingness to travel and ability to afford it. If their jobs are eliminated, or savings are knocked out because of financial instability, that is going to take some tourists out of the game entirely.

Todd believes these are the three themes that will define the industry in the next century. All three themes represent dramatic and rapid change. The challenge for the tourism industry will be how to adapt very quickly.



The Circular Economy

FACILITATOR: Paul Shorthouse, Senior Director, The Delphi Group

SPEAKERS: Paul Long, Designer & Co-owner, ANIAN
 Andrea McFadden, Owner/Operator, Okanagan Lavender & Herb Farm
 Jill Doucette, Executive Director, The Synergy Foundation
 Mihn Tri Banh, Account Manager, Fairware

Strategies for transitioning to zero waste tourism through innovation in product and service design.

A circular economy sees waste as a resource. This is in contrast to a traditional linear economy, which has a 'take, make, dispose' model of production. The global economy is only 9.1% circular, which means 90.9% of all materials consumed are eventually destined for landfill, incineration or pollution. Closing this 'Circularity Gap' will reduce carbon emissions, prevent further environmental degradation and increase economic welfare. For these reasons, working towards a circular economy is directly linked to the UN Sustainable Development Goals.

To develop circular economies, we need to rethink our products and services in the tourism industry. Our collective sector has massive purchasing power and can accelerate this transition by shifting the products we buy and the services we produce.

Doing business in a circular economy:

- Leasing office equipment such as printers that are regularly serviced and repaired
- Sourcing products with high post-consumer content that can be endlessly recycled
- Procuring from local artisans and makers that turn waste into a new resource
- Switching from single-use items to reusable and recyclable alternatives (ex: paper cups to stainless steel)

CASE STUDY: ANIAN

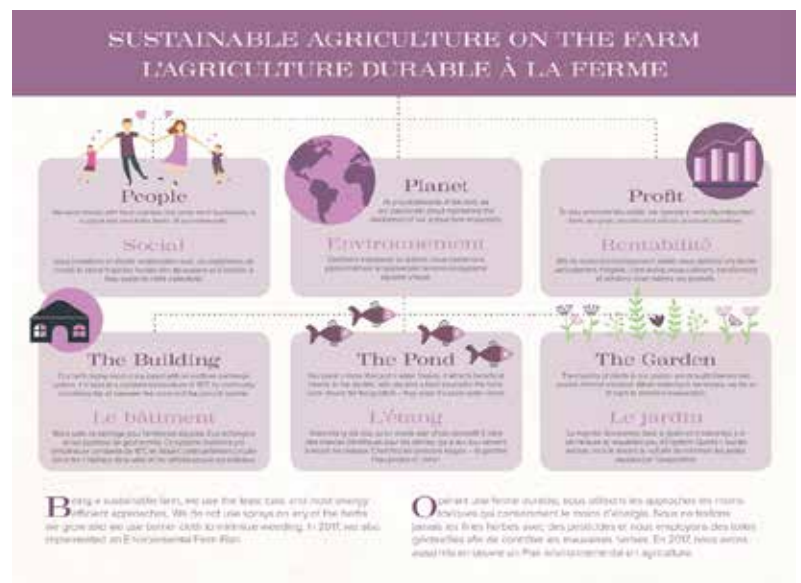
ANIAN is a west coast clothing line focused on reducing micro-plastics that enter waterways by using natural fibre alternatives to fleece. The company also makes wool products from recycled Italian wool suits that are re-engineered into new high-performance fabric, perfect for the adventure tourism industry.

CASE STUDY: Okanagan Lavender & Herb Farm

Okanagan Lavender & Herb Farm has partnered with Sulapac® to package their body care products in an innovative packaging made from renewable raw materials with a low carbon footprint that is completely compostable.

Sustainability is at the core of the values and operations of this business. Shifting to packaging that leans into the circular economy is another step in the right direction.

One challenge brought forward is that most alternative packaging is coming from overseas sources where there is a strong focus on circular economy. We need Canadian companies to offer locally made and sourced alternatives to truly create a national circular economy.



CASE STUDY: Synergy Foundation

Synergy has developed a 5-year strategy to catalyze the Circular Economy on Vancouver Island. Their initiative, Project Zero, hosts an incubator program for new ventures, a roundtable of policy makers and regional leaders, and a match-making program to help businesses identify potential uses for waste from other businesses, closing the waste-to-resource loop. Project Zero could be adopted by any community in Canada, using the key elements of:

- Consumer education
- Policy alignment to support circular economy
- Regional strategy to develop a “micro-cluster” of circular economy ventures
- Start up support

CASE STUDY: Fairware

Fairware’s mission is to change the world through the simple act of buying. They specialize in sustainable corporate products to ensure marketing merchandise aligns with a company’s values. They offer a “lanyard library” to conferences to avoid waste lanyards from events. These lanyards have been used hundreds of times, reducing conference waste.



Fairmont’s upcycled makeup bags are made from hotel linens

CALLS TO ACTION

DMOs

- Educate member base about the circular economy and how it relates to tourism
- Highlight innovative products and services that members can access to reduce waste in their businesses

Operators

- Reduce single use products and packaging and shift to reusable and recyclable alternatives
- Create a purchasing policy that prioritizes circular products and services

Policy Makers

- Enable the circular economy through policy and regulation (ex: food containers in restaurants)
- Develop a circular economy strategy for your region to enable new jobs and start ups
- Adjust procurement policies to prioritizes local circular products and services

Suppliers

- Seek local, circular economy products and services that can be offered to the tourism industry

Cruise: From Coast to Coast to Coast

FACILITATOR: Ian Robertson, CEO, Greater Victoria Harbour Authority

SPEAKERS: Michael McGarry, Government Relations & Public Affairs, Cruise Lines International Association
Sandi Weir, VP, Destination Development & Government Relations, Norwegian Cruise Lines
Peter Lehmann, Senior Marine Services Manager, Enviro Systems

Cruise ports create enormous economic opportunities but can also fuel negative perceptual biases relative to other industry segments. Panelists working within the cruise industry discussed ongoing sustainability initiatives and challenges in achieving zero waste.

Norwegian Cruise Lines' Sail & Sustain program was initiated in 2016 and included the organization's first environmental audit. Today, their goals include sourcing through sustainable partners, minimizing waste, technological innovation, and reducing CO₂ emissions. Investments have focused on ethical food sourcing, exhaust gas cleaning systems, heat recovery, waste diversion and reduction, and fuel efficiency. Norwegian has recognized its responsibility for educating passengers on responsible travel.

Terrapure Environmental works with the cruise industry towards zero waste goals. Large quantities of donations from ship retrofits are dispersed internationally via the charity Compassionate Resource Warehouse, and live load systems are used to strategically time the diversion of waste from ports to avoid congestion.

Government regulation can sometimes inhibit a port's sustainability initiatives; following 9/11 the Canadian Border Services Agency (CBSA) implemented waste restrictions that caused entire batches of waste to be indiscriminately sent to landfill if they contained restricted items. More awareness can be brought to the cruise industry to minimize impacts under such circumstances.

Cruise Lines International Association (CLIA) represents 95% of global cruise capacity. Their primary commitments are reducing emissions (40% by 2030) and driving sustainable tourism through innovation and partnerships. The Croatian city of Dubrovnik was presented as a case study, where CLIA engaged with local government and authorities to address over-tourism by reducing foot traffic in congested areas, staggered arrivals, and educated passengers on responsible tourism.

At various points throughout the dialogue, efforts were made to re-calibrate the audience's perspective on the cruise industry's impacts. This was exemplified when noting that cruise lines represent 1% of ships in the ocean, and contribute 2% of visitors to Venice, a city which struggles with capacity issues. CLIA's Mike McGarry said, "People are going to hold the cruise industry to a higher standard in order for them to maintain their right to conduct business." Standards need to be high for everyone.



CALLS TO ACTION

Policy Makers

- Re-assess necessity of waste management restrictions and regulations
- Invest in infrastructure that enables energy efficient operations and shore power options
- Develop and enforce national standards for cruise operations
- Incentivize technological innovation for cruise organizations and port authorities

Operators

- Measure environmental impacts; ensure goals are driven by metrics and are set against meaningful timelines
- Develop education strategies to drive passenger engagement with sustainability goals

Academics

- Inform policy solutions for a national cruise sustainability standard
- Provide industry operators with case studies and market research to assist with responsible travel education specific to cruise passenger demographics



Active & Accessible Tourism

FACILITATOR: Maureen Gordon, Marketing Manager & Co-Owner, Maple Leaf Adventures

SPEAKERS: Brad McCannell, Vice President, Rick Hansen Foundation
Casey Hanisko, President, Business Services + Events, Adventure Travel Trade Association
Tanelle Bolt, Founder, RAD Recreation Adapted Society

Is tourism servicing the needs of our ageing and diverse population? Exploring solutions for making travel safe and enjoyable for people of all abilities.

In the coming years, it will be “normal” to have a disability. Our aging population is growing immensely and trends like Grand-Tripping (grandparents traveling with grandchildren) are gaining popularity. Within the next 20 years, it is estimated that 1 in 5 Canadians will report having a significant disability that affects their quality of life. It could be physical, intellectual, psychological or neurological. Creating accessible experiences is about more than wheelchair ramps.

People living without accessibility issues are labelled by some as TABs; Temporarily Able Bodied.

Building a business culture around accessibility requires tourism operators, policy-makers and DMOs to challenge their assumptions of people with disabilities in order to create inclusive, barrier-free environments. One significant barrier identified by The Rick Hansen Foundation is the preconceived notion that services, policies, and laws should meet the standard code to address the needs of people with mobility issues, indirectly excluding over 70% of the population with invisible disabilities.

Over 70% of disabilities are invisible.

