

Stepping forwards or backwards?

Carbon Management in the South West of England



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Sustainability Strategist

Presentation Structure

- Tourism in the SW of England
- The challenge
- Work and activity to reduce footprints
- REAP Tourism tool
- Investigating our Footprint
- Lessons to go forward



Tourism in the South West

Source; Value of Tourism 2007

- 22.7 million staying visitors p/a
- 96 million day visitors p/a
- Economic contribution; approx. £9 billion visitor spend contributing to an overall £13 billion business turnover
- 262,000 Jobs (22% in Cornwall / 6% Wiltshire)
- 68% travel by car/van
- 10% staying visitors are from overseas remaining 90% from UK
- 20% of community survey respondents feel their area receives more visitors than it can cope with (22% historic cities / 31% coastal locations)

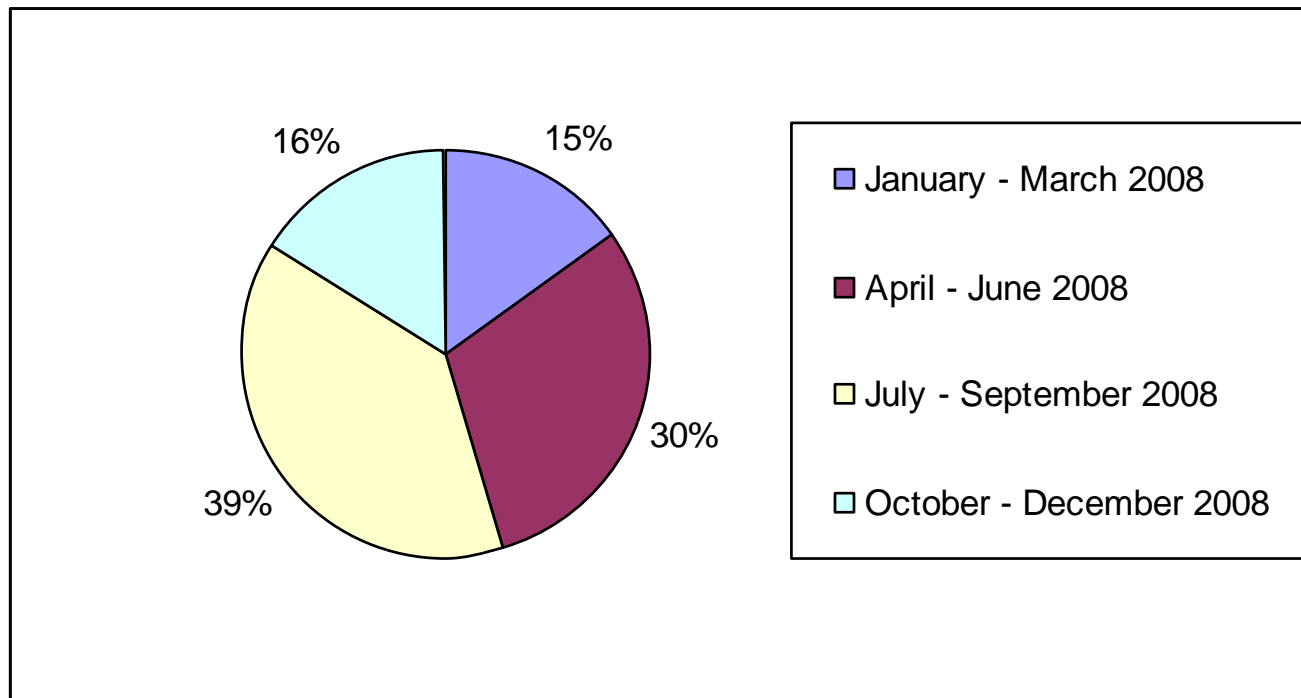
Day Visitor Origin – 74% from within the South West



Domestic Staying Visitor Origin – 33% from within the South West

When are they visiting and for how long?

UKTS Data demonstrates that the majority of visitors to the SW in 2008 were during the July-September quarter. Average length of stay 3.9 nights domestic (£47.93 per night) and 8.6 nights overseas (£43.30 per night).



REASONS FOR VISITING

When considering a holiday in GB, the quality of the natural environment, overall welcome and friendliness and unspoilt countryside are the most important factors to South West visitors.

South West Visitor Survey 2006

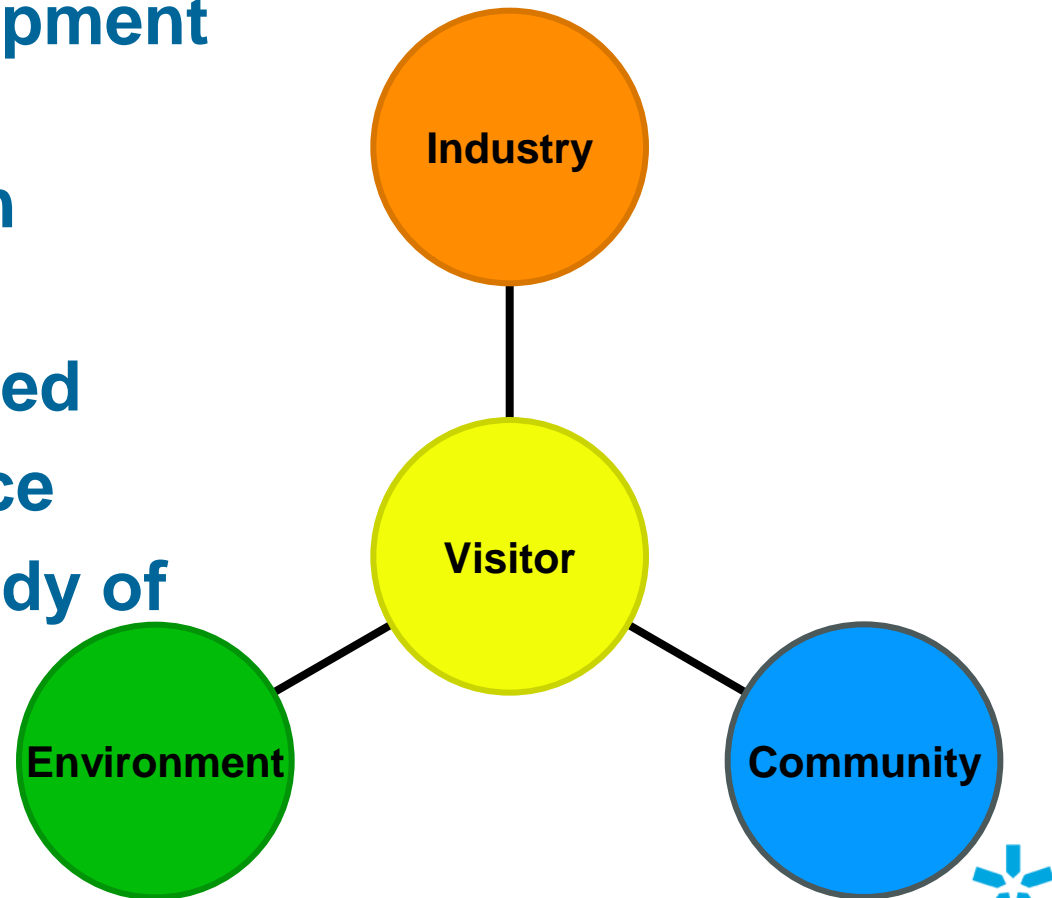
From a list of fifteen attributes the countryside was rated as the most attractive feature for both visitors and residents of the South West alike.

Apart from the countryside; walking, cycling and outdoor activities were perceived by the largest proportion of respondents to be an attraction for visitors to the region. Approximately two thirds of residents also took part in the outdoor activities on offer.

Community Attitudes Survey 2006

Defining Sustainable Tourism

- Sustainable Development of Tourism?
- Interaction between 'needs'
- Often misrepresented
- Economic imbalance
- Akin to 1968 'Tragedy of the Commons'

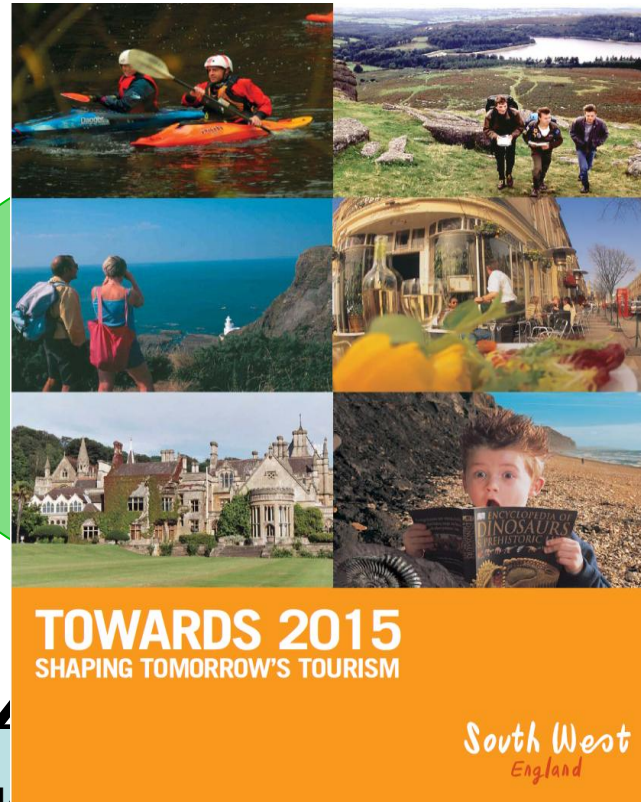
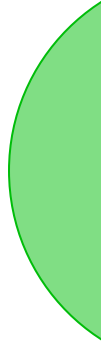


Balancing Act – VICE

Visitor

- ‘Towards 2015’
- Deliver truly sustainable tourism
- Key strategic aim
- VICE Principle

