

# CLIMATE ACTION PLAN

Today, the relationship between Tourism and Climate Change is unquestionable, as is the need for action to avoid the predicted devastating impacts for people and our planet that a changing climate will incur.

In 2022, ETC signed the Glasgow Declaration on Climate Action in Tourism and committed to building a consistent carbon reduction strategy and amplifying climate action by actively supporting ETC member National Tourism Organisations (NTOs) to commit to Net Zero.

With its Climate Action Plan, ETC is undertaking to develop its work and explore the potential to catalyse climate action more widely, focusing on three main areas: REDUCE, EMPOWER, LEAD

EUROPEAN TRAVEL COMMISSION

## ETC CARBON FOOTPRINT



**603.028 KG** of CO2  
Total carbon emissions (2018)

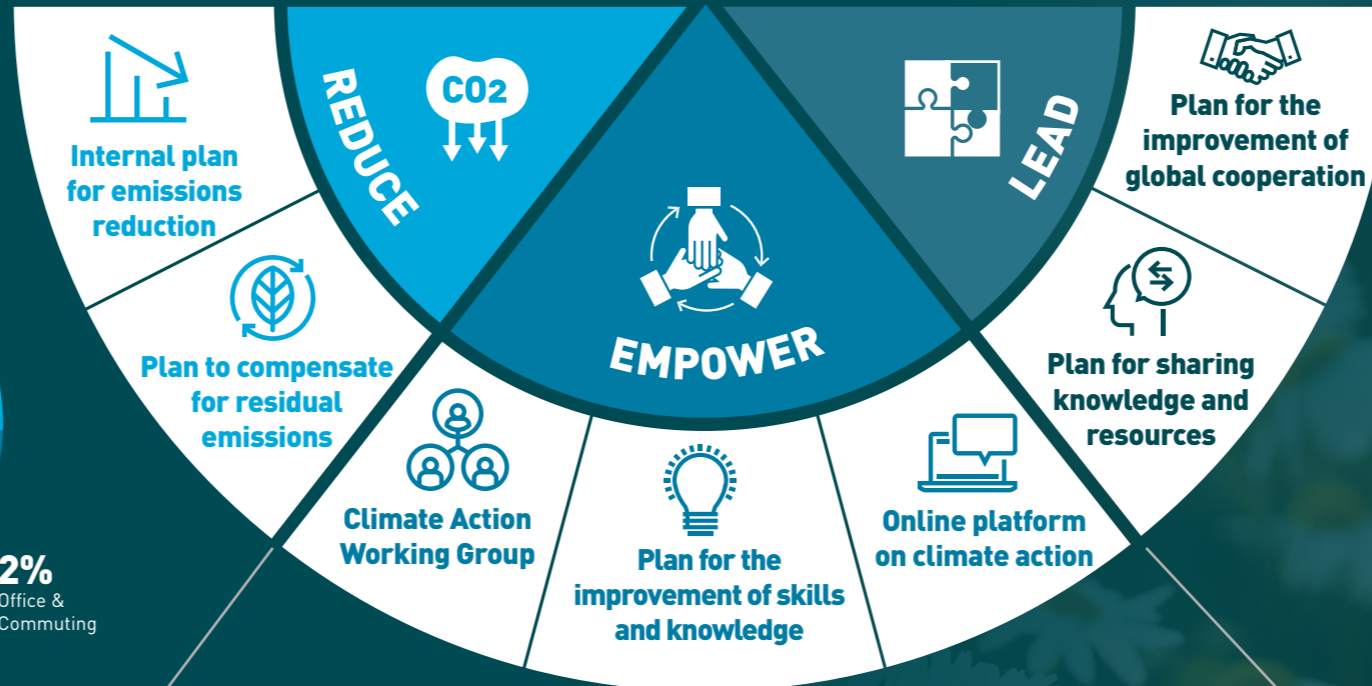
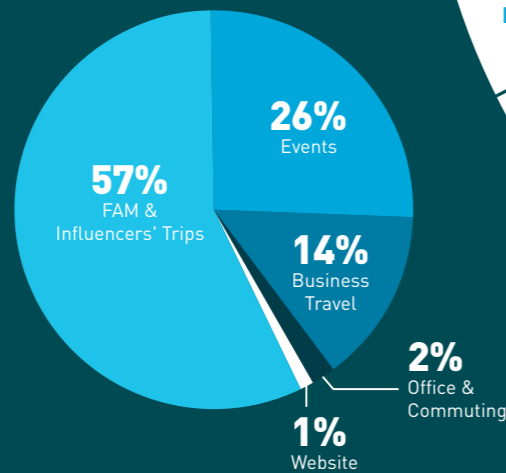
**0.14 KG** of CO2  
per euro of funding