Meaningful access, on the other hand, is about exceeding the code and being proactive in creating barrier-free environments. While designing products and services, consider the type of activities you’re offering. What kind of infrastructure, equipment and training might be needed to service people with vision or hearing impairments? What accommodations would need to be made for a service dog? Accessibility in tourism is also about more than guest experiences. The same untapped consumer market is ripe with people willing and able to work – if the workplace is accessible.

Accessibility & Adventure

The growing adventure travel segment accounts for 30% of the overall tourism market. Local and international adventure travelers alike are fascinated by meaningful, memorable and transformative experiences. They look for unique adventures that have positive impacts on people, communities and wildlife. It is also a shared interest by travelers with disabilities, representing \$1.2 trillion in disposable income worldwide.

Planning adventure travel for people with accessible needs can seem daunting. The exponential cost of adaptive equipment is a significant barrier to outdoor inclusion. A new paragolfer costs \$35,000 CAN, while an adapted-cross country mountain bike starts at \$5,000 and e-assist downhill bikes land around \$20,000 – and don’t forget a large specialized vehicle for transporting all the gear!

VIDEO FEATURE: Adventure is for All

Alvaro Silberstein has been in a wheelchair since he was 18 years old after suffering a spinal cord injury in a car accident. With the help of his friends and a special hiking wheelchair, he was the first person to hike W Trek, Patagonia, in a wheelchair. Funds for the chair were raised with the help of sponsors so the chair remains in Patagonia for others to use. Silberstein went on to found Wheel the World which now offers accessible travel opportunities in Chile, Mexico, Peru, Tanzania and the United States.



To ensure a safe and positive experience, strong two-way communication is required. Train staff to get clarity on the needs of guests: the definition of accessible differs from person to person. Accommodations and experience providers can start by stating how accessible their tours or buildings are. Consider not only what you can do as an operator, but what your guides, staff and crew can do for people who may have hearing issues, who may be suffering from early stages of dementia, who may have early stages of ALS, who may not be able to walk properly, or who may require a mobility aid and therefore additional space. In the end, the experience is the center of it all, and it is important to manage expectations.

Bill C-81, The Accessible Canada Act will mandate access requirements to ensure that all people have barrier-free access and equal participation in society, regardless of their abilities, disabilities or diverse-abilities. The bill was voted through by the House of Commons of November 27th, 2018. It is now in the second reading within the Senate.

“If the tourism industry wants to maintain and develop quality, sustainability and competitiveness, it must support and develop tourism accessible for all, because accessible tourism benefits everyone.” – UNWTO

Canadian Survey on Disability, 2017 - Stats Canada

- 1 in 5 Canadians (or 6.2 million) aged 15 years and over had one more disabilities that limited them in their daily activities
- More than 1 in 10 (or 540,000) youth in Canada have one or more disabilities
- Mental health-related and learning disabilities are the most common disabilities among youth
- Only 59% of working-age adults with disabilities are employed compared with 80% of those without disabilities



CALLS TO ACTION

Policy Makers

- Encourage the adoption of the Universal Design Approach for buildings
- Establish best practices and guidelines to make workplaces accessible for people with all types of disabilities

Operators

- Assess your operations to understand your level of accessibility thinking about visual, auditory, mental and physical abilities
- Communicate your level of accessibility to your staff and on your website
- Train and empower your staff to work with guests on understanding needs and managing expectations
- Seek out accessibility accreditation programs to go beyond code and create accessible environments for everybody
- In designing a product or service, consider what activity(s) you are going to offer, the different types of disabilities, the equipment, the infrastructure and the right type of guide and people along the way
- People with disabilities know best what they need. Reach out to them

Destinations (DMOs)

- Reach out to the incoming travelers to find ways to accommodate their needs

RESOURCES

- Parliament of Canada: Bill C-81
- Rick Hansen Foundation: Accessibility Certification
- Statistics Canada: Survey on Disabilities

DOSE OF INNOVATION – Day 1

To inspire and motivate, speakers shared 6-minute lightning talks that highlight existing solutions and best practices.

How to Fund Change

■ **SPEAKER:** Dr. Sonya Graci, Associate Professor, Ted Rogers School of Hospitality and Tourism Management, Ryerson University

Doing the right thing can often lead to cost savings, but what happens when sustainability initiatives don't make financial sense? Dr. Sonya Graci, Director of the Hospitality and Tourism Research Institute introduced some creative ways to think about financing change.

- **Eco levy / fund:** Malta, Venice, the Mayan Riviera have all implemented per-night eco levies on visitors. In its effort to be carbon neutral, New Zealand is collecting \$35 per tourist upon entry to the country.
- **User fees:** Tourists ARE willing to pay for what they love – they just need to know why they're being asked to pay it. User fees help maintain the beauty and authenticity of sites like Machu Piichu and offer an opportunity to educate visitors.
- **Revolving fund:** Similar to a university endowment, a revolving fund can produce small loans for sustainability projects. As loans are repaid, the interest increases the fund's capacity to invest in change.
- **Microfinance:** Small loans to micro-businesses (artisans, social enterprises, family businesses) to start new eco-ventures and initiatives in the tourism space.
- **Incentivizing sustainability:** Governments and DMOs can incentivize sustainability through tax breaks, increased marketing, access to grants or rewards.



Lessons from Biosphere

■ **SPEAKER:** Glenn Mandziuk, President & CEO, Thompson Okanagan Tourism Association (TOTA)

Thompson Okanagan is a Biosphere Certified Destination, one of only 21 such destinations in the world and the first in the Americas. To achieve the certification, TOTA had to shift from being an 100% marketing-focused organization to an association that follows its Regional 4 P's:

Profit – balanced economy

People – respecting residents & engaging “with mouths shut and ears open”; universal access; heritage; Indigenous communities

Place – wetland restoration; wild life corridor management

Partners – common vision & goals

Gaining the recognition of the Biosphere Certification put TOTA on the map and aligned regional stakeholders around a common vision. Now, they are encouraging tourism companies and other destinations to join the movement.



Biodiversity

SPEAKERS:

Bob McDonald, Host, CBC's Quirks & Quarks
Brenda Holder, Chair, Indigenous Tourism Association of Canada
Karen Lewis, Owner, Lapa Rios Lodge, Costa Rico

In this session, speakers shared perspectives on the value of Earth's resources and how the tourism industry can foster respect for the biodiversity that sustains our planet.

Bob McDonald held an inflated planet Earth beach ball aloft to demonstrate that our home planet is a beautiful, hospitable anomaly, and its natural resources are finite. Much of our geography is inhabitable by humans; similarly, a mere 0.03% of the planet's water is fit for human consumption. Canada is the keeper of an enormous proportion of the Earth's freshwater and forests, and our responsibility is to find ways to graciously share these natural gifts with others while understanding their role in providing critical habitat for species at risk.

Science informs much of what we do as a society and needs to be leveraged to guide tourism planning that promotes the conservation of biodiversity.

A piece of guidance frequently offered throughout IMPACT 2019 was the development of partnerships based on mutual goals and intentions. It is time for the tourism industry to globally commit to expanding the metrics by which we measure success. Beyond monetary and visitor increases, we can also create partnerships to measure biodiversity, water quality, forest health and more.

Lapa Rios is located on a wildlife corridor on the Osa Peninsula in Costa Rica. Understanding their place within the economy and biosphere has led to a deeper understanding of their role in conservation. Lapa Rios collaborates with Osa Conservation, the University of Florida (Laboratory of Spatial Ecology), and a number of other research initiatives, and offers room and board for scientists.

"Our mission is to demonstrate that responsible tourism can be profitable and therefore a successful vehicle for ensuring wilderness preservation."

– LAPA RIOS LODGE

Whether we work privately, in partnership with business, public organizations and non-profits, or with our neighbours, incorporating efforts to regenerate biodiversity offers experiences that transform travelers into fellow stewards of our planet. Tourism experiences that connect visitors to the land and culture and that contextualize experiences through meaning, history, and storytelling will satisfy this growing demographic.

Indigenous-led tours offer a deeply holistic perspective on the connectedness and importance of biodiversity and all species. Brenda Holder told the story of a British family she once guided on an interpretive walk during their vacation in Western Canada. The family was fortunate to find wolf tracks and learned how to do a casting. While the cast was drying, Brenda shared stories and knowledge of the surrounding nature. Two years later in her hometown, as Brenda was exploring a new bookstore, she was approached by a man who asked if she remembered him. It was the father of the British family she had guided; upon returning to the UK they began planning their immigration to Canada. Inspired by their tour, they realized the importance of living in a place where their children can experience a deep connection with nature.



ACTION ITEMS:

DMOs

- Bring an understanding of species at risk to local operators, and what they can do to support critical habitat
- Foster Indigenous tourism with a focus on local species and their habitat

