

Sustainability – South West England

Malcolm Bell, Chief Executive

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South West Tourism

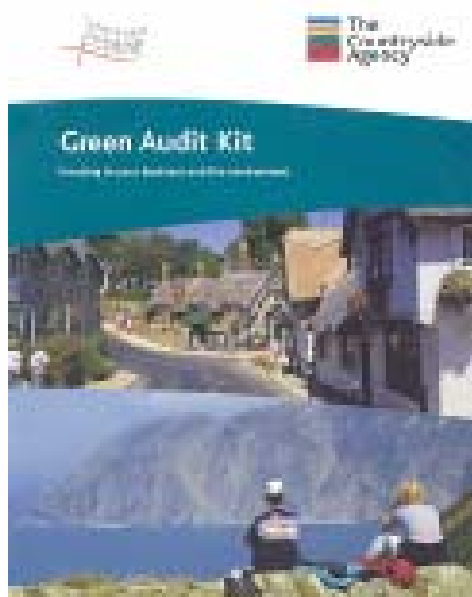


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The Regional Tourist Board
for the South West of England

*South West
England*

Starting Points...

- History
 - Individual projects date back to 80s
- Culture
 - Some areas with strong environmental/ alternative culture



Starting Points...

- Environment
 - Quality of the environment is very important to majority of SW visitors
 - Coast/ beaches/ countryside
- Community
 - Can bring benefits and pressures
 - Need to ensure a warm welcome



What's changed recently...

- Local to global
- Margins to mainstream







Plan A.

Because there is no Plan B.

**Five years. Five commitments. One world.
And 100 things we want to change.**



Climate Change: We'll aim to make all our UK operations carbon neutral within 5 years. We'll maximise our use of renewable energy and only use offsetting as a last resort. And, we'll be helping our customers and suppliers to cut their carbon emissions too.



Waste: We'll significantly reduce the amount of packaging and carrier bags that we use, and find new ways to recycle materials. By 2012 we aim to ensure that none of our clothing or packaging needs end up as landfill.



Sustainable Raw Materials: From fish to forests, our goal is to make sure our key raw materials come from the most sustainable sources available to us, protecting the environment and the world's natural resources for future generations.



Fair Partner: By being a fair partner, we'll help to improve the lives of hundreds of thousands of people in our worldwide supply chain and local communities.



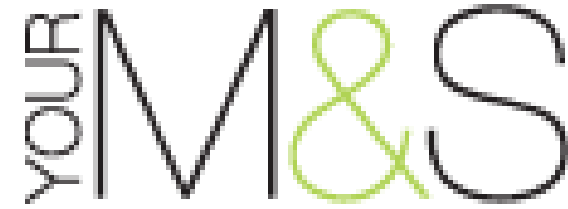
Health: We'll continue to expand our healthy eating ranges and help customers and employees to choose healthier lifestyles through clear labelling and easily accessible information.

To find out more visit
www.marksandspencer.com/PlanA

YOUR M&S

Not just green, M&S green

(The Sun, 17/01/07)



Tesco invests £500m to create 'green consumer revolution'

(The Independent, 19/01/07)



Wal-Mart in pledge to slash its carbon footprint

(The Independent, 02/01/07)



Brown vs Cameron: free home insulation against higher air tax

(The Daily Mail, 12/03/07)



The hot topic

Too many 'eco' claims are so much greenwash

+ More on...

Travel

[Hotels](#)

[Green travel](#)

The Guardian

[Observer Escape section](#)

Environment

[Travel and transport](#)

↓ [Related information](#)

Gemma Bowes, [The Observer](#) Sunday May 13 2007

When A leaf-patterned brochure for the Isle of Wight entitled 'Green Getaways' dropped on the Observer travel desk last week, we were eager to check out the selection of hotels for green-minded readers. We were expecting groundbreaking projects, solar panels, carbon-neutral hotels and the latest in sustainable building, but we were disappointed to find some entries seemed to have earned their 'green' labels with minimal effort.

The Enchanted Manor, for example, said its green policies amounted to simply using energy-saving lightbulbs, water butts to collect rain to water the garden, and promising to do the laundry at 30C.

