Deloitte.

ABTA
The Travel Association

DESTINATION NET-ZERO

The Climate Action Guidebook
How to lead the way to sustainable tourism and travel

"Climate change is the single greatest threat to a sustainable future but, at the same time, addressing the climate challenge presents a golden opportunity to promote prosperity, security and a brighter future for all."

Ban Ki-Moon, Former Secretary-General of UN, April 2014[37]

Executive Summary

The connection between business activity and climate change is clear. Climate change has become 'code red for humanity' and urgent action is required across all sectors from businesses of all sizes.

Businesses are also increasingly aware that sustainability is a growing consideration in consumer decisions. 71% of UK consumers believe that climate change is an emergency, and 57% are changing their activities or purchase behaviours to help address it.[1]

The UK government has responded by making a commitment to achieve net-zero by 2050, with all economic sectors working to achieve this. As a result, the regulatory landscape has grown more complex, with companies navigating the challenging waters of carbon reporting initiatives. Some businesses must commit to carbon reduction initiatives, whilst others are doing so voluntarily. In the end, all must play their part in achieving the UK's net-zero target.

Decarbonising the travel and tourism sector is complex for a range of reasons: from understanding and reducing greenhouse gas (GHG) emissions in a convoluted value chain, to technological solutions that have yet to reach a scale sufficient to meet the trajectory of required emissions reductions. These challenges are particularly acute for small and medium-sized businesses that may not have the time, resources or expertise to tackle them.

But doing nothing isn't an option.

The changing context of climate change, sector initiatives, demands for increased transparency and the need for good governance to manage climate risks, all require actions by travel and tourism companies. In common with other business sectors, the foundations for a decarbonisation transition are in place, but more needs to be done at a sector and individual company level, both in the UK and by the UK outbound travel industry.

With those challenges in mind, **this guidebook contains advice and practical examples for leaders within companies of all sizes in the travel and tourism sector** who are looking to start, or progress, their decarbonisation journey to net-zero.

This document is an **interactive pdf** which is best viewed on a computer (Mac or Windows), we also recommend **downloading it for the best experience**, if viewed on a portable device such as iPhone some of the interactivity might be limited.

Executive Summary

Read on to learn about:

1 The current **carbon reporting and reduction targets** required as part of reaching the UK's net-zero targets, as well as **information on climate-related risks and how to manage them.**

2 **How to measure carbon for your organisation** by creating a carbon inventory for direct and indirect carbon emissions.

3 **Ways to approach a net-zero commitment** – including the importance of drawing up a roadmap for your organisation to follow over the coming years.

The guidebook provides sector-specific insight, examples of good practice and practical support for travel business decision-makers wanting to decarbonise and take steps towards carbon risk management.

You'll see that the right attitude as well as the right action is also vital. That's why it's **so important that businesses strive for progress, not perfection.**

Collaborating with other businesses and learning from leading examples is a key step to increasing the speed of transformation and expediting progress across the industry. Taking concerted action to transform the industry will improve its climate resilience.

The commercial advantages are clear. The interests of the planet and business go hand-in-hand. Calculating and managing the carbon emissions associated with your business, setting targets and managing climate risk, will help to deliver your business goals.

For example:

- Informing strategic and purchasing decisions

- Enhancing transparency on carbon, while meeting current and future disclosure requirements

- Satisfying investor and insurer needs related to carbon risk management and actions for carbon reduction

- Aligning with consumer preferences

- Supporting global attempts to limit climate change and the associated environmental benefits.

"Global warming, reaching 1.5°C in the near-term, would cause unavoidable increases in multiple climate hazards and present multiple risks to ecosystems and humans."
Summary for Policy Makers, Climate Change 2022: Impacts, Adaptation and Vulnerability[38]

SETTING THE SCENE

Introduction: an urgent call for action

You might be concerned about how climate change will affect your business. You should be. And you're not alone.

The World Economic Forum's annual 'Global Risks Perception Survey' asked 1000 experts and leaders in 2022 to "identify the most severe risks on a global scale over the next 10 years." Climate action failure was recognised as the top risk.[2] Which is why business owners and leaders are taking steps to protect their businesses from climate-related risks, as well as developing plans on how to operate net-zero business models.

What's more, the recent IPCC statement confirms that "the evidence is clear: the time for action is now. We can halve emissions by 2030."[3] This is a call for urgent action from the global scientific community. Only ambitious actions by government and economic sectors will limit the current climate warming trajectory to below 1.5°C above pre-industrial levels.

GHG emissions resulting from economic activity and land-use changes continue to rise, with any reductions through technology and behaviour shifts not keeping pace with current economic and population growth. The UK government response is to set a legal target to reduce GHG emissions by 78% by 2035, with an eventual target of net-zero by 2050.[4] To address this, decarbonisation roadmaps have been developed by many sectors related to the UK travel and tourism industry. A number of the existing roadmaps require further development and detail to ensure the net-zero targets can be met.[5]
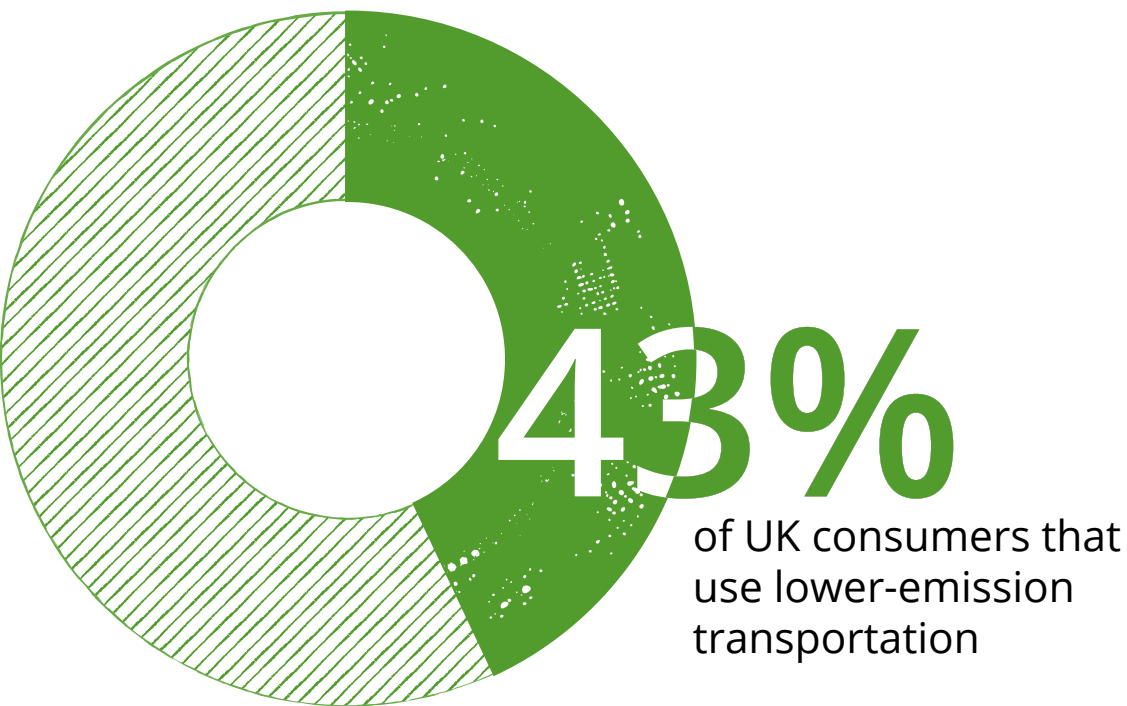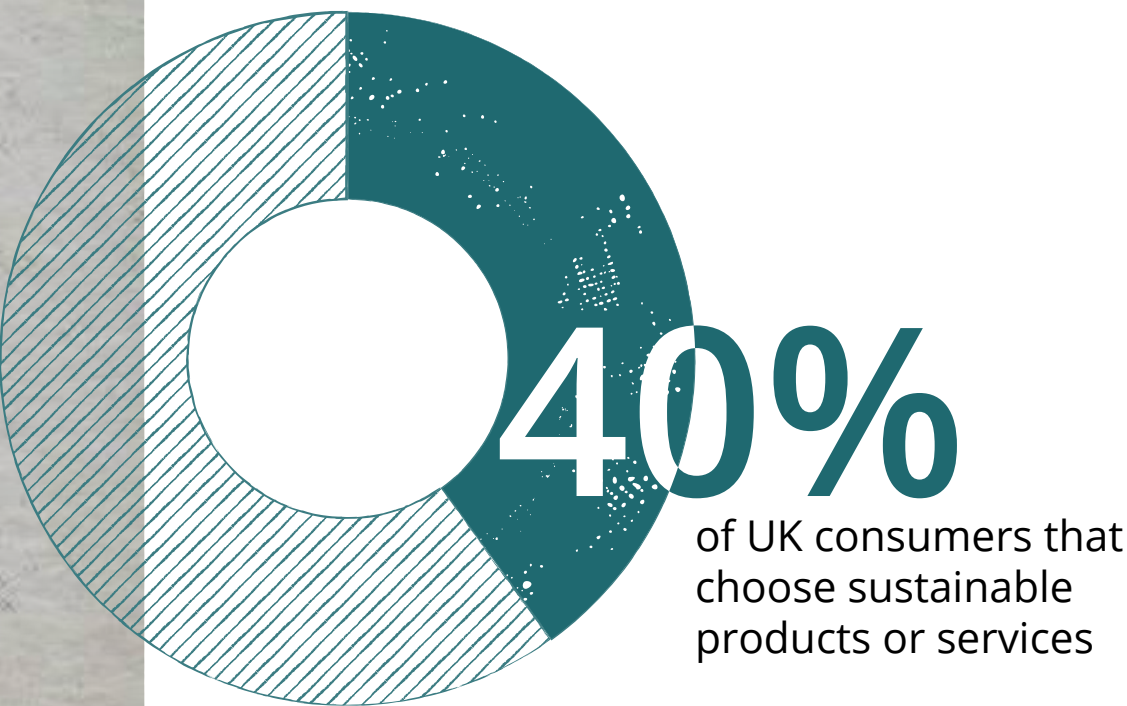
The time for talk is over

The travel and tourism industry has considered sustainability within its dialogue and activities for some time, but it's time for the talk to be translated into concerted action. The demand for travel and tourism shows no sign of reducing and the sector now faces significant challenges to abate emissions – especially within aviation and cruise.