Operators

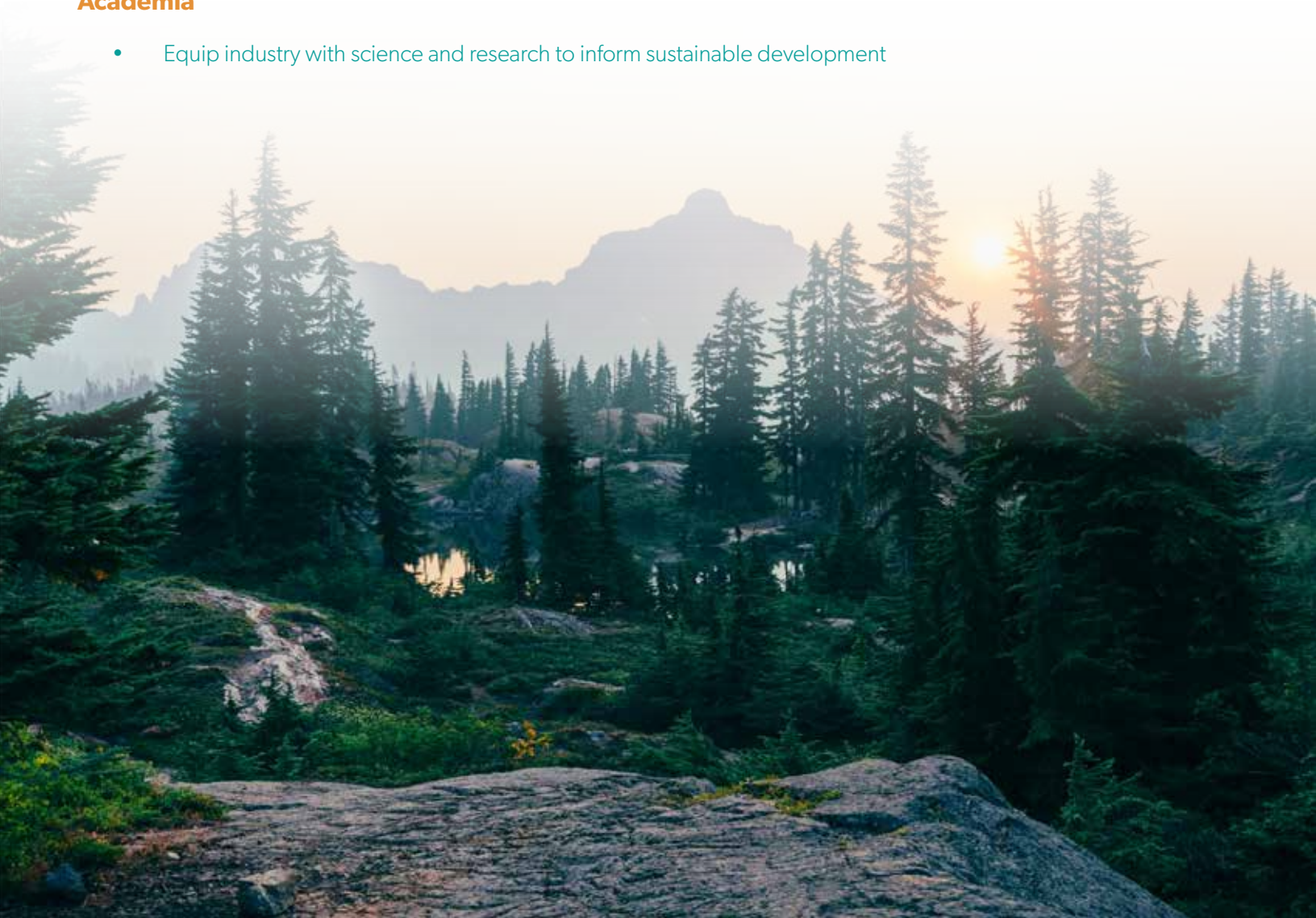
- Collaborate with the science community to deepen understanding of local biodiversity
- Consider succession planning for the land you operate on and how biodiversity can be protected in perpetuity
- Consider certifications to drive sustainability and conservation in your business

Policy Makers

- Foster the preservation of natural resources that can be leveraged in tourism to provide long-term economic benefits for Canada
- Look to leading countries like Costa Rica to inform a Canadian framework for ecotourism development

Academia

- Equip industry with science and research to inform sustainable development



Welcome with Hon. Lisa Beare & Mayor Lisa Helps

SPEAKERS: Honourable Lisa Beare, BC Minister of Tourism, Arts and Culture
Mayor Lisa Helps, City of Victoria

British Columbia's beautiful landscapes, diverse wildlife and rich cultural history deliver world-class experiences. Consisting of more than 20,000 small businesses, the tourism industry in BC is expected to grow at a higher rate than any other economic sector. With strategic planning and care, this growth can ensure environmental and social resilience.

"Efforts for sustainability and tourism are important. It's important for consumers who are demanding it, it's important for business communities, and for the provincial government. We want to protect everything that makes BC so special, for now, for our children and beyond."

- HON. LISA BEARE, BC MINISTER OF TOURISM, ARTS AND CULTURE

In the past year, there have been tremendous efforts to expand tourism in a way that highlights BC's diverse communities. The BC Tourism Events Program supports more than 45 events and festivals, creating jobs and bringing together British Columbians and visitors from across the world. The Clean BC provincial plan outlines a sustainable trajectory that will reduce greenhouse gas emissions by 40% by 2030. Indigenous Tourism BC released a three-year tourism performance audit that outlined tourism's potential to address reconciliation and identified over 400 Indigenous tourism businesses operating in our province, an increase of 33% since 2014.

BC Tourism 2018:

- Tourism has become a \$17 billion economic driver in BC
- Over 133,000 jobs in the tourism sector have been created and supported
- 5% increase in international travelers
- 12% increase in cruise ship passengers

Unfortunately, addressing climate change can mean making difficult decisions such as Victoria's latest removal of a beloved tree to make room for bike lanes. It is integral that leaders focus on long-term solutions and make strategic moves while we still have a choice in the matter.

"The intergovernmental panel on climate change report stated that we only have 11 years to essentially save the planet. 2030 is the new 2050" - Mayor Lisa Helps, Greater Victoria

RESOURCES

- [Clean BC](#)
- [BC Tourism Events Program](#)

REALITY CHECK: SDGs

FACILITATOR: Keith Henry, President & CEO, ITAC

SPEAKER: Tina Cobb, Senior Advisor Sustainable Development Policy and Engagement, Sustainable Development Unit, Government of Canada



In 2015, 193 countries adopted the 2030 Agenda for Sustainable Development. The agenda outlines 17 global goals for tackling sustainable development with specific indicators and benchmarks. This framework offers a common language through which all countries, civil societies, and private sectors can guide and measure their contributions to sustainable development.

The United Nations' Sustainable Development Goals (SDGs) are as meaningful in Canada as they are anywhere else in the world. In 2018, IMPACT explored the SDGs as a framework for the tourism industry to grow and meet the needs of the present, without compromising the needs of future generations. With roughly 1.2 billion tourists crossing borders every year, tourism can play an important role to accelerate progress towards all SDGs.

The Government of Canada is pursuing international policies and priorities that aim to eliminate poverty, support economic growth, build reconciliation with Indigenous peoples, advance gender equality and act on climate change. To create internal and external policy coherence, funding was put in place to establish an SDG Unit to oversee and support the implementation of the 2030 Agenda. The mission of the SDG Unit is to help make SDGs visible, accessible and meaningful to all by raising public awareness, engaging with a broad range of stakeholders and administering the SDG funding program for action across the country.

Through collaborative priority setting and the development of a national strategy, the SDG Unit hopes to identify gaps and convene the necessary partnerships to deliver solutions for Canada's collective challenges. Actions have been taken to work with provinces, territories and Indigenous peoples to define how best to include sub-national action and local and traditional knowledge. Upcoming engagement activities will include the launch of a web presence, as well as an interactive engagement platform, and a discussion guide to orient the discussions towards developing a national strategy.

CALLS TO ACTION

Everyone

- Become a member of **Alliance2030**

DMOs

- Use the SDG framework in strategic planning and stakeholder engagement around sustainable development priorities
- Explore opportunities towards reconciliation in alignment with the SDG framework

Academia

- Educate youth about SDGs in the classroom and work experience projects

Operators

- Use the SDG framework to set annual themes or goals for your business to work towards

Accelerating Growth: Indigenous Tourism

Co-hosted with the Indigenous Tourism Association of Canada



FACILITATOR: Keith Henry, President & CEO, ITAC

SPEAKERS: Brenda Holder, Mahikan Trails - Chair, Indigenous Tourism Alberta
Tara Saunders, Experience Qalipu - Qalipu First Nation, Newfoundland & Labrador
Marilyn Jensen, Yukon First Nations Culture and Tourism - Dakha Khwaan Dancers, Yukon

Indigenous Tourism in Canada is experiencing exponential growth. Are we ready to welcome the millions of new visitors looking for authentic Indigenous experiences? Can we provide these experiences in a way that supports Indigenous tourism businesses?

The global demand for Indigenous tourism in Canada continues to exceed expectations. Over the past three years, national tourism and Indigenous tourism have grown 14% and 26% respectively. Currently, 1 in 3 international visitors are interested in Indigenous tourism experiences. If the Canadian tourism market grows to 25 million visitors by 2022, there will be 1.3 million new visitors to Canada looking for authentic Indigenous experiences – and we're not ready to meet that demand.

Indigenous tourism is a powerful tool for reconciliation. One of the biggest barriers to Indigenous tourism however, is access to financing and training. If we truly want to grow this industry, we must market Indigenous tourism in a sustainable way, understand what sustainable development entails, and avoid programs generic to the tourism industry.

Here in BC, organizations like Indigenous Tourism BC and ITAC are leading the way in community economic development and marketing communities sustainably. ITAC, a national non-profit, industry-led, tourism organization, represents roughly 1,800 Indigenous businesses. In 2015, ITAC developed "The Path Forward", a strategy for the responsible and sustainable growth of Indigenous tourism by 2021. Three primary targets were laid out in this strategy:

- Sales and revenues of Indigenous tourism businesses to increase by \$300 million
- Increase the amount of Indigenous tourism jobs by 40,000
- Have 1,500 export-ready businesses.

In the span of three years, ITAC surpassed their targets and launched a program called Accelerating Indigenous Tourism Growth in Canada, calling for new investments towards culinary tourism, artisan authenticity, expansion of the micro-grant program, and provincial and territory support.

Tara Saunders, Experience Qalipu - Qalipu First Nation, Newfoundland & Labrador

Qalipu First Nation is a territory that spans most of the west-coast and central region of Newfoundland and Labrador. In 2014, the community launched Experience Qalipu, a 5-year tourism strategy to foster a strategic and sustainable industry for the Qalipu First Nation. Over the last two years, Experience Qalipu has focused on market-readiness by providing business support to craft-producers and establishing strategic partnerships. Through this development work, they have seen economic and cultural benefits that have strengthened the community, while contributing to the culture of revitalization.

Brenda Holder, Mahikan Trails - Chair, Indigenous Tourism Alberta

Working with ITAC, Indigenous Tourism Alberta has received access to an overwhelming amount of resources that have led to major growth in their industry association and members. With increased exposure, the target market has spread to many parts in Europe, garnering significant interest from Holland, Germany and the UK.

