



2024

Plan For Our Kids

CLIMATE FRIENDLY TRAVEL TOOLBOX

Provided by SUNx MALTA



Introduction

Climate change is going to have severe consequences for tourism business. Rising sea levels and intensifying storms can flood coastal properties, erode beaches that attract visitors, and damage critical infrastructure. Droughts can lead to water shortages, straining the ability to maintain amenities and services. Shifting weather patterns can disrupt peak seasons and visitor flows, affecting revenue.

These impacts are already happening, and without a solid CFT Plan B, Tourism Business will suffer major losses.

But assessing risks and adapting isn't just about defense – it's a chance to reimagine your business for a more Climate Friendly Travel future. As you evaluate your vulnerabilities and develop action areas, you can also identify opportunities to reduce your environmental footprint, improve resource efficiency, and engage your guests and staff in supporting climate solutions.

Building a CFT Plan B protects your bottom line, reputation, and long-term viability.

Toolbox

This Toolbox helps Tourism Businesses develop their customized CFT Plan B to engage in Climate Friendly Travel.

The idea is to decouple tourism growth from emissions and become climate ready by focusing on the three pillars of **Paris 1.5**, **SDG-Linked**, and **Nature Positive**.

It can help shift your business to prioritise key areas to focus on, to be ready for a Climate Friendly Travel future.



Our focus is Climate Action. It is eXistential. If we don't address it now, it threatens humanity.
- Geoffrey Lipman,
SUNx Malta

Background on Climate Friendly Travel Plan B Framework

What is CFT?

Climate Friendly Travel (CFT) is an approach to tourism that aims to better prepare for the impact of Climate Change while supporting the UN Sustainable Development Goals and becoming Nature Positive.

CFT is built upon three key pillars:

- **Paris 1.5** focuses on helping tourism businesses to align with the Paris Climate Agreement. This involves building resilience to climate impacts and reducing greenhouse gas emissions.
- The **SDG-Linked** pillar seeks to incorporate the United Nations Sustainable Development Goals (SDGs).
- **Nature Positive** emphasizes the protection and restoration of ecosystems, biodiversity and wildlife.

The CFT Plan B Framework helps to provide a structured approach for tourism businesses to develop and implement strategies aligned with these three pillars. It recognizes the need for urgent action to address the climate crisis and the global sustainability effort.



How can your Tourism Business become Climate Friendly?

We have developed 12 action areas for tourism businesses which are grouped into our three pillars : **Paris 1.5**, **SDG Linked** and **Nature Positive**. This can act as a guide towards developing your own CFT Action Plan, using free resources from our research platform and the Dodo AI Chat bot.

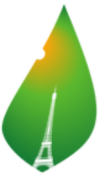
PARIS 1.5	1. Climate Risk & Resilience
	2. Energy Efficiency
	3. Low-Carbon Transport
SDG LINKED	4. Water Consumption
	5. Waste Reduction
	6. Local Sourcing
	7. CFT training
	8. Community Engagement
	9. CFT Commitment
NATURE POSITIVE	10. Habitat & Wildlife
	11. Guest Participation
	12. Sustainable Suppliers

In this Toolbox, each action area has a clear description and further information on why it is important. It can provide guidance on which areas to focus on and support you while using the Dodo Chat Bot and [Research Platform](#).



If you need additional support from CFT Services, we have developed a low-cost support system that scans your CFT practices to provide in-depth feedback and a platform with recommended solutions.

[Click here to find out more.](#)



PILLAR ONE

Paris 1.5 Action Areas

The first Three Action Areas require tourism businesses to assess their climate risks and develop urgent responses as well as improve energy efficiency, and integrate low-carbon transportation. These actions prepare tourism businesses to deal with climate change while decarbonizing.

Action 1: Climate Risk and Resilience

Take action towards a climate risk assessment and develop a climate adaptation plan to address identified risks and build resilience.

Why is this important?

Climate change poses direct and serious threats to tourism businesses like yours.

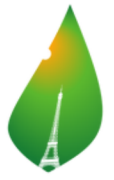
Climate Risk Consequences

Rising sea levels and intensifying storms can flood coastal properties, erode beaches that attract visitors, and damage critical infrastructure. Droughts can strain water resources, making it difficult to maintain facilities and services. Shifting weather patterns and temperatures can shorten peak seasons and alter traditional visitor flows, affecting your bottom line. Furthermore, heat waves can debilitate tourists and strain water resources, increasing energy and water costs and making it difficult to maintain facilities and services.

Climate Risk Assessment and Resilience Plans

- Conducting a thorough risk assessment allows you to identify your business's specific vulnerabilities and take targeted actions to minimize potential losses.
- Investing in climate resilience measures – such as fortifying structures, improving drainage systems, installing water-saving technologies, increasing insurance, diversifying your offerings, and establishing emergency response plans – is crucial for the long-term viability and competitiveness of your business.