Our climate target is to keep global temperature rise below **1.5°C**

The first part of our Net Zero strategy involves reducing our emissions by **50%** by 2030

This translates into a **7%** yearly reduction target

### BREAKDOWN OF THE HOTSPOT AREAS OF OUR OPERATIONS



## LEAD TRANSFORMATIONAL CHANGE IN TOURISM THROUGH CLIMATE ACTION

### GLOBAL COOPERATION TO CATALYSE EFFORTS ON CLIMATE ACTION



### SHARE INFORMATION AND INCREASE KNOWLEDGE ON CLIMATE ACTION IN TOURISM, LEADING BY EXAMPLE

- 1 Expanding and sharing the available research, helping to meet the need for more knowledge in climate action in tourism.
- 2 Publishing and showcasing all Climate Action Plans developed by ETC's members to provide inspiration and examples for other destinations to follow.
- 3 Raising awareness of climate action globally, highlighting the potential of Europe to lead the twin green and digital transition in tourism.
- 4 Share any other work undertaken by the new Climate Action Working Group with the industry.

## CATALYSE CLIMATE ACTION IN EUROPE'S TOURISM DESTINATIONS

### ETC'S CLIMATE ACTION WORKING GROUP WITHIN THE ORGANISATION



A new dedicated Working Group on Climate Action will support the organisation to deliver on its climate commitments and apply a climate lens to its operations across all work areas.

The Working Group will also highlight ETC's and its members' needs to European institutions to ensure that public policies for climate action are set up, and appropriate resources are allocated.

### PLAN FOR THE IMPROVEMENT OF SKILLS AND KNOWLEDGE OF MEMBERS IN CLIMATE ACTION THROUGH:



- Workshops on climate action topics and green transition
- Roadmap for destinations towards Net Zero
- NTOs decarbonisation strategies
- Research on climate action in tourism
- Support for members in the green labels' certification processes
- Promotion of circularity in tourism services
- Handbook on measuring tourism GHG emissions for destinations

### ONLINE PLATFORM FOR ETC MEMBERS TO SHARE BEST PRACTICE EXAMPLES, CASE STUDIES AND TOOLS FOR CLIMATE ACTION



The platform will support ETC members by giving access to information, specific tools, best practice exchange, and knowledge-sharing opportunities. It will cover relevant topics with methodologies and tools used by NTOs in Europe and worldwide on climate action planning, common indicators, and benchmark research.

## TIMELINE

2023

Announce baseline year results and **7% reduction target**  
**Climate Action Working Group**

2024

**Internal climate policy** (daily operations, events, travel, marketing activities)  
**Handbook** on measuring GHG emissions for destinations  
**Roadmap** for destinations towards Net Zero  
**Collaboration agreements** with international organisations

2025

**Yearly report** on emissions published  
**Online platform** for Climate action  
**Workshops** on Climate action  
**Advocacy actions**

2030

Emissions of ETC operations **reduced by 50%**. Plan to compensate residual emissions  
**Showcase** members' Climate action

2050

ETC operations reach **CARBON NET ZERO**