Meanwhile, the St Maur Hotel uses 'drought-resistant hanging baskets', asks guests to reuse towels and recycles. 'But I suppose everyone does that now,' said the owners. Others were greener: Northcourt has an organic garden and solar heating, for example.

Although all 10 hotels in the brochure have received Isle of Wight 'Green Island' awards, a press officer said the scheme's primary purpose was to get everyone on the island thinking about environmental issues, admitting that, you get a bronze award for virtually signing your name'.

Andrea Nicholas, manager of the Green Tourism Business Scheme, which claims to be Europe's most stringent assessor of green credentials, said that the Isle of Wight award scheme was 'not very rigorous'. But the issue of overselling



100% Guilt Free*

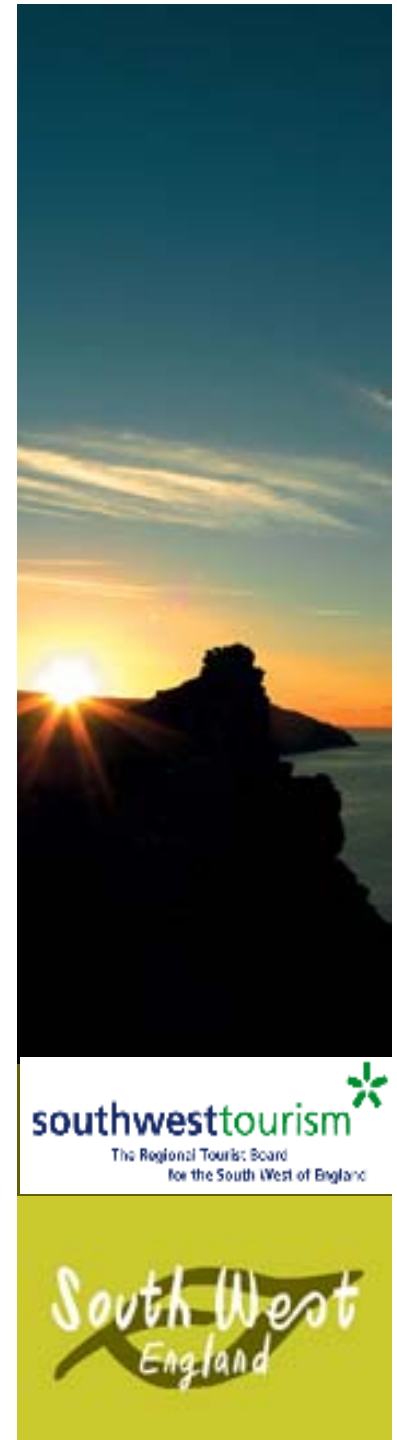
Chocolate

3.5oz All Natural Premium Milk Chocolate

*** THE FOLLOWING IMPORTANT CONSUMER INFORMATION SHOULD ENSURE A 100% GUILT FREE CHOCOLATE EXPERIENCE • ONLY THE FINEST INGREDIENTS HAVE BEEN USED • NEITHER THE CARTON NOR ITS CONTENTS HAVE BEEN TESTED ON ANIMALS • THE WRAPPER HAS BEEN PRINTED ON PAPER MILLED FROM A RENEWABLE FARM FORESTRY RESOURCE AND IS RECYCLABLE • THIS PRODUCT CONTAINS COCOA WHICH IS KNOWN TO CAUSE A MOOD ALTERING EFFECT, CREATING FEELINGS OF HAPPINESS • AS PART OF A CALORIE CONTROLLED DIET, AND IN CONJUNCTION WITH AN EXERCISE PROGRAM CERTIFIED BY YOUR MEDICAL PRACTITIONER, CONSUMPTION OF THIS PRODUCT IN ACCORDANCE WITH THE CONDITIONS OF THE DIET SHOULD NOT LEAD TO UNWANTED WEIGHT GAIN.**

Making Sustainability Central

- Regional Tourism Strategy
 - Sustainability – 1 of 3 priorities
 - The “only way forward”
- Preparing for the future
 - V.I.C.E. principle
- But...
 - No detailed plan
 - Only handful of dedicated businesses
 - Multitude of partners



Yes...But...