As other sectors continue to quickly progress their emission reduction, pressure on the travel sector will continue to heighten. Travel and tourism businesses need to step up to more urgent, more structured and a more significant decarbonisation transition. In addition to the rapid decarbonisation needed to limit emissions, the sector must adapt to the current and inevitable changes to both natural and human ecosystems caused by the impacts of climate change.

Your business might already have experienced climate change related impacts. These could stem from supply chain and business-as-normal disruptions caused by floods, extreme weather events or forest fires. Then there are the problems of tourists increasing water scarcity, amenity reductions at skiing destinations as snow seasons shorten, coral bleaching at diving resorts, and lakes turning into mud-cracked puddles.

It's also likely that some of your customers are seeking lower carbon options. This is illustrated by Deloitte's Global Consumer survey, which highlighted that UK consumers are continuing to consider sustainability in their travel plans.[6]

40%
of UK consumers that choose sustainable products or services

43%
of UK consumers that use lower-emission transportation

Source: Global Consumer Tracker – March 2022
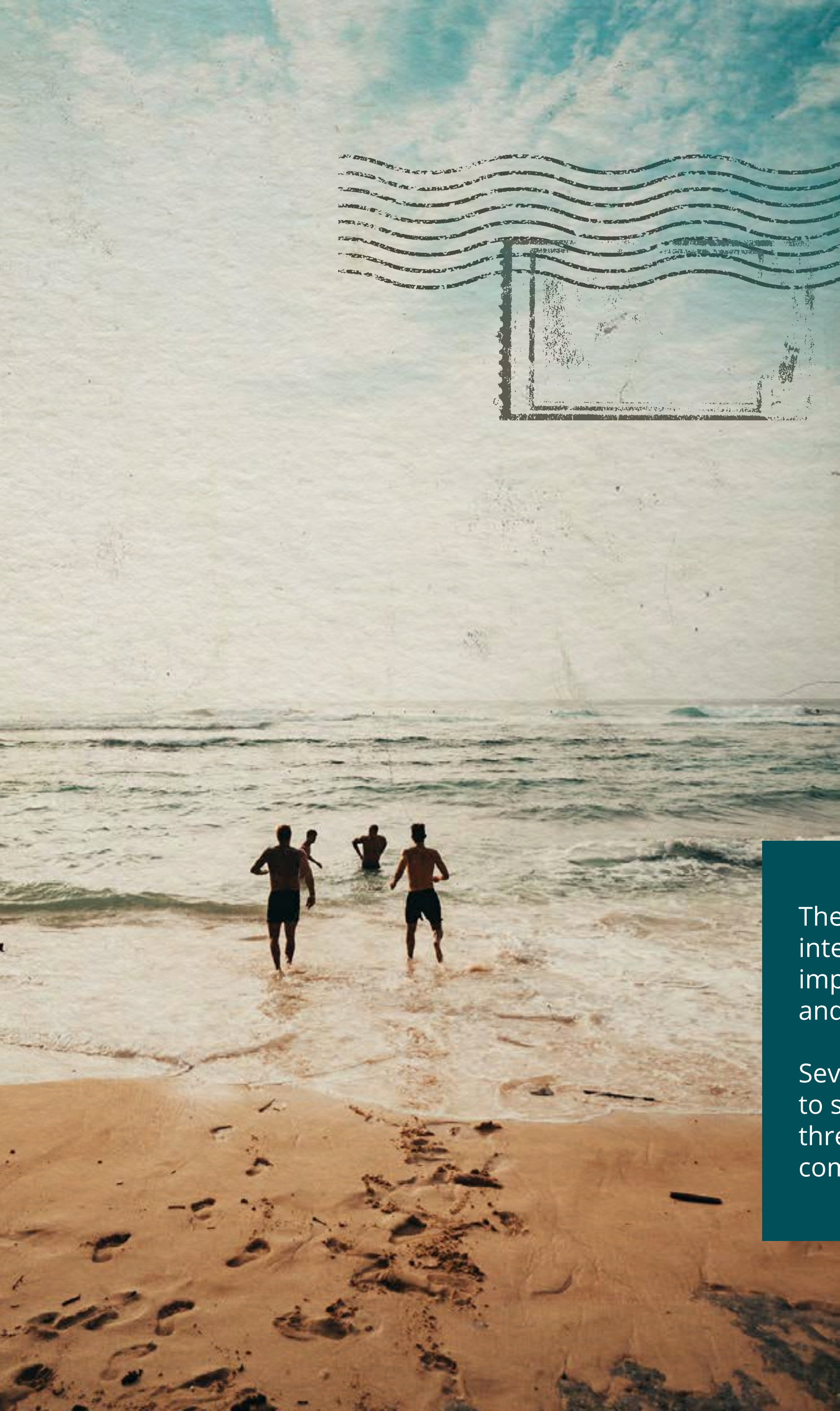
Sector decarbonisation initiatives
Who's doing what

The travel and tourism sector is incredibly diverse, so identifying where emissions arise throughout all value chains[7] – not just from the direct operation of your business – isn't a straightforward exercise.

Each business within your value chain will also have multiple sources of emissions: from the combustion of fossil fuels for heating, cooling, transport and other services, to emissions associated with the production of products, materials and equipment used within every business. And then there are the emissions associated with the loss of habitats due to land use change linked to the development of travel and tourism infrastructure, as well as from agricultural value chains.

The UK government's commitment to a net-zero economy by 2050 will be achieved through all economic sectors working towards a common goal. Many UK sectors relevant to the travel and tourism sector have already established decarbonisation roadmaps, initiatives, and commitments.

The global cruise industry has committed to a 40% reduction in carbon emissions intensity by 2030 compared to a 2008 baseline. The main reduction measures include improving the efficiency of existing ships, investing in a modern, more fuel-efficient fleet and utilising alternative technologies, as well as low / zero emissions fuels.

Several cruise lines, including Carnival Corporation and MSC Cruises, have committed to ships powered by liquified natural gas (LNG). Hurtigruten Expeditions introduced three hybrid-powered ships, and Explora Journeys, part of the MSC Cruises Division, has committed to cruise ships powered by hydrogen.

Major operational shifts

Given economic and population growth, sector decarbonisation strategies need to be ambitious if absolute emissions are to reduce.[13]

Within UK aviation, UK air passenger travel between 2010 and 2016 increased by 27%, whereas total emissions only grew by 0.2%. While air travel is predicted to increase further, emission reductions from the introduction of sustainable aviation fuel, improved air traffic management and more efficient technologies, will lead to emissions reductions per km travelled. However, absolute emissions could still increase as a result of sector growth.[14]

To ensure absolute reductions, sector decarbonisation plans must call for major operational shifts and any actions taken need to be transformative rather than ameliorative.

