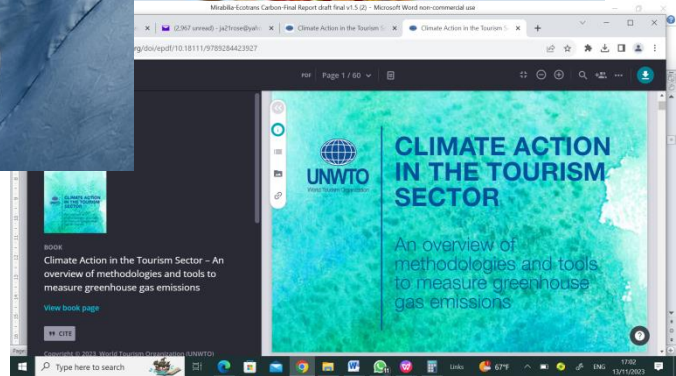




CoP 26 GLASGOW DECLARATION FOR TOURISM

CO-ORDINATED CLIMATE PLAN DEMONSTRATION PROJECT

A collaboration between two signatories of the Glasgow Declaration - the Mirabilia Chambers of Commerce Network and Ecotrans Network for Sustainable Tourism Development – working together to measure and manage the carbon footprint of Tourism SMEs.



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Project Coordinator Dr Cinzia de Marco

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November 2023*

Objectives of the Coordinated Climate Plan Demonstration Project

The Glasgow Declaration **CO-ORDINATED CLIMATE PLAN DEMONSTRATION PROJECT** has been measuring the carbon footprint of the Travel and Tourism SMEs in a multi-level demonstration exercise. Its aim has been to:

- Select and apply Green House Gas (GHG) assessment tools to SMEs in the tourism sector
- Assess and analyse the process and results
- Identify good practices and success factors for follow up projects

The demonstration project has followed an integrated policy approach to implement the Glasgow Declaration aligned to 5 common pathways set out in the Glasgow Declaration. The action to measure the carbon footprint of 50 tourism businesses in three countries will contribute to developing a blueprint for multi-stakeholder implementation actions involving:

1. **Measuring**, (including reporting and verification based on a proven set of GHG emission indicators to be collected on voluntary basis)
2. **Decarbonise** (delivering targets to accelerate tourism decarbonisation in accommodation and food and drink)
3. **Regenerate** (help visitors and host communities experience better balance with the nature)
4. **Collaborate** (establishing synergies among key tourism stakeholders, sharing existing tools such green tourism supply chain system)
5. **Finance** (preliminary self financing/investment by the Chambers of Commerce involved as part of Mirabilia network ; identify financial sources such as National Recovery and Resilience Plans -NRRP 2021-2026, under the EU Next Generation fund, to support the SMEs engagement, coordination and training activities).

Working towards CoP 28

It is highly relevant to the proceedings of CoP 28 which will include the *Global Stocktake* mandated under the Paris Agreement to take place every five years to evaluate implementation progress against the goals of the agreement. The first Global Stocktake began in 2022 at a technical level and will culminate at COP 28, to which the UNWTO report *CLIMATE ACTION IN THE TOURISM SECTOR - An overview of methodologies and tools to measure greenhouse gas emissions* (UNWTO March 2023) addresses the contribution of the tourism sector to the global picture of how to measure implementation.

One of the concerns of CoP 28 will be that s uncertain what measurement per se delivers - a Stocktake that simply tells us what we already know, ie that we are off track, would be a seriously time wasting exercise, so it is incumbent on all stakeholders to make every effort to meet Agenda 2030 targets, and measure what they meet for transparency and management of a greener tourism supply chain.

Countries have also set important deadlines to establish a new global goal on adaptation by COP 28, as well as to make progress and deliver on a number of existing climate finance

commitments which the tourism sector stakeholders may contribute to or benefit from in an emissions measuring and monitoring circular European economy

The UN CoP process remains a major route to stakeholder collaboration and during the time of this demonstration project CoP 27 took place one year on from the CoP 26 Glasgow Declaration. Since the the number of signatories has increased three-fold and there are now 850 plus signatories who can support the upscaling of this work in order to successfully meet the Agenda 2030 SDGs. Prior to CoP 28 at the time of writing in November 2023 the signatories included : 469 businesses, 283 supporting organisations and 85 destinations

(<https://www.oneplanetnetwork.org/programmes/sustainable-tourism/glasgow-declaration/signatories> accessed 13/11/23)

Project Background

This climate action project has been funded by the *Mirabilia Chambers of Commerce network*, involving at the global level *UNEP's Resource Efficiency tool*, at the European level the *EU's Climate Pact Ambassador* working with the COSME *European Tourism Going Green 2030* project in three countries at the national level - *Bulgaria, Croatia and Italy* - focused on specific regions to reach local level actors - ie the *Tourism SMEs* themselves to measure their operational carbon footprints.

