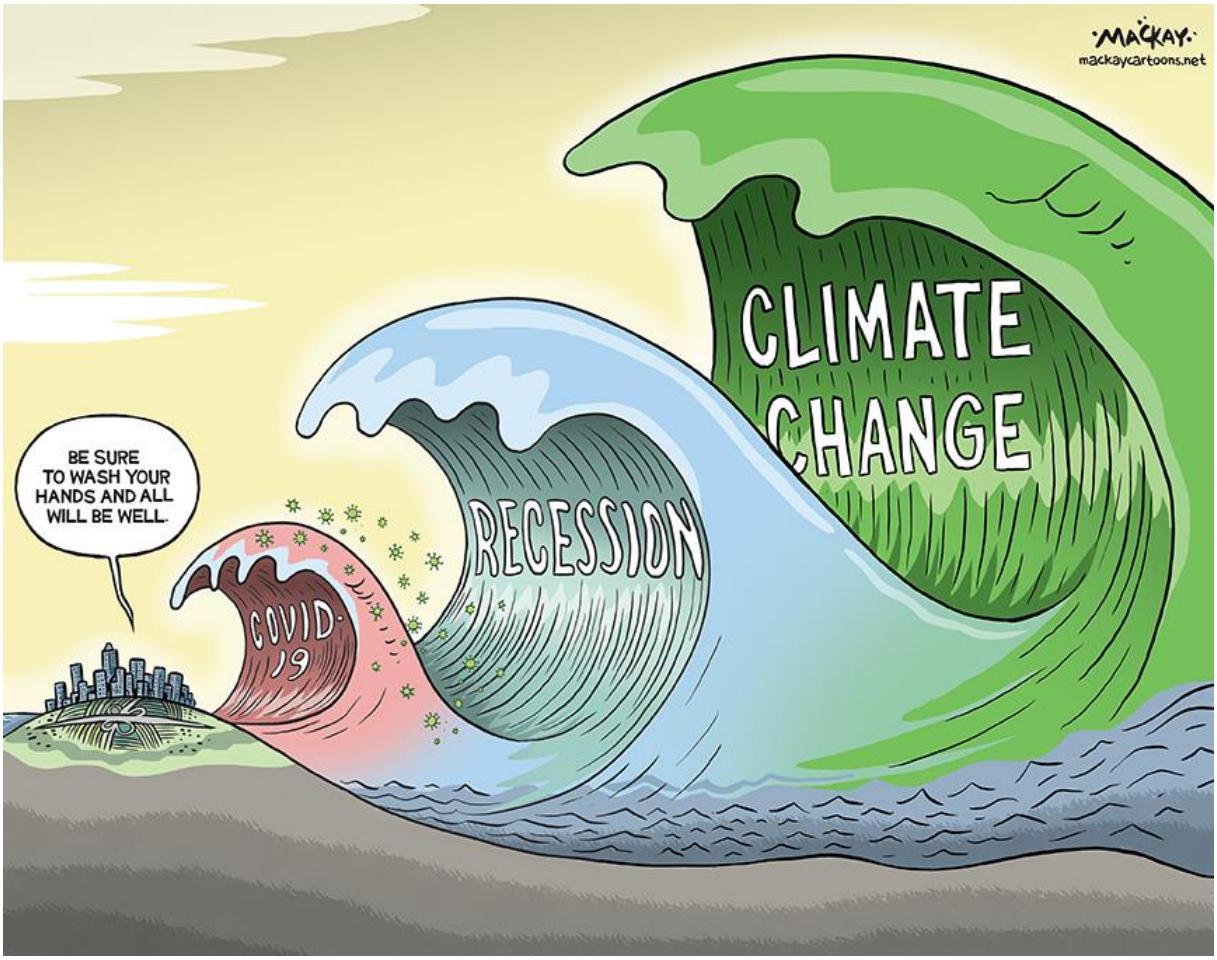
The Climate Friendly Travel registry – guidance for small enterprises

1. Introduction

SUNx Malta (www.thesunprogram.com) is a non-profit EU based organization, partnered with the Malta Tourism Authority of the Ministry of Tourism & Consumer Protection of Malta.

We have created a unique, low-cost system to help companies & communities transform to the Net Zero 2050 Economy, through Climate Friendly Travel. This is tourism that is low carbon, linked to the 17 Sustainable Development Goals and following the 1.5 degree warming trajectory of the Paris Agreement.

The current COVID pandemic has devastated the tourism industry, but the effects from climate change will be even more dramatic.



SUNx Malta, working closely with the World Travel and Tourism Council, commissioned and launched a "Registry for Climate Friendly Travel 2050 Ambitions", linked to the UN Climate Action Portal and its Race to Zero Campaign. We are inviting all travel and tourism companies, communities and destinations to join this Climate Friendly Travel (CFT) Registry.