Environment



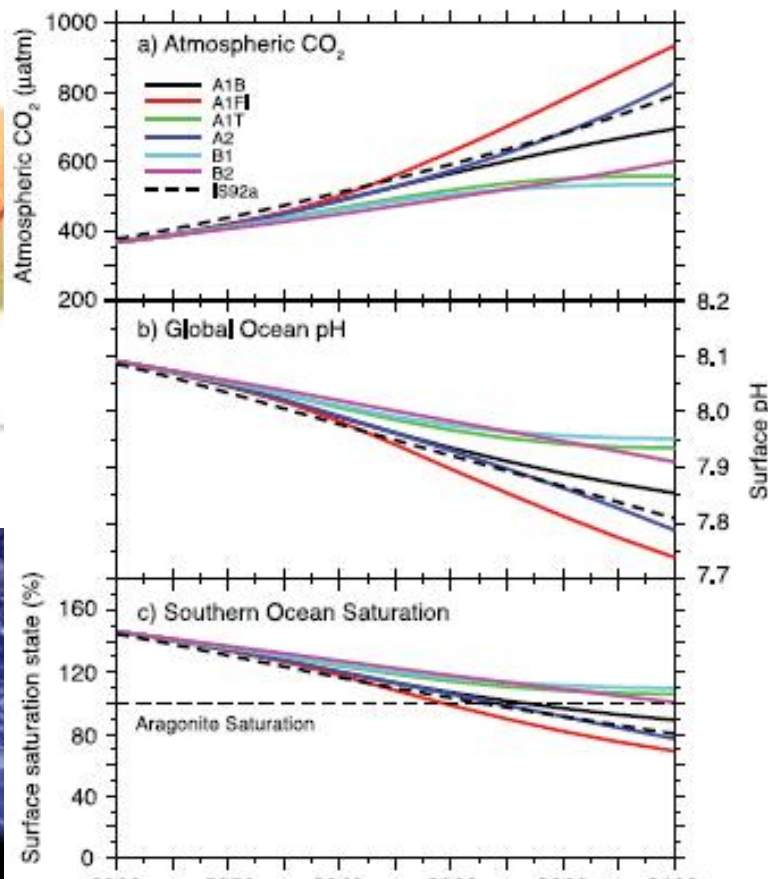
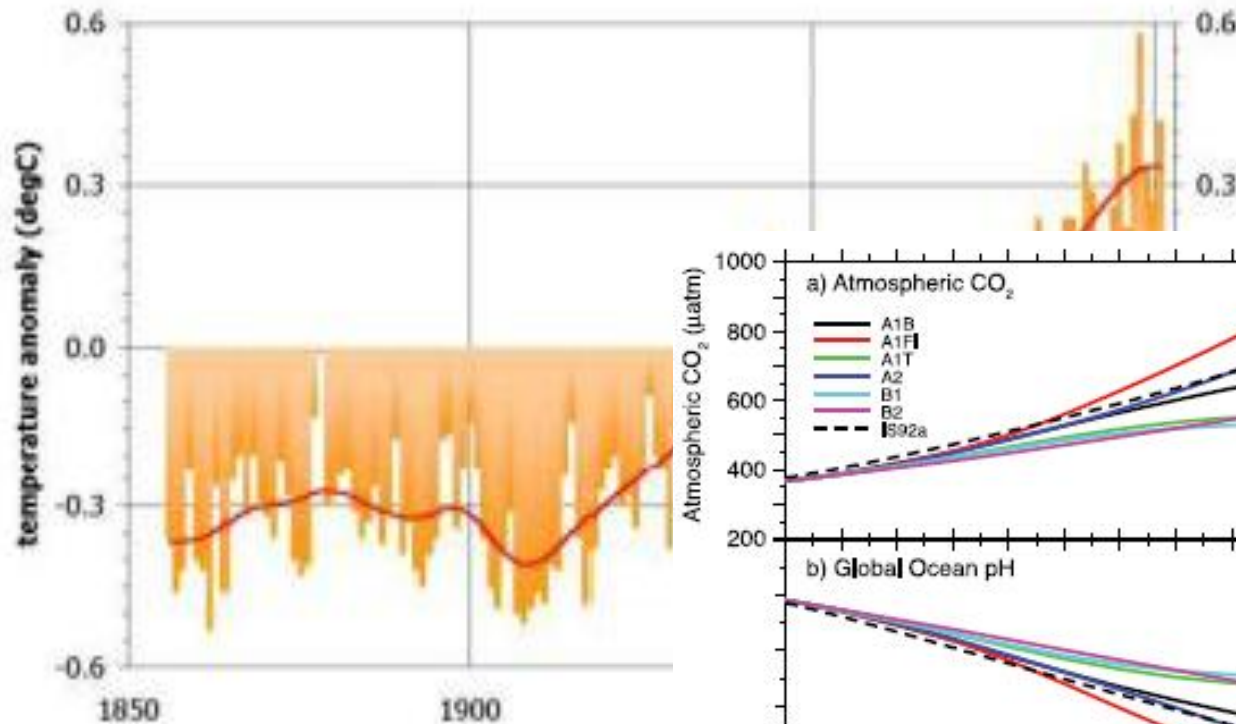
Industry

Sustainable
Tourism

Community

A planet under change

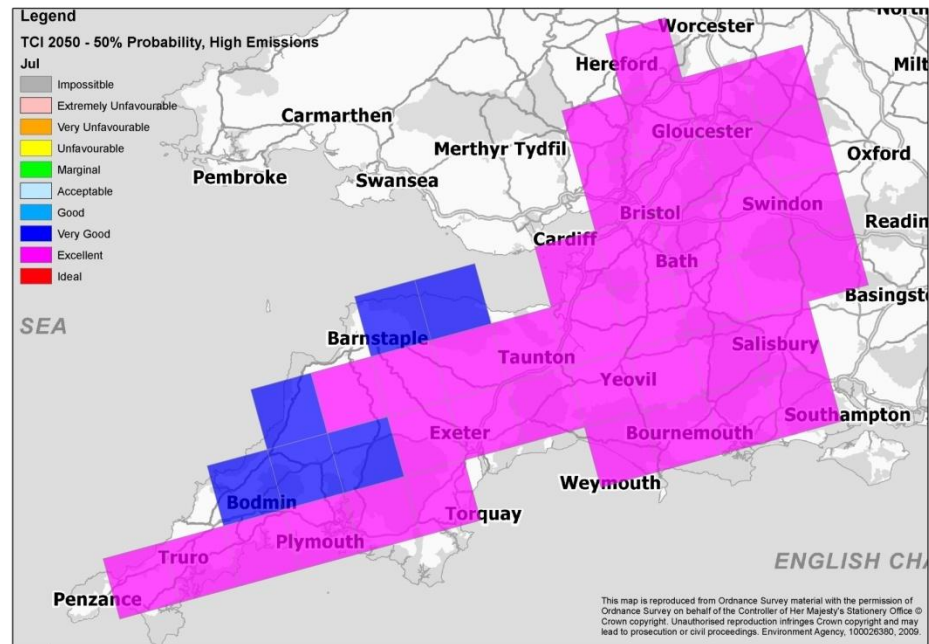
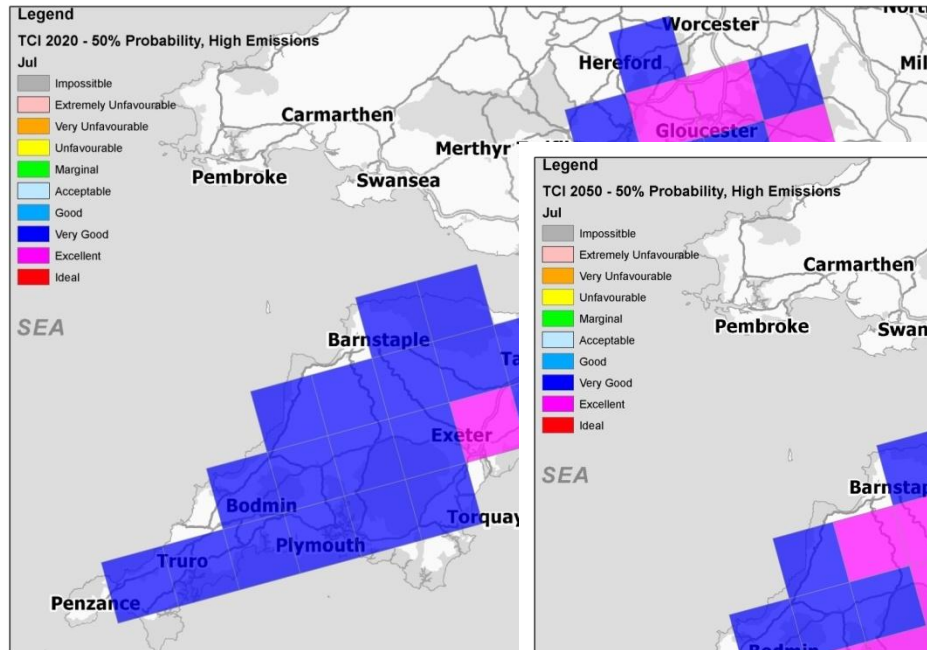
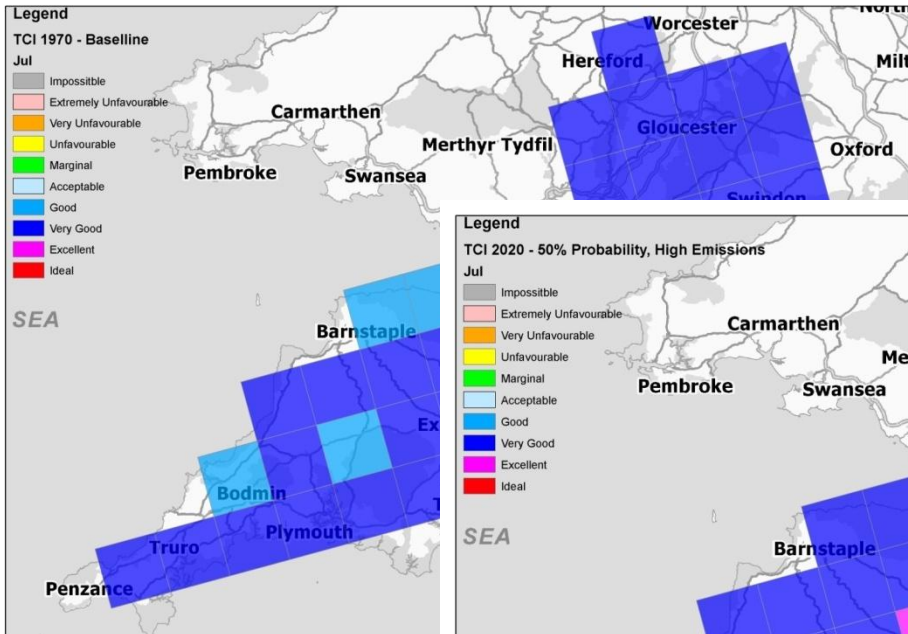
A warming planet



Ocean Acidification

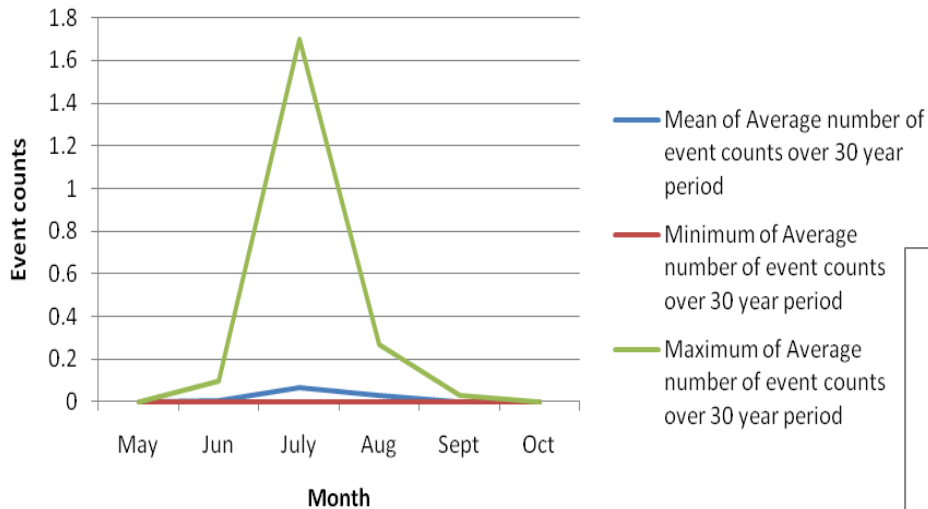
UK Climate Projections 2009

Tourism Climatic Index



UKCP09 -Threshold Detector

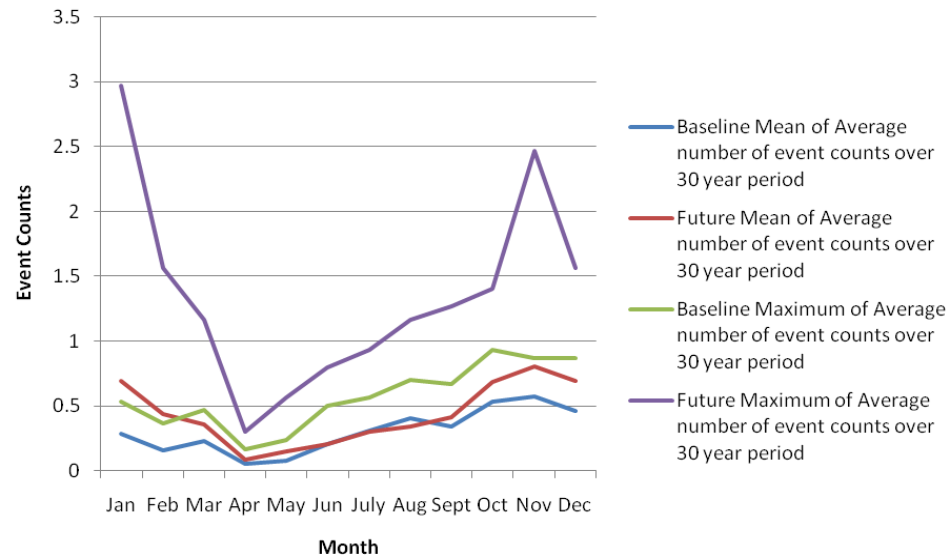
Penzance: Heatwave, High Emissions, 2050's



Heatwave incidents affecting the month of July could be as high as 1.7 each year.