In November 2021, the *Mirabilia network and Ecotrans* co-promoted an EU side event to UN Climate Change Conference COP26, endorsed by the European Commission- DGCLIMA - on the topic '*Sustainable tourism as a driver to achieving global climate neutrality*'. *Mirabilia* and *Ecotrans* both signed the *Glasgow Declaration for climate action in tourism*, to support the global commitment for the sector to halve emission by 2030 and reach net zero by 2050 and to establish co-ordinated collaboration at transnational level in Europe, for sharing solutions and setting up a common *European framework for climate action*.

Project Work Programme - Actions Undertaken in the Demonstration Project

The project has carried out the following work to date:

May – June 2022

1. Ecotrans Identified and chose a well suited assessment system for GHG emissions hotels, camping, holiday houses, tour operators (ETGG2030 - SME categories/NACE codes 55.10, 55.20, 55.30, 79) - UNEP's Resource Efficiency Tool.
2. The tool was then prepared to be internationally applicable in order to comparing results, monitor and benchmark SME sustainability performance. HTis was translated in national languages.
3. Provide the GHG measuring system as online tool – integrated with the ETGG2030 tools for SMEs (for self-assessment) & Experts (for verification) Ecotrans in agreement with the chosen tool

July - October 2022

4. Mirabilia worked with European Tourism Going Green (ETGG2030) partners to agree with their CoCs covering the ETGG2030 70 SMEs and their expert coaches to apply the tool as part of the SME sustainability pre-assessment.
5. Apply the GHG assessment tool to up to 50 SMEs for assessment & verification by the Experts
6. Ecotrans analysed the results, identified gaps, success factors and good practice with the experts supporting the SMEs.

November 2022 – November 2023

7. Ecotrans + Mirabilia prepared the presentation for CoP 27 in November 2022 in Egypt to contribute to the results of the landmark meeting in Glasgow at CoP 26.
8. In Italy, Mirabilia involved the 15 selected enterprises as a pilot test, with the support of the Chambers of Commerce of Udine-Pordenone and Asset Basilicata, in order to collect the information related to the GHG emissions. Mirabilia also implemented the process in Croatia and Bulgaria, where the ETGG2030 project partners are also affiliated to Mirabilia European network.
9. Ecotrans supported the assessment of the ETGG2030 SME Call applicants in Italy (15 selected + 27 applicants), Croatia (11 selected + 8 applicants) and Bulgaria (11 selected + 3 applicants), providing a common framework for analysing the results and benchmarking among the pilot tests.
10. The experts engaged for ETGG2030 EU project, collaborated to ensure the data collection among the 75 tourist SMEs and to draft the presentation of the final report to be presented during COP27 in November 2022. That report was delayed owing to the lack of data supplied by the SMEs at the at point of time and has be prepared in time for CoP 28 in December 2023.

Project Results

1. 1 Establishment of data collection and processing partnership

The collaboration between the Mirabilia network and Ecotrans has represented a multi-level climate and tourism dialogue and has shown a strong coherence across EU policies with the climate neutrality objective. The partnership, developed in Italy and Germany, has established a partnership model in the framework of SDG17 of the UN Agenda 2030 as a concrete example of *collaborative action* to implement the SDGs, which is an essential ingredient of undertaking the field-based ground work of data measurement in tourism SMEs.

The project results of this partnership approach reflect the on the ground implementation work of the measuring climate impact among several tourist SMES across Italy, Croatia and Bulgaria, using a range of carbon measurement tools designed to measure the sustainable transformation of the tourism value chain in terms of its carbon footprint reduction. Further examples from other countries were added to improve the data sample.

2. Choosing Green House Gas/Carbon Emission Measurement Tools

The identification and choice of well-suited assessment systems for GHG emissions proved more difficult than initially anticipated as the actual use and features of the tools were not always readily accessible or appropriate for the sector. The specific target group for analysis contained: hotels, camping, holiday houses, tour operators (SME categories/NACE codes 55.10, 55.20, 55.30, 79). Many carbon measurement tools on the market are aimed at consumers and households and do not have the ability to measure business performance.