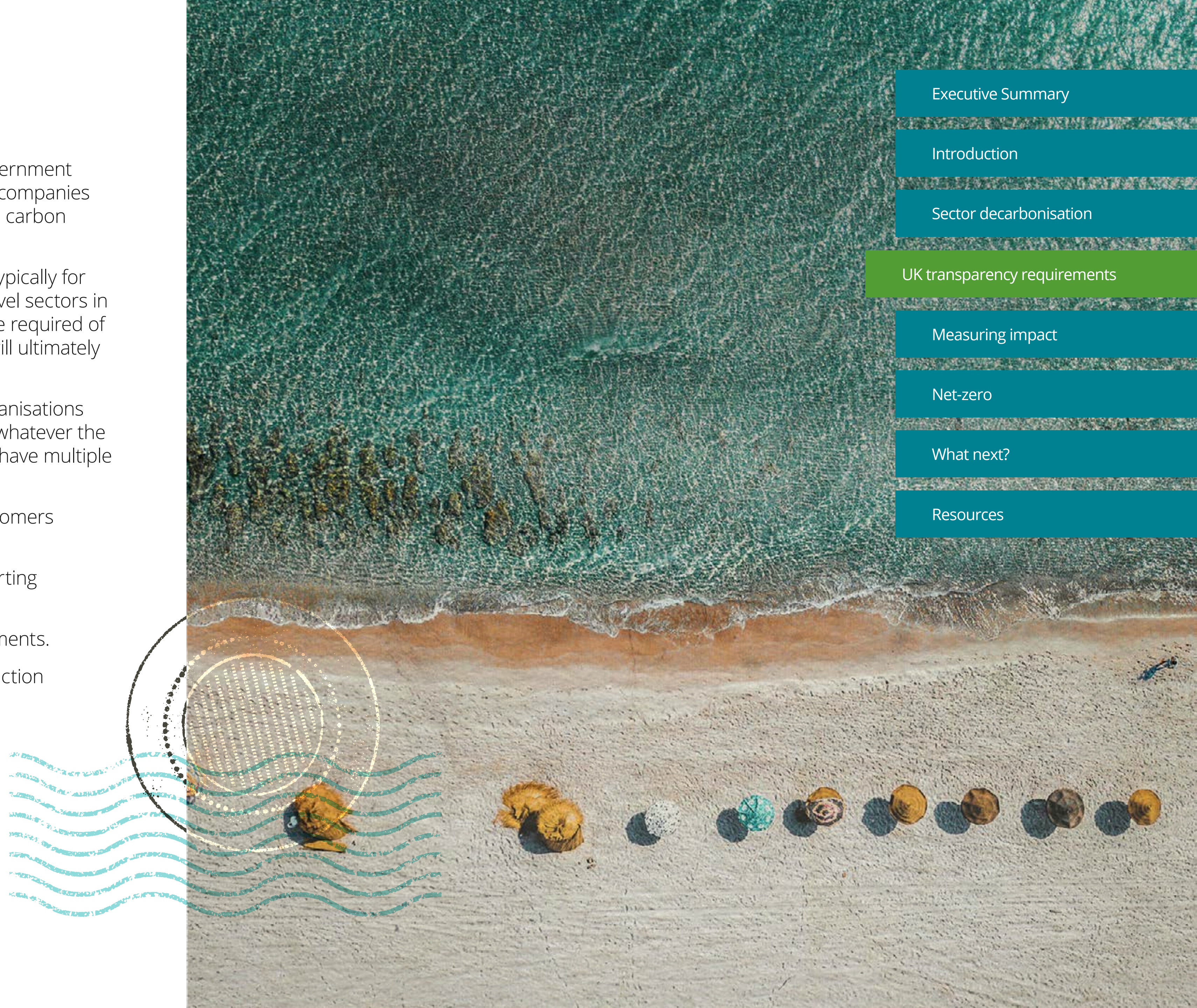# UK transparency requirements
Carbon reporting and reduction

The demands of climate change, with the consequent government requirements and stakeholder expectations, have forced companies to be more transparent about their carbon footprints and carbon reduction plans.

There are several obligatory carbon reporting initiatives, typically for larger companies, that are relevant to the tourism and travel sectors in the UK. Whilst this reporting and transparency may not be required of SMEs, stakeholder expectations for increased reporting will ultimately impact all businesses.

Whilst the reporting obligations are typically for larger organisations and specific sectors, it's good practice to be transparent, whatever the size of your organisation. Voluntary carbon reporting can have multiple advantages:

- Transparency for interested stakeholders including customers and investors

- Encouraging action and carbon reductions for the reporting company

- Enabling tracking of carbon reductions against commitments.

See current carbon reporting requirements / carbon reduction schemes and if they apply to you.

Understanding climate risks and opportunities

Given the impacts of climate change on business, financial markets want to understand the climate-related risks and opportunities for the travel and tourism industry. These requirements are set out by the Task Force on Climate Related Disclosures (TCFD). **In line with the TCFD recommendations, the risks are split into transition and physical risks.**

TCFD recommends using scenario analysis in a climate change context as it can help organisations understand how potential climate risks and opportunities could evolve and impact their business. Scenario analysis is a useful analytical tool to assist critical strategic thinking, enable better planning and establishing action plans. It allows businesses to stress test their current strategy against various future outcomes and position them better to be able to respond more rapidly to disruptions.[23]

Transition risk

Transition risk is the risk related to transitioning to a lower carbon economy to meet company, sector, or national commitments to net-zero. Organisations within the tourism and travel industry will need to mitigate and adapt towards changes to policies, legal requirements, technologies and market changes during the transition. Depending on the nature, speed, and focus of these changes, transition risks may pose varying levels of financial and reputational risk to organisations.

Check out the different types of transition risk and their impact on tourism and travel.

Physical risk

Physical risk comes from either event-driven (acute) extreme weather events, or longer-term shifts (chronic) in weather patterns resulting from climate change.

Tourists' destination choices will be affected by the physical changes resulting from climate change. There are some common features of climate change, such as extreme weather events and changing habitat boundaries for pests that create human health concerns, that will impact destinations around the globe.

The role of good governance

Business leaders must ensure that climate risk and opportunities are appropriately managed, alongside other business risks, with effective governance. Climate change is an intricate issue for boards, or company leaders within SME businesses, to understand, quantify and manage. Climate change risks are many and varied and can occur over both short and long timescales.

The landscape is also difficult to navigate. There's the evolving scientific understanding, changing policy and uncertain macroeconomic impacts – all compounded by a continuously developing business context within which companies must operate. **As a starting point, your board should have sufficient knowledge and skills to take informed decisions relating to climate change.**

World Economic Forum's eight principles of effective governance

> "Innovate, accelerate, scale. When it comes to the climate crisis – winning slowly is the same as losing. To rebuild the world, we need to innovate, accelerate, and scale bold climate solutions."
>
> *Tom Steyer, US Hedge Fund Manager, Philanthropist, and Environmentalist, December 2021*[39]

Measuring impact: emissions reporting explained
Five reasons to measure your carbon footprint

Decarbonisation starts with understanding your carbon footprint.
Measuring the carbon footprint of your company has multiple benefits:

01 Understanding where the key emissions sources or hotspots are within your company and value chains.

02 Providing a baseline to support focused decarbonisation plans.

03 Enabling your company to monitor change over time and understand the effectiveness of measures taken, or take steps to make measures more effective.

04 Enabling your company to benefit from efficiencies within the organisation and along the value chain, such as through reduced fuel bills.

05 Reporting and sharing performance with interested stakeholders and in line with mandatory carbon disclosures.
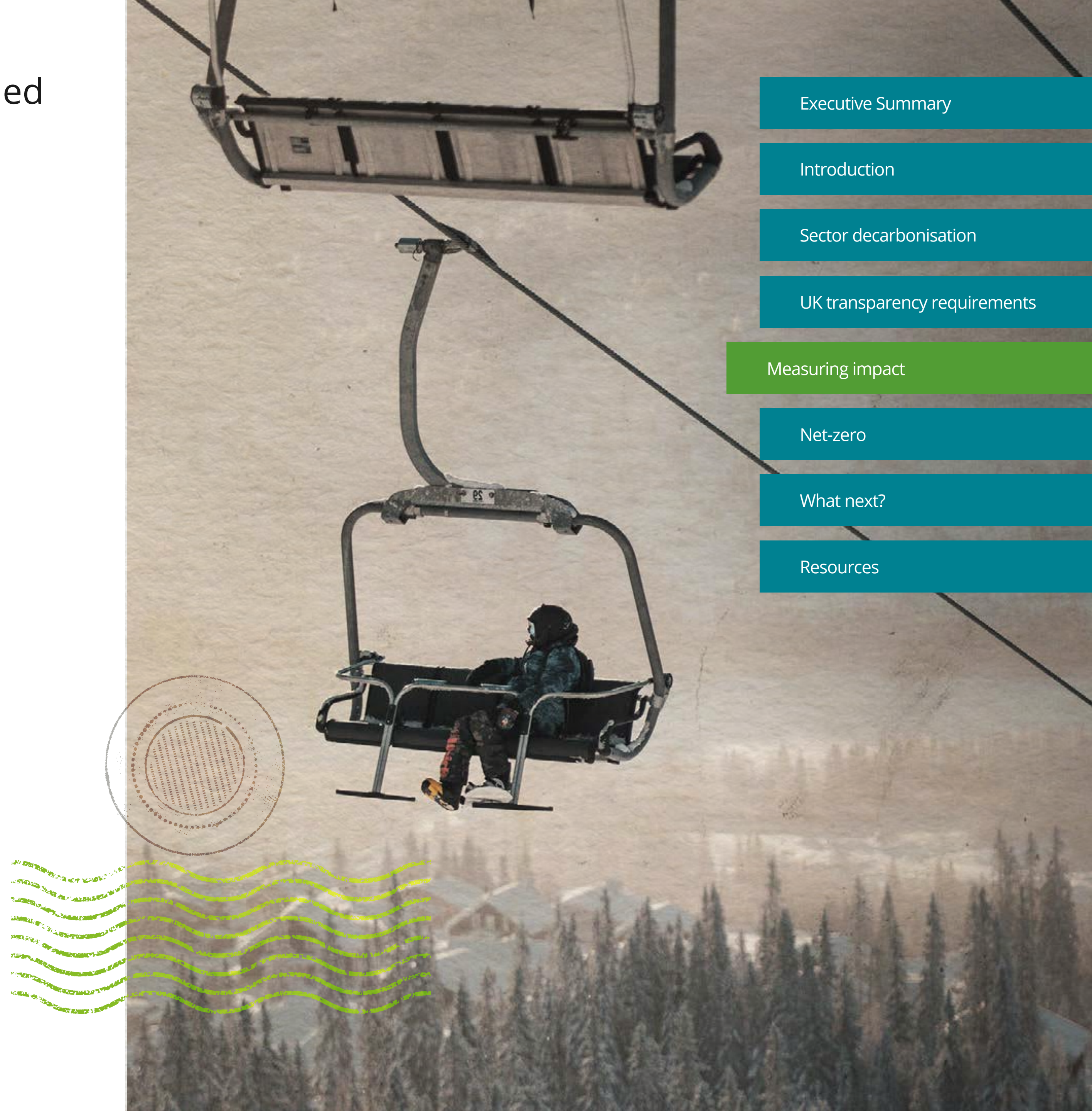
Understanding the 'Scope' reporting structure

