

# SUSTOUR



Co-funded by the COSME programme  
of the European Union

# Carbon Management programme kick-off

**Naut Kusters, Ally Dragozet, Ahmet Basar**

**October 27, 2022**





1. SUSTOUR project
2. Carbon management training
3. Climate action in tourism
4. Carbon Management reporting
5. Carbon calculation
6. Carbon offset
7. Next steps
8. Q&A

- Ask your questions in the chat,
- We will provide you with a recording and the presentation of the webinar afterwards.

# SUSTOUR



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of the European Union

## 1. SUSTOUR PROJECT

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Promoting sustainability among the European tour operator sector through a business led approach (2020-2023)

- Empower and support **600+ European tour operators** (SMEs) in implementing sustainability principles in their companies and supply chains.
- Funded by the EU's **COSME programme** that promotes the competitiveness of small and medium-sized enterprises.
- Part of the **European Green Deal** with the goal of climate neutrality by 2050 and a 55% reduction in greenhouse gas by 2030.

# Project partners



#	Partner	Country	Countries of operation	Organisation type
1.	ECEAT	The Netherlands	Europe	Not for profit
2.	ECTAA	Belgium	All EU member states	Umbrella association
3.	Futouris	Germany	Germany	Not for profit
4.	ANVR	The Netherlands	The Netherlands	Association
5.	APAVT	Portugal	Portugal	Association
6.	SMAL	Finland	Denmark	Association
7.	UHPA	Croatia	Croatia	Association



## Supported by 20+ European travel associations



THE EUROPEAN TRAVEL AGENTS' AND TOUR OPERATORS' ASSOCIATIONS

- 
- **736** companies applied for SUSTOUR
  - Applications evaluated by 2 independent **evaluators**
  - **649 SMEs** were eligible and achieved sufficient points
  - **627 SMEs** from 35 European countries signed the SUSTOUR agreement and are participating in the support programme

The full participants list can be found on the [SUSTOUR website](#).

# 35 European countries

Country	No. of SMEs
Albania	14
Austria	17
Belgium	42
Bosnia and Herzegovina	7
Bulgaria	8
<b>Croatia</b>	<b>12</b>
Cyprus	2
Denmark	10
Estonia	3
<b>Finland</b>	<b>41</b>
France	42
<b>Germany</b>	<b>36</b>
Gibraltar	1
<b>Greece</b>	<b>43</b>

Country	No. of SMEs
Hungary	5
Iceland	6
Ireland	23
Italy	54
Kosovo	2
Latvia	3
Lithuania	10
Malta	6
Montenegro	9
<b>Netherlands</b>	<b>86</b>
North Macedonia	3
Poland	4
<b>Portugal</b>	<b>62</b>
Romania	5

Country	No. of SMEs
Serbia	3
Slovakia	1
Slovenia	4
Spain	13
Sweden	17
Turkey	12
UK	21
<b>Total participating SMEs</b>	<b>627</b>

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# SUSTOUR SME Support

Support module	No. of SMEs
Travelife Partner programme	307
Travelife Certified programme	250
Supply chain management programme	24
Carbon management programme	25
Plastic management programme	7
Shore excursion certification programme	16

Company name	Country
Keniaanse Toeren	<b>Belgium</b>
Eagle Travel	Belgium
Joker Toerisme	Belgium
Magni Mundi	<b>Finland</b>
Traveller	Finland
Lakeuden Matkat Oy	Finland
Uudenmaan Seuramatkat Oy	Finland
Mandala Travel Oy	Finland
Safrans du Monde	<b>France</b>
jouraway GmbH	<b>Germany</b>
Deelish Food Tours	<b>Ireland</b>
Mille Mete Viaggi	<b>Italy</b>
Baltic Promo   Tourastio	<b>Lithuania</b>
Buro Scandinavia B.V.	<b>Netherlands</b>
Adventure Specialists B.V.	Netherlands
Meiden in de Bergen	Netherlands
Flying Elephant	Netherlands
Deniz Travel	Netherlands
Njoy reizen	Netherlands
Lounge Luxery travel	<b>Portugal</b>
Tradições de Outrora, LDA	Portugal
The Group Travel Company Ltd	<b>United Kingdom</b>
Reclaim Your Self	United Kingdom
SevenTravel	United Kingdom
Steppes Travel	United Kingdom

# Carbon management programme

25 companies from 10 countries

**SUSTOUR**

# Objectives

## Decreasing the climate impact of your company

*Within your business reality*

- Understanding **climate change** and the relation with tourism
- Measure your **carbon** impact
- Develop a **policy and action plan** to reduce your impact
- Learn from **best practices** from other tour operators
- Implement the action plan and **report to SUSTOUR**
- **External recognition** for commitment and action
- **Exchange of experiences** between SUSTOUR tour operators

# 2. Carbon Management training

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# Kick-off webinar carbon management introduction training

## Save the date

Monday 14<sup>th</sup> November

Thursday 17<sup>th</sup> November

Each day from 14.00 - 17.00 hours.

