



GSTC Climate Action Plan Towards Glasgow Declaration

Background:

The Global Sustainable Tourism Council (GSTC), with the mission of being an agent of change in the world of sustainable travel and tourism, joined the Glasgow Declaration on Climate Action in Tourism as a signatory and supporting organization in November 2021. The Glasgow Declaration encourages the acceleration of climate action in tourism by securing commitments to reduce emissions in tourism by at least 50% over the next decade and achieve NetZero as soon as possible before 2050. The signatories of the Glasgow Declaration agree on five shared pathways to ensure climate action is aligned across the tourism sector: **Measure, Decarbonize, Regenerate, Collaborate, and Finance.**

GSTC Criteria, as fundamental to our organization's work, serve as the global standards for sustainability in travel and tourism. The 3rd version of the GSTC Industry Criteria (for hotels and tour operators) has always integrated criteria related to climate actions. We extend the spirit of the GSTC Criteria to our GSTC Global Conferences and GSTC membership webinars. These two major types of events are confined to specialized players who seek to or already apply sustainability standards in their work. We interact primarily with our community via conference calls and webinars, and we see great value in enhancing the effectiveness of all with occasional in-person gatherings. Through the GSTC Criteria and training programs, GSTC emphasizes the importance of reducing greenhouse gas emissions and promoting sustainable practices.

Key Objectives:

1. Elevate the overall tourism industry's awareness of climate change.
2. Facilitate GSTC member organizations in formulating comprehensive climate actions by applying the GSTC Criteria Framework.
3. Foster collaboration within the GSTC network to explore and develop joint solutions to climate challenges.

4. When holding events or traveling on business trips, always consider ways to minimize the environmental impacts.

Actions:

As a dedicated supporting organization of the Glasgow Declaration for Climate Action in Tourism, GSTC recognizes the importance of its role as a scheme owner to drive greater attention to this crucial issue. We are committed to leveraging our influence to elevate industry-wide awareness, and integrate considerations regarding the goals and pathways of Glasgow Declaration whenever possible.

#	Action	Approach Description	Glasgow Pathway
1	GSTC Green Conference - Miscellaneous, F&B, and Logistics	Operate green conferences with suppliers to provide paper and string name badges, beef-free menus and vegetarian options as the default, limited food waste (a major contributor to GHG), no single-use plastic, transport by foot or bus, and more. Make sure to communicate these initiatives towards climate actions with participants online/on-site.	Decarbonize Collaboration
2	GSTC Green Conference - Transportation	Our conferences' hosts fund carbon-offsetting activities minimizing that way the environmental impact that our Global Conferences may cause due to business travel. For our global conferences, we measure and disclose the transportation emissions on news releases.	Decarbonise Measure Finance
3	GSTC Membership Webinar	Include climate crisis related contents in the GSTC membership webinars.	Collaborate

4	GSTC Training Program	Environment is one of the four pillars related to the GSTC Criteria. During the GSTC Sustainable Tourism Training Program (STTP), we make sure our partnered trainers emphasize education on strategies to minimize negative impacts on the environment.	Collaborate
5	GSTC Framework and Network	When addressing climate actions with stakeholders consider implementing GSTC Criteria, always encourage those to establish initiatives across the GSTC network to calculate the emissions' scopes based on the Hotel Carbon Measurement Initiative (HCMI).	Measure Collaborate

About GSTC:

The Global Sustainable Tourism Council® (GSTC®) establishes and manages global sustainable standards, known as the GSTC Criteria. There are three sets: [Destination Criteria](#) for public policy-makers and destination managers, [Industry Criteria](#) for Hotels and Tour Operators, and [MICE Criteria](#) for Venues, Event Organizers, and Events & Exhibitions. These are the guiding principles and minimum requirements that any tourism business or destination should aspire to reach in order to protect and sustain the world's natural and cultural resources while ensuring tourism meets its potential as a tool for conservation and poverty alleviation.

The GSTC Criteria form the foundation for GSTC's assurance role for Certification Bodies that certify hotels/accommodations, tour operators, and destinations as having sustainable policies and practices in place. GSTC does not directly certify any products or services, but provides accreditation to those that do.

GSTC is an independent and neutral USA-registered 501(c)3 non-profit organization that represents a [diverse and global membership](#), including national and provincial governments, leading travel companies, hotels, tour operators, NGOs, individuals and communities – all striving to achieve best practices in sustainable tourism. The GSTC is an [ISEAL Community Member](#), a global membership organization for ambitious, collaborative, and transparent sustainability systems.

Information for media and the press: www.gstcouncil.org/about/for-the-press/