Marilyn Jensen, Yukon First Nations Culture and Tourism - Dakha Khwaan Dancers, Yukon

The Yukon First Nation Culture and Tourism Association has been working alongside ITAC on a 10-year strategy that focuses on the development of Indigenous tour operators and artists. Through this partnership, they have become leaders in cultural and language revitalization.

"We don't want to put on a Disneyland show, we want to be who we are. And that requires the industry to step out of their comfort zone and engage in an authentic way with us."

- MARILYN JENSEN, YUKON FIRST NATIONS CULTURE AND TOURISM



CALLS TO ACTION

Policy Makers

- Coordinate policies and strategies between provinces and territories on the ground to create a shared vision and common goal
- Ensure consistency between long-term investments and long-term commitments
- Provide financing and training in communities

Indigenous Operators

- The Indigenous person is responsible for the Indigenous story. Make sure people know that they have that responsibility

Operators

- Avoid focusing on meeting tactical numbers and traditional ways of thinking
- Step outside of your comfort zone. Engage and support Indigenous operators
- Read the National Standard on Market Readiness and Authenticity on ITAC's website

DMOs

- Adopt Indigenous operators as part of your board. They have the ability to represent a number of businesses and communities
- Develop strategies to work and partner with Indigenous operators

RESOURCES

- Indigenous Cultural Experiences: National Guidelines

WORKSHOP: Indigenous Partnerships

SPEAKERS:

Dené Sinclair, Director of Marketing, Indigenous Tourism Association of Canada
Teresa Ryder, Director of Development, Indigenous Tourism Association of Canada

This workshop was a strong practice in listening, as two members of ITAC's senior team shared best practices for building successful partnerships with Indigenous communities, businesses and entrepreneurs.

Indigenous tourism is the fastest growing segment of the Canadian tourism industry. One third of Canadians and one third of travelers visiting Canada are interested in learning about Indigenous experiences. As interest in Indigenous tourism grows, it's essential to ensure authentic Indigenous voices are leading the charge.

"A Culture belongs to the community and its people... All tourism products that share our culture should be developed and delivered in a way that supports the community it represents."

– ITAC NATIONAL GUIDELINES 2018

All of ITAC'S member businesses are 51% Indigenous owned and controlled. But Indigenous businesses can't work in silos and strong partnerships are required. How can the rest of the tourism industry partner to support and grow authentic Indigenous tourism across Canada?

Why partner with an Indigenous operator?

- Set your tour apart in the market
- Provide more authentic cultural content
- Demonstrate Corporate Social Responsibility

Key Learning from the Q&A

- **Do your research:** It can be exhausting for First Nations to repeat their histories over and over again. Take some of the burden off potential partners by doing some research to understand the history of the region and specific Nation. If you are curious about particular aspects of their history, ask intelligent questions.
- **Acknowledge diversity & avoid stereotypes:** Representing 600+ communities across Canada, the word 'Indigenous' refers to many different histories, experiences and cultures. Avoid reaching out with preconceived notions of what story you want to share with your guests, because each story and the way it's told will be unique to each community.

"There is no universal truth when it comes to authenticity, because community to community, territory to territory, business to business, what is authentic is different."

– TERESA RYDER, DIRECTOR OF DEVELOPMENT, INDIGENOUS TOURISM ASSOCIATION OF CANADA

- **Look for values alignment:** The best partnerships occur when both parties share the same values. Be clear on what is important to you, and don't force a relationship if the fit isn't there.
- **Respect the sacredness of the story:** Not every story can be shared, and it is up to the First Nation to decide where the boundary lies. The responsibility to tell the story often lies with a particular person or elder within the community, and if they are not able to participate in the partnership, the story may not be told.
- **Be honest about your motivations:** There is often a fear of offending potential First Nation partners, but especially when you're seeking to partner with an Indigenous business, it's important to be up front about the financial aspects of the relationship. Honesty is the best policy.

"There's nothing wrong with saying 'I think what you offer is great and if we combined it with what I offer, it could be greater.'"

- DENÉ SINCLAIR, DIRECTOR OF MARKETING, INDIGENOUS TOURISM ASSOCIATION OF CANADA

- **Be conscious of word choices:** The words 'product' and 'experience' are commonly used in tourism, but they might not resonate when used to describe an Indigenous offering. Culture isn't a product.

RESOURCES

- [ITAC 2018 National Guidelines](#)



Climate Action: Reaching the Targets of the Paris Accord

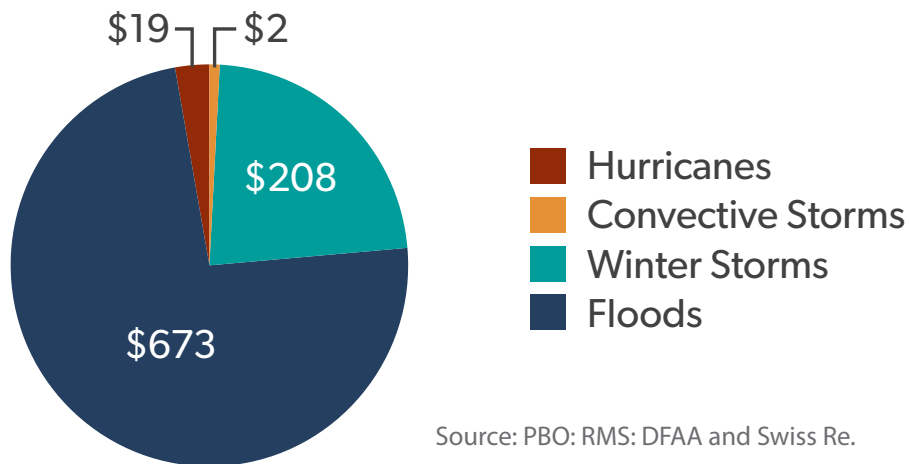
FACILITATOR: Eryn Fitzgerald, BC Ministry of Energy & Mines

SPEAKERS: Kate Ballegooyen, Environment and YESAA Coordinator, Kluane First Nation
Elizabeth May, Leader of the Green Party of Canada
Allison Ashcroft, Managing Director, Canadian Urban Sustainability Practitioners (CUSP)
Kayli Anderson, Managing Partner, Synergy Enterprises
Robert Sandford, EPCOR Chair in Water and Climate Security, United Nations University Institute for Water, Environment and Health

How close are we to reaching the targets of the Paris Accord, which aim to keep the rise in global temperatures to less than 2°C? What can be done to course correct?

The Intergovernmental Panel on Climate Change (IPCC) has stated that averting a climate crisis will require a wholesale reinventing of the global economy in the next twelve years. Climate change and associated natural disasters pose a unique threat to the tourism industry, environmentally and economically.

Estimated DFAA Annual Weather Event Costs



Source: PBO: RMS: DFAA and Swiss Re.

In 2016, the federal government released estimated costs for weather-related disaster assistance between 2016-2021. The report highlighted a massive increase in costs to repair the damage of climate change:

- Heavy rains in June 2014 in Saskatchewan (expected DFAA cost \$160 million)²
- The Toronto ice storm of December 2013 (expected DFAA cost \$120 million)²
- Southern Alberta and southeastern British Columbia flood of June 2013 (expected DFAA cost \$1.347 billion)²
- The Assiniboine River flood in Manitoba of 2011 which was contributed to by the flood that spring in Saskatchewan (expected DFAA cost \$524 million for Manitoba and \$245 million for Saskatchewan)²

² Estimate of the Average Annual Cost for Disaster Financial Assistance Arrangements due to Weather Events. Feb 25, 2016. Office of the Parliamentary Budget Officer.

In this session, Canadian Green Party leader Elizabeth May spoke candidly about the current state of Canada's climate action efforts, emphasizing the need to take IPCC warnings seriously. Canada's targets are not strong enough and those that have been set haven't been met. Not having flown for leisure in eighteen years, May emphasized the need to re-think Canadian tourism and plan for a zero-carbon future. The promotion of domestic travel was recommended, as well as an education for Canadians that tourism is at home.

"We're not in a status quo world anymore, and the decisions we make need to change."

-ELIZABETH MAY, LEADER OF THE GREEN PARTY OF CANADA

Many groups both globally and within Canada have contributed little to climate change but are being victimized by its effects. Energy equity initiatives aim to ensure the just distribution of climate protection efforts and alleviate burdens created by climate change. The buildings or groups most vulnerable to energy inequity include low income, newcomer, and Indigenous communities. Race, ethnicity, citizenship, age, and ability are all factors in energy equity. In a typical energy supply model, consumers are indiscriminately responsible for funding energy efficiency programs offered by suppliers, however, not everyone is in a position to benefit from those programs. For example, if energy initiatives are not financially viable, communicated in accessible languages, or if eligibility is limited to property owners, then there are energy equity barriers in place.

The Kluane First Nation in the Yukon is a small community that is grappling with issues resulting from climate change. Local water sources have receded drastically after runoff from a nearby glacier decreased so much it actually changed direction, flowing away from the lake that supplies the community. In the face of these dramatic shifts in the land they call home, the Kluane people are taking climate action. Current efforts are focused on a wind energy project which has displaced 33% of diesel usage between 2 communities. The Kluane Nation's goal is to be diesel independent.

"We have to adapt to what we can't avoid."