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# Climate Change and Carbon Management in Tourism Training

Provided by ECEAT/SUSTOUR



Next:

Module 1: Introduction to Climate Change

# Carbon management online training

1. Introduction to Climate Change
2. Tourism and Climate Change
3. Carbon Management - The Basics
4. Carbon Management for Tourism Businesses
5. Land transport
6. Air Transport
7. Offsetting
8. Reporting and Communication
9. Recap and next steps

Final exam

Obligation for carbon manager

More staff members

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# Advisors course development



Prof. Dr. Wolfgang  
Strasdas

Eberswalde University  
Professor of Sustainable  
Tourism



Heike Dickhut

HNE Eberswalde  
ZENAT coordinator and  
academic assistant



## Carbon Management

Completed 0 from 1

Start Final Exam

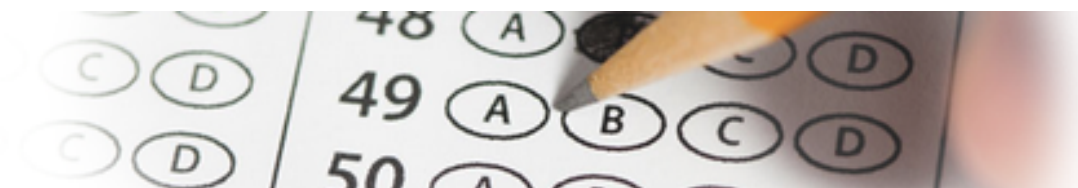


### Carbon Management



This is a fast-track introductory guide to understanding carbon emissions and footprint from your business. The course will look at how climate change is affecting your business, how you can measure your carbon footprint with a view to reducing that footprint and then how you can offset the remaining emissions.

This module is closely linked with our Waste Management, Energy Management and Water Management courses.



## Carbon Management

### A. How Climate Change Is Impacting Your Business

### B. Getting Everyone On Board And The Benefits of Carbon Reduction For Your Business

### C. Jargon Explained

### D. Measuring

### E. Reducing

### F. Offsetting

### ▶ Quiz

## A. How Climate Change Is Impacting Your Business

### In this section you will learn:

- ✓ About the key business risks associated with climate change.

*"We're the first generation to feel the impacts of climate change and the last generation that can do something about it" - Jay Inslee*

### The Key Risks To Business From Climate Change?

For many businesses, the decision to implement sustainability initiatives is often linked to reducing operational risks. However, subsequently, businesses can discover that many benefits and opportunities arise from being a sustainable business.

Specific environmental risks, such as changing temperatures, biodiversity loss, severe weather and flooding, along with increased insurance costs, all impact on the ability to operate in the tourism sector.

### Consider the following risks specific to Ireland:

- ✓ Our coastal landscapes are most at risk from sea level rises.
  - ✓ This most affects sand or gravel coasts such as counties Down, Louth, Dublin, Wicklow and Wexford which are already experiencing retreating

# Other carbon relevant trainings

1. Office environmental management
2. Energy management
3. Procurement policy
4. Waste management
5. Plastic management
6. Staf engagement
7. Food waste management

Final exam

Obligation for carbon manager

More staff members can participate

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## Internal environmental management

Completed 1 from 7

Start Final Exam

Environmental impacts inside a travel agency can be reduced considerably. These measures are not only favourable for the environment, but they also lead to considerable financial savings and highly motivated employees who will closely follow the measures and results, and will feel a high level of engagement with their company.

Environmental management contains measures that will improve office sustainability. This particular course deals with the topics Purchasing, Energy, Paper, Water and Waste. Moreover, it discusses the CO2 compensation options and Internal Communication.

On the right, you see different topics regarding 'Environmental Management'. Every theme contains two sections: a training text with exam questions, and further information.

You can choose a topic to begin with the training now

This training is available in the following languages

- ✓ English
- ✓ Bulgarian
- ✓ Chinese
- ✓ Croatian

To



## Waste management

Completed 0 from 3

Start Final Exam



This course will give you the knowledge you need to monitor and manage waste within your business. This course is complemented by both our food waste and plastic management courses.

This course is broken down into a number of sections, from measuring and monitoring to reading bills, reducing and reporting.

This course is divided into 3 sections:

- ✓ Introduction To Waste Management & Reduction
- ✓ Measuring & Monitoring



## Plastic Management

Completed 0 from 3

Start Final Exam



This course will give you the knowledge to create your very own plastics management strategy, while understanding the importance of reducing single-use plastics in your business.

**This course is divided into 4 sections:**

- ✓ The Importance of Plastic Management
- ✓ Plastic Auditing
- ✓ Where To Start

### THE IMPORTANCE OF PLASTIC MANAGEMENT



### PLASTIC AUDIT



### WHERE TO START



### RESOURCES - GLOSSARY/LINKS



# 3. Climate action in tourism

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## Tourism Declares / Climate Emergency criteria & Travelife criteria

- **Tourism declares** a climate emergency is a **voluntary commitment** from tourism stakeholders (companies, destinations, associations) to support the notion that we have a climate emergency (and governments should take strong unconventional actions). It was launched in the UK in 2019.
- The declaration expects those who sign to take own commitments and measure and **reduce their climate** impact with **50% by 2030**.
- During the 2021 UN Climate Change Conference (COP 26) in Glasgow the **Glasgow Declaration** for climate action in tourism was launched. It is **signed** by a growing number of stakeholders from the private and public sector.
- Tourism Declares was integrated into Glasgow Declaration process and is now hosted by the **UN-WTO** and the UK Travel Foundation.