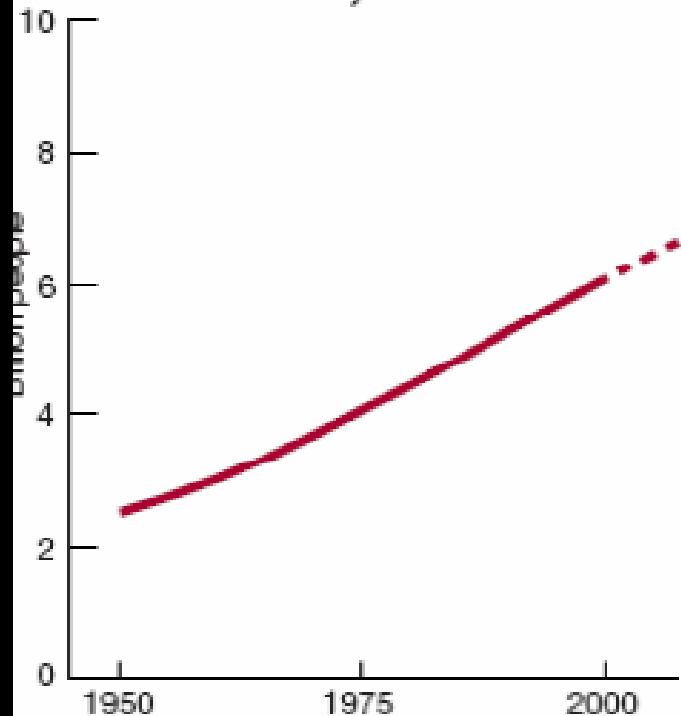
The occurrence for heavy rain could be 4.5 times more likely to happen in January, 3.3 times more likely in February and 1.8 times in November.

Penzance: Heavy Rain, High Emissions, 2050's



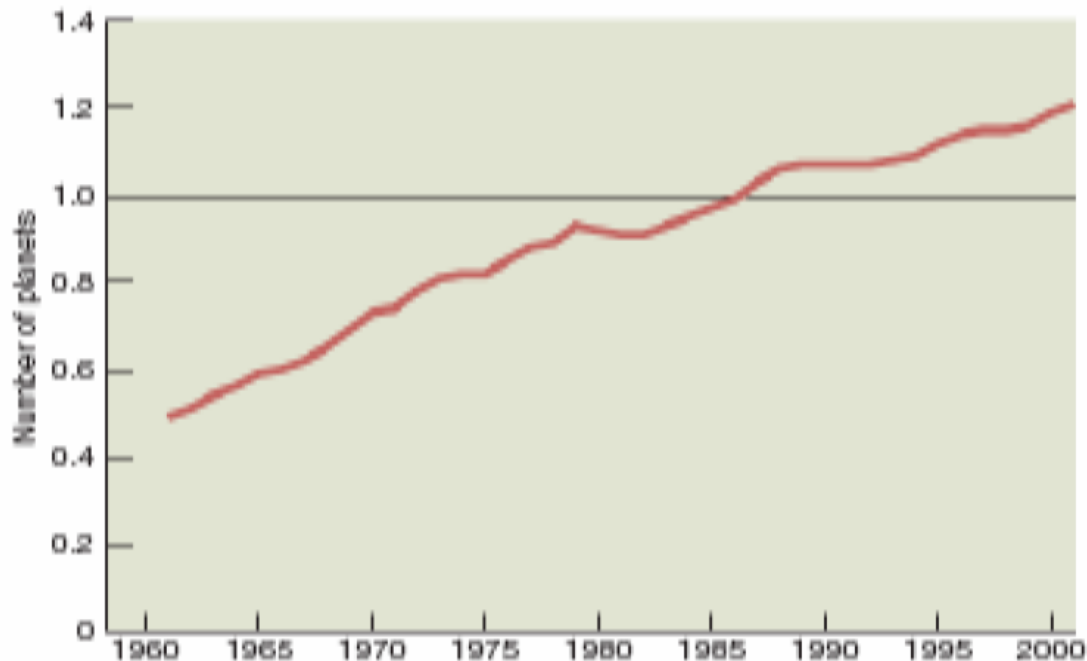
A planet under pressure

Fig. 27: WORLD POPULATION, UN MEDIAN PROJECTION, 1950–2050

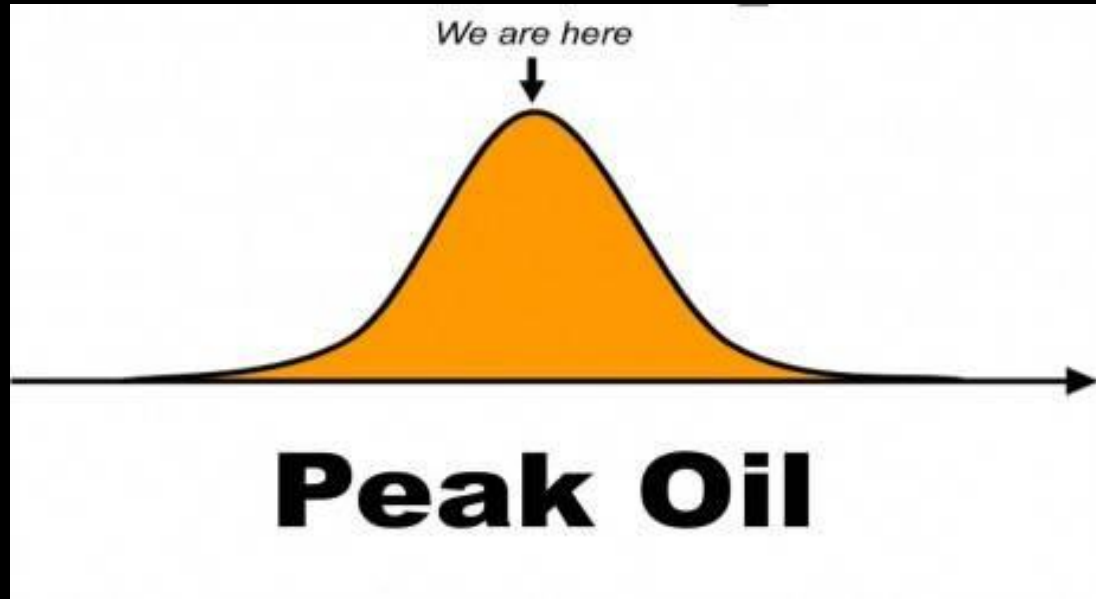


A growing population

Fig. 2: HUMANITY'S ECOLOGICAL FOOTPRINT, 1961–2001



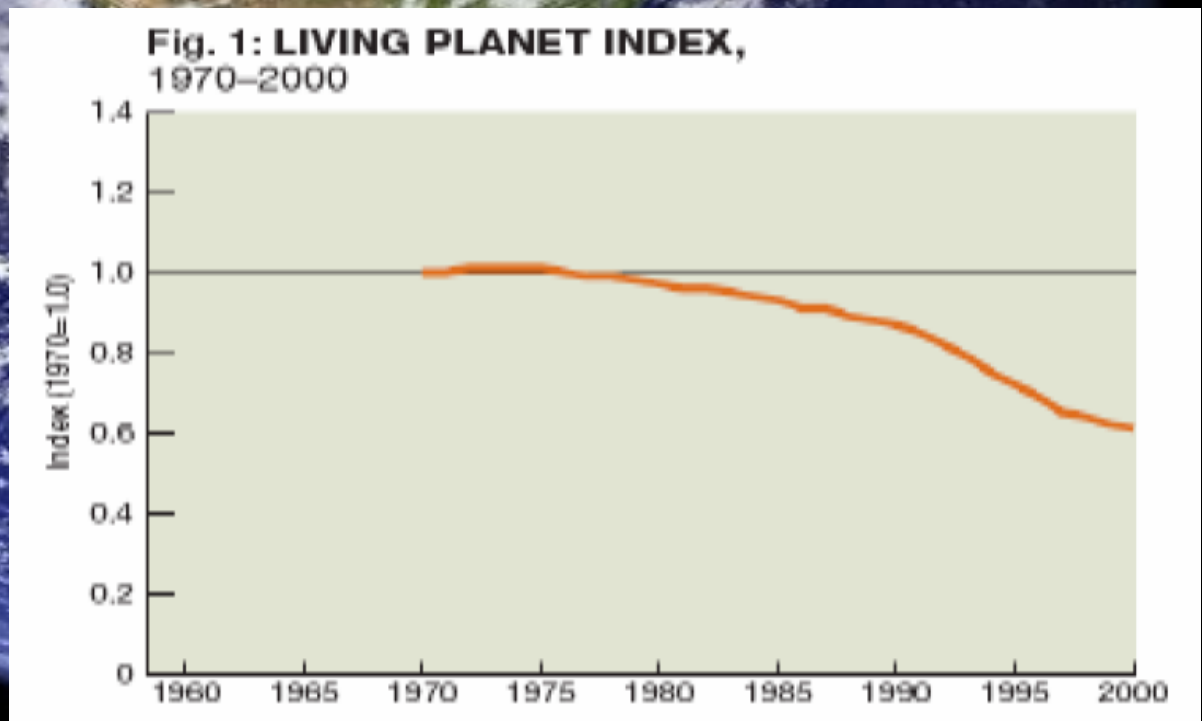
...Requiring More Each Year



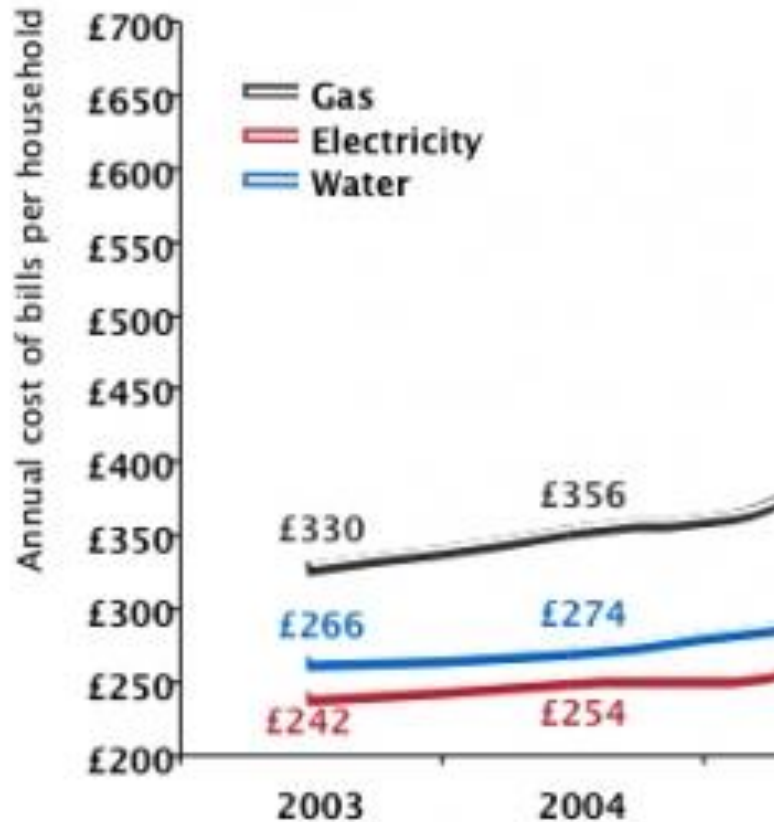
...Running out of resources...