- ELIZABETH MAY, LEADER OF THE GREEN PARTY OF CANADA



CALLS TO ACTION

Policy Makers

- Ensure carbon reduction programs are accessible to all of Canada
- Advance the adoption of renewable energy solutions to decarbonize Canada's grid
- Work with national airlines on pricing strategies to support sustainable movement of Canadians
- Invest in efficient electric transportation within Canadian cities

Operators

- Promote low-carbon tour and accommodation options
- Engage other community businesses to make your own initiatives group initiatives
- Consider aligning with organizations like OXFAM or other progressive NGOs

DMOs

- Strategically promote local destinations to Canadians to drive local tourism
- Academia
- Further the understanding of how climate change impacts vulnerable communities and disaster response strategies

Welcoming Visitors and Benefitting Locals

FACILITATOR: Paul Nursey, CEO, Destination Greater Victoria

SPEAKERS: Leslie Bruce, President & CEO, Banff & Lake Louise Tourism
Catherine Callary, VP Destination Development at Ottawa Tourism
Tammy Blount-Canavan, President & CEO at Monterey County Convention & Visitors Bureau

Destination, home town, or both? Destination Management/Marketing Organizations dig into what makes a great city for both residents and visitors.

Around the world, Destination Management/Marketing Organizations (DMOs) are striving to balance the diverse expectations of residents and visitors. Tourism is a key economic driver and source of pride for many communities. Without strategic management however, it can strain resources, create congestion, divide communities and distract residents from the benefits of a strong visitor economy. Here are a few examples of North American destinations and how they are addressing these issues.

Banff Lake Louise (Banff) is a town built on tourism. It was the first Canadian municipality incorporated within a national park, and it was strategically developed to facilitate exploration of what has become one of Canada's most iconic regions. A recent survey of the community indicated that 97% work in the tourism industry. The other 3% are in denial. Even with the foundation of the community rooted in tourism, Banff still faces challenges balancing visitor experience with resident needs. Their strategy has been to focus on congestion management and community engagement.

"We are working from the philosophy that if we make this a great place to live, it will be a great place to visit."

– LESLIE BRUCE, PRESIDENT & CEO, BANFF & LAKE LOUISE TOURISM

Two summers ago, Banff stopped marketing for the summer and instead started focusing instead on responsible behaviours for travellers and residents. Strong business results continue. They have also introduced an ambassador program to engage residents. One of their other recent struggles has been in shedding the perception that their community is at odds with an overtourism issue, when what they really have is traffic congestion.

In Monterey, CA, the DMO sees travel and tourism as an opportunity to create a legacy for their community. They are focused on solutions that benefit their permanent population and incorporate plans for their visitors. Monterey is blessed with many iconic events, and the DMO is investing in increasing events and visitation, building visitation only when it is needed. In doing so, they are able to maintain the balance between economic benefit and resident quality of life.

"The tourism industry overall is intended in enhancing the communities we live in... We are one of the very few industries that really can be a catalyst for so many good things!"

– TAMMY BLOUNT-CANAVAN

Ottawa is also focused on the experience of the local to create great visitor experiences. Ottawa has goals aimed both at stimulating visitation and increasing resident pride. Based on a recent survey, Destination Development at Ottawa Tourism is rolling out a local engagement campaign. The campaign will focus on communicating the benefits of the visitor economy—like GDP and jobs—to residents.

“If you don’t have a destination development program yet, this is crucially important. We’re all great marketers and adept at speaking with markets outside our destinations, but what if that potential visitor becomes actual visitor? What is their experience in destination—is it as awesome as you said it was going to be? What are the gaps? Who’s got their ear to the ground with the local population, with our government? It’s the flip-side of the marketing piece.”

– CATHERINE CALLARY, VP DESTINATION DEVELOPMENT
AT OTTAWA TOURISM

One of the most effective marketing tools is a happy resident; one that is proud of their community and wants to share it with their friends and family. Working with regional stakeholders, DMOs can influence how the destination is perceived by visitors. For tourism to be successful, communities must plan both for permanent population and the transient visitor. Strategies vary but the underlying understanding is evident: resident satisfaction and pride are vital to the success of any destination.



CALLS TO ACTION

DMOs

- Consider using nudge marketing campaigns or other campaigns that prioritize the wellbeing of your destination’s environment and community, including making expectations for visitor behaviour clear
- Create a destination development program
- Know your audience (residents, businesses, community groups) and communicate the significant value of the visitor economy with each group
- Perform surveys and evaluate responses of both visitors and locals
- Engage with residents by implementing an ambassador program, such as the one created by Banff & Lake Louise Tourism
- Consider the seasonality of your visitor economy in marketing campaigns. Do you need/want more visitors in the summer? Are there more vital messages to communicate in the high season through marketing, like proper behaviour? Can you promote your destination for business events in the shoulder season to create balance?
- Aim for broad community engagement

Lunch with Tammy Blount-Canavan

■ **SPEAKER:** Tammy Blount-Canavan, President & CEO of Monterey County Convention & Visitors Bureau

In this lunch-hour session, Tammy Blount-Canavan shared her county's experience with visitor congestion and natural disasters, offering a transition plan towards sustainable destination management.

Travel and tourism is a potential path to establishing worldwide human rights and world peace, and it is the responsibility of all of us in the industry to ensure that the right choices are made in the future. With growth exceeding expectations, clashes between locals and visitors, and successive natural disasters, Big Sur, California's story offers a framework for establishing a sustainable destination.

In July, 2016 a wildfire was started by an illegal campfire two miles off a path, where no one should have been. The fire spread for months, burned over 130,000 acres, and cost \$260M USD. Four months after the fire, wet winter conditions led to landslides, taking out the bridge and southern gateway to Big Sur. In the wake of these disasters, as the community began healing, stories were shared about disturbing visitor behaviours; it was clear that the balance between the community's economic vitality and the wellbeing of its locals needed to be restored.

The county visitors bureau led a campaign to involve visitors in recovery efforts. They also evaluated whether visitors had the amenities and infrastructure that they required, like parking and washrooms, and visitor facilities. A resident group sentiment study was conducted and found that while the majority of residents understood tourism was an important economic engine, they would also feel better about it if the county was promoting responsible tourism.

From this study a new campaign was born, Sustainable Moments, with the tagline: 'Enjoy Monterey County, Responsibly'. The campaign aims to foster a culture of caring in their community and among visitors. Using this as a differentiator, and seeing the strong business case behind it, the bureau aims to evolve their visitor demographic to people more aligned with their sustainability goals.

"Our appeal is our environment and the care that we take of it."

– TAMMY BLOUNT-CANAVAN.

Monterey County is working with everyone in the community to expand their Sustainable Moments message, including government, parks, business, utilities, and transport. Cognizant that cries from the community have been met with polite nods in the past, the bureau aims to establish itself as a true ally. It continues to align with local advocates, bloggers, and filmmakers to spread a unified message that inspires community-wide participation.



CALLS TO ACTION

Destinations (Dmos)

- Survey community members and stakeholders to inform action planning
- Leverage frameworks for sustainability certification in destination development
- Be forward-thinking and plan effectively for growth
- Consider your destination's role in elevating human rights and world peace
- Educate and empower visitors to travel responsibly through your destination
- Exercise creativity and authenticity in spreading messages of sustainability

Operators

- Align with over-arching destination sustainability goals
- Educate staff on sustainability missions and values to drive engagement with goals and knowledge sharing with visitors
- Consider adopting sustainability certifications that suit your sector and values
- Collaborate with other businesses in the community to tell your story and drive awareness

Policy Makers

- Align with DMOs in destination strategy and development goals
- Facilitate infrastructure development where necessary to protect destination from anticipated visitation growth



WORKSHOP: Setting your Sustainable Development Goals

FACILITATOR: Jill Doucette, Founder, Synergy Enterprises

SPEAKERS: Tina Cobb, Senior Advisor Sustainable Development Policy and Engagement, Sustainable Development Unit, Government of Canada
Robert Sandford, EPCOR Chair, Water & Climate Security, United Nations University, Institute for Water, Environment & Health

Robert Sandford provided an overview of the SDGs from the global perspective, and Tina Cobb shed light on the Canadian context of the SDGs through the Federal Government's SDG Unit. Delegates engaged in a workshop to identify opportunities for tourism to embrace the UN Sustainable Development Goals.

In 2017, the UNWTO released the Tourism for Development Volume I: Key Areas for Action Report, which linked tourism and the SDGs. The report highlights three SDG targets with a direct link to tourism¹:

SDG target 8.9: (Decent Work & Economic Growth): Devising and implementing sustainable tourism policies that create jobs and promote local culture and products

SDG target 12.b (Sustainable Production & Procurement): Developing and implementing tools to monitor sustainable development impacts for sustainable tourism

SDG target 14.7 (Life Below Water): increasing the economic benefits to small island developing States and the least developed countries from the sustainable use of marine resources



CALLS TO ACTION

All

- Host an internal workshop within your destination or business to determine how your strategies, partnerships and operations align with the Sustainable Development Goals to create a more sustainable future. Publicly share how your organization is forwarding these goals.

RESOURCES

- Tourism for Development Volume I: Key Areas for Action. UNWTO (2017)

GOAL	EXAMPLE IN PRACTICE
 SDG 1: No Poverty	Promoting entrepreneurship and local recruitment; offering training programs with low entry level skill requirement, especially seeking to engage employment in senior population, recent immigrants, refugees and persons with disabilities.
 SDG 2: Zero Hunger	Promoting sustainable agriculture and small-scale farmers to increase food security in your region.
 SDG 3: Good Health & Wellbeing	Investing in wellness and programs for staff that include education about healthy and sustainable food choices, lifestyle and stress management.
 SDG 4: Quality Education	Providing skills training opportunities to advance careers in tourism with a focus on youth, women and those with disabilities.
 SDG 5: Gender Equality	Growing female leadership within organizations with policies for fair and equal pay.
 SDG 6: Clean Water & Sanitation	Investing in the protection of water sources through conservation of drinking water and addressing pollution at the source.
 SDG 7: Affordable & Clean Energy	Investing in clean energy generation on-site through geothermal, solar, wind or other.
 SDG 8: Decent Work & Economic Growth	Promoting local arts and culture through tourism in remote communities. Purchasing local food to supply tours and food service functions.
 SDG 9: Industry, Innovation & Infrastructure	Investing in electric charging infrastructure to accelerate the transition to electrification of tourism in regions with clean power grids.
 SDG 10: Reduce Inequalities	Utilizing tourism dispersion strategies to reduce inequalities between urban and rural areas
 SDG 11: Sustainable Cities & Communities	Incorporating sustainable transportation methods like cycling, walking tours, public transit and charter buses to reduce emissions and create sustainable, compact communities.
 SDG 12: Responsible Consumption and Production	Committing to a local and sustainable purchasing policy to reduce waste, reduce shipping, promote circular economy, procure greener and reusable products, support green hotels and tour operators, and other downstream supply chain impacts.
 SDG 13: Climate Action	Committing to science-based climate targets that align with the Paris Agreement and 2030 goals.
 SDG 14: Life Below Water	Eliminating single-use plastics and reducing toxins entering waterways through cleaning products in hospitality and tourism.
 SDG 15: Life on Land	Promoting the conservation of forests, biodiversity and critical habitats for species on land.
 SDG 16: Peace & Justice	Fostering reconciliation through Indigenous tourism and partnerships
 SDG 17: Partnerships for the Goals	Strengthening public-private partnerships to create a broader community strategy for advancing the SDGs.