# Glasgow declaration requirements



**Glasgow Declaration**  
Climate Action in Tourism

1. Deliver a **climate action plan** within 12 month of signing.
  2. **Report publicly** both progress against interim and long-term targets, as well as the actions being taken, at least annually.
  3. Align our plan with **five shared pathways** (1) measure, 2) decarbonise, 3) regenerate, 4) collaborate, 5) finance) to ensure climate action is consistent across all of tourism.
- 
1. **Share information** on activities connected to Tourism Declares and/or the Glasgow Declaration among contacts and networks.
  2. **Work in a collaborative** and constructive spirit with other members of Tourism Declares and/or signatories of the Glasgow Declaration.

# 4. Carbon Management best practice reporting

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## OFFICE OPERATIONS

- Labour conditions (staff)
- Environmental management



## CUSTOMER

- Rights
- Awareness
- Conduct



## MANAGEMENT

## SUPPLIERS

- Transport
- Food and drinks
- Activities
- Accommodations



## DESTINATION

- Community
- Biodiversity
- Resources



# Carbon management support programme



Deniz Travel

Admin

## Overview

Open reports	View	Share	Publish	Sustainability report (PDF)	Audit report (PDF)	Sustainability certificate
Travelife Partner						Approve
Carbon report						Approve



# Carbon management reporting

# SUSTOUR



Planning and reporting

HOME \ PLANNING & REPORTING \ SUSTOUR - PARTICIPATING SMES - CARBON MANAGEMENT \ DENIZ TRAVEL \ CARBON REPORT

Carbon report

Deniz Travel

✓ Planning and reporting

Calendar icon Action plans

List icon Sustainability report

List icon Remarks report

List icon Audit report

List icon Guidance report.

Folder icon All documents

Folder icon Overview

## Carbon report

0. Company characteristics		
Contact details	1-2	Progress bar
Organization structure	3-8	Progress bar
Scope of certification	9-11	Progress bar
Brands, products, and/or services	12-20	Progress bar
Offices, retail outlets and other buildings	21-23	Progress bar
Personnel	24-25	Progress bar
Public communication	26	Progress bar

## 1. Sustainability management & legal compliance

## 2. Internal management: environment and community relations

Procurement	1-11	Progress bar
Paper (promotional materials)	12-14	Progress bar
Energy	15-26	Progress bar
Water	27-35	Progress bar

### Status

This report is  editable

Audit report  not released

Approve report

### View

All subthemes  shown

Available languages

### Progress

Reporting progress  shown

Audit progress  hidden

### Remarks

Coach questions  shown

Internal remarks  shown

Auditor remarks  shown

# Carbon reporting

- **Online** within the (Travelife) online platform.
- **Criteria** are aligned with Travelife but focussed on carbon management.
- In case you work already with Travelife reporting **your existing report will be linked**. You need to deepen your carbon commitment and justify this.
- In case this is your first report, you can later move towards the wider **Travelife criteria** (full sustainability scope).
- Reporting **starts with a baseline**, working step by step towards compliance.
- **Personal support** by your coach during the process.
- Four 3-hour **group coaching sessions** (explanation, motivation and exchange).

# 5. Carbon calculation

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# Carbon calculation

- **Baseline assessment.** Your carbon impact in your office and supply chain.
- **Develop a plan to reduce** (without losing competitive advantage)
- Calculate the carbon of your **travel packages** for product development and customer communication.
- We use the **Carmacal tool** for your supply chain calculation
- Focus on travel packages.



# CARMACAL

Calculates the carbon footprint of complete holiday & travel packages

SUSTOUR

- Calculates all the **different elements** of a trip
  - International **flights** based on a global database
  - 1.200.000 hotel **accommodation** (booking.com)
  - Local **transfers** in different modes
  - **Excursions** and daytrips
- **Free access** up to end of 2023
- Carmacal will be **updated** and your feedback is welcome.

# CARMACAL

Calculates the carbon footprint of complete holiday & travel packages

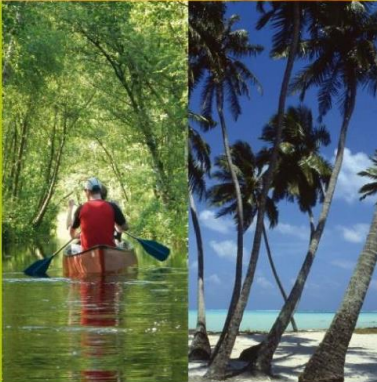
High level of detail:

- 25 transport modes
- 500.000 accommodations
- 35 million flights
- 21 specific activities