By proactively identifying and managing risks, hotels can save on potential repair costs, maintain business continuity, and protect their assets and reputation in the face of increasing climate hazards and extreme weather.



PILLAR ONE Paris 1.5 Action Areas

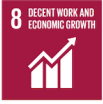
Action 2: Energy Efficiency	Take actions towards energy efficiency
	Why is this important?
	Increasing renewable energy and becoming energy efficient reduces greenhouse gas emissions. Reducing energy consumption can lead to significant cost savings for tourism businesses. With energy often being one of the largest operating expenses, implementing energy efficiency measures and investing in low-carbon technologies can lower utility bills, improve profitability, and enhance competitiveness.

Action 3: Low-carbon transport	Take actions to increase guests and staff using low-carbon transportation options to/from the tourism business.
	Why is this important?
	Increasing guest use of low-carbon transport reduces the carbon footprint associated with their travel. By providing EV charging infrastructure, offering incentives for low-carbon transport use, and partnering with local providers, hotels can enhance their green reputation, attract new customers, and potentially generate additional revenue streams.

PILLAR TWO

SDG-Linked Action Areas

The Six Action areas cover various aspects of CFT operations. These actions align with multiple Sustainable Development Goals, including SDG 4, SDG 6, SDG 8, SDG 11, SDG 12, SDG 13, SDG 14, SDG 15 and SDG 17. Tourism businesses can enhance their reputation through these action areas, attract conscious travelers, and contribute to achieving sustainable development.



Action 4: Water Consumption

Take actions to reduce water consumption.

Why is this important?

Reducing water consumption conserves natural resources, lowers operating costs, and supports sustainable development (SDG 6 Clean Water and Sanitation, SDG 12 Responsible Consumption and Production). Reducing water consumption can result in direct cost savings for hotels through lower water bills through implementing water-efficient technologies, fixing leaks, and encouraging guest conservation. In water-scarce destinations, demonstrating responsible water management can also help hotels maintain their license to operate and avoid potential conflicts with local communities.



Action 5: Waste Reduction

Identify all waste streams and take actions to reduce waste generation.




Why is this important?

Reducing waste supports sustainable development and aligns with circular economy (SDG 12 Responsible Consumption and Production). Minimizing waste can lead to cost savings for hotels by lowering waste disposal fees and improving operational efficiency.








PILLAR TWO: SDG-Linked Action Areas

Action 6: Local Sourcing	<p>Identify local supply chains to increase sourcing of local and sustainable food/products.</p>
	<p>Why is this important?</p>
	<p>Sourcing local reduces transportation emissions and supports local economies. Sustainable sourcing promotes responsible production methods (SDG 12 Responsible Consumption and Production, SDG 8 Decent Work & Economic Growth). Local procurement can reduce transportation costs, support the local economy, and contribute to a unique and authentic guest experience. Sustainable sourcing can also mitigate supply chain risks, meet growing consumer preferences for environmentally and socially responsible products, and enhance the hotel's sustainability profile.</p> <div style="display: flex; justify-content: flex-end; gap: 20px;">   </div>

Action 7: CFT Training	<p>Provide CFT training and education opportunities for all employees. Also identify and implement initiatives to promote diversity, equity and inclusion</p>
	<p>Why is this important?</p>
	<p>Employee training raises awareness and embeds sustainability practices across all hotel operations (SDG 4 Quality Education, SDG 12 Responsible Consumption and Production). Trained employees are better equipped to identify and implement cost-saving opportunities, such as energy and water efficiency measures. They can also provide better service to sustainability-minded guests, leading to increased satisfaction and loyalty. A knowledgeable and engaged workforce can help drive innovation and continuous improvement in the hotel's CFT performance.</p> <p>Promoting equity and inclusion can help hotels attract and retain a diverse workforce, which has been shown to improve business performance and innovation. This aligns with SDG 10 Reduced Inequalities and supports ethical business practices.</p> <div style="display: flex; justify-content: flex-end; gap: 20px;">    </div>

PILLAR TWO: SDG-Linked Action Areas

Action 8: Community Engagement	<p>Establish ways for the hotel business and guests to contribute to the local community through volunteering, tours, donations, etc.</p>
	<p>Why is this important?</p>
	<p>Community engagement supports local development, stakeholder relationships and aligns with SDG 11 Sustainable Cities and Communities. Engaging with local communities can provide numerous benefits for hotels. Building strong relationships and partnerships can help secure local support, improve the hotel's reputation, and enhance the guest experience through authentic exchanges.</p> <div style="display: flex; justify-content: flex-end; gap: 10px;">   </div>