Reporting is structured around the concept of three Scopes. This provides a way of categorising emissions from different company activities. Correctly reported, the three Scopes offer a comprehensive inventory of carbon emissions associated with the direct and indirect activities of your company. Scope 1 and 2 emissions are generally the first place that companies start their carbon measurement and accounting journey.

Good quality carbon measurement and accounting forms the basis of understanding your company's current performance, enables the tracking of interventions and understanding of performance in progressing towards carbon reductions.

The GHG Protocol separates emissions into three Scopes:

Scope 1- Direct emissions from sources owned or controlled by a company

Scope 2- Indirect emissions from purchased electricity, steam, heat, and cooling

Scope 3- All other emissions associated with a company's activities

Exodus Travels has developed an approach to assessing and calculating emissions associated with the trips they organise for their customers. As a starting point, they identified six representative trips and calculated associated emissions. These are then extrapolated to provide an estimate for over 600 different trips. Finding data has been a challenge. In many cases, data is required to be itinerary specific and underpinned by a manual process or obtained from suppliers.

Understanding the importance of Scope 3

Scope 3 emissions include all GHG emissions from your businesses' value chain, both up and downstream that arise from your business activities. Measuring Scope 3 emissions allows your company to focus emissions reduction activities on those activities within the value chain that contribute the highest emissions volumes, and which can deliver the greatest GHG reduction potential.

Scope 3 is typically more complex to account for than Scopes 1 and 2 due to the wide number of emissions sources and the challenges in obtaining any, or good quality data. Until recently, most companies have focused on accounting and reporting for Scope 1 and 2 emissions, however increasingly companies are acknowledging the true scale of emissions originating along their value chain and seeking better ways to quantify these emissions. Reporting of Scope 3 will increasingly be expected, for example TCFD now encourages reporting on Scope 3 emissions when they are defined as material to the organisation.

Scope 3 emissions should only be accounted for in relation to the volume of products, services, waste etc., produced by the reporting organisation. By nature, Scope 3 emissions will be double counted within the value chain by the different companies involved. For example, emissions from food production will be accounted for by the grower, processor, retailer and cruise liner. That's because what is defined as Scope 1 and 2 emissions for one company, can be a Scope 3 emission for another. However, within a single organisation there should be no double counting.
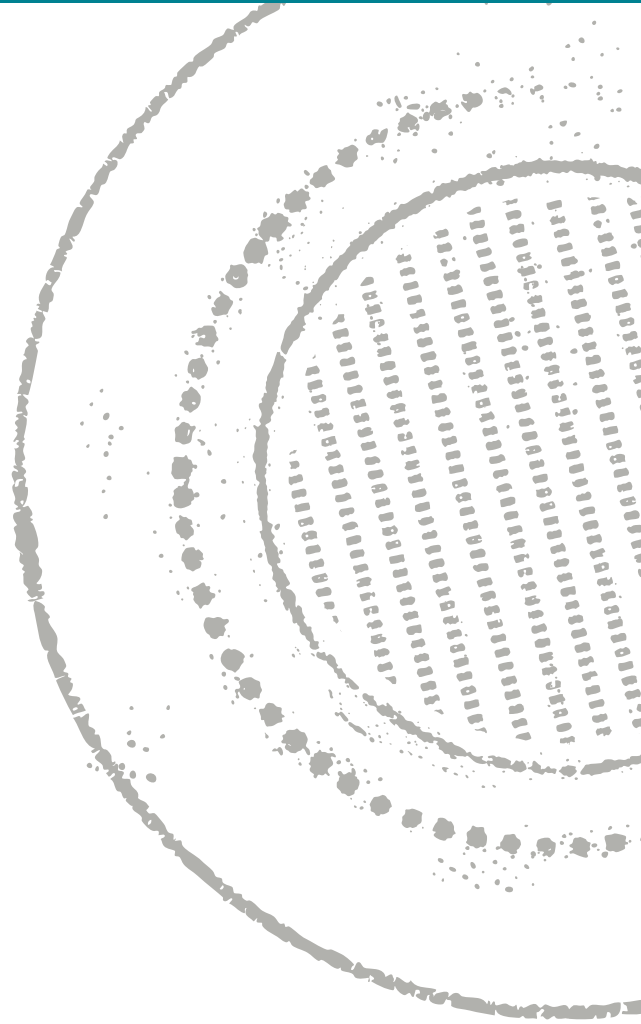
All emissions should fit within Scope 1, 2 or 3 only once.

As indirect emissions for your organisation, Scope 3 can be difficult to influence. **Indeed, your business may require significant technological or systemic behaviour change to engage on measurement and reporting of emissions across your value chain.**

Scope 3 emissions make up 24% of **Virgin Atlantic**'s overall carbon footprint, with the key challenge of measuring this footprint being the lack of primary emissions data from suppliers, such as hotels. Virgin Atlantic currently uses the GHG protocol guidance for calculation of Scope 3 emissions. For key categories such as purchased goods and services, capital goods and use of sold products, they use a spend-based methodology utilising financial data and applying Comprehensive Environmental Data Archive (EEIO) emissions factors.

Different businesses, different emissions

The nature of different activities and operations for different companies means the distribution of emissions between the Scopes will vary between companies. Where a business owns and operates its own transport fleet, the Scope 1 emissions are going to be significant. Indeed, for asset-heavy companies, such as those that own aeroplanes and cruise ships, Scope 1 emissions can account for over 80% of total emissions due to the level of fuel consumption and on-board power generation.

The abatement of Scope 1 emissions of this type is a challenge for the industry because decarbonisation solutions – such as sustainable aviation and low carbon shipping fuels – are not yet available at scale. Improved route planning and operational efficiency can reduce emissions.

MSC Cruises have committed to a net-zero emissions target for 2050, with a focus on Scope 1 emissions as a major contributor to the overall emissions profile of the business. Calculations for Scope 2 emissions are complex for the cruise industry, requiring consideration of the extensive global operations, including offices and port terminals.

Then, over time, more efficient or low carbon technologies can be incorporated through fleet renewal.

For companies where purchased electricity (Scope 2) is a large source of GHG emissions, there are opportunities to reduce emissions by investing in energy-efficient technologies and engaging with energy reduction techniques. For businesses that own hotels, resorts and villas, Scope 2 emissions can account for over 30% of the overall emissions arising from energy consumption for activities such as in-house laundry, lighting, office heating, cooling and electricity. For Travel Agencies, Scope 2 accounts for over 50% of overall emissions, due to office and data centre heating and cooling, as well as other electricity use.[26]

Businesses that organise activities and contract out much of the delivery to third parties, will have more significant indirect Scope 3 emissions. Typically, Scopes 1 and 2 are more straightforward to measure than Scope 3, although they may be equally as challenging to reduce. The relevance of considering this split is to identify where the most significant emissions are and therefore where to focus time and financial effort to achieve the greatest carbon reductions.

Virgin Atlantic's most material emissions are from the fuel it burns in its fleet. However, the company has invested in its fleet renewal programme since 2007 – delivering a 20% reduction in carbon emissions. Its fleet today is 16% more efficient than 2019, with 70% being 'next generation' (aircraft are equipped with efficient twin engines and state-of-the-art technology designed to save fuel and reduce emissions).

The mission is to achieve net-zero by 2050, and the company is aiming for a further 15% reduction by 2026 through continued fleet modernisation and operational efficiency, with a 100% next generation fleet by 2027. They have milestones in place for reductions: by 2030 they are targeting a 15% net reduction in total CO2 emissions, including 10% of fuel sourced from sustainable aviation fuel and by 2040, a 40% net reduction.

Accounting for these emissions is independently verified each year for submission to EU Emissions Trading Scheme (EU ETS) and the Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA).

Intrepid Travel has identified opportunities to lower the overall GHG emissions footprint of their tours and operations. For trips, the company is focused on reducing carbon during the itinerary design stage. For example, most of Intrepid's Premium trips feature locally owned accommodation and many use renewable and alternative energy sources, reducing the company's Scope 3 emissions. The Premium range is designed to have a low environmental footprint and a positive impact on local communities. Most trips visit social enterprise projects that work to promote gender equality, animal welfare, environmental sustainability, and economic empowerment.

