



### Climate Action

#### Criteria and Questions

In line with the Outlook 2030 strategy's ambition for sustainable and responsible growth, it is important that the tourism and events industry in Scotland continues to develop in a responsible way. Tackling climate change is one of the biggest long-term challenges facing Scottish tourism now, and in the future, and we want to inspire future generations to say that Scottish tourism made a difference and led the way to net zero greenhouse gas emissions by 2045. The purpose of this award is to celebrate success across business, events, and destinations, who have made demonstrable progress on their climate action journey to NetZero. This can include the measurement and monitoring of emissions, taking general action to decarbonise, as well as communicating and collaborating with their staff, customers, and broader stakeholders to deliver climate action.

#### **Who should enter?**

This award is for any tourism businesses, events or destinations that set an excellent standard for Responsible Tourism practices and can serve as an example to the tourism industry, by emphasising their commitment to reducing carbon emissions, taking climate change action and contributing to the drive to Net Zero emissions whilst engaging within and beyond their business.

#### **Executive Summary (200 words)**

The purpose of the Executive Summary is to give judges a general overview of your achievements to date and a better understanding of the day to day running of your businesses. Although not an exhaustive list, some examples of the type of information judges will be looking for are listed below. This question is not scored and is for information only.

- Size and purpose of business/ event/ destination
- Types of activities/services on offer to guests
- How long you have been operating
- How many employees you have
- Demonstration of economic sustainability/resilience
- What makes your business innovative or unique?
- Membership of any sustainability groups or certification programs
- Any other information you feel is relevant.

#### **1. Please demonstrate how you went about recording and measuring your emissions. (500 words)**

What is your approach and recording style, how do you measure your carbon emissions? How do you use those results to create and prioritise actions, monitor changes, set targets and where applicable, report on your results? Provide **clear evidence** of your activities and the outcome. Climate Action should be ongoing, with a particular focus on what you have recently done within the period from **1<sup>st</sup> May 2023 – 31<sup>st</sup> March 2024**.. Please cover any areas you think are relevant. Below are some aspects you may wish to include:

- What were your combined carbon emissions? The overall high-level number for each year of recording.
- Have you observed any changes or any carbon decrease year on year (if data for multiple years is available)? If you only have one year of action, you can also discuss what your target carbon reduction numbers are for the consecutive year.
- What tools or mechanisms are you using to measure, such as a consultant or carbon calculator?
- How do you categorise your carbon emissions? What were the key sources of emissions that you identified?
- Have you set any targets for carbon reduction, such as a roadmap or plan and please explain.



**2. Please demonstrate your approach to reducing your carbon emissions. (500 words)**

You should provide **clear evidence** of your activities and the outcome with a particular focus on what you have recently done within the period from **1<sup>st</sup> May 2023 – 31<sup>st</sup> March 2024**.. Please cover any areas you think are relevant. You may wish to include details on what you felt were your priority areas for taking action to reduce your carbon emissions, as defined in question 1. Examples of what actions can revolve around, but are not limited to:

- Your steps to save energy - be more energy efficient, low carbon heat sources, renewable energy sources.
- Travel and Transport - low carbon/EV vehicles, public transport, active travel (walking and cycling). Do you have staff incentives in place?
- Food and drink - Food waste reduction, increased plant-based options, local and seasonal produce and suppliers.
- Waste-reduction, efficient resource use, combating single-use plastics.
- Nature-based solutions - tree planting, peatland conservation, biodiversity projects, green infrastructure.
- Influencing behaviour change (staff and customers)

**3. Demonstrate how you communicate and collaborate to implement and amplify the work you do to tackle climate change. (500 words)**

We are interested in how you go about communicating and collaborating to support the implementation of your climate action plan and inform and inspire others. You should provide **clear evidence** of activity and the outcome within the time period from **1<sup>st</sup> May 2023 – 31<sup>st</sup> March 2024**. Cover areas you think are relevant, below are aspects you may wish to include:

- If applicable, how you have engaged with your team (staff) on your climate action plan and or roadmap to Net Zero? What training/development have you provided for your team to support their awareness and the implementation of actions?
- Externally, how have you engaged your customers in your climate action journey to raise awareness and encourage action? What feedback have you had from your customers?
- How you have engaged with your supply chain, to raise awareness of your climate action plan and work together on implementation, as well as supporting action in your suppliers.
- If applicable, do you report your emissions externally? If yes, please give the name of who you report them to and the years reported.
- Creative partnership working or innovative ways of working with businesses in your sector or destination, other stakeholders, organisations, or your local community, to share your learnings from your climate action journey to encourage collaboration and capacity building to drive forward climate action. We want to know what makes you stand out and what makes you innovative as defined by you.