

Climate Action Plans Examples

While not a comprehensive list, the following climate action plans provide examples that can help you in your journey to create your own climate action plan. Do you know of other examples? Please share them with us at staff@responsibletravel.org.

ACCOMMODATIONS

Alikats Mountain Holidays

[Alikats Mountain Holidays](#) is a rural accommodation located in the northern French alps, committed to protecting and celebrating the land they operate on and their local community.

Alikats Mountain Holiday's [Climate Action Plan](#) contains four sections: Measure, Reduce, Remove, and Communicate. Under each section, they include their pledge for the current year. For example, under "Reduce," they mention that they plan to ensure that all of their chalets are powered by renewable energy in 2021 (and have just one chalet to go!) The range of initiatives to reduce their carbon emissions include using [compostable tea bags, serving a meat-free menu once a week, and using bulk and refillable containers](#).

Finally, they have created an original and innovative way to integrate and include their guests in their sustainable actions: "[The Eco-Package](#)". This initiative offers discounts to those guests who opt out of air travel to get to the hotel and choose the "meat-free" menu for the entirety of their stay.

Jacks Alt-Stays

[Jacks Alt-Stays](#) presents itself as an alternative type of accommodation in Scotland thanks to its one-of-a-kind eco-cabins, created by two young cousins who wanted to challenge the norm with their concept. They have completed their [Climate Action Plan](#) even before they will open their business for visitors in 2022.

The Climate Action Plan details 11 action areas that will be taken to fight climate change, such as "eco-commuting" and partnering with suppliers who have "eco-credentials." The eco-cabins are made of natural and sustainable local materials and powered by 100% renewable energy. Even the insulation is designed to be highly efficient. Among other initiatives, they partner with [Ecologi](#) to plant 10 trees for every booking, and use only solar, hydro, and wind-generated electricity.

AWA Hotel

[AWA Hotel](#) is an independent family hotel located at the entrance of Patagonia National Park, Chile. It focused on offering luxury wellness services and a highly personalized experience to every guest, proving that luxury and sustainability can go hand in hand.

AWA Hotel's [Climate Action Plan](#) details six areas: Measure Our Impact, Materials & Waste, Food & Beverages, Information & Communication, Suppliers & Alliances, and Finance. Their hotel office, for example, is working to move documents fully online by 2030, and are using certified recycled paper in the meantime and provide recycling training for their staff. 80 percent of their suppliers are from the immediate region, and they plan to get to 90% by 2025. An organic garden and free-range chicken coop provide a portion of the ingredients for their menu.

AWA Hotel is transparent about the fact that many of their initiatives are works-in-progress, an important lesson for any company along their climate planning journey.

Legacy Vacation Resorts

[Legacy Vacation Resorts](#) has eight family resort locations across Florida, New Jersey, Colorado, and Nevada in the US. They are a Certified B Corporation® and work to educate others on how to attain sustainable economic development. Through the UN COP25 they have pledged to zero greenhouse gas emissions by 2030 and agreed to a 1.5 C compliant business model.

Their [Climate Action Plan](#) lists 10 action items moving forward, including achieving a 25% reduction in water footprint and 10% reduction in electricity usage by 2025, tracking and offsetting all scope 1 and 2 emissions and beginning to track scope 3 emissions, publicly reporting on their progress, and educating their guests, among other actions. They also list the actions that have been taken so far, such as establishing their 2018 carbon emissions baseline, eliminating single-use plastics entirely, making energy efficient upgrades, and even co-launching the [B Tourism Network](#) to collaborate and share with other travel and tourism B Corps organizations.

TOUR OPERATORS

Amity Tours

[Amity Tours](#) is a family-run tour operator based in Pucón, Chile's capital of adventure tourism, offering biking, hiking, and skiing tours, as well as customization for special interests like women-only tours or conservation tours.

Their [Climate Emergency Plan](#) details action in the following areas: Measure, Reduce, Advocate, and Invest (Offsetting). Amity Tours strongly emphasizes the social side of sustainability along with the environmental side, partnering with the local Mapuche Community to develop a tree planting and environmental education program for children. They are also creating a community of like-minded businesses and organizations in the Lake and Volcano District to share sustainable practices. Their goal for 2022 is to make this district the first zero-waste destination in Chile.