In addition, Intrepid has reviewed their top 50 tours to remove flights under 90 minutes where a suitable alternative exists. For example, a flight has been replaced by a boat ride in a Cambodia trip, reducing the Scope 3 emissions from aviation associated with this trip. Due to the nature of their operations, many of Intrepid's suppliers are locally owned SMEs. As a result, there is a need to understand these suppliers' progress in the carbon journey via surveys and conducting audits to accelerate learning and engaging businesses on carbon reduction.

"Twenty-five years ago people could be excused for not knowing much, or doing much, about climate change. Today we have no excuse."

Desmond Tutu, Former Archbishop of Cape Town, April 2014[40]

Delay is not an option

Challenges exist with carbon data, particularly in relation to the measurement of Scope 3 where data may not exist or be of poor quality. This is recognised by the reporting and target-setting guidelines. For example, the GHG Protocol Corporate Value Chain (Scope 3) Accounting and Reporting guidelines acknowledged uncertainty in the data and suggests that "**Companies should identify and track key uncertainty sources throughout the inventory process and iteratively check whether the confidence level of the results is adequate for the company's business goals.**"

The SBTi Corporate Manual suggests that a high-level Scope 3 screening inventory is undertaken that can be used for target setting as well as to identify where to focus efforts on improving data quality because **"over time, companies should strive to develop complete inventories and improve data quality for high-impact categories (i.e., collect primary data) to better track progress against targets."**

The clear message is that, given the urgency of the climate crisis, **you cannot wait for high quality data before you take action.** High-level screening and assumptions can be sufficient to direct action with data quality improvement to be developed over time. Despite the challenges highlighted, many companies within the UK travel and tourism industry have announced decarbonisation plans for Scopes 1, 2 and 3, and have found approaches to managing data challenges until more accurate data sources are developed.

Learning from other sectors

Many sectors have specific measurement and reporting challenges related, for example, to the complexity of supply chains, the availability and quality of data or a common approach to reporting across businesses.

Work has been undertaken in the food and drink sector to establish common approaches to difficult areas. Examples include the development of reporting guidance for Food Loss and Waste by the World Resources Institute and the development of Scope 3 GHG measurement and reporting protocols which draws together current good practices and reporting expectations for the sector by WRAP. In addition, WRAP has developed a datasheet of common secondary emissions factors for key primary food and drink products to support improvements in inventory data for food and drink companies.
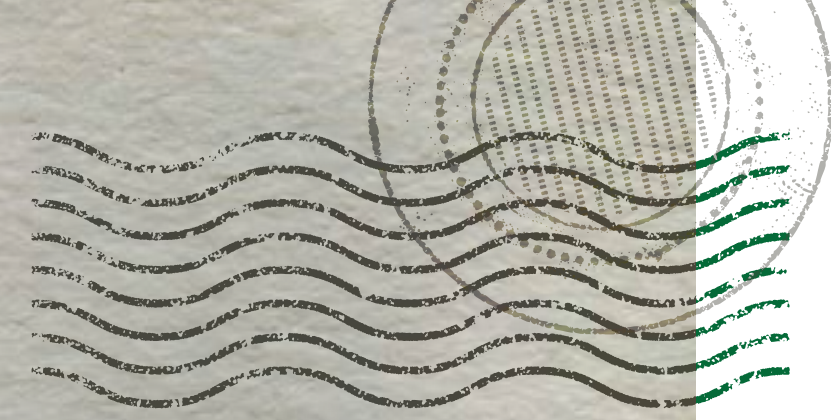
Get further measurement guidance

Click the below for more information on each piece of guidance.
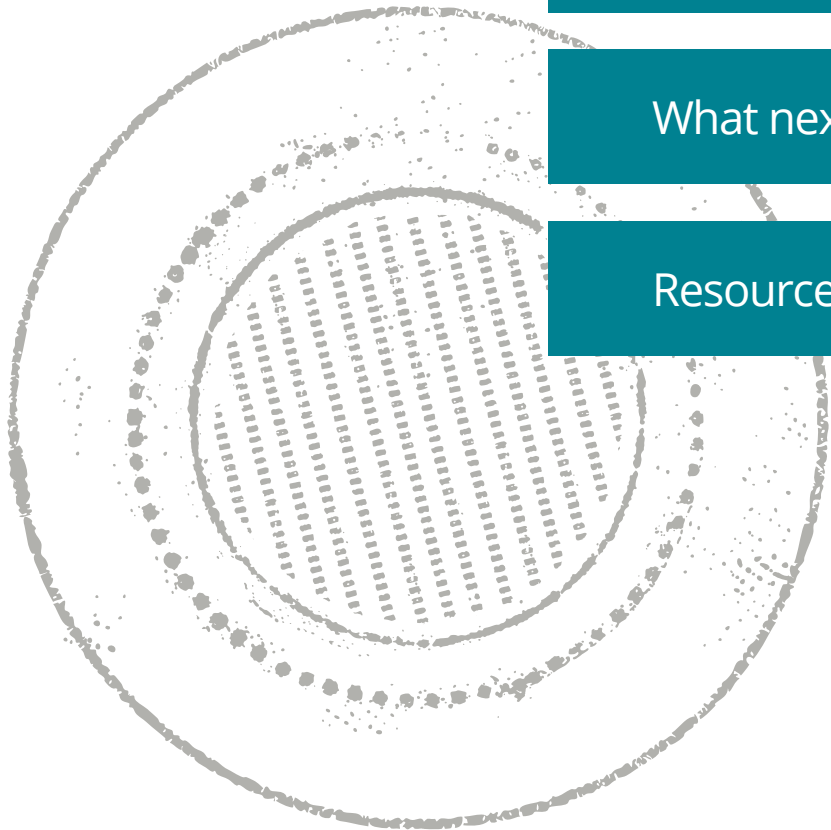
"Avoiding climate breakdown will require 'cathedral thinking'. We must lay the foundation while we may not know exactly how to build the ceiling."

Greta Thunberg, Environmental Activist, April 2019[41]

Net-zero: your decarbonisation journey
Background

Launched at COP26 in 2021 and initiated by the One Planet Network, the Glasgow Declaration on Tourism[29] requires that signatories halve emissions by 2030 and reach net-zero before 2050, while publicly reporting on progress.

This ambition is aligned to the widely adopted Science Based Target Initiative (SBTi) and to the international commitments made in the 2015 Paris Agreement, signed by leaders of nearly 200 countries, to limit warming to well below 2°C and preferably to 1.5°C.

Net-zero describes the scenario in which a company has reduced its carbon emissions (Scope 1,2 and 3) as far as possible and then uses alternative mechanisms to remove the remaining carbon from the atmosphere – typically through 'nature-based solutions'. The main focus for corporate net-zero programmes is the decarbonisation of a company's own operations and supply chain. That's because carbon absorption arising from nature-based solutions is insufficient to solve the climate crisis.

The SBTi established target-setting methodologies for companies transitioning to net-zero focused on rapid, deep emission cuts to limit global temperature rise to 1.5°C.[30]

The initiative requires setting both near-term (by 2030) and long-term (by 2050) science-based targets. For larger companies, this includes Scope 3 reporting and targets. A company is only considered to have reached net-zero when it has achieved its long-term science-based target. The SBTi has set specific guidance for some sectors including aviation, hotels, leisure, restaurant and tourism services, where land use is significant and the Forest, Land and Agriculture (FLAG) guidance is applicable.[31,32]

