

Glasgow Declaration for Climate Action in Tourism

Climate change is a critical global issue which both affects the hospitality sector and which the sector can play a significant role in helping combat.

The Sustainable Hospitality Alliance drives collaborative action to enable the hospitality industry to have a positive impact on our planet and its people. Climate action is a crucial focus of our work, and we need to act fast and together to drive the necessary large-scale reduction in emissions.

We were one of the launch partners and a founding signatory of the Glasgow Declaration on Climate Action in Tourism, an initiative designed to align the sector and catalyse collaborative solutions to climate change.

Our Action Plan

We have created an action plan for climate action which is aligned with the five shared pathways of the Glasgow Declaration for Climate Action in Tourism:



Measure



Decarbonise



Regenerate



Collaborate



Finance

Measure

Supporting the industry

One of the goals of our five-year strategy is to work collaboratively to harmonise metrics and KPIs, develop standards and streamline reporting and benchmarking in sustainability for the industry. We will set up a task force to focus on this effort.

The Hotel Carbon Measurement Initiative supports effective monitoring and benchmarking of carbon emissions across the industry. We will continue to update HCMI to ensure that it aligns with the best guidance to meet the needs of its users and data recipients (e.g. through the further incorporation of Scope 3 emissions). We will also work to provide access to a free online tool to support more of the industry in measuring, understanding and reducing their carbon emissions.

Our own impacts

We are committed to measuring and understanding our own emissions:

- We will start with our events in 2023. These events, including our biannual members summits and regional meetings, form a large portion of our emissions due to the travel of participants and emissions related to food served (both of which we will include in our calculations).
- We will expand to all of our operations in 2024.

Responsible hospitality for a better world

Sustainable Hospitality Alliance is a registered charity in England and Wales (1188731)

Decarbonise

Supporting the industry

We will continue to develop our selection of free practical tools, research and resources that enable every hotel to manage their carbon emissions and environmental impact, with a particular focus on:

- Our Pathway to Net Positive Hospitality – this provides a clear action plan for the hospitality industry to address key environmental issues, including climate change, and make significant progress in working towards a regenerative impact for the planet. We will continue to build on this work, providing further detailed guidance to help hotels understand what steps they can take to implement the Pathway.
- The Net Zero Methodology for Hotels – this supports hotels and the wider hotel industry to make net-zero commitments and take action to achieve them. It will be updated as needed over the coming years.
- Webinars – co-hosted with our partners, these focus on the importance of climate action in the industry and steps they can take to decarbonise, including technical and behavioural initiatives as well as considerations of sustainable food choices.

Our own impacts

We will take every effort to reduce own emissions. As most of our work is done remotely and in a shared office, we have little control over the emissions from our day-to-day work. We will therefore focus on our travel and events.

- Travel – we will prioritise low carbon methods and opt for virtual meetings where possible.
- Events – we will opt for sustainable venues and low carbon menus for events that we manage.

Any compensation that we do will be aligned with the Oxford Principles for Net Zero aligned carbon offsetting.

Regenerate

Supporting the industry

- We will raise awareness and provide guidance on how the industry can protect and regenerate biodiversity as a mechanism to take action on climate change. This will include hosting webinars, creating factsheets and providing detailed guidance through our Pathway to Net Positive Hospitality.
- Together with WTTC and UNWTO, we have formed the Nature Positive Tourism Partnership which will bring together the public and private sectors in a shared vision to halt and reverse biodiversity loss by 2030. The partnership will begin by consulting with experts on the most impactful projects that the industry can collectively support to regenerate the natural world.

Our own impacts

- We will be investing in nature-based solutions and regenerating biodiversity as a key part of our carbon offsetting strategy.

Collaborate

Supporting the industry

We will continue to engage with the broader industry to raise awareness of the risk of climate action failure by:

- Regularly bringing together stakeholders from across the value chain together to share their challenges and best practices (including hotel owners, operators and brands, as well as organisations that support them in their climate action), through our committees and working groups.
- Hosting high-level industry Summits on Net Positive Hospitality. Attended by senior leadership from the industry (including world-leading hotel brands, operators, owners, investors and other partners, alongside our strategic partners and collaborators) these will cover key themes including the role of responsible leadership in setting the corporate strategy in addition to the engagement of staff at a property level and working with suppliers and other partners.
- We will work with our external partners to support industry training, enhance the development of tools and initiatives, and develop practical projects that support climate action. Our partners include World Travel & Tourism Council (WTTC), American Hotel & Lodging Association (AHLA), Global Sustainable Tourism Council (GSTC), Global Business Travel Association (GBTA), Travalyst, International Finance Corporation (IFC), Greenview and Considerate Group.
- One of the strategic initiatives within our five-year strategy is the creation accelerators. These will leverage Alliance members' footprints and operations to launch pilot initiatives targeting systemic issues in specific destinations working with public and private sector partners to design and deploy solutions to address barriers. We will launch three projects by 2024 and ten by 2027.
- We will also be bringing together high-ambition Alliance members to forge bold large-scale commitments and/or partnerships that leverage their market power to drive catalytic shifts towards net positive and investment into innovations or destinations. We will have one major commitment by 2024 and three by 2027.

Finance

Supporting the industry

We will continue promoting the financial benefits of sustainable building design to hotel investors, owners and operators to increase collaboration among business partners during hotel construction and refurbishment. We will do this by:

- Building on our partnership with IFC – part of the World Bank – through which we have so far created the business case for sustainable hotels and co-hosted a series of webinars on Unlocking Investment for Green and Resilient Hotels.
- Setting up a committee on Financing the Transition which will investigate and implement opportunities for funding the transition to a more sustainable world.