Chile Nativo

Founded in 2001, [Chile Nativo](#) is an active travel tourism company based in Chilean Patagonia who specialize in private, small group, and tailor-made programs designed with hands-on experiences and a unique connection to community & culture. Chile Nativo has a strong impact tourism model, giving back to local organizations such as the [Torres del Paine Legacy Fund](#) through the revenue earned through travelers.

Their [Climate Action Plan](#), inspired by their partner [Amity Tours](#), is divided into Operations & Excursions, Waste & Recycling, Partnerships & Education, and Team & Work Dynamics. Due to the pandemic, they were able to reduce their energy consumption by more than 1,200kg CO₂/year and re-evaluate their operations. They also offer a home office work structure to limit transportation emissions and offer company bicycles for those who do commute. As one of their regenerative practices, they have developed a 14-Day Patagonia Collection Program in partnership with Amity Tours, the [Chile Legacy Foundation](#), and [BirdsChile](#), to involve guests in rewilding initiatives. They are upfront about the challenges they faced in their climate action goals due to the pandemic, while also recognizing the time that the pandemic gave them to reevaluate their operations.

The Inside Trek

[The Inside Trek](#) is a tour operator offering bespoke hiking experiences in Northern Ireland. Their [Climate Action Plan](#) seeks to Understand, Reduce, and Persuade, detailing what they have already done and what they plan to do in the future. The actions range from reducing their average speed by 5 mph (increasing their fuel efficiency by 14%), repairing instead of replacing old equipment, and giving a "green discount" to guests who arrive by ferry.

The founder provides his email address for anyone to provide suggestions or improvements. They state their ethos to be fully transparent, constantly improving, and inviting of criticism and collaboration.

Intrepid Travel

[Intrepid Travel](#) has been a carbon-neutral business since 2010 and declared a [Climate Emergency](#) in 2020. In 2020, they also became the first global tour operator with verifiable science-based targets through the Science Based Targets initiative.

Intrepid's actions are driven by a seven-point commitment plan:

1. To annually measure our emissions, from transport, to waste, to energy use – we need to know where our emissions are coming from so, we can understand how to limit them.
2. To offset 125% of our emissions each year, starting in 2020. We expanded our carbon management program to offset sources of emissions beyond our trips and offices – like offsetting our customers' flights, and double offsetting our Polar Expeditions.
3. To set a science-based target to reduce emissions, to ensure our business will be on track for low-carbon growth.
4. To transition to 100% renewable energy in all our offices around the world by 2025, and on our trips by 2030.
5. To be the first travel company in Australia to invest in green deposits, which support assets and projects consistent with delivering a low carbon economy.
6. To continue empowering women around the world to ensure sustainable growth, through projects such as [Eden Reforestation Projects](#) in Kenya.
7. To continue to invest in research and innovative solutions. We've already raised more than \$650K for the Seaweed project with the film 2040, the Climate Foundation and the University of Tasmania, and will be funding \$100k for Antarctic climate change research in a bid to help preserve the Antarctic.

Intrepid features information on the climate change solutions projects they are implementing, FAQs, details about their carbon management, and featured blog posts about climate. They also offer a free resource for the industry called "[A 10-Step Quick Start Guide to Decarbonise Your Travel Business.](#)"

Eternal Landscapes

Based in Mongolia, [Eternal Landscapes](#) is proof of how a small company with not many resources can incorporate sustainability and responsible travel into every aspect of their business and guest experience.

Eternal Landscapes declared a climate emergency through Tourism Declares and includes five main focus areas within their [Climate Action Plan](#): Measuring and Reducing Our Carbon Emissions, Creating Sustainable Experiences, Advocating for Change, Our Daily Operations and What We Support, and Transparency and Timing. They have highlighted the importance of creating sustainable experiences that involve and benefit the community since the beginning. Therefore, in addition to reducing negative impacts, they focus on creating as many positive impacts as possible.