SBTi's Climate Action in 2022 plan indicated that sector-specific maritime guidance, including cruise lines, would be published as a resource to help these companies respond to growing pressures.[33] The SBTi also has an option for SMEs (defined by the standard as having fewer than 500 employees) which neither requires the validation phase, nor the setting targets for Scope 3 emissions. Although it does still require measurement and reducing of Scope 3 emissions.
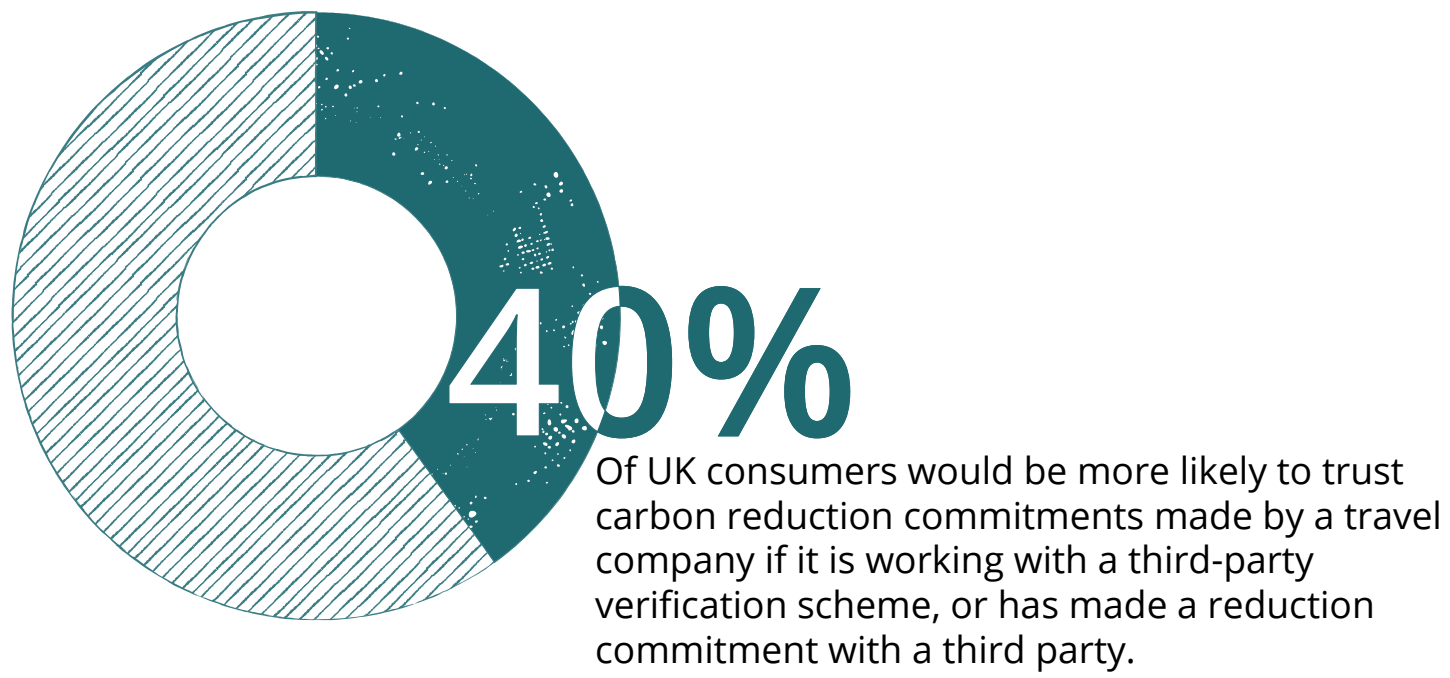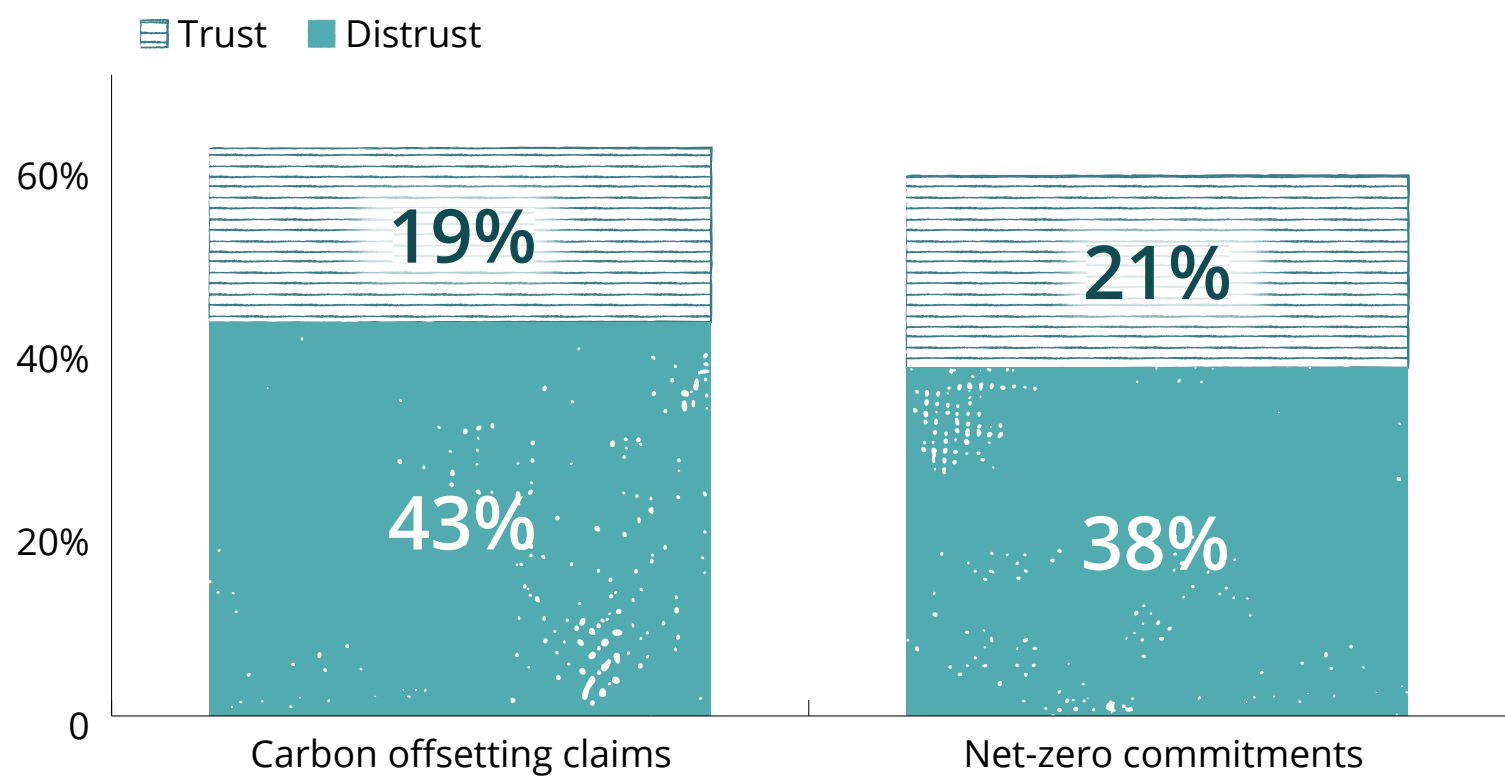
Making a commitment

Following established good practice, commitments from the tourism industry, including major players like Virgin and MSC Cruises, aim to achieve net-zero by 2050 at the latest. Some companies have also committed to setting science-based targets, such as The Travel Corporation (TTC) or to halve carbon footprints by 2030, like Exodus Travels.

The **Travel Corporation** developed its sustainability strategy 'How We Tread Right', in September 2020 with goals to achieve carbon neutrality by 2030 or sooner. It later expanded upon that goal to commit to achieve net-zero by 2050. It has outlined a series of goals such as sourcing 50% electricity from renewable sources by 2025, reducing food waste by half, and reducing printed brochures by 2025.

In 2010, **Intrepid Travel** created a carbon management program and became the largest carbon neutral travel company. This was achieved through compiling an annual GHG inventory (in line with the GHG Protocol's Corporate Accounting and Reporting Standard) and offsetting annual emissions footprint by purchasing and retiring international carbon credits.
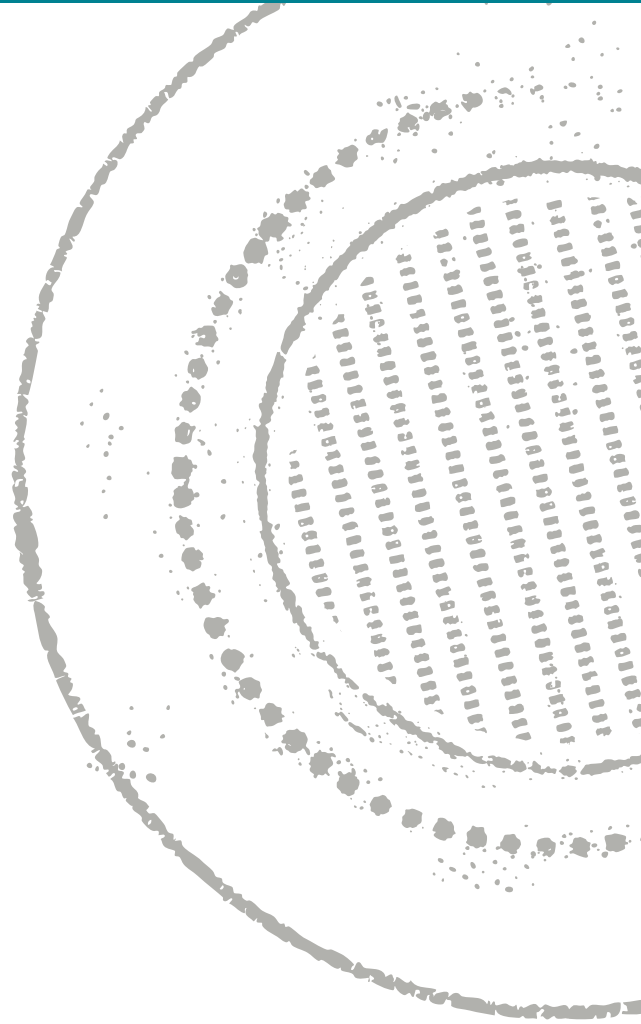
In 2020, Intrepid became the first global tour operator with verifiable science-based reduction targets – via the Science Based Targets initiative (SBTi). The business has committed to a 71% reduction in absolute Scope 1 and 2 GHG emissions by 2035 from a 2018 base year. The targets covering GHG emissions from company operations, including Scopes 1 and 2, and are consistent with reductions required to keep warming to 1.5°C.