Next Generation of Canadian Tourism

SPEAKERS:

Michael Sadowski, Marketing Director, Intrepid Travel
Tanelle Bolt, Founder, RadSociety
Gary (Norman Gary Sam), Student, Sociology & Indigenous Studies
Anastasia Castro, Student Activist, SurfRider

Four of Canada's young tourism entrepreneurs discussed how to employ and empower youth in Canada's rapidly changing tourism sector. The take-aways? Ethics, sustainability, accessibility and Indigenous representation are no longer negotiable.

The youth are our future. What does the future of Canadian tourism look like? According to Michael Sadowski, Marketing Director for Intrepid Travel, it's all about leading with purpose.

Intrepid Travel is the travel industry's largest B Corp, a third-party certification that recognizes organizations that are using business as a force for good. Intrepid Travel is purpose-driven in everything they do, from selecting the countries and communities in which they operate to the talent they recruit. For example, Intrepid Travel recently re-wrote job descriptions to ensure candidates are first and foremost aligned with the company's mission. Experience and a relevant skillset comes second to values alignment. It's a message that resonates with young people.

"Exceptional young talent care about a purpose beyond profit"

– MICHAEL SADOWSKI, INTREPID TRAVEL

And the best part? Purpose doesn't have to come at a cost. Michael said that leading with purpose has been the most profitable thing Intrepid Travel has done.

Young people are some of the world's most vocal climate activists. This passion was underscored by session panelist Anastasia Castro, a high school student and active volunteer with the Vancouver Island chapter of SurfRider Foundation. SurfRider organizes beach cleanups and environmental awareness campaigns focused on reducing waste. Anastasia started a campaign that teaches elementary and high school students how to raise their voices against plastic use.

"5-year olds are trying to reduce their plastic use. 10-year olds are speaking to their municipalities about plastic use."

– ANASTASIA CASTRO

The tourism industry can harness that passion by leading by example, taking bold action on climate change and considering the long term carrying capacity of destinations.

Speaking of leading by example, Norman Gary Sam is an elected counsellor of the Songhees Nation and works to bring awareness to Indigenous cultural resurgence. His experience working as a guide provided him with a platform to speak about his culture and his people, and he believes youth empowerment is key.

"We can learn more about the world and the world will learn more about us."

– NORMAN GARY SAM, STUDENT, SOCIOLOGY & INDIGENOUS STUDIES

Tanelle Bolt is the founder of RadSociety, a non-profit that is making outdoor recreation possible for people living with limited mobility. There is currently one in five Canadians admitting to being affected by mobility issues, and there is an enormous economic opportunity for the tourism industry to provide accessible tourism products to this growing demographic. As an enormous Canadian generation enters old age, tourism must adapt in order to provide continuous value. Designing tourism experiences universally will allow them to be experienced by everyone.

The panelists believe that in twenty years, lead by the youth of today, Canada will be a leading example in sustainable tourism. We will hold ourselves accountable for our carrying capacity. We will be champions of Canadian tourism and seek novel experiences at home. Sustainability will be ingrained in all that we do, automatically and non-negotiably. Canada's Indigenous peoples will have equal opportunity to share their stories. Our experiences will be accessible and inclusive of everyone.



CALLS TO ACTION

Operators

- Leverage resources like those offered by Intrepid Travel to drive sustainability in your business
- Think critically about universal design when creating new tourism products and adapting existing experiences
- Provide diversity & inclusion training to staff
- Create opportunities for youth empowerment, like internship or volunteer programs
- Accent or pivot marketing strategies to better engage Canadians at home
- Incentivize domestic travel by making it more financially accessible.

Policy Makers

- Work with Indigenous communities to strategically amplify their voice and cultural representation nationwide
- Develop a long-term succession plan that leads Canada to a sustainable future

Academia

- Inform operators and policy on Canadian carrying capacity and management, including projections

Bring it Forward

In a special afternoon breakout, delegates were invited to bring forward issues that were not covered in the IMPACT program or topics in which they wished to delve further. Participants were split into two groups and discussed responsible use of social media in tourism, new metrics for tracking sustainable tourism and how the tourism sector can support NGOs and Non-Profits.

Social Media - exploring the responsible use of social media by tourism marketing bodies and managing the fallout post-trend.

A Norwegian community was overrun with more visitors than their infrastructure could handle due to a single article featuring their beautiful beaches. A Canadian sunflower farm had to ban all visitors after their location went viral, attracting more cars than their parking lot could handle, clogging the highway and causing accidents. Should we sacrifice existing iconic locations to protect hidden gems?

Social Media Best Practices

- Ask for permission before taking pictures of people or cultural events
- Post photos without location tags
- Safety first (259 people died taking selfies between 2011 and 2017)
- Share educational content to prep visitors

While Instagram and other technology platforms are causing problems, they are likely the solution as well. Programs like ParkPass aim to help visitors and attractions manage peak times, offering alternatives to crowded hotspots and sharing information to ensure visitors are well prepared for their adventures.

Metrics - what metrics should we be tracking based on the four pillars of sustainability?

Throughout the conference it was identified time and time again that there is a need for metrics that track more than international arrivals, heads in beds and GDP. How do we measure success when it comes to IMPACT's four pillars of sustainability: ecology and environment, community and sense of place, culture and heritage and the economy?

Below are a few ideas that were discussed:

- Number of communities with visitor guidelines
- Number of people who have taken the IMPACT pledge (in development!)
- Number of businesses with 1-2 sustainability goals (SDGs)
- Number of business with guidelines on how to communicate best practices and expectations to their staff and guests

Challenges identified included: the need for expert leadership, input and processes, funding, and collaboration and alignment (starting at the national level and filtering through provinces, regions, cities and operators).

NGOs & Non-Profits - how can the tourism sector support existing governmental organizations and other NGOs?

Little time was left to discuss this final topic, but two thoughts stood out.

1. Non-profits often compete for attention and resources. By coming together to identify common goals, organizations can combine energy and funds. One such group is Greater Victoria Acting Together (GVAT) with 20+ members including religious groups, health advocates, Indigenous groups, environmental activists and more. They agreed to collectively work on "Housing and mental health/addiction through a climate change and reconciliation lens." Imagine what they are going to accomplish together!
2. There are hundreds of organizations across the country that are protecting our natural and cultural assets, creating equity across social groups and providing for community members in need. Once operators and organizations have determined how they wish to support the UNSDGs, they should look to the NGOs and non-profits in their community. Chances are, there are already people working towards the same goals and would benefit from industry support.



DOSE OF INNOVATION – Day 2

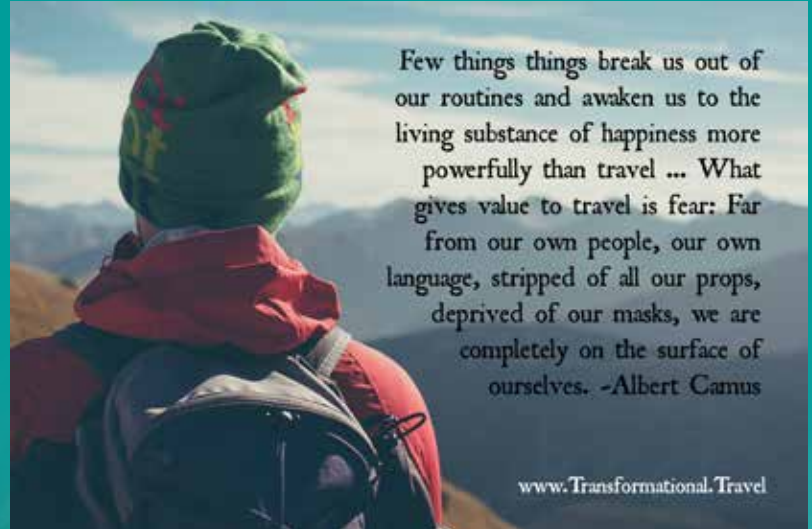
To inspire and motivate, speakers shared 6-minute lightning talks that highlight existing solutions and best practices.

Transformational Tourism

SPEAKER: Jake Hauptert, Co-Founder, The Transformational Travel Council

Jake Hauptert believes travel is transformational. He believes travel can lead to a heightened awareness of the self and others, which breaks down walls between people and cultures and fosters interconnectedness and understanding, which ultimately leads to inspired action and global change.

The Transformational Travel Council offers support, coaching, advice and resources to travellers seeking inspiring adventures, and helps connect them with tour operators and accommodation that believe in the power of transformational travel.



Victoria's Food Eco District (FED)

Growing Food in Cities

SPEAKER: Holly Dumbarton, Project Manager, Food Eco District (FED)

In a world that is increasingly urbanized, how do we maintain a connection to the food we eat and the way it's grown? Holly Dumbarton, Project Manager for the Victoria-based Food Eco District (or FED), shared inspiring examples of urban agriculture projects that are flourishing across the world, and showed how introducing edible landscapes can transform communities – beautifying our homes, creating new economic opportunities, reversing global warming, and creating new and exciting tourism destinations.