2. The CFT registry

The Registry aims to create a picture of the climate change response actions of the travel tourism industry, by recording current and future carbon emissions.

The Registration process is not complicated, and it has two steps. Part A is a commitment to follow CFT principles, and has text boxes to provide company details and an email address.

There is a payment of 50 Euro to maintain the website, curate additional information and guidance material and help with communication and public relations.

Part B is where details are requested, starting with the current carbon footprint and the environmental footprint. The carbon footprint of a company describes the emissions of greenhouse gases from the operations of the company. The environmental footprint is more related to the 17 Sustainable Development Goals.

Larger companies may have personnel who are specifically tasked with sustainability issues, including carbon emission calculations. For smaller entities that have not yet worked out their sustainability and carbon footprint, we can provide the following guidance.

In addition to the information in this document, the CFT Registry has several “hubs” with additional guidance material. There are case studies, best practice examples, journalist reviews, press releases and more. The information on the CFT Registry is continuously updated by curating relevant data from the internet and the SUNx Malta global network.

3. Sustainable Development Goals

The Sustainable Development Goals (SDGs) are a collection of 17 interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all". The SDGs were set in 2015 by the United Nations General Assembly and are intended to be achieved by the year 2030. They are included in a UN Resolution called the 2030 Agenda or what is colloquially known as Agenda 2030.

The 17 SDGs are:

Though the goals are broad and interdependent, each Goals has specific targets and indicators that can be used to measure progress.

Not every SDG is particularly relevant for all tourism enterprises. A lodge on the beach may be particularly concerned about SDG 14 Life Below Water, while a restaurant in a city will be more interested in targets under SDG 11 Sustainable Cities and Communities.

More information about the SDGs, their specific targets and indicators is available in https://sdgs.un.org/goals, and two other very useful websites are the SDG Knowledge Hub: https://sdg.iisd.org/ and the SDG compass: https://sdgcompass.org/.

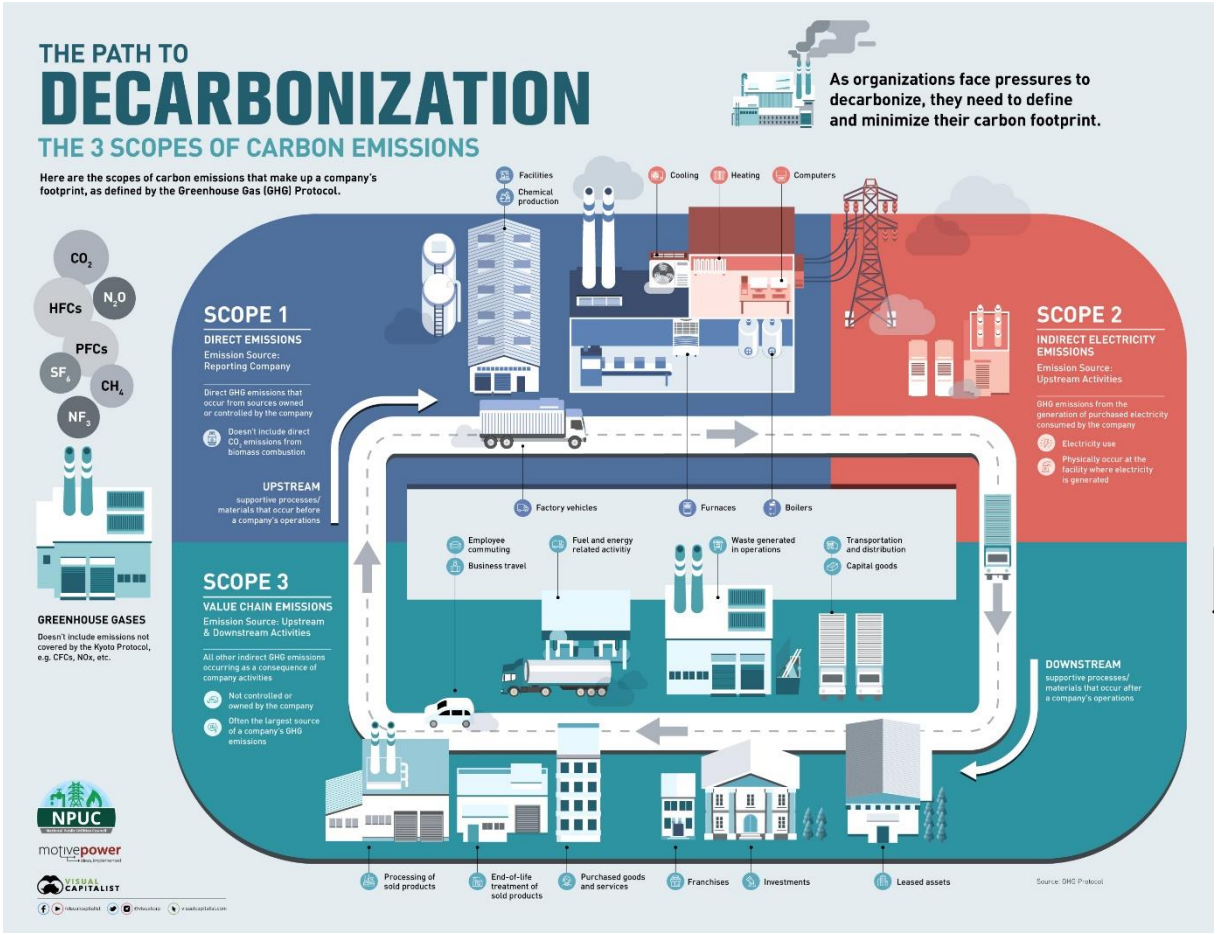
A good analysis of the link between tourism and the SDGs is provided in the website of the Global Sustainable Tourism Council: https://www.gstcouncil.org/gstc-criteria/gstc-destination-criteria/