As a leading travel brand offering advice and guidance to the travelling public, as well as leading the travel industry in supporting high service standards and promoting responsible tourism at home and abroad, **ABTA plays a key role in encouraging its members as well as the industry to build and implement credible science-based net-zero plans.** Having a credible net-zero plan is important, particularly given the level of distrust amongst UK consumers towards climate commitments set by organisations.

Legend: Trust, Distrust

	Carbon offsetting claims	Net-zero commitments
Trust	19%	21%
Distrust	43%	38%

40% Of UK consumers would be more likely to trust carbon reduction commitments made by a travel company if it is working with a third-party verification scheme, or has made a reduction commitment with a third party.

Source: Global Consumer Tracker – March 2022

Making a commitment

There are several initiatives that companies have signed up to – both as a public declaration of commitment as well as an opportunity to learn and share good practices.

United Airlines is the first airline to commit to reduce GHG emissions by 100% by 2050, without relying on offsets. The company has already reduced emissions intensity by 46% between 1990 and 2019 through fleet renewal, operational improvements, investment in sustainable aviation fuels (SAF), and direct air capture (DAC) for carbon removal.

Travelife for Accommodation, the GSTC-recognised sustainability certification scheme run by ABTA, requires hotels to monitor and reduce energy, water, waste and the use of hazardous substances throughout their operations.

Developing your strategy

Achieving net-zero is a challenge but one that requires progressive action to limit the devastating impacts of climate change. For companies, **a net-zero commitment needs to be backed up by a plan or roadmap** – even if not yet fully articulated or financed – that sets out actions needed to start on the trajectory for emission reductions needed.

The question you must answer is, based on the understanding you have through measurement of the carbon footprint of your business, **what are the actions you can take, and changes you can make to reduce emissions?**
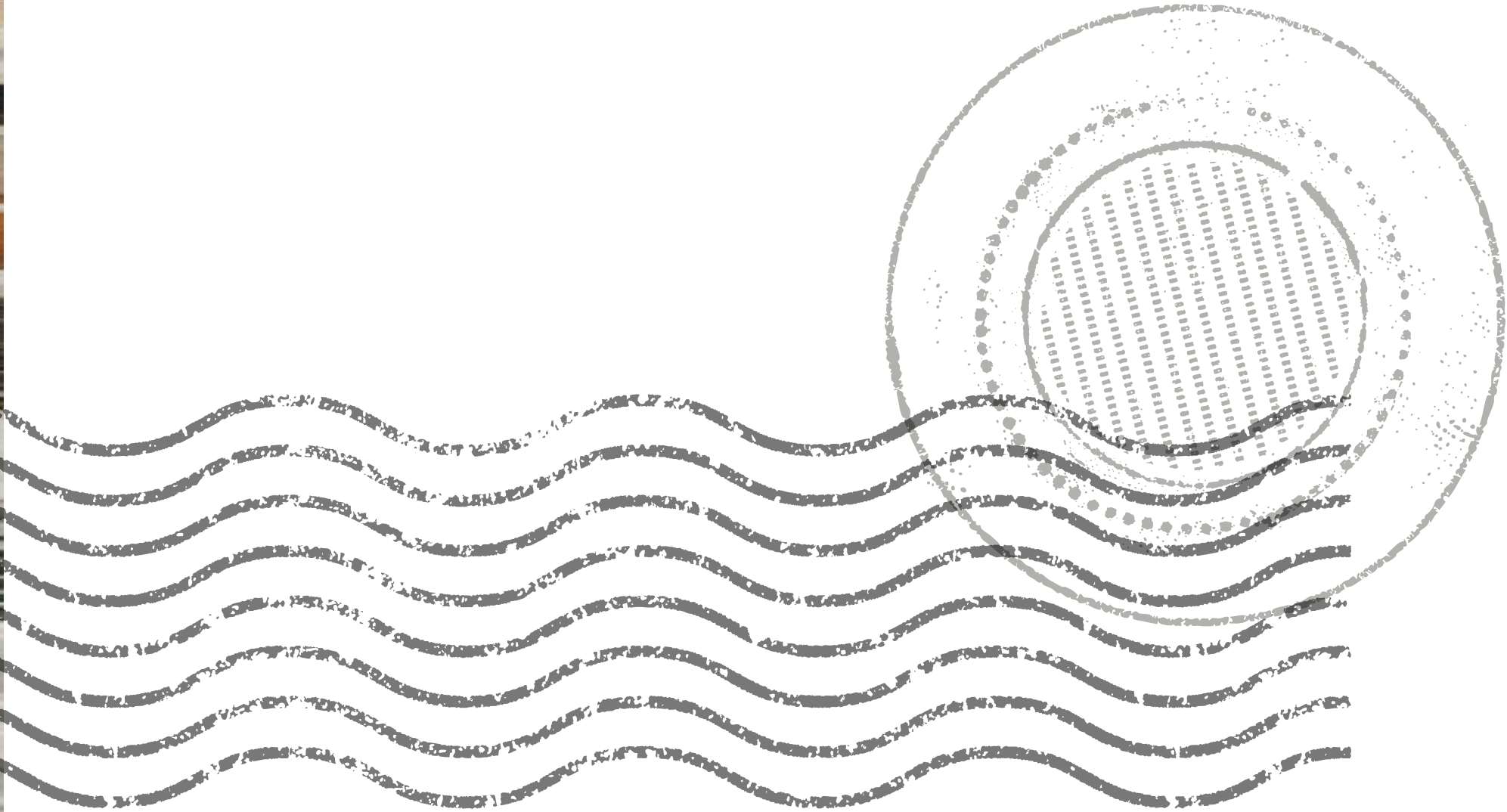
Knowing where to focus

Actions need to be focused on those areas likely to deliver the greatest impact, and this will depend on the nature of your business. For aviation and cruise in particular, reduction of emissions is contingent on advancement of technologies.

Key mapping considerations

Once the emissions profile of the business is understood following the measurement phase, there are many pieces of the puzzle that need to be aligned when designing and implementing your net-zero roadmap.

Finding solutions to reduce emissions from food has been an important challenge for hotels and travel companies. **Asterias Beach Resort**, an affiliate of DER Touristik Hotel and Resorts' reduced food waste by 25% through a number of initiatives including pre-ordering food for the restaurant, live cooking to complement buffets and informing guests about conscious eating.

Establishing a net-zero plan requires you to understand:

- your company's current carbon footprint
- where reductions can be made
- how to engage with and influence the supply chain
- ways to positively inform consumers who can support your carbon objectives
- the means to finance the transition.

For all those reasons it can be more difficult for SMEs to design and implement decarbonisation plans.

However, **ABTA supports its members to determine and transition to a low carbon operating model for the sector via:**

- online guidance on carbon management
- events and webinars
- bespoke advice available from their sustainability team.

Learning from other sectors

Increasingly consumers want to purchase items that align with their values and therefore look for information on products that support value-driven purchases. In the food and drink sector different types of product labelling exist – including logos that represent a known set of environmental and social values, labels that demonstrate improvements such as reduction in carbon footprint.

The sector is examining the challenge of quantitative product labelling that could allow a consumer to compare the carbon footprint of one product with another. This is difficult given the variability in environmental impact calculation methodologies. Some European retailers have been introducing the 'eco-score', a measure based on standard product footprint calculations, plus some considerations which allow comparisons between different products, but not within product categories.