Singapore's Gardens by the Bay



The Sunqiao Agriculture District in Shanghai



Topsoil: Innovative Urban Agriculture in Victoria

Tourism in Protected Places

SPEAKERS:

Leslie Bruce, President & CEO, Banff & Lake Louise Tourism

Élisabeth Lacoursière, Director, Outreach & Marketing, Parks Canada

Patricia Dunnett, Metepenagiag Heritage Park National Historic Site Designation & Repatriation

How can tourism grow while we protect and conserve our natural and cultural assets?

The members of this panel highlighted the interconnectedness of tourism and conservation. The long-term success of the industry depends on thriving natural resources, and similarly, tourism can be a driver for protecting natural assets.

“Growth comes in many forms and many ways, and we are not interested in all growth. We are interested in growth that supports the community and the future of the park.”

– LESLIE BRUCE, PRESIDENT & CEO, BANFF & LAKE LOUISE TOURISM

“We know that nature and culture are connecting us to our own selves, to become better people. When you visit, you care, you love, you protect. That is why we should have more visitation to protected areas.”

– ÉLISABETH LACOURSIÈRE, DIRECTOR, OUTREACH & MARKETING,
PARKS CANADA

CASE STUDY: Metepenagiag Heritage Park

After identifying more than 100 archaeological sites of historical significance at what is now the Metepenagiag Heritage Park, the Mi'kmaq of Metepenagiag developed a mandate to protect them. This set the course for the reawakening of the culture, leading to the preservation of traditions and customs, and the protection of sites that tell stories spanning over 3,000 years. Over the past 40 years, local community and elders were directly involved in the decision-making and planning of the park. The viewing platform allows visitors to get a visual without invading the site.

Question from Elders Council:

What tools or mechanisms should BC Parks and other park agencies use to keep residents and visitors happy while protecting ecological integrity?

Audience feedback:

- Use visitor and resident feedback forms
- Monitor impacts
- Post rules and expectation before entry
- Implement a code of conduct
- Promote use of proper guides
- Communicate the “Why?”
- Accountability (like the Palau Pledge) — tangible experience
- Invest money in interpreters and ambassadors for education
- Use tools based on storytelling to impart the importance of protecting ecological spaces



CALLS TO ACTION

Everyone

- Collaborate across business and government to make the difficult decisions regarding protected places
- Perform studies of species at risk and community impact in protected places
- Change your perspective: Reframe the narrative of tourism versus protected places towards an understanding that protection is inherent in tourism.

Policy Makers

- Look beyond Western science and include traditional knowledge in scientific research of places

DMOs

- Do not participate in “green hushing”. Communicate your efforts to mitigate your impacts in your area.



Welcome with Hon. Jeanie Dendys

SPEAKER: Hon Jeanie Dendys, Yukon Minister of Tourism & Culture

Yukon Tourism Development Strategy, 2018-2028

Sustainable Tourism. Our Path. Our Future

Built on extensive community engagement that included an online platform, tourism stakeholders, Yukon First Nations governments and citizens, municipalities, development corporations, the arts and culture communities and the public, Yukon's Tourism Development Strategy focuses on sustainable diversified growth that balances economic development with environmental and community values.

Vision: Our vision is for tourism to be a vibrant, sustainable component of the Yukon's economy and society for the benefit of future generations.

Goals:

- Thriving Tourism Economy
- Sustainable Tourism Development
- Resident Support for Tourism

"In the last two years, Yukon has experienced record-breaking visitation. With so many travelers recognizing Yukon's Larger Than Life experiences, it is important that we continue to grow in a sustainable manner."

– HON. JEANIE DENDYS,
YUKON MINISTER OF TOURISM & CULTURE





Overbooked 2.0: The Solutions

FACILITATOR: Blake Rogers, Executive Director, TIA, Yukon

SPEAKERS: Elizabeth Becker, Author and Journalist
Wolf Paunic, Global Executive Team Member, Trafalgar Travel
Boris Issaev, Co-founder and CEO of Parkbus

This panel discussion focused on the negative impacts of over-tourism and how destinations and operators can use dispersion, dissemination, education, and community planning to address them.

Geopolitical events like the lifting of the Iron Curtain and the increasing accessibility of Chinese passports have driven enormous tourism movement globally. Today just 7% of Chinese citizens have passports; this group represents the largest number of overseas visitors and, relative to tourists from other nations, spends the most money while abroad.

While good for the tourism dollar, rapid, unsustainable increases in visitors can have destructive impacts on destinations. Over-tourism has an associated cultural and financial cost and there is a social and business case for preserving the areas visitors interact with. The panelists in this session discussed how to use dispersion, dissemination, education and community planning to achieve balance.

New Zealand, Amsterdam and Venice are electing to tax tourism; China has halved permits for Everest due to visitor damage; and Thailand has indefinitely closed its Maya Bay due to environmental degradation resulting from tourism.

Tourism professionals today are focusing on ensuring that guests are engaging with destinations and experiences year-round and not exclusively during the peak season. For operators working within a destination, it is important to understand peak times and activities so that operations can be structured in a way that disperses travelers and relieves pressure. This could mean guiding visitors to nearby areas or going against the flow of travelers by visiting popular landmarks at off-peak hours. There is enormous potential for technology to aid visitor flow initiatives, including high-demand museums and landmarks.

Parkbus is an organization that aims to re-distribute visitors within the Canadian park system. Parkbus enables visitors to choose less popular areas to visit, which improves their experience and reduces impacts on parks. The even distribution of visitors also has a proven positive impact on visitor safety and operational efficiency.

As is always the case in tourism, it is important to understand the needs and concerns of locals in the destination being served. Local knowledge can inform traveler communication strategies that combat today's misinformation and lack of understanding about what is appropriate behavior in a destination. Alternatives to traditional travel media, like blogs, email campaigns or traveler testimonials, can be leveraged to deliver lighthearted yet profound insights that will be acceptable to the prospective traveler.

Planning tourism that will sustain and benefit communities is a shared responsibility. While many agencies and organizations today work in silos, collaboration will be crucial in accomplishing common goals. The need for overarching strategies, multi-level governmental support, and due diligence when approaching partnership opportunities remains.



CALLS TO ACTION

Everyone

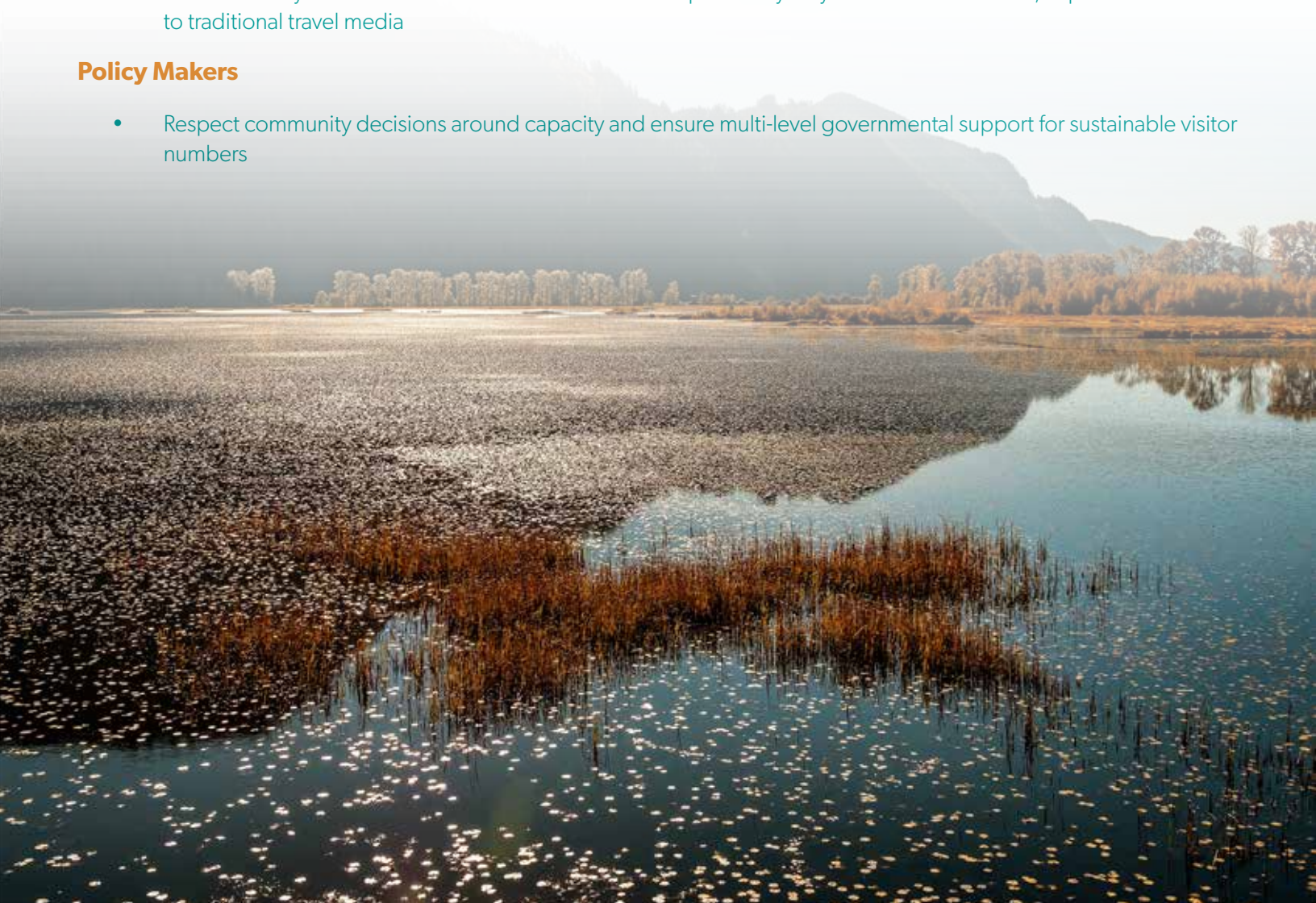
- Look to Professor Rachel Dodds' research in *Overtourism: Issues, realities and solutions* for education and guidance
- Celebrate the wins! In 2018 plastic straws were banned, cities began regulating Airbnb, and the cruise industry began striving for zero waste.