IEA predict 7% gap between supply and demand by 2015

...with the world's species taking the strain



Industry under Pressure



Telegraph.co.uk

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News by Sector Comment Personal Finance Markets Economics Your Business Blogs
ISAs Money-Saving Tips Investing Savings Gold Mortgages Pensions Funds C

HOME > FINANCE > PERSONAL FINANCE > CONSUMER TIPS > HOUSEHOLD BILLS

Ofgem: energy bills will be 'unaffordable' unless £200bn spent, watchdog warns

Families face "unaffordable" energy bills and power cuts unless radical action is taken to improve the crumbling state of Britain's power stations and pipelines, a report has warned.

By Harry Wallop, Consumer Affairs Editor
Published: 2:37AM GMT 04 Feb 2010

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Text Size + -

Household bills

UK News

News

Harry Wallop

Personal Finance

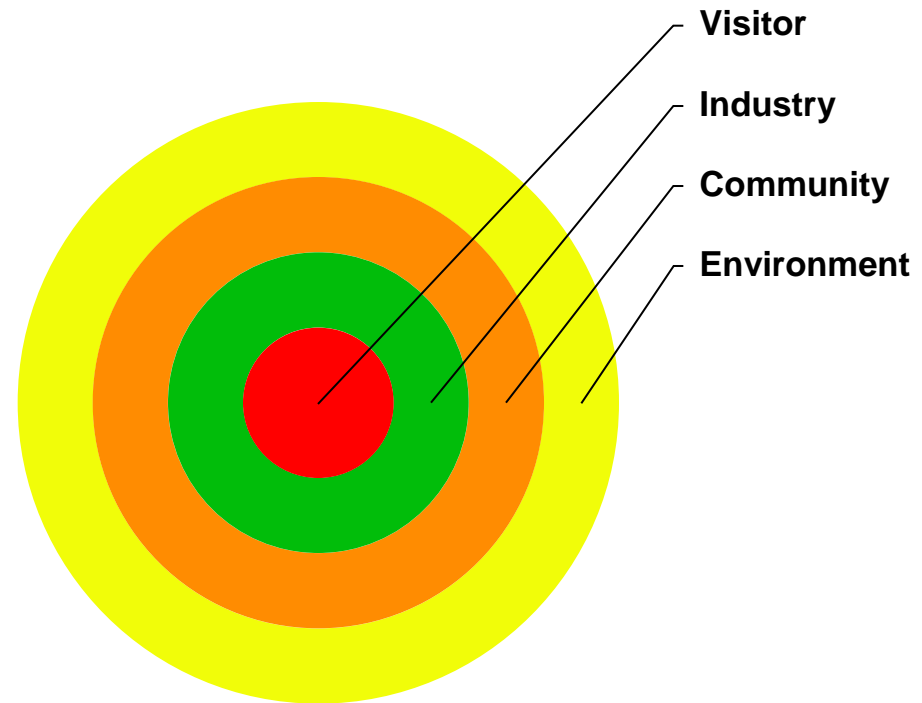
External Links

Ofgem report: Options



Recognition of Limits?

‘Meeting the needs of the visitor, industry and community within environmental and social limits’



Steady State Tourism – encourages qualitative development but not aggregate quantitative growth that unsustainably reduces natural capital (Hall, C.M. 2009)

Sustainable Tourism in the SW of England

- Recognition that the environmental and social consequences of tourism can no longer be ignored
- Aim - to make sustainability integral to the functions & structures of Tourism
 - Coordination
 - Leading on relevant interventions
 - Monitoring and measurement



ACTION OF THE YEAR...

Tourism businesses working together to care for the South West.

Turning intentions into action.

Each year one theme - breaking sustainable business practice into bite size pieces. Small actions that, together, make a big difference.

... JOIN US!

Energy, Water, Waste, Purchasing, Travel...

southwesttourism
The Regional Tourist Board
for the South West of England

**South West
England**

ACTION OF THE YEAR...

Tourism businesses working together to care for the South West. Turning intentions into action.

South West
England

Case study Food and Drink

Best Western Deans Place in Alfriston, Sussex, reports energy savings of £27,000 a year through small but crucial actions.

Hotel owner Peter Bramich says "Chefs must understand that they do not need to keep all ovens and hob rings on if they are not needed. We used to keep our large grill on for four hours in the afternoon, just in case a customer asked for a toasted teacake. We now only use equipment when required and are still able to ensure the customer is happy."

hospitalsbloodinmates.org.uk

... JOIN US!
ENERGY
www.southwesttourism.co.uk

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Help the environment and grow your profits

**Sustainable
Tourism
FOR
DUMMIES**

Limited Edition

Save the planet and save money

A Reference for the Rest of Us!

PNEE a type of dumpling.com



Green is Good in
Somerset
www.visitsomerset.co.uk



Ten tourism businesses in Somerset show how 'going green' has saved them money - and helped the environment.

running time: 16 mins

2007

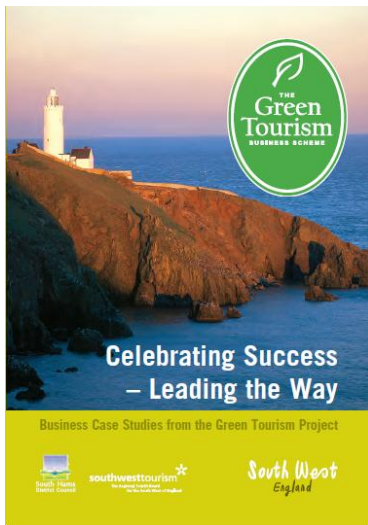
The Jewel of the South West
Somerset
The Somerset Tourism Partnership

southwesttourism
The Regional Tourist Board
for the South West of England

Integrating sustainability within existing activities businesses participate in...



Using case studies to inspire others to follow...



feel good



CONSERVE YOUR ENERGY...

FOR STRESS-FREE BREAKS THAT CARE FOR THE LOCAL AREA AND ENVIRONMENT, LOOK FOR THE GREEN TOURISM AWARD.

For more green accredited businesses visit:

www.visitsouthwest.co.uk/feelgood



South West
England



South West
England

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With more guilt-free green choices than any other part of England, the South West is the perfect place to have a feel good holiday with a lighter footprint.

For hundreds of places to stay, visit, eat & drink, look for the leaf and visit:

www.visitsouthwest.co.uk/feelgood

1970s

Typical energy using products in the home 30 years ago (Box 1)

Television
Vacuum cleaner
Electric bar heaters
Hi-fi music system
Hairdryer
Electric kettle
Washing machine
Iron
Electric blanket
Radio
Sewing machine
Cooker
Cassette player
Fridge
DIY appliance
Toaster
Occasional lamps

2000s

Typical energy using products in the home today (Box 2)

Televisions
Video players
DVD player/recorder
Portable music players
Mobile phones
Hairdryers
Hair irons
Electric toothbrushes
Wireless telephone/answering machine
Slave portable phone handsets
Electric kettle
Smoothie maker
Magimix
Ice-cream maker
Digital radio
Mini hi-fi systems
Washing machine
Tumble dryer
Dishwasher
PlayStation/games console
Cappuccino maker
Digital clock/radios
Electric lawnmower
Strimmer
Microwave
Electric oven
Electric hob
Extractor fan
Large fridge/freezer
Drinks cooler
Portable fan
Vacuum cleaner
PC computer
Monitor
Printer
Scanner/fax
Digital camera
Set-top box
Electric shaver
Steam iron
Juicer
Home security system
Broadband connection
Halogen bulb light fittings
Personal care products
Power tools
Electric blanket



Although appliances in the home have become more efficient, the overall consumption has continued to increase because of simply having more appliances. *Energy Saving Trust*

How valuable are more tourists (which doesn't always mean more money) if it degrades your asset, doesn't stay in the local economy and doesn't support or improve local communities?

Engaging Visitors – Future Footprints

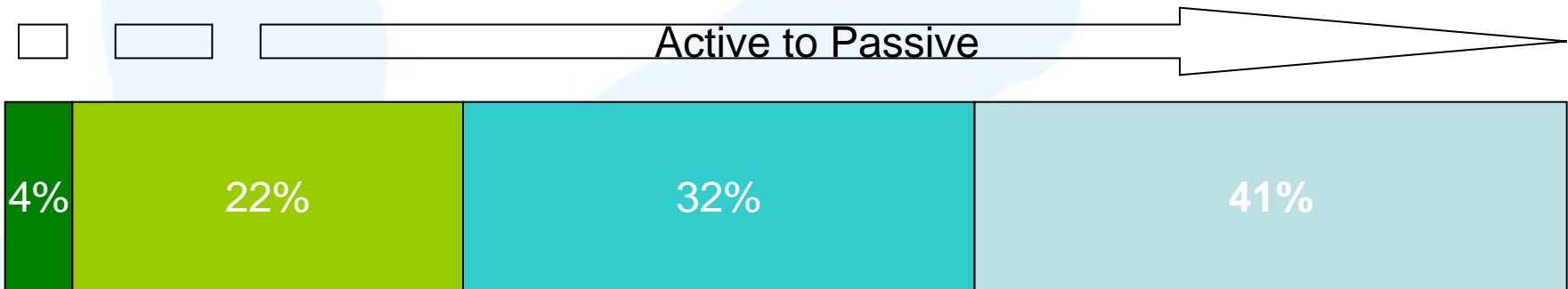


- **Visitor Awareness Campaign – 2005-08**





- Operated by partner with 3 themes:
 - Local purchasing
 - Car-free tourism
 - Green accreditation
- Mainly operated by providing resources for those already communicating



Visitor Demand is Passive rather than Active



Attitude towards tourism businesses with 'green' certification:

-  "I'd actively look for a business with this award when choosing somewhere to stay or visit"
-  "I'd not actively look for such a business, but if I came across one would choose it over a similar business without an award"
-  "I'd be happy to visit a business with this award but I would not go out of my way to find one"
-  "It would make no difference to me whether a business had this award or not"

South West Visitor Survey 2009

Therefore need to focus more on the passive audience than active



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GUILT-FREE INDULGENCE

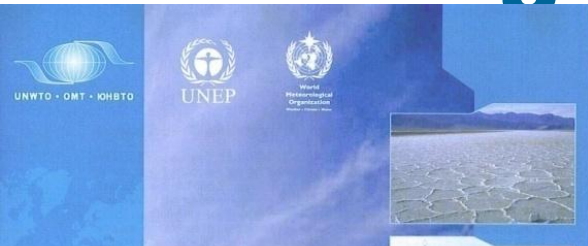
Offering Indulgent Experiences
That Don't Cost the Earth
Accommodation & Attraction
Operators Share Their Secrets

