



HIGHLANDS & ISLANDS
THISTLE AWARDS

in partnership
with  Royal Bank
of Scotland

Highland & Islands Thistle Awards (HITA)

Climate Action Award

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 challenge 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. This award celebrates businesses, events, and destinations, who have made demonstrable progress on their climate action journey to NetZero. This includes the measurement and monitoring of emissions, taking action to decarbonise, as well as communicating and collaborating with their staff, customers, and wider stakeholders.

Who should enter?

Any tourism businesses, events or destinations who set the 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 action and engaging within and beyond their business.

Executive Summary (200 words)

The purpose of the Executive Summary is to give judges a general overview and better understanding of your day to day 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
- 1. How long you have been operating
- 2. Demonstration of economic sustainability/ resilience
- 3. Membership of any sustainability groups or certification programs
- 4. Any other information you feel is relevant

1. Please demonstrate your approach to measuring, monitoring and reporting carbon emissions. (500 words)

How do you approach measuring your carbon emissions and use those results to prioritise actions, monitor changes, set targets and report on your results? Provide **clear evidence** of activity and the outcome within the time period from **1st May 2022 – 31st March 2023**. Please cover any areas you think are relevant. Below are some aspects you may wish to include:

- Details on your annual carbon emissions, any changes you have seen year on year (if data for multiple years is available)
- How you are measuring your carbon emissions; What tools or mechanisms you are using; how long you have been measuring?
- Which Scope of carbon emissions your carbon measurement currently covers (e.g. scope1, 2, and what aspects of Scope 3)?
- What key sources of emissions you have identified?
- What targets have you set for carbon reduction and whether you have a net zero target?
- How you are reporting this data? Communicating it internally and/or externally?

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

How do you approach reducing your carbon emissions? What projects have you already implemented and any planned for the next 12 months? You should provide **clear evidence** of activity and the outcome within the time period from **1st May 2022 – 31st March 2023**. Please cover any areas you think are relevant. Below are some aspects you may wish to include:

- Priority areas for taking action to reduce your carbon emissions. This may cover the following areas:
- Energy- efficiency, low carbon heat, renewable energy
- Travel and Transport- low carbon/EV vehicles, public transport, active travel (walking and cycling)
- Food and drink- Food waste reduction, plant-based options, local and seasonal
- Waste- reduce resource use, avoid single use plastics
- Nature based solutions- tree planting, peatland conservation, biodiversity projects, green infrastructure



- Influencing behaviour change (staff and customers)
- What actions you have implemented over the last 2 years
- What actions you are planning to implement over the next 12 months

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

How do you use communication and collaboration 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 **1st May 2022 – 31st March 2023**. Please cover any areas you think are relevant. Below are some aspects you may wish to include:

- (if applicable) How you have engaged with your team (staff) on your climate action plan? What training/development have you provided for your team to support their awareness and the implementation of actions?
- How you have 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.
- 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.