Industry collaboration on key areas of decarbonisation can deliver more significant and rapid change – in particular where value chains are shared and systemic change is needed. One such example is the coordinated attempt by UK industry to ensure all imports of soy to the UK is deforestation and conversion free through public commitments and a collaborative approach through the UK Soy Manifesto.
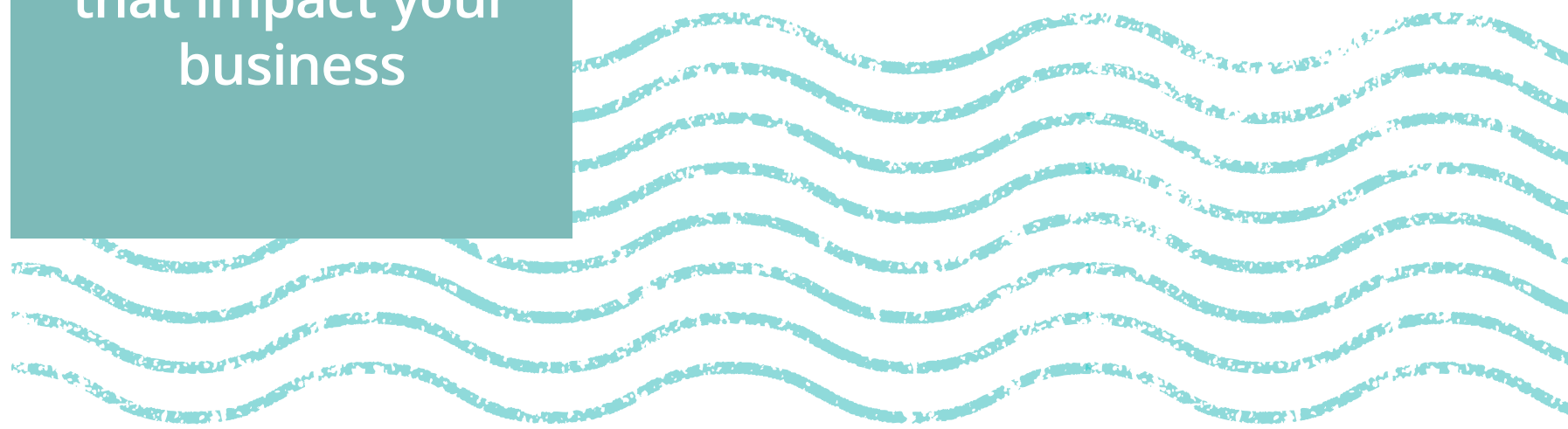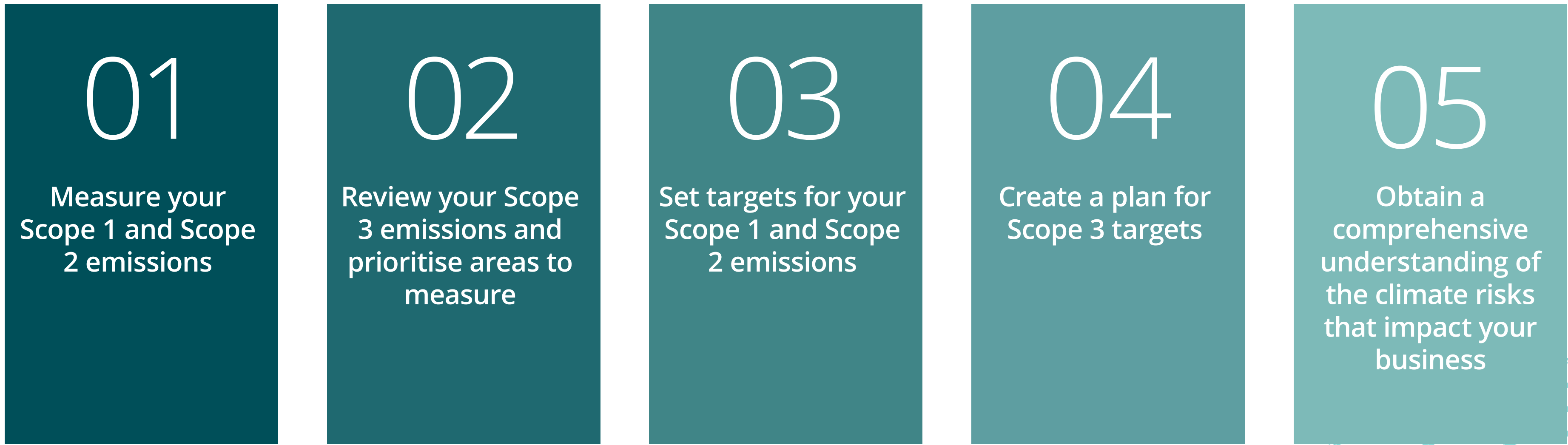
What next?
Five steps to successful climate action

The business case for addressing and building resilience to climate change is clear. The travel industry will inevitably be impacted by the changes to both natural and human ecosystems caused by climate change, and must adapt to and mitigate its impacts. The regulatory landscape is also transforming, and its requirements are likely to be demanding of businesses both great and small.

In short, you can't duck climate change issues. The entire travel and tourism sector has no choice but to face up to the pressing need for climate action.

Knowing where to start, or what steps to take next, can be daunting.

So, we've made that easier by clarifying the five key steps to successful climate action:

01	02	03	04	05
Measure your Scope 1 and Scope 2 emissions	**Review your Scope 3 emissions and prioritise areas to measure**	**Set targets for your Scope 1 and Scope 2 emissions**	**Create a plan for Scope 3 targets**	**Obtain a comprehensive understanding of the climate risks that impact your business**

Collaboration and progress

Beyond those practical next steps, our two key takeaways are collaboration and progress. Collaboration across the industry is key to enhancing the climate resilience of the travel industry. This will benefit business as well as the planet, as sustainability can be a competitive advantage.

The sector is expected to make the required changes at considerable speed. Again, collaboration will help this. Sharing good practice, applying proven models, approaches and tools, whilst engaging across supply chains and customer bases, will expedite progress across the industry.

Finally, it is important to be realistic. Although you should strive for the best carbon reduction possible, do not let perfection stand in the way of progress. For example, diverting resources to accurate measurement rather than real action. Travel and tourism has already proved itself to be adaptable and robust during the pandemic. It must now transform itself into a climate-resilient industry.

Further resources

ABTA provides a range of sustainability resources for members. These include guidance and tools to help travel companies address specific issues that are likely to arise in business operations and / or supply chains and help engage customers on sustainability.

There are written materials, recorded webinars, and even face-to-face meetings available with the ABTA sustainability team to support members. And the e-learning training courses cover a range of sustainability topics.

ABTA publication: 'Tourism for Good'

Building on ABTA's long-standing sustainability work, this report provides a framework that supports ABTA's commitment to championing sustainability with its members, the wider travel industry, destinations and customers.

You can learn more about ABTA and sustainability here.

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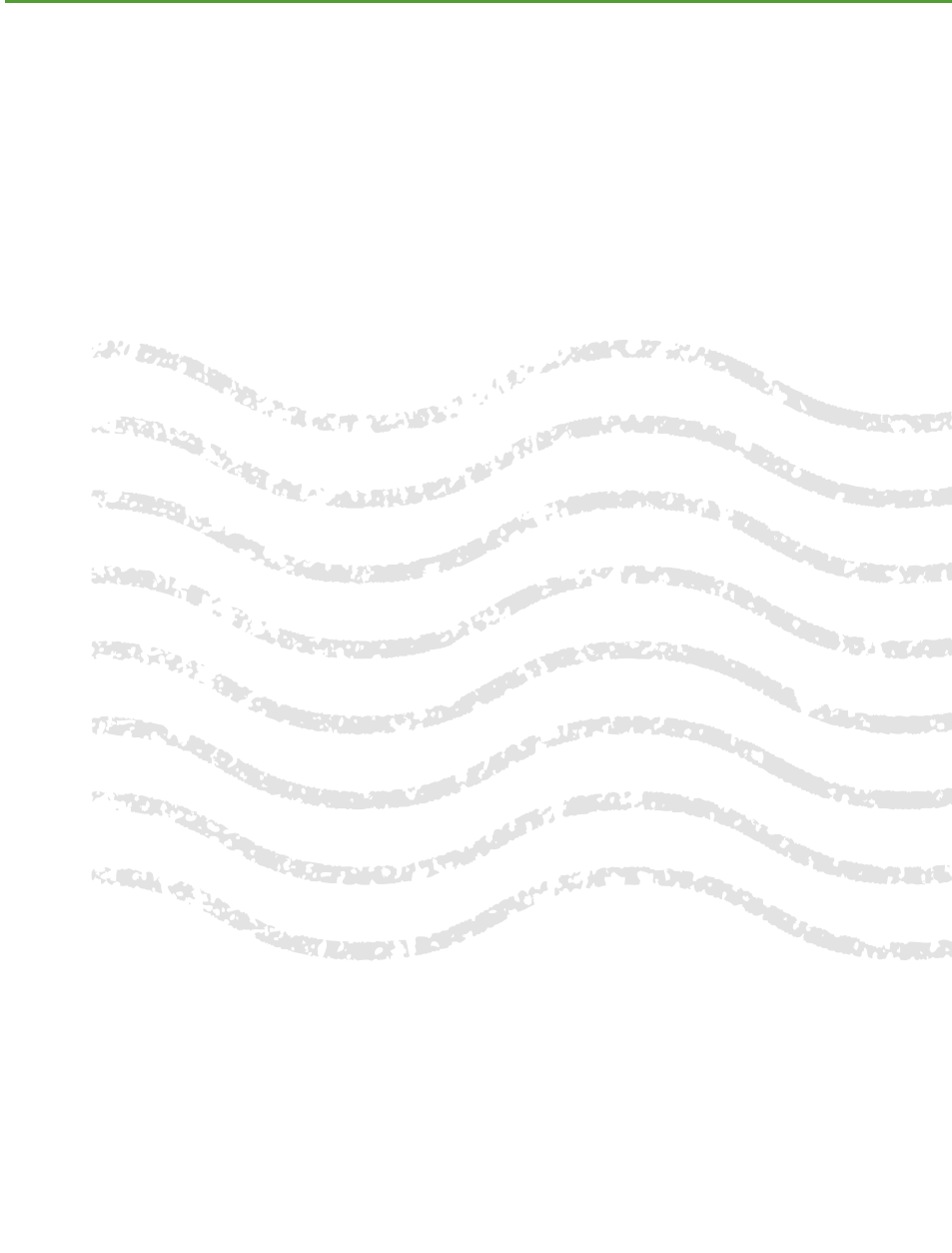39. Climate action reserve, December 27, 2021 Climate quotes that defined 2021 - Climate Action Reserve : Climate Action Reserve
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