Easy to use

Databases always up-to-date

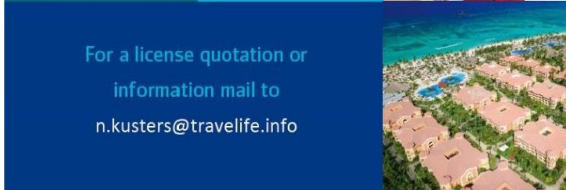
Sound base for carbon management



Developed in co-operation with tour operators



Usable everywhere in the world



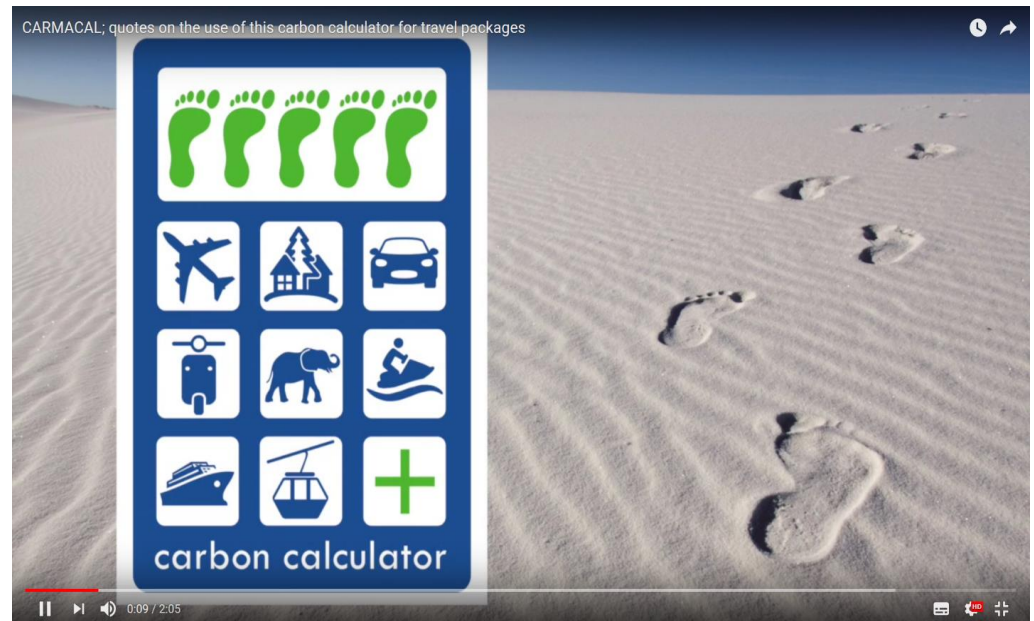
For a license quotation or information mail to [n.kusters@travellife.info](mailto:n.kusters@travellife.info)



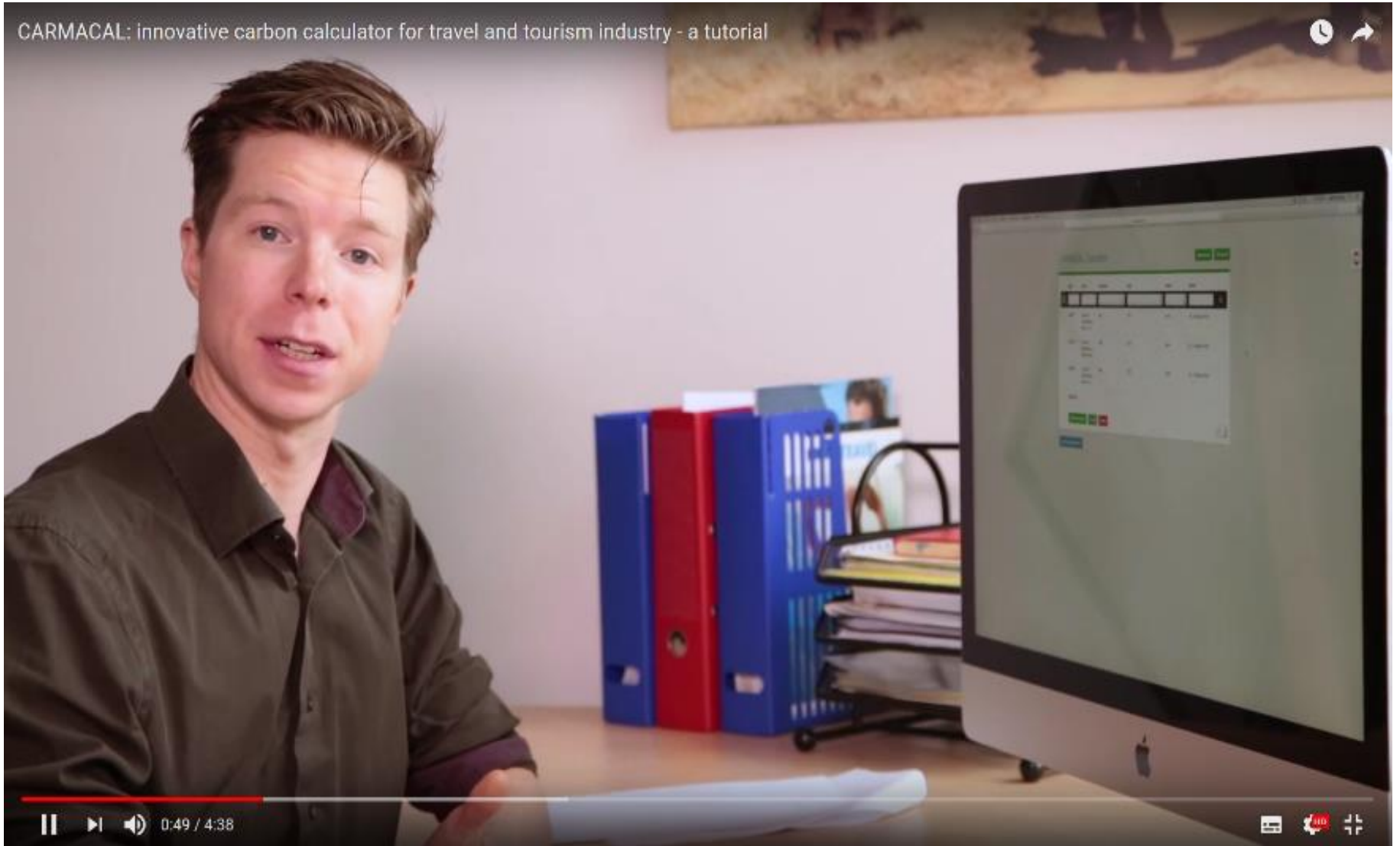
TOURISM for TOMORROW  
WINNER 2016



**Winner 2017 UNWTO  
Award for Innovation in  
Research and Technology**



CARMACAL: innovative carbon calculator for travel and tourism industry - a tutorial