South West
England

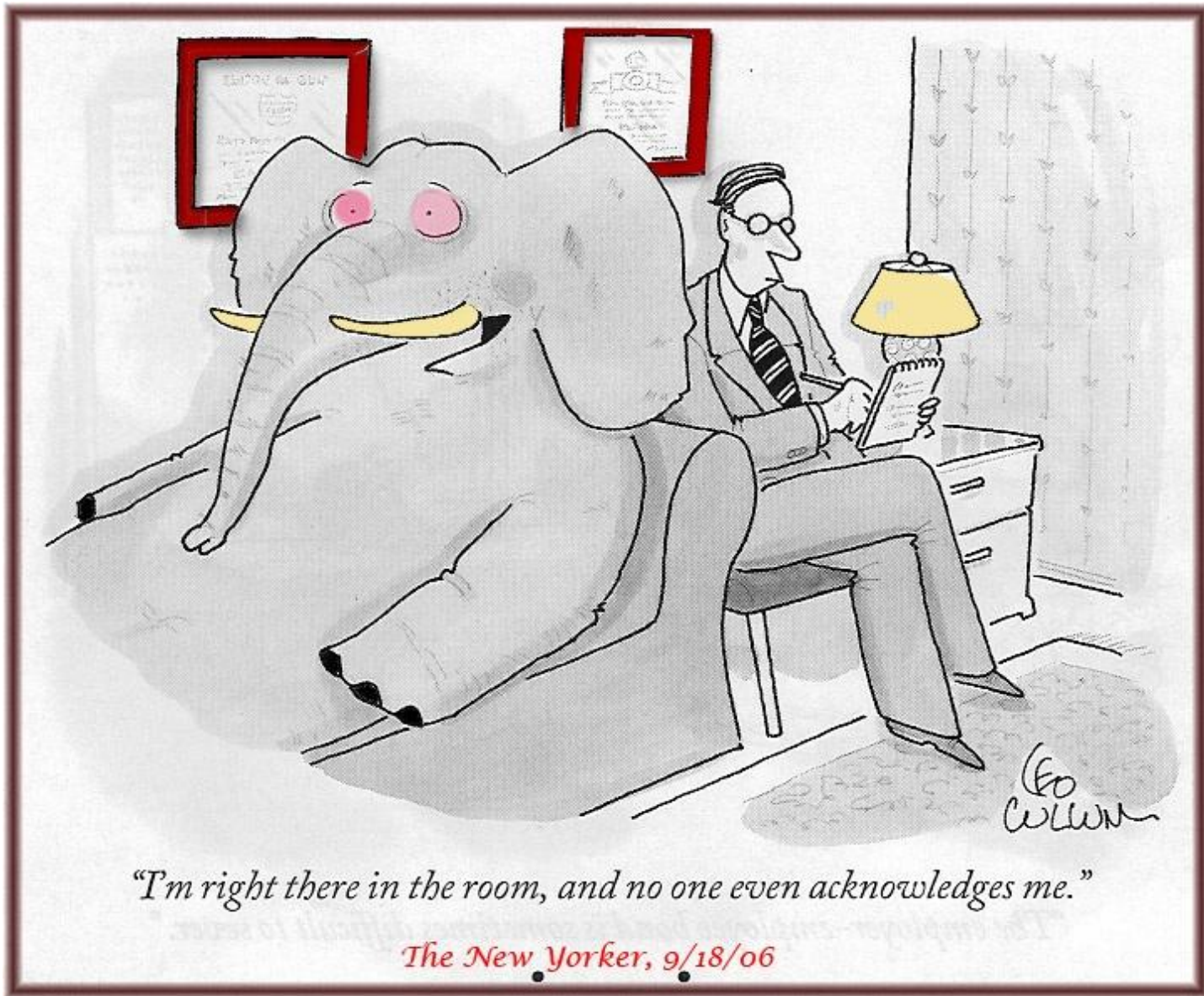
Going Forward..

- Embedding is increasingly important
 - Requires fewer resources
 - Avoids only those attracted to environmental/ social motivations
- Progress has been disappointing – need for legislation
 - Participation and action does not automatically cause a net reduction in impact
 - Gains in efficiency can be wiped out by increased services/ facilities/ numbers
- Need to be strategic in prioritising interventions
 - Where is the most impact?
 - Where are the greatest opportunities for achieving change?
 - What kind of tourism and tourist do we want?

Changing Consciousness



- Mainstreaming of the issue – “climate consciousness”
- Davos Declaration 2007 – a call to the industry
- Stern Review & Costs
- Climate Change Act 2008 - world's first legally binding framework with targets
- Carbon Reduction Commitment & UK Low Carbon Transition Plan
- National Government Indicators 185, 186 & 188
- South West the UK's first Low Carbon Economic Area - (July 2009)
- Government strategies and SW RDA Zero Carbon Portfolio




Tourism Footprint Tool

- Consistent yet flexible
- Measures impact of tourists rather than the industry
- Uses national and local data
- Comparability for the SW
- Full supply chain, direct and indirect
- Scenario planning function
- Destination level tool
- Footprint data for:
 - Greenhouse Gas Footprint includes emissions from Carbon Dioxide, Methane, Nitrous Oxide, HFC, PF (CO₂e)
 - Carbon Footprint
 - Ecological Footprint
 - Waste & Water



History of REAP Tourism



- July 2008 - Drafted an initial specification  **SEI** STOCKHOLM ENVIRONMENT INSTITUTE
- July 2008 – Ran two workshops to clarify the spec and to get feedback on the scope, development/structure and interface design
- Aug - Dec 2008 – Developed footprint conversion factors, identified and collected tourist activity data for the whole region and built the tool
- Jan –June 2009 – Completed the tool, generated initial results, started testing, distributed and provided user training and guidance across the SW

REAP Tourism



This is a tool to help:

- Measure the impact of visitor behaviour in a consistent fashion
- Identify areas of visitor behaviour with a high environmental impact
- Demonstrate the impact of attracting different types of visitor or promoting different visitor behaviour
- Help us understand the impact of tourism in the context of our lifestyles as a whole

Visit: <http://resource-accounting.org.uk/reap-tourism>

Tourism Footprint Tool

Area

Area Scenarios

Visitor Types

Events

exit

REAP

tourism

A tool to plan and manage visitor environmental impacts

REAP Tourism was produced in partnership between Stockholm Environment Institute and South West Tourism

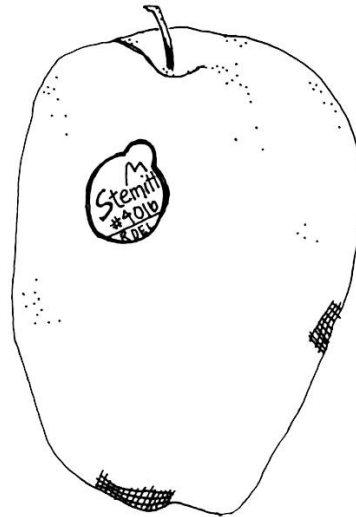
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REAP Tourism Spending Categories

- Accommodation
- Travel
- Food
- Shopping
- Activities
- Attractions
- Events
- Services

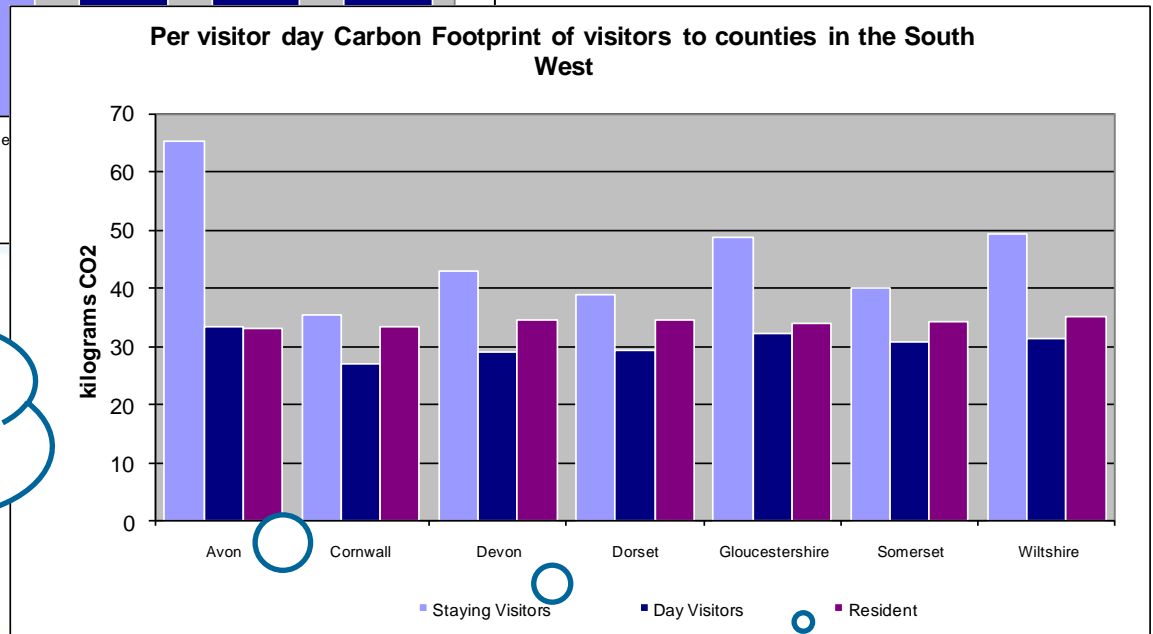
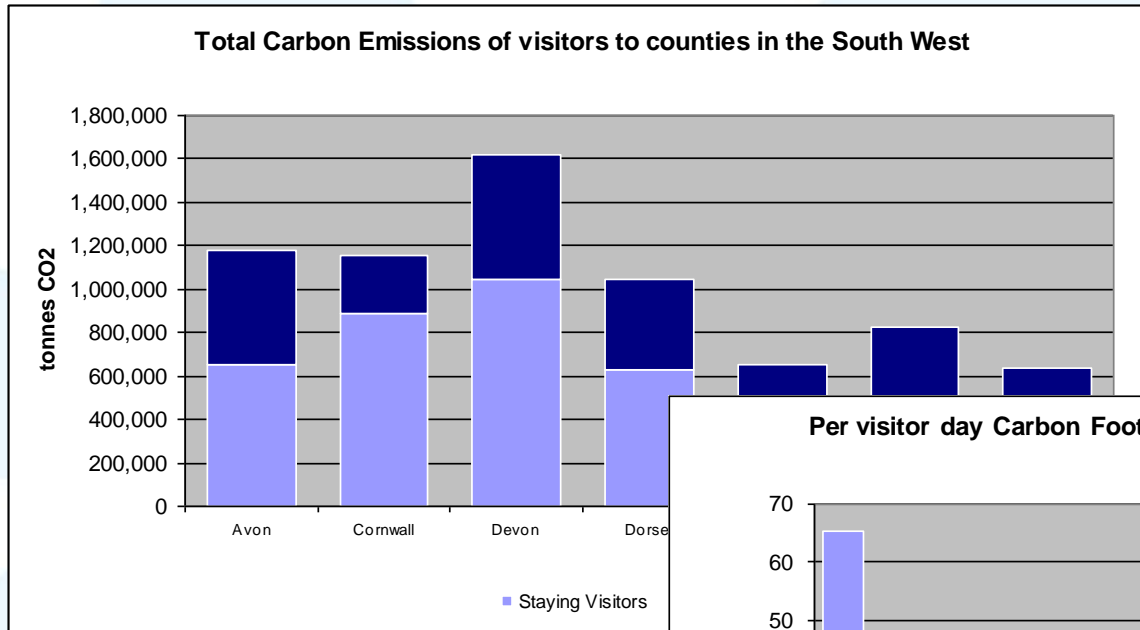