- “Sustainability”
- “Protecting the Environment that Attracts the Visitors”
- Bolt-On
- Someone Else’s Responsibility
- One size fits all
- Communicated Poorly



SWITCH IT
OFF!



TURN IT
OFF!

**CLOSE
IT!**

How?

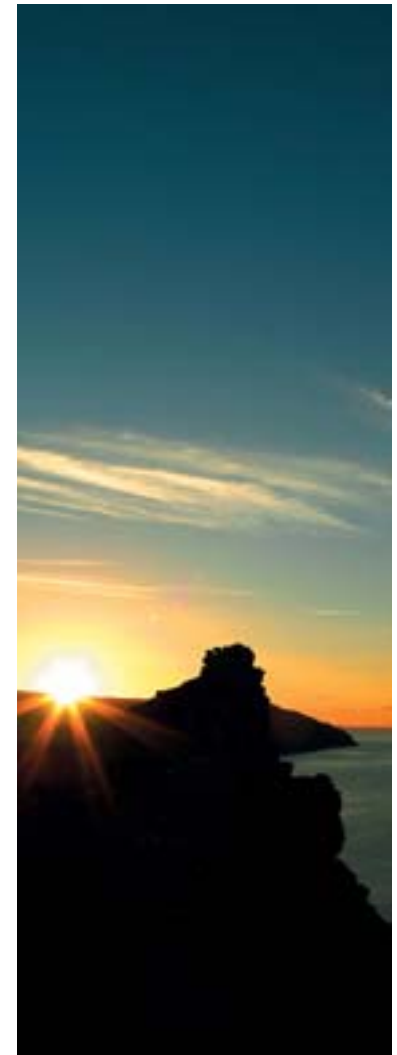
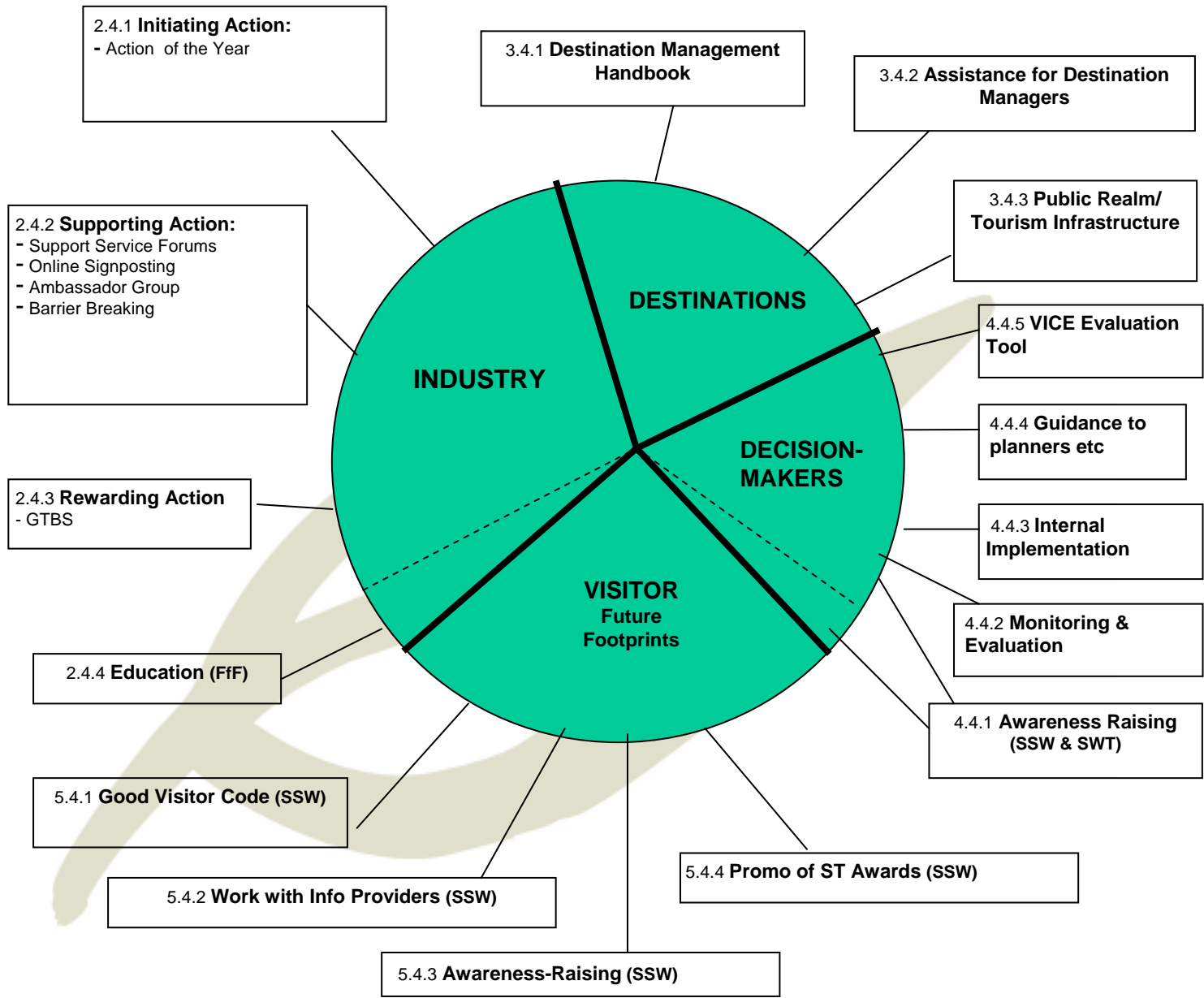
- **Three 'I's**
 - Inclusive: about quality & efficiency
 - Integrated: built in, not bolt on
 - Individual: targeted, relevant, clear
- **3 Roles**
 - Coordinating, Leading, Monitoring
- **4 Audiences**
 - Industry, Visitors,
Decision-Makers, Destinations