Two tools were finally selected **UNEP's Resource Efficiency Tool** and the **Hotel Carbon Measurement Initiative tool (HCMI)**. In **Bulgaria** the **Hotel Carbon Measurement Initiative tool (HCMI)** was applied. The participating SMEs there decided to get ready for **Green Key** certification, which requires the use of the HCMI tool measuring of their carbon footprint.

The tool used to measure the carbon footprint of the SMEs in **Italy and Croatia** has been UNEP's **Resource Efficiency Tool**. Data has been collected in the tool on the number of overnight stays, the amount of energy use and the consequent carbon footprint of the SME operation. This allowed the calculation of the carbon footprint per overnight stay for each SME.

3. Application of the Assessment Tools - Assessment and Analysis of the Results

The results provide a perspective on the ongoing work of applying a carbon management tool to tourism SMEs to measure their energy use and consequent carbon footprint. The demonstration project collected data from three countries (Italy, Bulgaria and Croatia) was collected and provided the establishment of a format for the project results.

- In the short time of this action reporting from pilot companies in **Italy and Croatia** had provided useable data for the years 2019 to 2022.
- A comparison table has been drawn up to show the results for demonstration purposes.
-
- The table shows:
 - number of overnight stays
 - gas and electrical energy use in Gigajoules, which can be converted to kilowatt hour)
 - equivalent CO2 emissions from the SME.
- These figures are shown in annual and monthly columns for each individual SME.
- Further SMEs such as those from Bulgaria where data is still being gathered can be added in additional columns to allow the data to be aggregated to arrive at a total carbon footprint figure for all participating SMEs.

Analysis of Results

The Glasgow Declaration **CO-ORDINATED CLIMATE PLAN DEMONSTRATION PROJECT** set out to measure the carbon footprint of the Travel and Tourism SMEs in a multi-level demonstration exercise. It selected and applied Green House Gas (GHG) assessment tools to SMEs in the tourism sector in a range of European countries in the Mirabilia Network, then

assessed and analysed the process and results in order to Identify good practices and success factors for follow up projects. This section highlights key areas in the project of benefit to the Glasgow Declaration process and implementation activities.

The Partnership Approach

The partnership between Mirabilia as a network of chambers of commerce and Ecotrans as a research and innovation organisation has worked well to bring together business support organisations and expertise in sustainability management. The difficulty of this partnership has been the inability to work with either the SMEs themselves or expert intermediaries who can assist them in the uptake and use of the tools. Less than 20% of the intended target figure for SME data collection was achieved, demonstrating the difficulty of obtaining such data in the field for continuous measurement and monitoring purposes.

Applying the Tools in the Field

One issue arising in the tool reporting methodology has been the inability to easily distinguish between traditional and green energy suppliers using the national grid in the UNEP tool, though an updated version of their system may support this in future. The HCMI tool was difficult to access directly as an online tool, but was available once HCMI was able to provide downloadable spreadsheets for users.

The Data Sample – Data Collection Issues

In this demonstration phase it has only been possible to outline the shape of the format for the results of the data collation process and evaluate the potential of the tool to do the job. The format at this stage shown in the tables requires a more complete data set to provide a clear measurement picture of SME carbon reduction performance.

Problems in the data collection were related to the following issues:

- The SMEs in the 3 countries were overloaded with their preparation for certification in the ETGG2030 project, and many of these schemes did not include the necessity for carbon measurement, and in these cases it was seen as an additional burden on their workload.
- Other SMEs had no detailed data on their energy consumption available, or only few, or only for 2020 or another year.
- Intermediaries working with the SMEs were similarly overloaded with work and found it difficult to obtain the information from the SMEs without great effort.

Figure 1.1 Please refer to Annex 1 to see the SME carbon emissions data collated to date.