[www.youtube.com/watch?v=RSTbFjGVYI](http://www.youtube.com/watch?v=RSTbFjGVYI)

# Registration of package

## 1 General information

Code

Name

Countries

Type

Nights

Period

2015

Status

draft



## 2 Transport

## 3 Accommodation

« Back

Save

# International transport

1 General information

2 Transport

Transport

1

Air

Local transport

Route

Schiphol Airport (AMS)

Tegel Airport (TXL)

Details

KLM

Airline...

KLM

KLM Cityhopper

Transavia

Add Segment

# Local transport

CARMATOP Cal

1 General information

2 Transport

Transport

1

Rail (passenger)

Local transport

Map

Location Schillerplatz 8, 14471 Potsdam, Germany



Close

Save

Add Segment

# Accommodation - database

## CARMATOP Calculator

1 General information



2 Transport



3 Accommodation



Location (optional)

potsdam arc



arcona Hotel am Havelufer in Potsdam,  
Zeppelinstraße, Potsdam, Germany

Archiv, Leipziger Straße, Potsdam,  
Germany

Potsdam Architekten, Domstraße,  
Potsdam, Germany

Potsdam Road, North York, ON, Canada

Potsdam Road, Cape Town, South Africa


« Back


Save




# Accommodation - type

Day 1 Day 2 Day 3 Day 4 Day 5 Day 6 Day 7 Day 8

**1** Local transport 


**2** Accommodation 

Location (optional) Taxaweg 14 6380 Sankt Johann in Tirol, Aust 

Accommodation (optional) None of the following

Type (optional)

- Sea cruise
- Normal cottage/chalet/holiday home
- Night train( seat)
- River cruise
- Luxurious cottage/chalet/holiday home
- Night train (couchette/cabin)
- Sail cruise
- Tent
- Night bus/coach
- Hotel/Motel
- Private boat/yacht
- Caravan
- Other
- Private home/Family stay
- Hostel/group accommodation
- Camper
- Pension/Bed and Breakfast/Guesthouse/Ecolodge
- Appartement
- Campinghut simple

**3** Activities 

[« Back](#)

[Carbon overview](#) [Save](#) [Save & to main screen](#) [Save & to next day](#)

# Activity selection

## CARMATOP Calculator

Day 1 Day 2 Day 3

1 Local transport

2 Accommodation

3 Activities

Activities (optional)

Whale watch trip (motorised)

Skiing - Snowboarding

Motorised boat trip

Golf (1 round)

Airboat trip

Snowscooter trip

Quad - Buggy tour

.....

« Back

Carbon overview

Save

# Carbon impact of package

Category	Total CF	Avg. CF / Day
Transport	136	19
Local Transport	0	0
Accommodation	103	15
Activity	11	2
<b>Total</b>	<b>249</b>	<b>36</b>

Bodensee Fietstocht (OB\_WG01\_P1)

Carbon Footprint



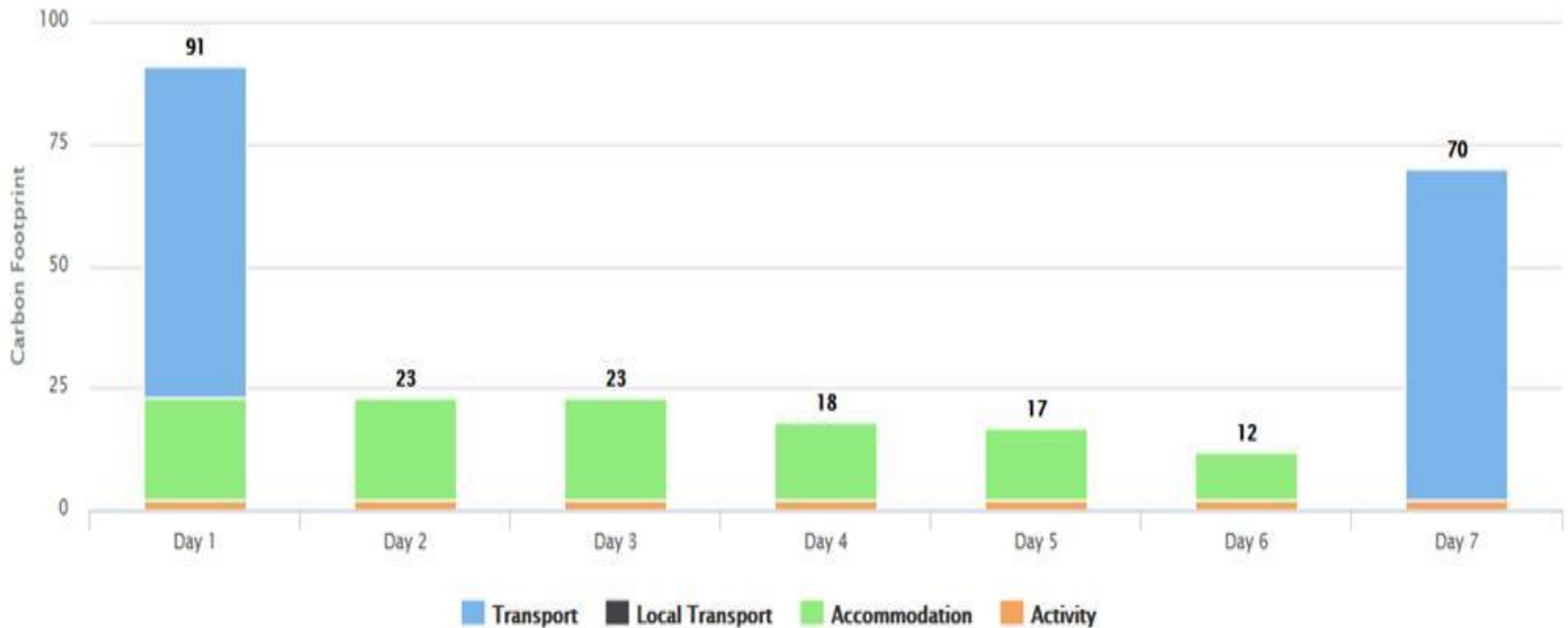
Transport Local Transport Accommodation Activity