APLE



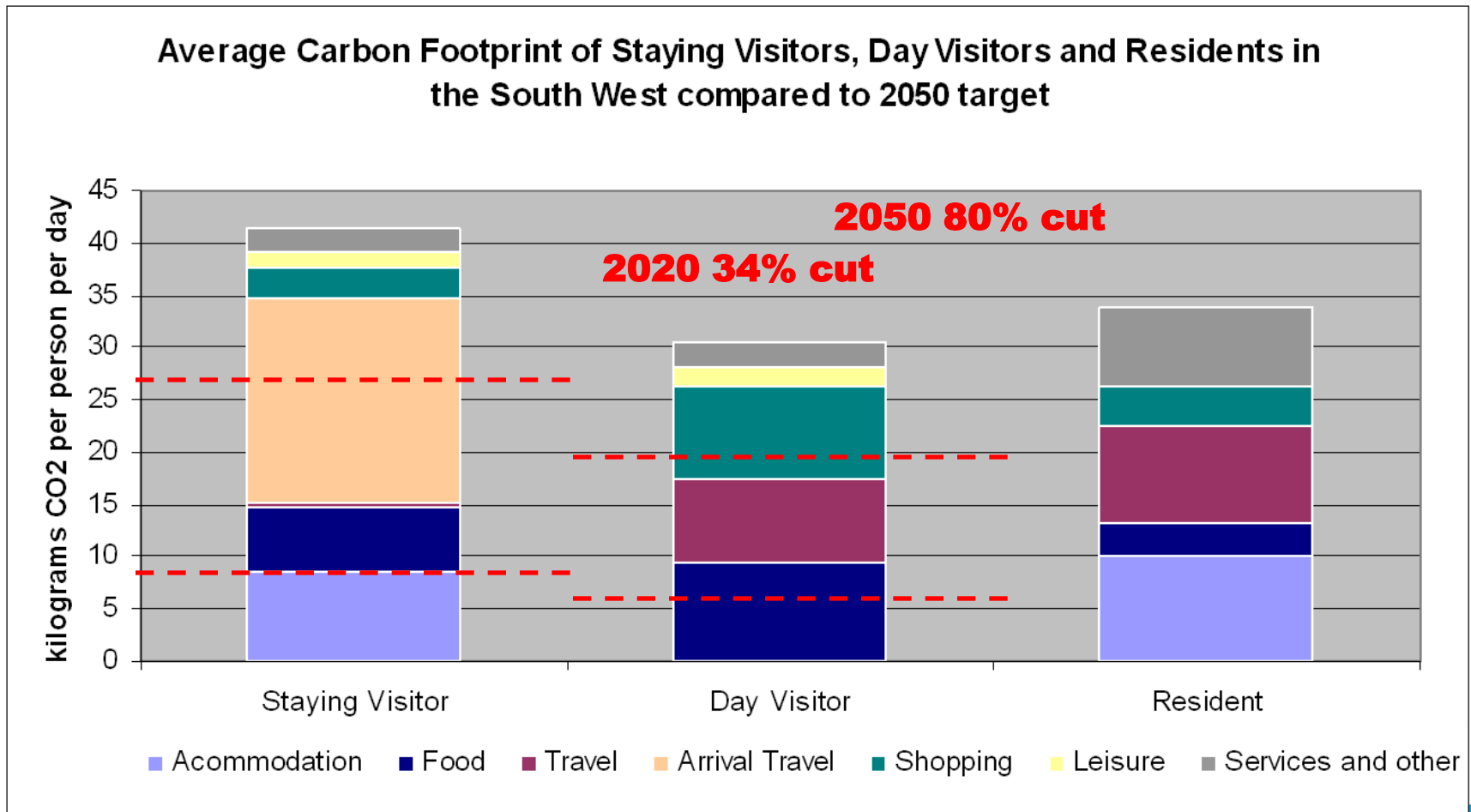
\$25.00 worth of gear... paid @ the pump & bought a cake. Conco on Hwy 12 - Starkville, MS 2.5.06

Understanding Impact

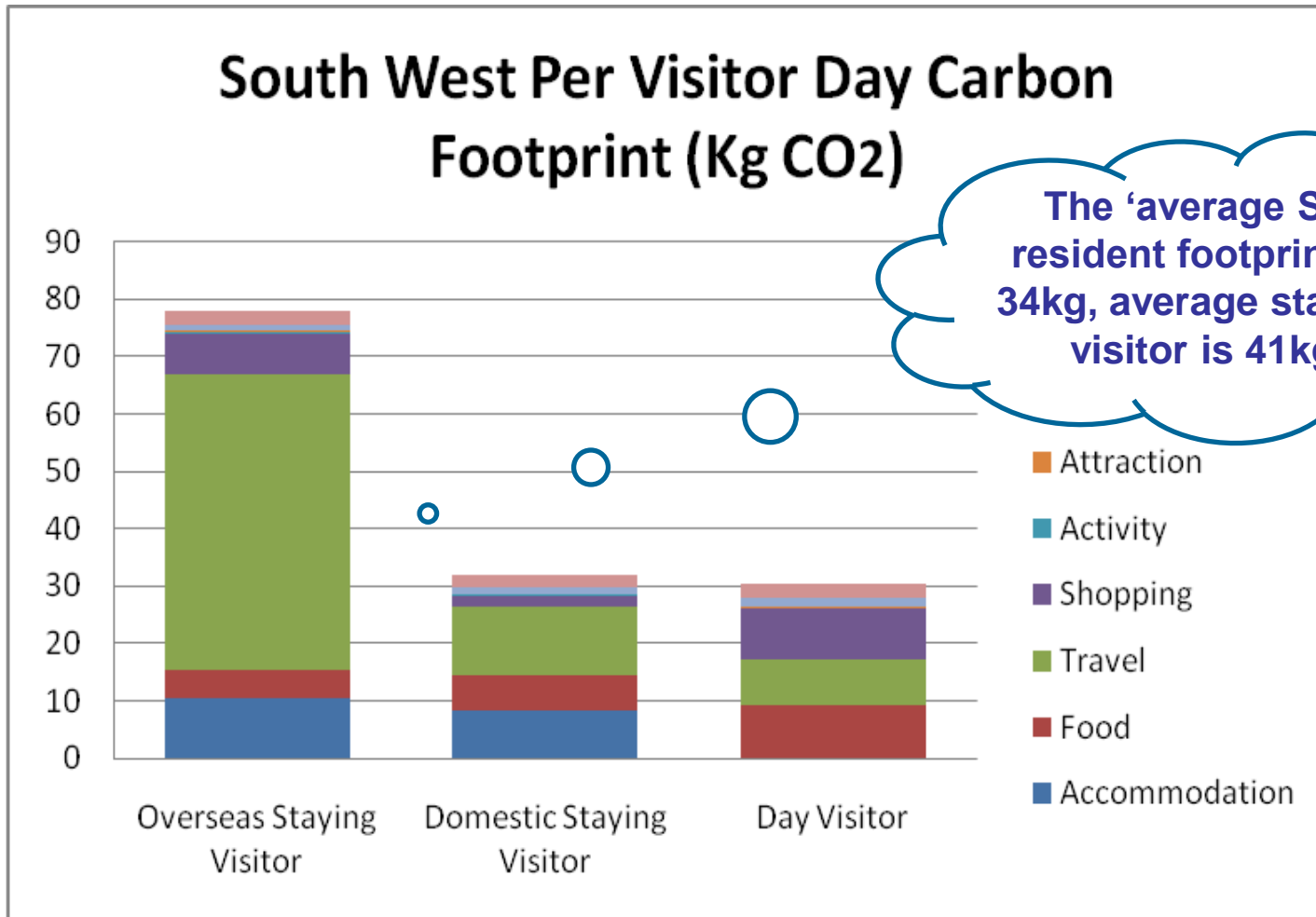


The 'average resident footprint' is for context, it is not a residents 'tourist' footprint

Breakdown of impact and targets

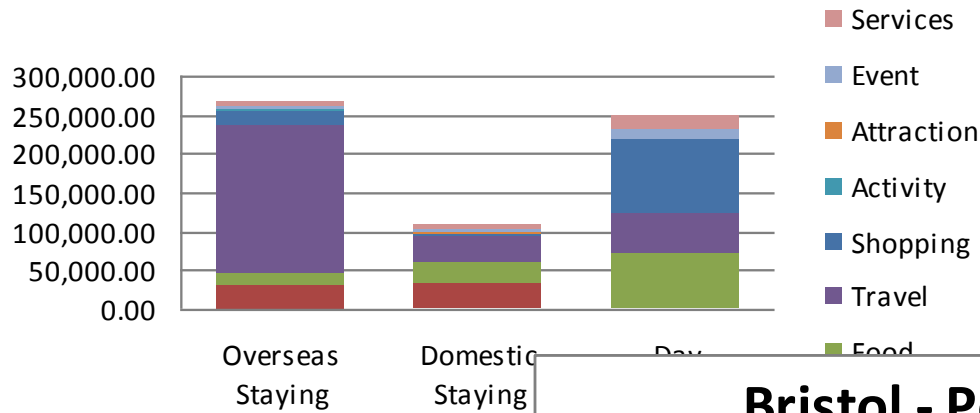


Overseas & Domestic Breakdown

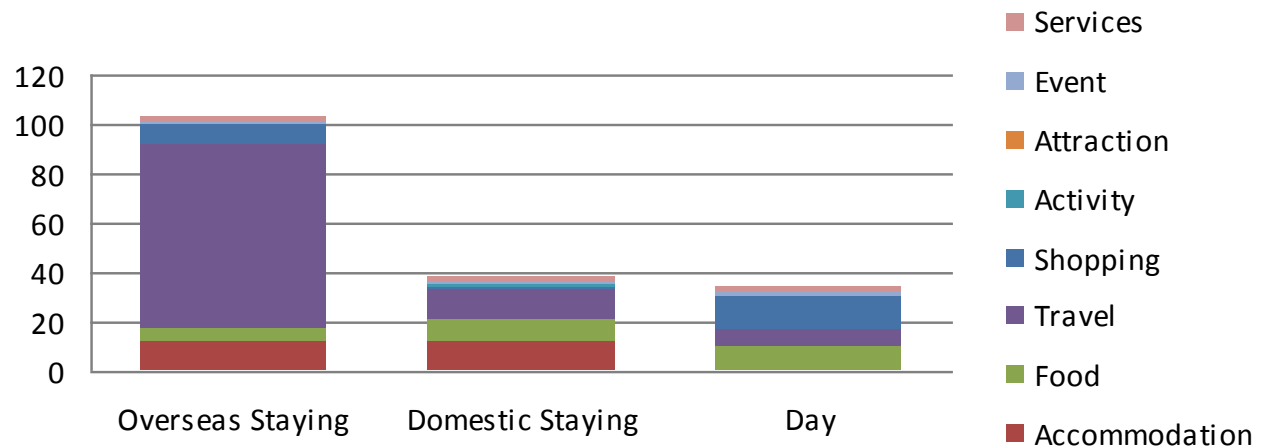


Destination Application

Bristol - Total Visitor Carbon Footprint (tonnes of CO₂)

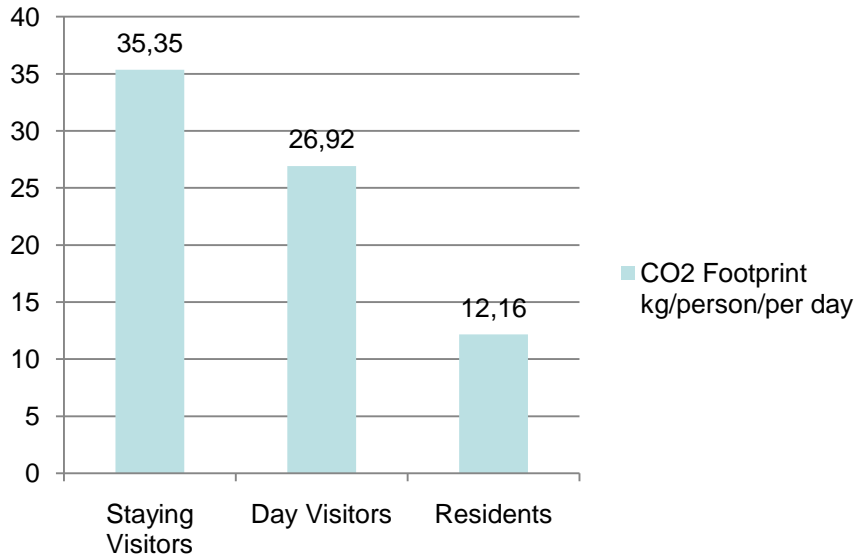


Bristol - Per Visitor Day Carbon Footprint (Kg of CO₂)