Accommodation	Katarino Spa	Orpheus Spa	5 Elements		Albergo Diffuso Zagora promet	Jardin de Lourde	Comping Le...
Country	Bulgaria	Bulgaria	Bulgaria		Italy	Croatia	France
YEAR	2021	2021	2021		2021	2022 (Feb-Aug)	
Total nr of room nights	22,915.00	18,871.00	30,973.00	Guest nights	8608	6516	
Total area of meeting space	415.00	12,000.00	4,500.00				
Duration of meetings	365.00	200.00	4,380.00				
Guestrooms Carbon Footprint (kgCO2e)	1,491,564.39	421,745.55	8,335,906.76				
Meetings Carbon Footprint (kgCO2e)	4,408.83	10,912.56	4,489,811.48				
Total Carbon Footprint (kgCO2e)	1,495,973.22	432,658.11	12,825,718.24	total Kwh	72040.58	32,222.48	273,009.00
Footprint/room night (kgCO2e)	65.28	22.93	414.09	Footprint/ guest night Kw	8.37	4.95	

Project Follow Up Recommendations - Identification of Good Practices and Success Factors

One of the main issues this project has highlighted is that data collation of carbon emissions of SMEs is at a very early stage, even though the scope 1, 2 and 3 data from SMEs in the tourism sector is needed by a wide range of administrative, business, research and consultancy organisations. This was already evident in the 2023 publication of the UNTWO on carbon emissions measurement in the tourism sector, which mainly covered the implementation of the HCMI in a survey of over 1100 organisations, providing a sound basis from which to commence the overview of tourism emissions measurement, but from which there has been minimal collation of the data to date to yield or support the results found in this current project, though could provide further empirical support for how to collect data on the carbon emissions of tourism SMEs.

Here however the sample organisations have not been able to demonstrate a sufficient amount of data to comparatively detail the energy use of the selected SMEs in each of the 3 countries and in subsequent extensions of the project to other Mirabilia countries.

Despite this, the project has shown that in recognition of the administrative and technical difficulties of gathering and sharing SME carbon emissions data, the carbon footprint of tourism SMEs can be potentially managed through sustainability certification process that use carbon measurement tools as part of their certification process.

From the small data sample in this demonstration project phase (see the excel sheet data detailed in Annex 1) it is clear to see that when the tools are applied for measurement of energy use, the potential for making savings or switching to greener energy sources becomes a clear and competitive choice for the SMEs themselves to make, particularly when they wish to comply with standards or legislations requiring such improvements. For future projects that wish to build on the knowledge learned in this demonstration project the following recommendations will lead to improved field implementation of the UN CoP policy lines from global through national then regional and local implementation :

Recommendation 1: Use sustainability certification certificates, labels and programmes to develop the uptake of carbon reduction measures in tourism SMEs

To improve data collation, there needs to be a fundamental change in the use of either voluntary or mandatory application of carbon measurement in SME performance. The study has shown that where SMEs are required to fill in their energy performance information, such as in the Green Key certification system, there is full compliance with data input requirements either by the SMEs themselves or the intermediaries working for them.

Recommendation 2 : Sustainability labels, certificates and awards should include carbon measurement and reduction measures as a mandatory part of their standard. The GSTC should promote this to all certificates.

At the EU policy level there is a clear link to the CoP 26 targets currently though the EU Tourism Transition Pathway process, which will be further cemented into policy through the application of the EU Green Claims Directive. Integration of global, European, national, regional and local measurement of carbon emissions must be planned coherently for the data collation to be efficient and cost-effective.

Recommendation 3: The EU Tourism Transition Pathway Article 8 that relates to sustainability certification should be given a central role by national, regional and local destination administrators and businesses for the creation sustainable supply chains for tourism SMEs identified by 3rd party certification points for both businesses and their destinations.

The impetus for stakeholders to collaborate over the collection and use of carbon measurement data comes from both the market and administrative stakeholders, as well as consumers and researchers, all of whom would like to access the same information and who in the majority of cases duplicate each other's efforts rather than collaborate to reduce costs and effort.

Recommendation 4: To implement the Glasgow Declaration follow up steps, tourism sustainability certification partnerships, networks and clusters should be formed across Europe to upscale this demonstration project and the work recommended by the UNWTO in their 2023 report on climate emissions measurement by implementing improved and enlarged carbon measurement and reduction partnership projects.

The post-covid recovery of the sector as a greener more resilient version of its former self needs to be addressed in the EU Green Growth strategy and its related Post-Covid Resilience Fund distribution. What cannot be measured cannot be managed is still the maxim for further investment in the development of both big data and smart ICT applications that can deliver carbon use information by SMEs in general and support for tourism SMEs in particular to do this work with expert assistance.