Highcharts.com

# Overview per day

## Bodensee Fietstocht (OB\_WG01\_P1)

Carbon Footprint per day

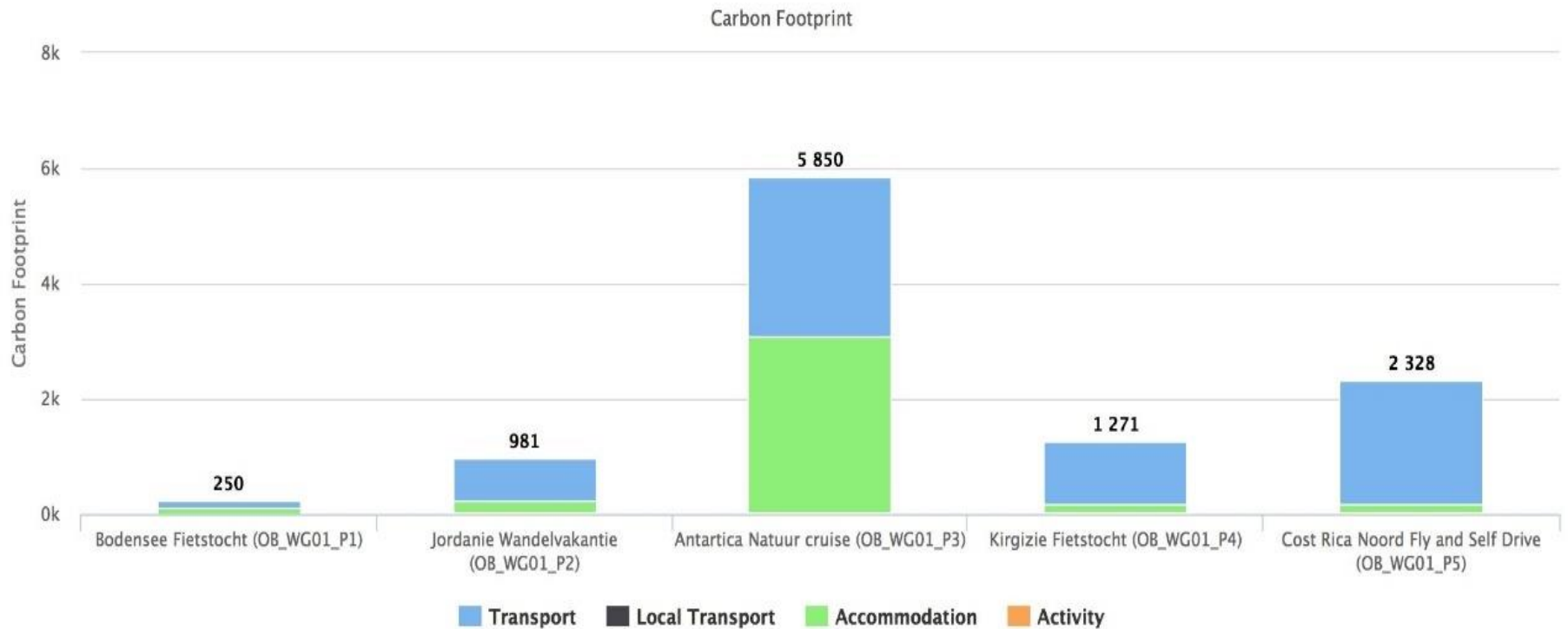


Highcharts.com

# Compare different packages

## CARMATOP Calculator

Totals Compare Label



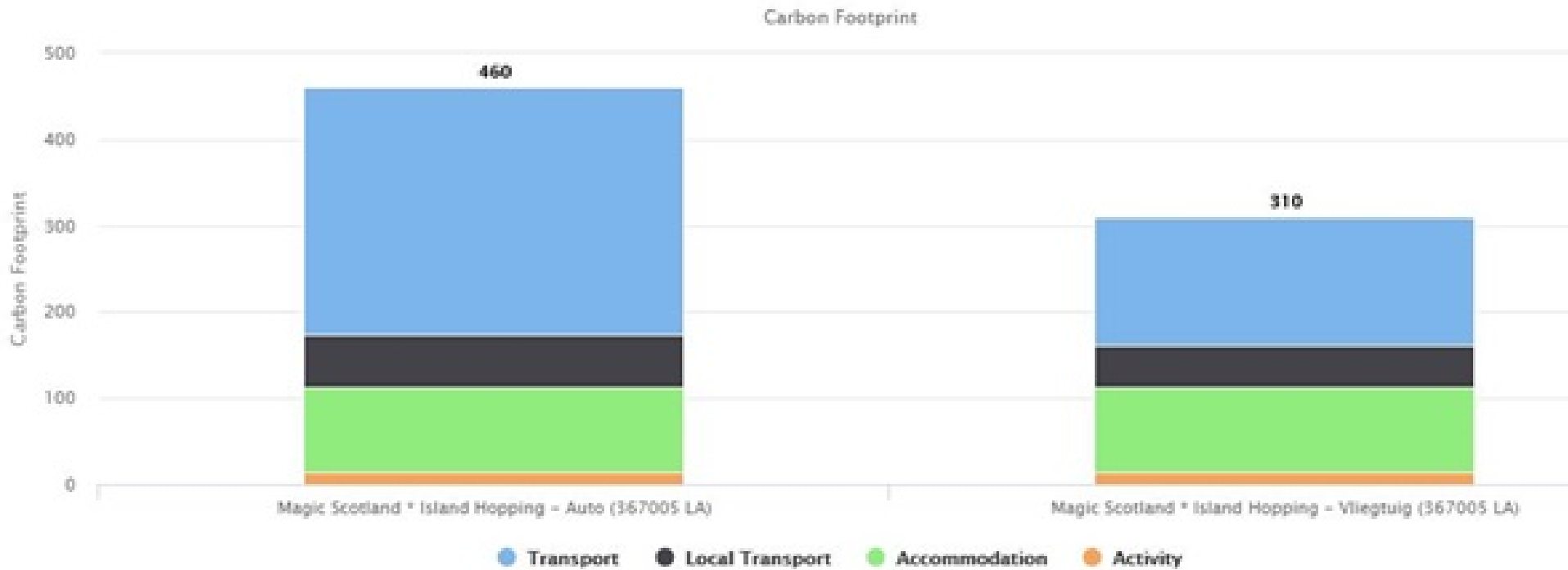
Highcharts.com

[« Back](#)



# Case study


# Scotland by car or plain



# Compare different packages

## Praktische informatie

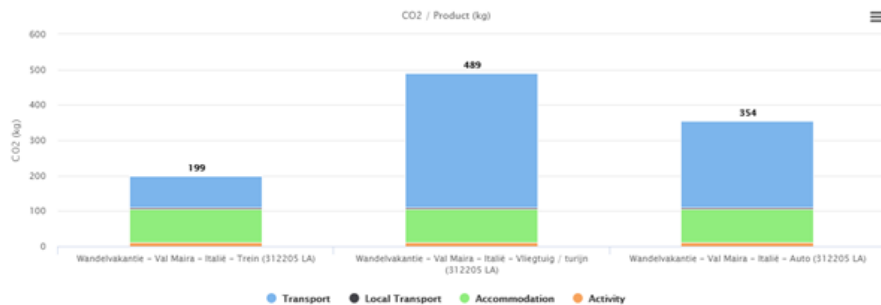
 Geschikte reisperiode ∨

 Duurzaam op reis ∧

Op reis gaan betekent een onvermijdelijke CO2 voetafdruk. Ook deze reis naar Piemonte ontkomt daar niet aan. Hoe groot is mijn voetafdruk? In onderstaand diagram kun je zien welke voetafdruk jij achterlaat met je reis. Je ziet ook het verschil wanneer je per trein, per vliegtuig of per eigen auto reist.

Hoe kan ik mijn voetafdruk compenseren? SNP zorgt voor CO2 compensatie bij alle landarrangementen die wij aanbieden, inclusief overnachtingen, excursies en transfers. Wanneer je ook je treinreis of vlucht bij SNP boekt, dan zorgen wij ook daar voor een volledige CO2 compensatie. De kosten hiervoor vind je terug op je offerte of reisovereenkomst.

Om je een idee te geven van CO2 besparing: met 10 zonnepanelen op je dak bespaar je jaarlijks ongeveer 1200 kilo CO2. Meer lezen? Kijk op [snp.nl/co2neutraal](https://snp.nl/co2neutraal).



Walking holiday  
Alpes Maritimes

- Train
- Plane
- Car



# You travel carbon neutral with SNP



Off-set by SNP  
via South pole  
Group

# 6. Carbon offset

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# Carbon offset

- **Carbon compensation / offset** can be part of your strategy to reduce your impact.
- You can integrate this into your products (**carbon neutral**) or offer to your clients on a **voluntary basis**.
- Offsetting can be done via accredited third parties (e.g. Gold standard).
- SUSTOUR / Travelife has agreement with the **South Pole Group**. You can buy credits via our online platform against a competitive price.
- You are free to work with **other agencies**.



THE CLIMATE IS CHANGING

ARE YOU?

 south pole

# South Pole's carbon compensation projects

Our global presence and diverse portfolio mean you can select unique projects that meet your preferences.