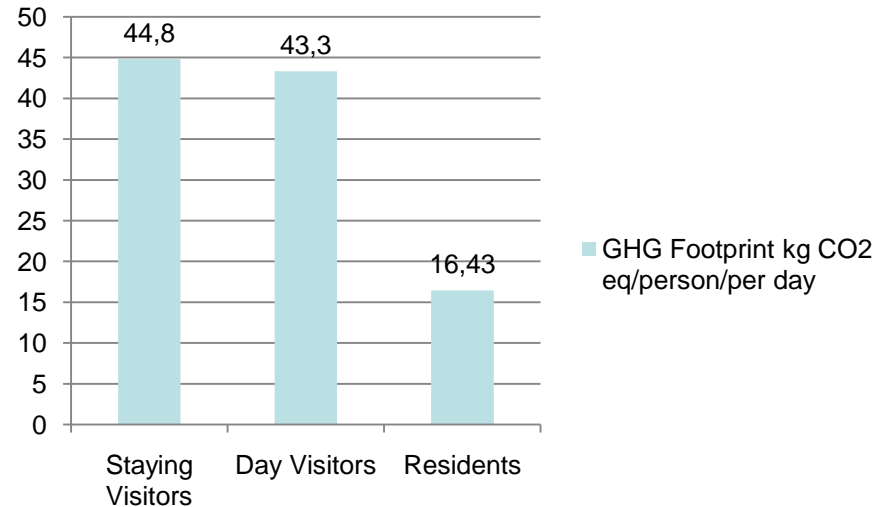
Cornwall: GHG V's Carbon

CO2 Footprint kg/person/per day

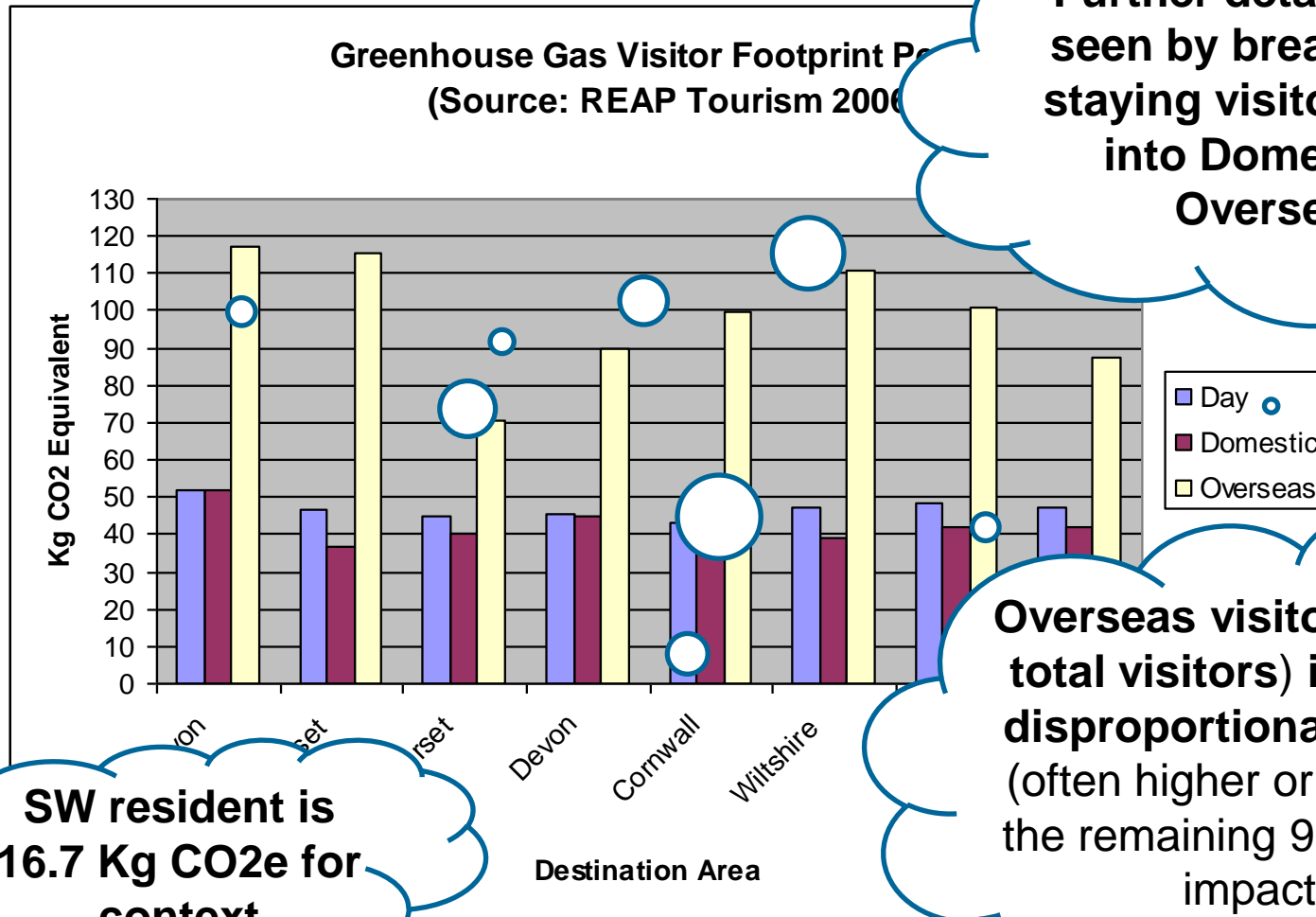


GHG Footprint does show a more complete impact.

GHG Footprint kg CO2 eq/person/per day



Initial results – Per visitor day

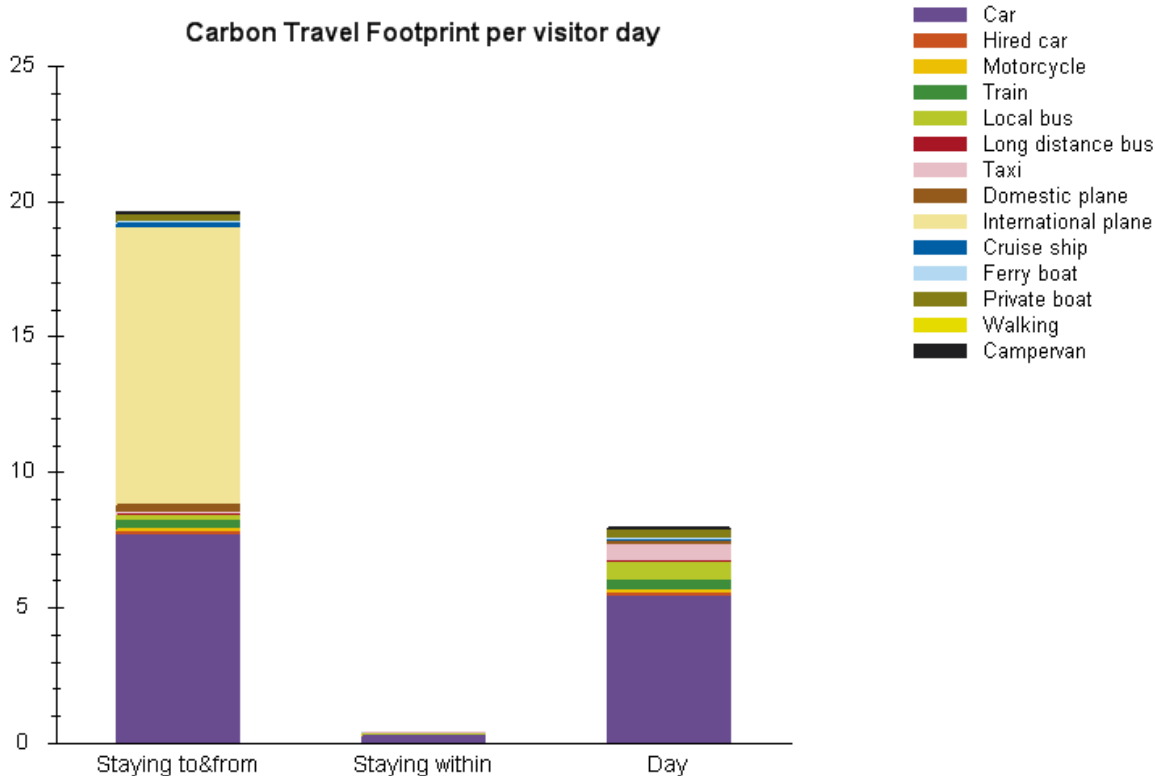


SW resident is
16.7 Kg CO₂e for
context

Further detail can be
seen by breaking the
staying visitors down
into Domestic &
Overseas

Overseas visitor (10% of
total visitors) impact is
disproportionately high
(often higher or similar to
the remaining 90% visitor
impact)

Travel per visitor day



Key Findings:
 For staying visitors travel to & from the destination should be the focus to reduce impact. Car 7.72 & Int'l plane 10.22 need attention (although plane accounts for approx 10% visitors)
 Day visitors 5.43 car, can we work to reduce this impact.

Per Staying visitor day Travel Carbon footprint = 20.07 kilograms carbon dioxide
 Per Day visitor day Travel Carbon footprint = 7.96 kilograms carbon dioxide

What are the key business drivers for change?

Exceeding consumer expectations

Controlling costs

Complying with legislation

Motivated staff

Supportive community

How do these big global issues affect these?

Desire for an unspoilt environment

Concern & expectations from consumers

Purchasing policies of organisations

Greater competition for resources increases utility & food bills

Risk of disrupted supply (e.g. electricity)

Government targets lead to new laws, legislation & incentives

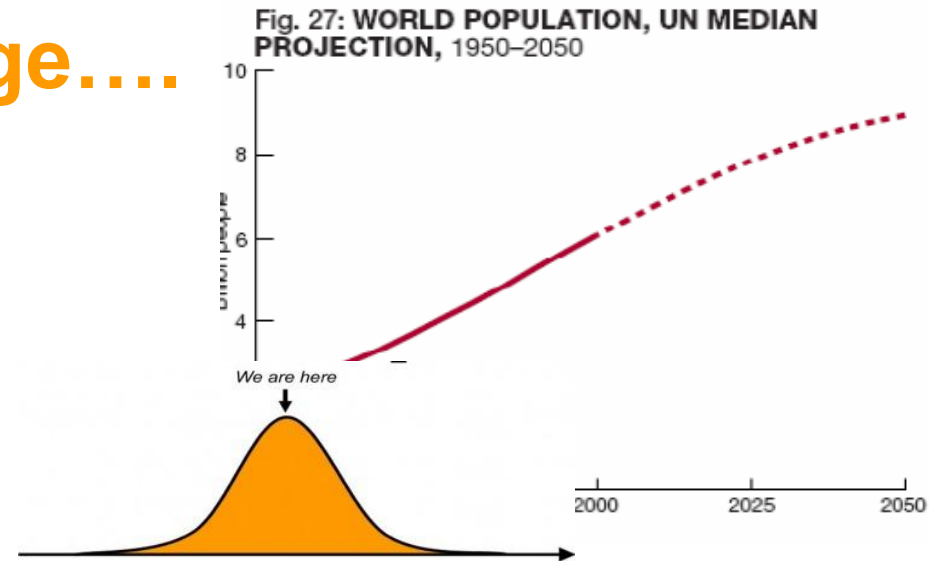
Staff desire to be part of responsible organisations & reflect personal concerns

Increased expectations on tourism to contribute positively to the community

Other drivers of change....