Within their Climate Action Plan, they state: “We don’t pretend to get everything right. But we are committed to doing all we can to reduce our carbon footprint in a way that works well with Mongolia, and we are committed to reducing our overall impact in a way that is meaningful rather than tick-list. We’ll do everything we can on our limited budget to cut the carbon emissions we have any control over, encourage others to do likewise, and campaign for the wider system changes needed to move travel towards a low carbon future.”

The Travel Corporation

[The Travel Corporation \(TTC\)](#) is a collection of award-winning travel brands and destination management companies across the globe. Their vision is to Make Travel Matter, and their non-profit arm, the [TreadRight Foundation](#), supports sustainable travel organizations and initiatives around the world. Their sustainability strategy, called How We Tread Right, gives 11 measurable goals around climate, food, waste, experiences, diversity, and wildlife. In order to achieve goals #1 and #2 of this plan—to achieve carbon neutrality by 2030 and source 50% of electricity from renewable sources by 2025—they developed a 5-point [Climate Action Plan](#): Measure, Reduce, Remove, Offset, and Evolve.

TTC works to measure emissions from their owned assets (offices, hotels, ships, accommodations/facilities, and vehicles) and their brands’ operations. To do so, they worked with a third-party consultant to develop a customized Trip Carbon Calculator to measure the average carbon footprint of its trips. They also support two carbon removal projects through grants: [Project Vesta](#) and [GreenWave](#). Finally, to offset emissions that cannot be avoided, they purchase verified carbon credits from [South Pole](#).

DESTINATIONS

National Tourism Organization of Ukraine

The National Tourism Organization of Ukraine joined Tourism Declares to strengthen Ukraine’s commitment to responsible tourism and to play a leading

role as a globally recognized responsible tourism organization. Their [Climate Action Plan](#) includes four focus areas, with key activities listed under each:

- Take practical measures to reduce carbon emissions as an organization and encourage Ukraine's tourism industry to reduce their carbon footprint.
- Work with Ukraine's tourism and event industry to educate and share best practices on how to effectively reduce carbon emissions.
- Play a leading role in the development of Ukraine as a world-renowned responsible tourist destination.
- Involve communities to make sure they are the foundation of our responsible future in tourism.

The National Tourism Organization of Ukraine features “Sustainability” as a main menu item on their website, sharing resources about tourism’s integration with the Sustainable Development Goals.

Visit Scotland

Visit Scotland was the first national tourism organization in the world to sign on to the [Tourism Declares](#) initiative and has committed to a comprehensive [Responsible Tourism Plan](#) that includes four action areas:

1. Take action to reduce carbon emissions as an organisation and encourage Scotland’s tourism industry to consider and address their carbon footprint.
2. Work collaboratively with the Scottish tourism and events industry to educate and share best practice around effectively reducing carbon emissions.
3. Play a leading role in the development of Scotland as a globally recognised responsible destination.
4. Engage our communities to make sure they are at the heart of our responsible tourism future.

Within each action area are commitments they have made. Visit Scotland states, “Tourism and events can be forces for good growth and positive change. They support economic development, protect our environment, sustain local communities and contribute to meaningful cultural exchange.”

By Visit Scotland making these commitments, it is clear to the world that the Scottish government is serious about sustainable tourism development. The organization now shares its initiatives with other national tourism organizations and focuses on supporting other organizations and companies within Scotland on their journeys.

The West Sweden Tourist Board

The [West Sweden Tourist Board](#) carries out targeted regional development and marketing initiatives in Western Sweden. Their vision is that Western Sweden's hospitality industry will be a role model in the transition to a sustainable society. Their joint initiative for sustainable tourism, involving the public and private sectors, is called [Stepping Up Sustainability](#). Their Climate Action Plan is one part of this 4-pronged initiative, which also includes positive impacts on residents and visitors, more visitors in the places that need it, and better employment and resilient businesses.

Their [Climate Action Plan](#) prioritizes domestic and nearer markets, sustainable methods of transport, getting visitors to stay longer, sustainable operators, sustainable activities, and making it easier for visitors to do the right thing. One example of this strategy is primarily targeting West Swedes to "staycation." In their marketing, they also target groups that typically stay for longer. Finally, visitor education is key, and things like waste sorting are clearly marked to encourage guests to support sustainable practices.