Compensation API integrated project selection: <https://market.southpole.com/home/offset-emissions>

**700+**

projects developed  
in renewables, forestry,  
water, agriculture,  
industry and households



**70+**

countries

across Asia,  
Africa & Latin  
America



**170+** million  
tCO<sub>2</sub>e saved



**75,000+** km<sup>2</sup>  
land protected or  
restored

Carbon offset \ Products



**Za Hung Hydropower**

Vietnam - Hydropower

**14.00 EUR**

 [Details](#)



**Kariba Forest Protection**

Zimbabwe - REDD+

**15.00 EUR**

 [Details](#)



**Aura Solar**

Mexico - Solar

**14.00 EUR**

 [Details](#)



**Afognak Island Forest Preservation**

United States - REDD+

**23.00 EUR**

 [Details](#)



**Huoshui Small Hydropower**

China - Hydropower

**10.00 EUR**

 [Details](#)



**Changbin and Taichung Wind**

Taiwan - Wind power

**14.00 EUR**

 [Details](#)

Carbon offset \ Products

# Za Hung Hydropower

1 tonnes CO<sub>2</sub>e

14 EUR

Add to cart

Sustainable Development Goals supported:



## The story

Power consumption in Vietnam has been growing by about 15 percent annually for the last several years. Unfortunately, the predominant use of coal-fired electricity generation contributes to a large amount of greenhouse gas emissions and poor air quality for inhabitants in the areas where these energy plants exist. Hydropower is part of a plan the Vietnamese government has developed to increase access to clean electricity for its population.

## The solution

The Za Hung Hydropower Plant has two turbines with a total installed capacity of 30 MW and an annual output of over 120,000 MWh. The plant provides clean electricity to about 19,870 homes and helps the country to meet its growing energy demands. By offsetting the grid with clean electricity, the use of coal-fuel is reduced and as a result, less greenhouse gases are emitted into the atmosphere.

## The impact

The project supports sustainable development in the region by creating stable well-paid jobs for locals and offering on-going training opportunities in health and safety and plant operations. In addition to the fund for flood-affected households, the project annually donates money to support disadvantaged people in the commune. Thanks to the Za Hung project, local communities are benefiting from improved electricity, drainage, roads, and better air quality.

## Personal Details

## Payment

The details below will be used to issue your offsetting certificate. You can use the Company field to issue the certificate in the name of your company. You will pay securely in the next step.

First Name

Test

Last Name

User

E-Mail

email@mail.com

Company (optional)

Admin

Street Address

Minahassastraat

City

Amsterdam

Zip / Postal Code

xx

Country

Netherlands



Name on the certificate

Test Company

**Confirm**



Choose your payment method

Credit Card



PayPal



**PAY 26.01 EUR**

By clicking the pay button you agree to the **terms and conditions**



Certificate Number: 16355140191862

**ECEAT**

has compensated

**0.50**

tonne(s) of CO<sub>2</sub> emissions

By making a contribution to verified emission reduction projects, you demonstrate your commitment to climate action and UN Sustainable Development Goals.

Renat Heuberger CEO, South Pole



Issued by: South Pole Carbon Asset Management Ltd.  
Date: 29/10/2021

## Projects supported

### Gunung Salak Geothermal Energy

0.50 tCO<sub>2</sub>

Indonesia • Geothermal

Tapping into Indonesia's vast geothermal potential to generate clean electricity



# 7. Next steps

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1. Climate change and carbon management webinar **training**  
*November*
2. Online **baseline assessment** *November and December*
3. Development of **policy and action plan**. *November and December*
4. Carbon calculation **baseline assessment**. *December and January*
5. Awareness raising towards key **suppliers**, involving them in your objectives *January to April*
6. Inform and engage **your customers**. *April to June*
7. Compliance to the minimum requirements for the Glasgow declaration. *June*

# Coaching support

- **kick-off meeting** to define company specific objectives and time planning.
- **Group coaching** and exchange: ask questions, share solutions and experiences with other companies.
- **Individual coaching** (ongoing). Your coach regularly checks in with you, answers questions, reviews your reporting and supports you with feedback.
- Ahmet Basar will support the **technical aspects** including Carmacal support.
- Ally Dragozet and her team from Sea Going Green will be responsible for **coaching** you through the process

## Ally Dragozet

SUSTOUR  
coach manager



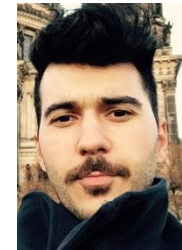
## Naut Kusters

SUSTOUR  
Project manager



## Ahmet Basar

SUSTOUR  
Support staff



# Coaches



Ally Dragozet  
CEO & Founder



Melissa Novotny  
Operations Manager &  
Sustainable Tourism  
Consultant



Angelika Vartmann  
Marketing Manager &  
Sustainable Tourism  
Consultant



Dominique van Straaten  
Founder, ESG & B Corp  
Specialist

# Face to face networking events

## 1. Networking at WTM London

Get together with other SUSTOUR participants at WTM London for drinks and networking.

*November 2022*

## 2. Training & exchange meeting at ITB Berlin

Join SUSTOUR trainings, get together with other participants and exchange experiences at ITB Berlin + Travelife award

*March 2023*

## 3. Final project conference in Portugal

Two day exchange event. Presentation of best practices. Meet with other SUSTOUR companies. Key note speakers.

*September 2023*





Thank you for your attention