Operators

- Explore opportunities to drive business in shoulder seasons and market strategically
- Understand the destinations you operate within and explore opportunities to reduce operational impacts on visitor overflow in key areas or points of interest
- Consider expanding communication beyond your website and proactively inform clients through storytelling that focuses on the local environment
- Spend time talking with guests to prepare them to visit a place, advising them on what is considered to be appropriate
- Be mindful of your communication mediums and the impacts they may have on over-tourism; explore alternatives to traditional travel media

Policy Makers

- Respect community decisions around capacity and ensure multi-level governmental support for sustainable visitor numbers



UNITE-COMMIT-ACT

FACILITATOR: Greg Klassen, Partner, Twenty31 Consulting

Delegates convened in the final session to unite under a common vision for a regenerative tourism future in Canada, backed by individual and organizational commitments to act on over the next year. Attendees were invited to share their 'AHA moments' from the conference and announce their intentions for the coming year. The energy was palpable as delegates jumped from their seats to share their commitments.

A FEW "AHA MOMENTS" FROM THE DELEGATION

"There is an undeniable connection between Indigenous driven tourism and sustainable tourism"

"I am nervous about the language we are using. Overtourism is becoming a buzz word and we need to reframe the narrative, because there is hope, but also urgency"

"We can be sustainable and profitable at the same time"

"The youth gave us 4 calls to action for a vision of tourism in the next 20 years: real accountability of fragile places and carrying capacity; engage Canadian youth in travelling more within our own country; that sustainable tourism will become synonymous with tourism; work with designers and architects to make tourism accessible to all"

"The M in DMO has really changed to communicating conservation and responsible travel"

"Intrepid has proven that being a value-based operator attracts smart, top-talent"

"The power of food in tourism is one of the greatest and easiest shifts we can make. Our purchasing power is huge"

"We lost our way. Now, a shadow is cast on tourism, and we need to be here on behalf of tourism to protect and restore"

"Respectable tourism is something we should be leaning into more in our marketing as DMOs and really educating our customers on that"

COMMITMENTS

"As a leader of the tourism association of PEI I am going to commit to working with my counterparts across my country to bring them here next year to represent all provinces"

"I commit to having our marketing team(s) come, participate and share and learn"

"As one of the few international delegates, representing Australia, I commit to bringing this content home and increasing the level of awareness internationally"

"I commit to creating an inventory of language that communities can use to create their own code of conduct to share with visitors to ensure visitor responsibility".

"I am going to commit a lot more time and energy in the next year in meaningful talks with my friends in costal first nations communities whose traditional territories I travel in and bring people into"

"I want to see how I can integrate the UN SDGs into my business practices and make policy around that"

"As an academic I committed to bringing the UN SDGs into the class room"

"When I am asked to speak somewhere, I usually only request my travel is covered, and now I will also ask that carbon offsets be included"

"I'd like to commit to create tools and resources for businesses in our destination to integrate the SDGs into their business"

"I commit to having more of this dialogue as a part of more tourism industry conferences in BC"

"I commit to bringing a voice from the meetings and convention industry. I'd like to see this discussion at that table"

"I commit to working with our government and our tourism association to bring this topic to a local level"

"As a student, it was great to see the youth participation. We are going back to our classrooms to communicate with our youth at our school"

"I commit to sharing more and being less closed off to competitors, so if we find some great new environmental initiative or program instead of thinking of it as ours, we are going to share it with everyone in the industry"

"We will be offsetting the carbon impact of our next 300-person conference"

"I commit to educating our industry in adventure travel about all the ways we can reduce our carbon footprint in our industry through our global events"

"We commit to being a vehicle to disseminate information, best practices, tools, through our channels"

"Full and 100% commitment to plant-based eating"

"Look at tourism through a climate lens, not the other way around"

"After my flight home today, I will (for probably the first time in my 28 years) not be travelling by air in 2019, and will switch from a gas car to an EV."

"I will work with our local Tourism Advisory Committee to understand how important the discussion is about sustainable tourism as we move forward with our destination development"

"Fully aligning our Sustainable Tourism criteria with the SDG's."

"I commit to strengthening the sustainability conversation with my stakeholders (customers, owners, associates)."

"I will direct all interested persons I encounter to authentic Indigenous businesses and support Indigenous Tourism"

"I commit to bringing these conversations to my community"

Making the types of changes required to reverse global warming and achieve social equity will require bravery, tenacity and cooperation. Through IMPACT we are addressing these challenges head on. To ensure the viability of the travel industry, we need to protect our planet and empower our people. The time to act is now.



IMPACT

IMPACT

IMPACT IMPACT

IMPACT IMPACT

IMPACT IMPACT

IMPACT IMPACT

IMPACT IMPACT

IMPACT





ANNEX

Carbon Neutrality 101

Carbon Neutrality is achieved when a business, organization or event neutralizes their carbon footprint by investing in verified carbon offset projects that mitigate the same amount of carbon.

There are three steps to creating a Carbon Neutral event: Measure, Reduce, then Offset.

1. MEASURE

Start by measuring your event's carbon footprint so you understand the source of your emissions and the greatest areas of impact. A carbon footprint must include emissions from all fossil fuels such as natural gas, heating oil, propane and vehicle fuels (Scope 1 – Direct emissions), and electricity (Scope 2 – Indirect emissions). It may also include emissions from waste, paper, travel and more (Scope 3 – Indirect emissions from other sources).

How To & Resources

- Use an online tool to estimate your impact.
 - CARBONZERO
 - Resurgence Carbon Dioxide Calculator
 - Offsetters (flight & car emissions only)
 - Green Key Hotel Carbon Calculation Tool

OR

- Hire a 3rd party professional to measure and report the carbon footprint of your event. Although you can purchase offsets based on the online calculators, to be able to claim that your event is carbon neutral you need an external review by a credible third-party to ensure that emissions were calculated correctly and that you've purchased the appropriate number of offsets.
 - Synergy Enterprises
 - Offsetters

2. REDUCE

Once you understand the carbon footprint of your event—and before you purchase offsets—you should work to reduce your emissions. Consider the cost of offsetting your total carbon footprint. Could those funds be invested internally to reduce your emissions at source? Purchasing carbon offsets should only happen once all financially feasible GHG reductions have been achieved.

How To & Resources

- Partner with other businesses and organizations that are carbon neutral or promote sustainability as a top corporate value; e.g., look for B Corp Certified businesses.
- Understand the impact of accommodation choices. [Hotel Footprinting](#) provides an interactive tool with a benchmarking function that shows the carbon and energy footprint data for specific geographies and a footprinting function that allows you to calculate the carbon footprint of a hotel stay.
- Develop a procurement policy focused on minimizing emissions and environmental impacts from products and food; e.g., 100% PCR paper products; certified products (i.e., Fairtrade, FSC, Rainforest Alliance, Best Aquaculture Practices).
- Minimize transportation requirements during the event by keeping venues and accommodations within walking distance; or ensure there are adequate public transportation options and inform delegates of them.

- Promote and practice energy conservation during the event; e.g., turn off lights and electronics when not in use, use natural ventilation to reduce air conditioning demand.
- Minimize waste during the event. For example, use e-mail or an online-board, or a conference app to post information and schedules instead of printing, reuse attendee badges, provide water and glasses (no bottled water or disposable coffee cups).
- Maximize waste diversion by providing collection for multiple streams. If the local waste provider has limited opportunities, consider a private waste management company or **TerraCycle's zero waste boxes**.



3. OFFSET

The final step to make your event carbon neutral is to choose and purchase a portfolio of carbon offsets.

Carbon offsets must meet certain criteria to be considered legitimate. They must be additional, meaning they would not have happened without the investment of the offset (this ensures your funds are making a difference). They must also have a permanent impact and can't result in increased emissions elsewhere. Finally, offsets must be retired once purchased, to ensure the purchasers can take credit for the emissions reduction, and to avoid double-counting.

Internationally recognized verification standards such as VCS and the Gold Standard exist to ensure offset projects on the market achieve the criteria above. Offsets must be validated and verified by third-party auditors (like KPMG and Stantec) to ensure that they meet all of the requirements of the standards.

How To & Resources

- **Offsetters:** As Canada's leading provider of sustainability and carbon-management solutions, Offsetters helps organizations and individuals understand, reduce, and offset their environmental impacts—including: natural gas, electricity, travel, paper, etc.—in a cost-effective way.
- **Bullfrog Power:** Provides green energy solutions for homes and businesses across Canada. By purchasing green electricity, green natural gas, or green fuel, Bullfrog ensures an equivalent unit of energy used in your operations is injected into energy grids in a sustainable form. Green electricity is generated through pollution-free, renewable sources; natural gas is produced through climate-friendly methods; and green fuel is created from used cooking oils from restaurants. Bullfrog Power publishes a directory to search for companies that are using green power.
- **TripZero:** This online tool allows travelers to individually offset the impact of their travel.
- **Less:** Helps people and organizations mitigate travel-related emissions through the purchasing of high-quality offsets in Canada and around the world.

THANK YOU

STRATEGIC PARTNERS



GLACIER SPONSORS

DESTINATION GREATER
VICTORIA

WATERSHED SPONSORS



RIVER SPONSORS



ESTUARY SPONSORS



SHORELINE SPONSORS







www.IMPACTnational.ca

 /IMPACTnationalconference/

 @IMPACTnational

#IMPACTnational



IMPACT
SUSTAINABILITY
TRAVEL & TOURISM

