



Sustainable Tourism2030

Pledge Guide

WHAT IS THE SUSTAINABLE TOURISM 2030
PLEDGE? 2

COMMITMENT 1: PUBLIC COMMITMENT 3

COMMITMENT 2: TAKING THE SELF-ASSESSMENT 4

What is the Sustainable Tourism 2030 Pledge?

The Sustainable Tourism 2030 Pledge is a movement of individuals, businesses, and organizations within the tourism and hospitality industry that believe tourism has a tremendous opportunity to become a force for good. We believe that improving the social, cultural, environmental, and economic performance of the tourism industry in support of the UN Sustainable Development Goals and UN 2030 Agenda for Sustainable Development is not a trend or a cause, but is essential to the long term health and well-being of this important sector of the global economy.

Developed in Canada by GreenStep, the pledge was launched in June 2021 together with the Tourism Industry Association of Canada to help tourism businesses and destinations measure and improve their sustainability performance by simplifying the steps and creating a common framework and benchmark for the industry. By offering best practices support and guidance, free resources, tools, and templates, we break down the steps for tourism businesses and destinations to incorporate sustainability into their operations in a simple, yet meaningful way.

The Sustainable Tourism 2030 Pledge is your commitment to improve the sustainability performance of your tourism business or destination between now and 2030. By signing on to the pledge, you commit to these two actions:

- 1. MAKE AND MAINTAIN A PUBLIC COMMITMENT TO IMPROVE YOUR SUSTAINABILITY PERFORMANCE.**
- 2. MEASURE AND TRACK YOUR SUSTAINABILITY PERFORMANCE EACH YEAR BETWEEN NOW AND 2030 WITH OUR FREE ONLINE SELF-ASSESSMENT.**



Commitment 1

Make and maintain a public commitment to improve your sustainability performance.

Below you will find an example of what your public commitment could look like. This should be posted on your website, link back to www.sustainabletourism2030/pledge, and ideally highlight what UN Sustainable Development Goals you will focus on. Best practice would be to create a dedicated page for sustainability where you can provide updates on your sustainability initiatives and report your progress towards your 2030 goals.

Your organization name and a link to your public commitment will be published on the [signatories](#) page of the Sustainable Tourism 2030 website once your public commitment has been verified by our team.

Example Public Commitment:

[Business Name] has signed the [Sustainable Tourism 2030 Pledge](#), to demonstrate our commitment to improving the sustainability performance of our business between now and 2030.

The UN World Tourism Organization defines sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”

Each year, we commit to measuring and improving our sustainability performance in the following ways:

[input a few sustainability initiatives you might already be working on here, or use the self-assessment and sustainability scorecard for ideas – some examples could include:

- *Measure our carbon footprint and find opportunities to reduce our emissions year over year*
- *Support local entrepreneurs and the community by developing an improved sustainable purchasing policy*
- *Create a no-idle policy and provide information to visitors about carbon-friendly transportation options*
- *Conduct an accessibility audit on-site to ensure we meet the needs of all visitors*

Feel free to personalize this public commitment as you see fit. You could include a quote about why you are committing to becoming more sustainable, or any sustainability initiatives you are already working on. We welcome you to create an account and access the [Sustainable Tourism Assessment](#) to help guide the basis of your public commitment. You will have 12 months, after becoming a pledge signatory to complete and submit the full assessment. You can visit our [signatories](#) page to see more examples of public commitments from [pledge signatories](#).

Commitment 2

Measure and track your sustainability performance each year between now and 2030 with our free online self-assessment.

For Tourism Businesses and Industry Associations:

GreenStep's Sustainable Tourism criteria for tourism businesses are Global Sustainable Tourism Council (GSTC) - Recognized. The criteria consist of 87 questions, which businesses can work through at their own pace using our online self-assessment portal. *For industry associations:* we recognize that you are different from tourism businesses, however, you can use the business criteria to assess your own operations and wherever we refer to "guests" you can interchange this with "members" or "stakeholders" to help assess to what extent you are encouraging sustainability amongst your primary audience.

For Tourism Destinations: GreenStep's Sustainable Tourism criteria for tourism destinations are Global Sustainable Tourism Council (GSTC) - Recognized. The criteria consist of 117 questions, which destinations can work through at their own pace using our online self-assessment portal.

For both businesses and destinations, responses can be saved, and once all questions have been answered, you will be provided with a free sustainability scorecard that provides a categorical breakdown of how well you are doing in aspects of management, social, cultural, economic, and environmental sustainability.

How To Complete The Free Assessment:

1. Once you submit the [pledge form](#) and your public commitment has been verified, we'll send you login instructions via email.
2. Work through the criteria at your own pace and answer with the best available knowledge that you have (*For businesses and organizations, this can typically take between 30 minutes to one hour to complete, and for destinations this can take between 1.5 - 2 hours*). **Note:** Your assessment must be completed within 12 months of your public commitment.
3. Receive your free sustainability scorecard! Once you have completed your assessment, use the scorecard to make informed decisions about how to improve your sustainability.





Let's work together to change the world.

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To Book A Complimentary Consultation