Other good reviews of SDGs and tourism are provided on: https://www.earth-changers.com/purpose/ on http://tourism4sdgs.org/tourism-for-sdgs/tourism-and-sdgs/ and on https://northflash.com/how-to-use-the-17-sdgs-in-tourism/

4. Carbon Footprint assessments

The most commonly used breakdown of a company's carbon emissions are the three scopes defined by the Greenhouse Gas (GHG) Protocol, a partnership between the World Resources Institute and Business Council for Sustainable Development.

The GHG Protocol classes carbon emissions into three groups: emissions caused directly by the company, emissions caused by the company's consumption of electricity, and emissions caused by activities in a company's value chain.



Scope 1: Direct emissions

These emissions are direct GHG emissions that occur from sources owned or controlled by the company, and are generally the easiest to track and change. Scope 1 emissions include:

- Factories
- Facilities

- Boilers
- Furnaces
- Company vehicles
- Chemical production (not including biomass combustion)

Scope 2: Indirect electricity emissions

These emissions are indirect GHG emissions from the generation of purchased electricity consumed by the company, which requires tracking both your company's energy consumption and the relevant electrical output type and emissions from the supplying utility. Scope 2 emissions include:

- Electricity use (e.g. lights, computers, machinery, heating, steam, cooling)
- Emissions occur at the facility where electricity is generated (fossil fuel combustion, etc.)

Scope 3: Value chain emissions

These emissions include all other indirect GHG emissions occurring as a consequence of a company's activities both during the supply chain (upstream) and after production (downstream). They aren't controlled or owned by the company, and many reporting bodies consider them optional to track, but they are often the largest source of a company's carbon footprint and can be impacted in many different ways. Scope 3 emissions include:

- Purchased goods and services
- Transportation and distribution
- Investments
- Employee commute
- Business travel
- Use and waste of products
- Company waste disposal

The carbon footprint of the tourism industry is substantial, and https://sustainabletravel.org/issues/carbon-footprint-tourism/ gives a good description.

To determine the carbon footprint of a company, we need to work out the emissions of the operations. Pure Earth describes what it takes to measure your carbon footprint. https://puro.earth/articles/how-to-calculate-a-companys-carbon-footprint-530

AITO is a UK-based sustainable tourism organisation. They have an interesting toolkit that explains all the aspects off emissions and what to do about them. https://www.aitoclimatecrisis.com/articles/carbon-emissions-toolkit/

The Sustainable Hospitality Alliance has a free tool and methodology that helps hotels to measure their carbon footprint. It is freely available here: https://sustainablehospitalityalliance.org/resource/hotel-carbon-measurement-initiative/

The WTO Hotel Energy Solutions website has a free calculator as well: https://www.hes-unwto.org/hes_4/microsite/carbon-footprint-calculator.php?LangID=1&UserID=

There are many carbon emission calculators on the internet for general companies or individuals, and the calculation methods vary from highly technical to simplified visualisations.

We have chosen to list some of the most reliable options available and let registrants decide what suits them best. Many of the companies that provide carbon calculators will also try to sell carbon credits as an offset for carbon emissions.