Recommendation 5: In the context of overall sustainable development and its definition in the 2030 Agenda, alongside the need for sector resilience in the face of the Global Change, future carbon management efforts in the tourism sector should be financed at all territorial levels to create the overall green and circular economy for European tourism SMEs and their destinations.

The EU has developed funding programmes that involve multi-stakeholder collaboration to support territorial development. These funds offer national and regional investment opportunities that can be managed by stakeholders collaborating in a given territory to support SMEs in that territory in the current global tourism market place transformation. Work should be done to identify financial sources such as National Recovery and Resilience Plans -NRRP 2021-2026, under the EU Next Generation fund, to support the SMEs engagement, coordination and training activities.

Recommendation 6 : Chambers of Commerce have a central role as a key business support organisation to assist SMEs make their required green transitions and can use systems such

as the ETGG2030 Going Green System to map and digitalize their SME tourism offers and partner with the appropriate levels of administration to develop collaborative data collation and management systems for b2b and b2g use.

The UN CoP process remains a major route to stakeholder collaboration over the use of common tools and data exchange protocols. The current Glasgow Declaration signatories include 469 businesses, 283 supporting organisations and 85 destinations all of who should be introduced to the existing tools and methods available to establish a working model of carbon emissions monitoring in a circular tourism economy.

Recommendation 7 : Mirabilia and Ecotrans prepare a follow up project that involves other signatories to the declaration forming a certification clustering programme to upscale the results of this demonstration project

Post-project results from the ETGG 2030 project and the ongoing COSME funding of European SME sustainability programmes in the tourism sector offers a number of scenarios in which a follow up to this demonstration project could be possible, based on complementary plans being developed in different Mirabilia regions, centred on existing work being undertaken in Italy and other countries who participated in this project.

Summary and Conclusion

This report has described a demonstration project in the UN CoP 26 Glasgow Declaration follow up actions by two of the signatory partners – Mirabilia and Ecotrans – who have collaborated to implement a climate action project for measuring the carbon footprint of the Travel and Tourism SMEs in a multi-level policy implementation demonstration exercise.

In the project a series of Green House Gas (GHG) assessment tools for SMEs in the tourism sector were evaluated and assessed then two were chosen the UNEP Resource Efficiency tool and the **Hotel Carbon Measurement Initiative tool (HCMI)** was applied to analyse the process and results and then identify good practices and success factors for follow up projects.

To implement the 5 common pathways set out in the Glasgow Declaration, the action to measure the carbon footprint of 50 tourism businesses in three countries was measured to develop a blueprint for multi-stakeholder implementation actions for **measuring, decarbonising and regenerating the tourism sector through collaboration and financing of a resilient post-covid Green Economy.**

A set of **seven recommendations** have been made that include the need for mandatory rather than voluntary carbon measurement at the SME level, which can be implemented and funded through collaborative partnerships networks and clusters being formed across the EU territory. Business support organisations have a central role to play to ensure UN CoP policy reaches the ground level and all stakeholders play their part in delivering a carbon positive footprint.

Whilst sharing the results of this project with the rest of the Glasgow Declaration signatories in the tourism sector these recommendations can be sent specifically to the **Glasgow Declaration Working Group on Capacity Building** who have already been approached by the UNWTO The group to share what methodologies and tools they had knowledge or

experience with, and to provide any insights into those already included in the UNWTO review dataset, which can be coupled to this report's recommendations

Project Coordination and Team

This project was coordinated under the umbrella of the EU Climate Pact initiatives promoted by the EU Climate Pact Ambassador Dr Cinzia De Marzo, bringing together at COP 26 in Glasgow in 2021, the Mirabilia Chambers of Commerce Network and the Ecotrans European Network for Sustainable Tourism Development to implement the Glasgow Declaration on Tourism in as signatory partners for this demonstration Climate Action Plan project, and responsible for coordinating the data collection from the Mirabilia partners in the the 3 participating countries of Bulgaria, Croatia and Italy.

The Ecotrans European Network for Sustainable Tourism Development have been represented by Mr Herbert Hamele and Mr Gordon Sillence who have been responsible for the evaluation of the carbon measurement tools application of the tools for data processing, analysis of the project results and presentation of the project recommendations.