- Mitigation Policy
- Legislation & taxation
- Societal change
- Reputation
- Visitor demand
- Resource pressures
- New technology
- Energy prices and peak oil (7% gap between supply and demand by 2015, IEA)
- Credit crunch
- Others.....

Need to 'future proof'



Peak Oil



Understanding our Visitors

- **Profile 1 – Money to burn**

- Hotel for 2 days, flies from Scotland, hires a car, eat out at Restaurants for lunch and dinner, first day shopping and buys local jewellery, art work and clothing, second day took part in water sports

- **Profile 2 – Cheap trip**

- Holiday village for 4 days, travels by car from Wales, eats out once during the visit in a café, all other food is bought and cooked, buys gifts and some treats, takes part in boating activities, visits art galleries

- **Profile 3 – Green Dream**

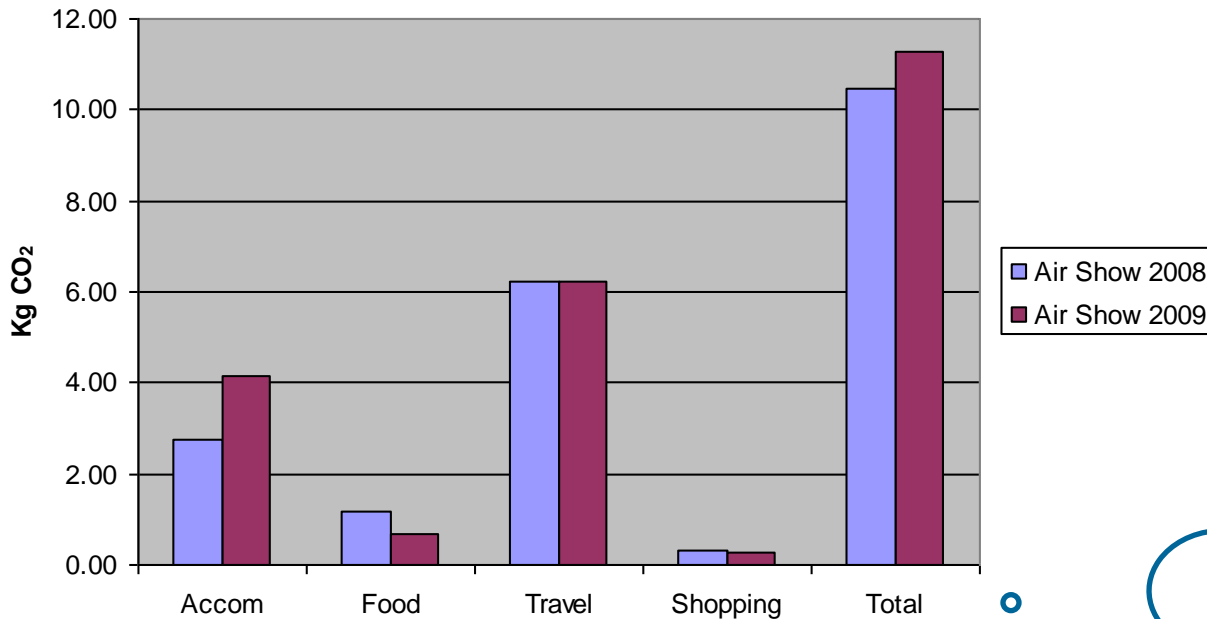
- Camps for 5 days, travels from London by train. Takes bicycle for tour of Devon, Eats out for most meals, limited purchases, visits an attraction every other day and ends the trip at a festival



Event V's Visitor Emissions

Bournemouth Air Show: Carbon Footprint Per Visitor Day

Source: REAP Tourism 2006



Air Display, between 194 and 217 tonnes of CO₂, only 1.4% of estimated visitor emissions

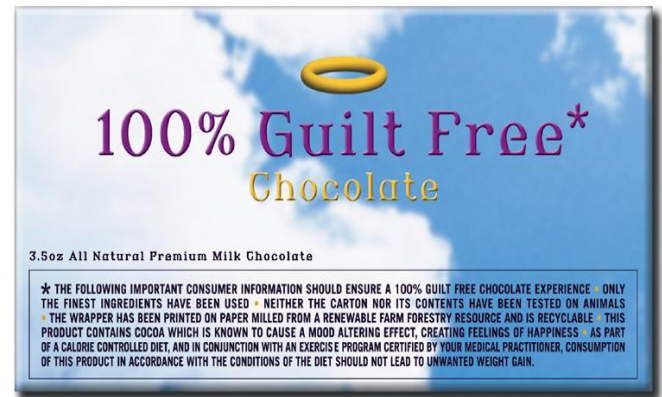
Total Visitor Emissions estimated at 15,120 tonnes CO₂

Some Considerations..

- Longer (fewer) trips – ‘prosperity without growth’
- Move away from overseas marketing (value is not arguably higher)
- Transport - reduce number and length of car journeys and increase use of public transport
- Incentivise better practice and uptake of renewable technologies
- Decrease resource and energy consumption e.g. More efficient and lower impact industry (stays, breaks and activities)
- Increase use of local services, food and drink – supply chain issues & ‘plugging our leaks’ (each £ goes further)
- Protecting our assets & addressing community impacts

Mechanisms to Achieve

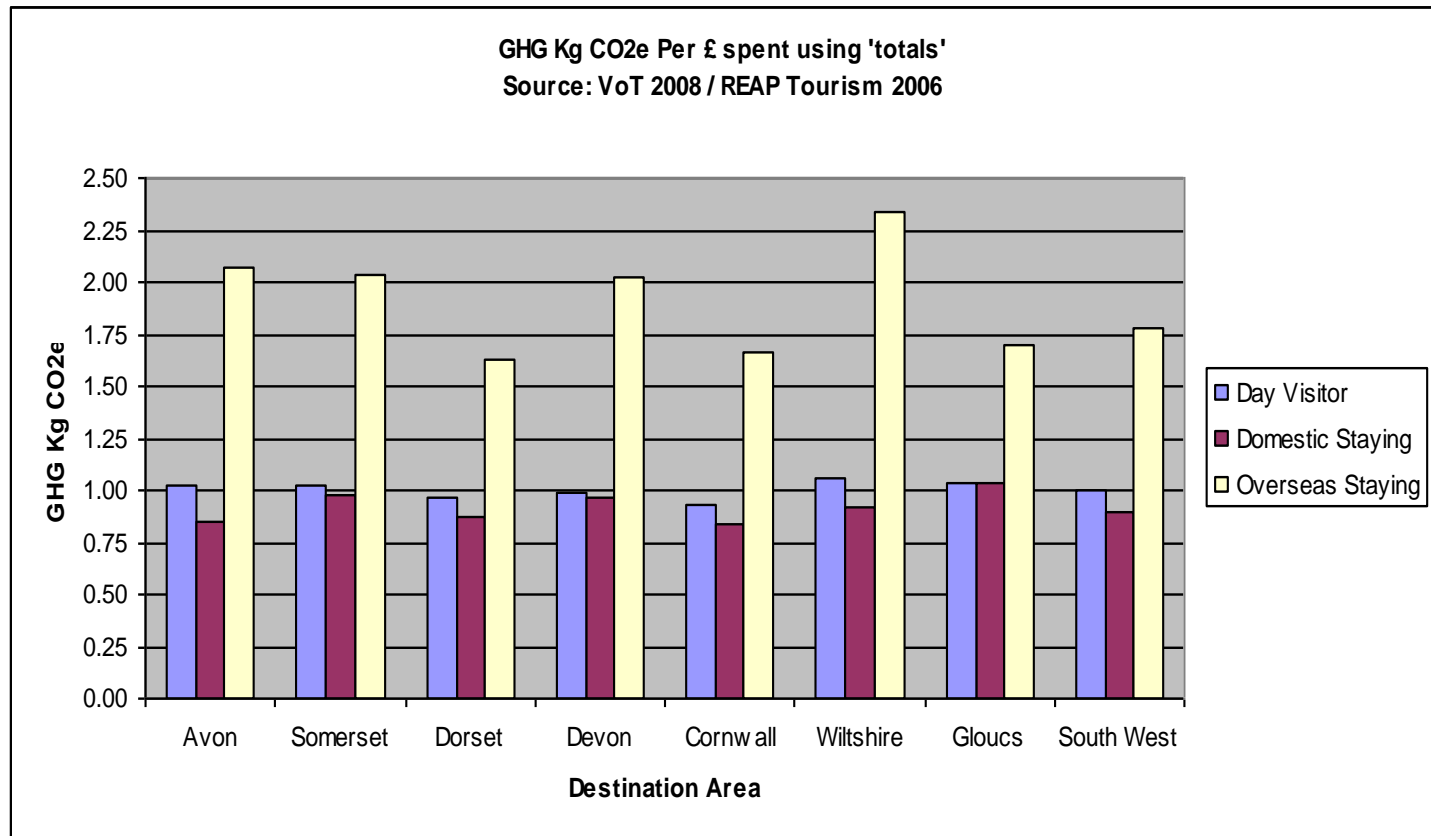
- Research & Science to Practice
- Technological improvements
- Environmental Management
- Social & Behavioural Change
- Economic Measures
- Policy & Legislation
- Initiatives
- Managerial Approaches



From Rhetoric, to Reality & Resilience

- Baseline footprint and scenario planning
 - Valuable tool for decision makers (local to global, short to long term)
 - Move towards a low carbon economy and tourism's role
 - Creation and understanding of a range of tourism policy scenarios
 - Regional strategy, destination planning, investments, events etc.
- Focus efforts and funding/investment (biggest impacts)
- Tourism responsibility and 'duty of care'
- Management as well as Marketing (Businesses & Destinations)
- Need strong leadership and Innovation
 - From 'bolt on' to 'integrated', from 'marginal' to 'mainstream'
 - Action beyond the words
 - Prevent 'polarisation' and promote 'eco-nomic' development, develop **new balanced measures of success** (beyond GDP fetishism!?)

New Measures of Success?



Use the results to inform decision making but also to help redefine what 'success' should look like, new measures e.g. Carbon/GHG cost per £

In the past.....now

- **Saving up for years**
- **Flights expensive**
- **Exotic destinations**
- **Pre 9/11, Tsunami, Foot and mouth**
- **Travel agents**
- **Sun, sea and sand**
- **Cheaper flights**
- **Accessible destinations**
- **Internet/information**
- **Active ageing population**
- **Security & health fears**
- **More frequent but shorter holidays**
- **Credit Crunch / £ Value**
- **Carbon trading**

Changing Times – Changing Business



“Tourism is not a static industry, if it is to continue to exist in a locality, it must constantly change, evolve and develop”

Page & Connel, 2005

LEAVE A SMALLER FOOTPRINT ON HOLIDAY.

A trip to England's greenest county is definitely a step in the right direction. You could start by exploring our two National Parks or maybe our World Heritage Sites. Want more? We have enough protected land to cover Paris and Madrid combined, and a network of cycleways and footpaths that could stretch from Devon to Florida. Not tired yet? Head for the coast, either of them. Uniquely we've got two, so stretch your legs. After all that you'll want a good meal. Well, with more organic food producers than anyone else, you may have travelled far but our food won't have. So, if you want to lessen your carbon footprint on holiday, make tracks for Devon.



Call 0870 608 55 31 or visit www.naturallydevon.com



Thank you

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