Action 9: CFT Commitment	<p>Actively promote the hotel's commitment to Climate Friendly Travel through the CFT eco-badge, engagement with CFT events, Chapter leaders and Partner Solutions.</p>
	<p>Why is this important?</p>
	<p>The tourism business can effectively communicate its CFT initiatives to guests, stakeholders, and the wider community, contributing to SDG 17 (Partnerships for the Goals). This commitment not only enhances the hotel's reputation as a socially responsible business but research shows a number of guests are looking for this kind of program.</p> <p>Effective marketing of your CFT commitment can help differentiate you from the competition and capture a larger share of the growing green market. Also, showcasing your dedication to CFT can generate positive media attention and word-of-mouth recommendations, ultimately driving increased bookings and revenue for the property.</p> <div style="display: flex; justify-content: flex-end; gap: 10px;">    </div>



PILLAR THREE: Nature Positive Action Areas

Nature Positive is a way to describe steps on the path to full nature recovery. Being nature-positive means reversing the current declines in biodiversity so that species and ecosystems begin to recover.

The final Three action points focus on the Nature Positive pillar, which aims to protect and preserve the natural environment through actions such as habitat & wildlife protection, guest engagement in conservation activities, and collaboration with sustainable suppliers. By implementing these measures, tourism businesses can actively contribute to biodiversity conservation, minimize their environmental impact, and make their business Nature Positive. This section works towards SDG goals, 14 : Life below water and 15 : Life on land.

Action 10: Habitat & Local Wildlife Protection	Protect and preserve the natural habitat and wildlife surrounding the property.
	Why is this important?
	Protecting and preserving the local habitat and wildlife not only supports biodiversity conservation but also provides numerous benefits for the hotel. By minimizing your impact on the surrounding ecosystem, implementing sustainable landscaping practices, and supporting conservation efforts, you can reduce operational costs, enhance reputation, and attract eco-conscious guests. Native plants often require less water, fertilizer, and maintenance, leading to lower landscaping expenses. Providing guests with opportunities to connect with nature responsibly can also improve guest satisfaction and increase customer loyalty.

Action 11: Guests Participation	Encourage guests to participate in nature conservation activities
	Why is this important?
	Engaging guests in conservation activities promotes awareness, education, and participation in protecting the environment. Offering nature-based experiences and conservation activities can help you differentiate your business and tap into the growing ecotourism market. These offerings can attract environmentally conscious travelers, increase length of stay and guest spending, and provide a unique selling proposition. By supporting conservation efforts, you can also contribute to the protection of the natural assets that underpin their business.



Nature Positive Action Areas

Action 12: Sustainable Suppliers Engagement	Develop a approach to prioritize sustainable suppliers and increase the use of eco-friendly products in tourism operations.
	Why is this important?
	<p>By prioritizing suppliers that adhere to environmental and social standards, your business can reduce their indirect environmental impact, support responsible business practices, and minimize reputational risks associated with unsustainable supply chains. Eco-friendly products often have a lower environmental footprint, reducing the hotel's resource consumption and waste generation.</p> <p>Collaborating with sustainable suppliers can also lead to innovative solutions, cost savings through resource efficiency, and improved stakeholder relationships. Demonstrating a commitment to sustainable procurement can enhance brand image and attract environmentally conscious guests and investors.</p>

Next Steps

This Toolbox is meant for Tourism Businesses to focus on the actions most relevant to their specific context and priorities.

The SUNx research platform and Dodo AI Chatbot can provide guidance on examples of implementation and related resources to build your own CFT Plan B.



01

Identify areas for improvement

Look through the Toolbox Guide and identify which priority action areas align with the business.



02

Research Platform & Chat Bot

Use the resources provided on the research platform to help develop your CFT Plan B. If you have questions, use the Dodo Chatbot to help you towards your specific area/commitment.



03

Action or Commitment

Take action or commit to these action areas and communicate this in your CFT Plan B.



04

Upload your CFT Plan B onto the registry

Once you have developed your CFT Plan B, upload it to the registry for other members and the global community to see what action your business is taking.

For Tourism Businesses that may not have the time or capacity to develop this, our services team can help you with an initial analysis, support call and partnerships facilitated by SUNx through a nominal fee.



Those responsible for **concept and coordination**
Geoffrey Lipman - President of SUNxMALTA
Olly Wheatcroft - Program Manager of SUNxMalta
Maya Newell- Global Program Manager of CFTS
Hans Frederich - Registrar for SUNx MALTA



We thank you for your support in our efforts
to continue our movement towards Climate
Friendly Travel

Contact

Olly Wheatcroft

<https://www.thesunprogram.com/> 

info@climatefriendlytravelservices.com 

SUNxMALTA
CLIMATE FRIENDLY TRAVEL TOOLBOX