Annexes

1. E tool – pilot SME Italy : data summary file
2. RE tool – pilot SME Croatia : data summary
3. RE tool – pilot SME Bulgaria : data summary
4. Web Page Reference

<https://destinet.eu/who-who/civil-society-ngos/mirabilia-ecotrans-glasgow-declaration>

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Mirabilia & Ecotrans: Glasgow Declaration

GLASGOW DECLARATION: CO-ORDINATED CLIMATE PLAN DEMONSTRATION PROJECT

This climate action project is measuring the carbon footprint of the Travel and Tourism SMEs in a multi-level demonstration exercise. It has been funded by the Mirabilia Chambers of Commerce network, involving at the global level *UNEP's Resource Efficiency tool*, at the European level the *EU's Climate Pact Ambassador* working with the COSME *European Tourism Going Green 2030* project in three countries at the national level - *Bulgaria, Croatia and Italy*, focused on specific regions to reach local level actors - i.e. the *Tourism SMEs* themselves to measure their operational carbon footprints.





Coordinator: Dr Cinzia de Marzo

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RE tool (UNEP)

The RE tool has been developed by UNEP for SMEs in destinations (e.g. hotel, camping, guesthouse) and applied so far in developing countries outside Europe.

UNEP provides the tool as an unlocked Excel work book to ECOTRANS and Mirabilia for pilot application and use in Europe.

SEE DEMONSTRATION PROJECT DESCRIPTION



Resource Efficiency Data and Performance Monitoring Tool

Published on November 9, 2021

This tool allows hotels and supporting organisations to:

- collect data about resource efficiency
- monitor their resource efficiency over time to see where any actions they are taking have effects
- The Resource Efficiency tool also provides information that can be used to produce a baseline for the hotels and MICE sector of the tourism industry in a country.

The Resource Efficiency has been developed by UNEP in cooperation with UNEP DTU Partnership. These two tools are for informational purpose only and the results obtained might not reflect fully the actual costs or capture all of the environmental impact. UNEP Environment and its partners are not responsible for the consequences of any decisions or actions taken in reliance upon or as a result of the information provided by these tools.

YEAR OF PUBLICATION: 2021

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How to pilot test and apply the system?

1. Watch the webinar which introduces the RE tool in English language on [Resource Efficiency Tool Training \(English\)-20220901_Meeting Recording.mp4](#)
2. see the [RE Tool - Data Entry and Display DEMO](#)
3. download the RE tool (UNEP) - unlocked (EN)
4. Translate the EN version into your national language
 - o TIP: you may use <https://products.groupdocs.app/translation/de/total/xlsm> . If size limitation does not allow to translate the whole work book in one step, then you can split the workbook in several parts and put them after translaten together again)
5. Test the RE tool with 1 SME per country (English version or national language version as soon as available)
6. Apply the tool to other SMEs

Submit:

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HCMI tool

Introduction

The goal of this guideline is to help solve the current need for responding to client requests for carbon measurements of meetings and room nights by defining a common measurement method across the hotel industry globally.

To solve this need, this guideline was developed by the Carbon Measurement Working Group, a joint initiative of the International Tourism Partnership (ITP) and the World Travel & Tourism Council (WTTC). The guideline applies the GHG Protocol Corporate Standard at the hotel property level to serve as hotel sector guidance.

This spreadsheet should be used in connection with the Hotel Carbon Measurement Initiative 1.1 Methodology, which can be obtained from the ITP and WTTC websites.

How the methodology works

What data is needed

- Energy and electricity consumption data for 12 months using meter readings or invoices
- Area data (square meters or square footage) for:
 - Guest rooms and corridor area
 - Meeting space area
 - Total area
- If you have private areas (e.g. private apartments or on-site staff accommodation): area of private space and total conditioned area
- If you outsource your laundry: carbon emissions or energy consumption data from your supplier OR laundry tonnage per annum.
- If you have significant refrigerant gas usage: refrigerant gas usage
- If you have significant transport fuel consumption: fuel consumption
- If you purchase or use energy from renewable sources: certificates of origin, supplier bill detailing energy mix, on-site generation meter readings

Who it's designed for

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3. UNEP's Resource Efficiency tool can be found at [RE system \(UNEP\)](#)

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Resource Efficiency Data and Performance Monitoring Tool

Published on November 5, 2021 |

This tool allows hotels and supporting organisations to:

- collect data about resource efficiency
- monitor their resource efficiency over time to see where any actions they are taking have effects.
- The Resource Efficiency tool also provides information that can be used to produce a baseline for the hotels and MICE sector of the tourism industry in a country.



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END OF REPORT

Ecotrans November 2023