



BGTW Sustainability **Climate action plan** **2023–2024**

The BGTW has signed the Glasgow Declaration and publicly pledges the following actions covering the key areas of business operations that can be undertaken more sustainably.

The following suggestions have been drawn up by Diana Jarvis and the sustainability committee (comprising a handful of willing members: Emma Gregg, Karen Edwards, Richard Villar, Ferne Arfin, Gillian Thomas, Anthony Lambert, Alicia Sheber, Lucy Dodsworth, Mark Bibby Jackson, Simon Willmore).

AGM

To increase the frequency of AGMs held in destinations that can be reached without flying.

While recognising that much of what we do as part of our job does require travel – often on planes and to faraway places – the business end of the AGM doesn't *necessarily* need to be undertaken while on a press trip. As membership numbers grow, separating out the AGM from press trips on occasional years could also allow more members to be included in the important organisational discussions that many felt excluded from this year.

This could be done on a three yearly cycle that follows the pattern of:

UK >> Northern Europe by train >> Further away destination that requires a flight

Awards

Introduce a Sustainability award into the annual Members' Excellence Awards

The criteria to be drawn up based on the key tenets of the UN Sustainable Development goals.

Reframe the International Tourism Awards, which have always been underpinned aspects of sustainability.

We should tweak the framing of these awards to make it more clear to members and the wider industry that we're celebrating businesses that often have community engagement and environmental considerations at their core.

Information sharing, communications and educating our members in sustainability issues

To host webinars on a variety of topics that will demystify aspects of sustainability relevant to this work.

Topic ideas so far include:

–Greenwashing (how to spot it in press releases, how to write without greenwashing etc.)

–How to travel more sustainably (with experts in rail, aviation, cruise etc.)

Create a resource page of helpful links in the members' portal of the website or a downloadable sustainability toolkit that will support members in understanding what sustainability means and how they can play their part.

Make more of our partnerships with AITO and ANTOR

This could be at in-person events where we get to hear from destination reps about what they're doing to address sustainability issues.

Explore member benefits/discounts with organisations that enable more sustainable travel (eg. Trainline, Byway, DFDS, Interrail etc.)

Procurement

Devise a crib sheet to send to suppliers (hotels, bars, pubs, event spaces etc.) with questions on their sustainability credentials, supply chains and commitment to environmental issues.

We don't necessarily have to only go with suppliers whose commitment is top-notch, but it at least makes sure that we are advocating for better environmental considerations in decision making (as well as financial ones). Plus it also allows us to be fully informed, if any members ask questions on the topic.