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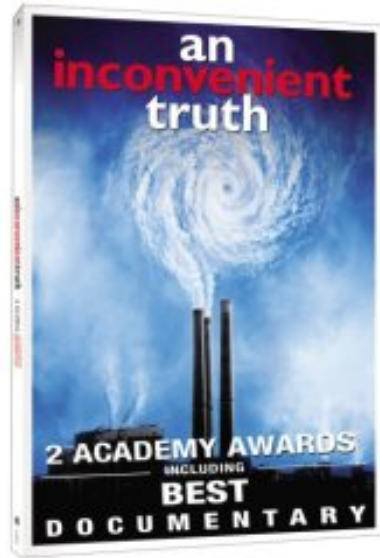
Summary Chart



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Working with Industry

- **Initiating Action –
Action of the Year**



Working with Industry

- **Supporting Action:**
 - **Integration with:**
 - Annual awards
 - Quality standards; and
 - Training courses
 - **Advice booklets/ DVDs**
 - **Coordinating environmental advisors**



TOURISM
EXCELLENCE
AWARDS
2006 - 2007



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Working with Industry

- **Rewarding Action:**
 - Accreditation:
 - Green Tourism Business Scheme
 - David Bellamy Conservation Award
 - 440 members
 - Coordination/ promotion/ added value



feel good

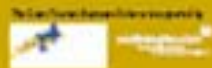


Save money.
Increase quality.
Enhance your image.



"It makes customers
feel good about
coming to visit us"

www.green-business.co.uk www.swtourism.co.uk



South West
England



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

Working with Visitors

- **Future Footprints**
 - **Visitor Awareness Campaign**
 - **3 themes:**
 - **Local purchasing**
 - **Car-free tourism**
 - **Green accreditation**
 - **Resources**



Working with Destinations

- **Destination Management Organisations (DMOs)**
 - Goal – sustainability embedded within plans, actions & structures
 - Inspiration then facilitation

Working with Decision Makers

- **Monitoring**
- **Evaluation Tool**
- **Scenario Planning**
- **Representation**



What have we learnt so far?

- **Agreement does not equal understanding/ action**
- **Embedding is key for business participation**
- **Need to improve communication to visitors**
- **Need to be supported by wider structural/ policy changes**
- **Need to accelerate, focus and be brave**