Carbon footprint is UK based. They provide a free calculator for individuals and for small business operations. https://www.carbonfootprint.com/

Carbon trust is another UK-based organisation that has a free calculator for SMEs https://www.carbontrust.com/resources/sme-carbon-footprint-calculator

Brussels-based **CO2 Logic**. https://www.co2logic.com/en/services/co2-calculator. uses **Green Tripper**. Calculators are provided for flights, car and motorcycle travel, buildings, boat trips, railways and bus journeys- https://www.greentripper.org/en

Climate Care is UK-based - https://climatecare.org/calculator/. And they use **Carbon analytics,** which is a comprehensive system with calculators for flights, car journeys, energy use and events. - https://www.co2analytics.com/carbon-calculators

My Climate is a Swiss based foundation that provides calculators for flights, car travel, cruises, personal footprint, household, companies and events: https://www.myclimate.org/carbon-offset/

Offsetters is a Canadian company that provides a calculater for car journeys and for flights – https://www.offsetters.ca/

Sustainable travel International provides a calculator for flights- https://sustainabletravel.org/our-work/carbon-offsets/

The CarbonNeutral Protocol - https://www.carbonneutral.com/
was created and is managed by Natural Capital Partners. You have to create an account before you can measure your carbon emissions.

Atmosfair is based in Germany and is focused on travel. They can help you to determine your carbon footprint, but do not have a free calculator.
https://www.atmosfair.de/en/
https://www.atmosfair.de/en/corporate_services/

BearingPoint's Emissions Calculator (BEC) provides comprehensive carbon accounting, but is not focused on travel and tourism.
https://bearingpoint.services/emissions-calculator/en/

A very detailed Offset guide designed by the World Resources Institute and the World Business Council for sustainable Development may not be very applicable to SMEs: https://www.offsetguide.org/
http://www.offsetguide.org/wp-content/uploads/2020/03/Carbon-Offset-Guide_3122020.pdf

Another detailed guide to measure Greenhouse Gases by B Impact Assessment:
https://kb.bimpactassessment.net/en/support/solutions/articles/43000047343-ghg-targets-and-improvement

Consultants that can help you determine your carbon footprint at a cost include the following. A more comprehensive list of consultants is available on the CFT Registry:
https://www.southpole.com/
https://www.accuvio.com/
https://climeworks.com/net-zero-solutions-for-businesses
https://puro.earth/
https://mygreenbutler.com/
https://www.terraverde-solutions.com/
https://www.ecobasesolutions.com/pricing/

5. Reducing carbon emissions

Once you have an idea of the current carbon footprint, the question arises how to reduce carbon emissions, and where to start.

The United Nations has agreed that not all plans have to be developed immediately, and any company that registers on the CFT Registry will have two years to develop a carbon reduction plan.

The Sustainable Hospitality Alliance has produced a report that clearly spells out how a hotel can decarbonise its operations. It is freely available here: https://sustainablehospitalityalliance.org/resource/global-hotel-decarbonisation-report/

Arguably, the most efficient method for hotels to reduce their carbon footprint will be the use of renewable energy. A 90% reduction by 2050 essentially signifies near-total decarbonisation toward carbon neutral growth beyond. New hotels will need to be net-zero at some point. To do so, the hotel industry can refer to the mantra: More efficient, more renewable, more electrified.

The European Commission's "take a green step" website presents a set of 28 best practices covering all different aspects of greening your accommodation establishment or restaurant. They can be downloaded as a whole report or individually.
https://ec.europa.eu/environment/emas/takeagreenstep/bemp.html

The Cool Food Pledge helps your establishment to reduce the climate impact of the food you serve. https://coolfood.org/pledge/, and plastic waste toolkits for the hospitality sector have been developed by Searious Business. They can be obtained from https://www.seariousbusiness.com/

A blue tourism resource portal that is currently under development will be an accessible and comprehensive inventory of tools and resources for coastal and marine tourism, prioritizing environmental resilience, climate resilience, and socio-economic benefits particularly for local communities.
https://bluetourismresourc.wixsite.com/resourcesubmission

Finally, construction is a major contribution to carbon emissions, and refurbishment of buildings is an opportunity to make positive changes. The UK Building Research Establishment Environmental Assessment Method (BREEAM) is the world's leading sustainability assessment method for planning and designing infrastructure and buildings. Buildings can get BREEAM certification for carbon reduction. Similarly, the US Green Building Council's LEED verification system can help to create low carbon and low-energy buildings. In both cases, architects will be needed to guide

the process.

Chumbe Island Lodge, registered on the CFT Registry

6. Conclusion

It is not easy to determine your current carbon emissions and to work out how to reduce your carbon footprint during the coming decades, but it is not rocket science either.

The Science Based Targets initiative asks SMEs to identify one particular area for action to start with, and this may be a realistic approach to make progress.

The most critical component of the carbon footprint of a small enterprise is arguably its internal energy consumption. Reducing energy involves planning for efficiency, avoiding leakage and duplication and making changes where appropriate. In the long run, reducing energy will save money.