



Glasgow Declaration
Climate Action in Tourism

HOSTED AND
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Technical Session on

The overview of measurement tools and methodologies

MONDAY
17
OCT
2022

Agenda

- Welcome and introduction to the Global Mapping of Tools and Methodologies Project
- Tools and methodologies for accommodation providers, tour operators and destinations
- Status quo of Tourism emissions measurement and recommendations for ways forward
- Q&A

Ground rules

For a smooth and fruitful session, kindly make sure you:

- ✓ Are muted when not speaking;
- ✓ Adjust your name in Zoom (right click) to show:
Name of your organisation – Your name
- ✓ Post your questions in the chat during Q & A;
- ✓ Please note that the session is being recorded.

Welcome



Dr. Dirk Glaesser
Director, Sustainable
Development of Tourism,
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Virginia Fernández-Trapa
Programme Officer, Sustainable
Development of Tourism, UNWTO



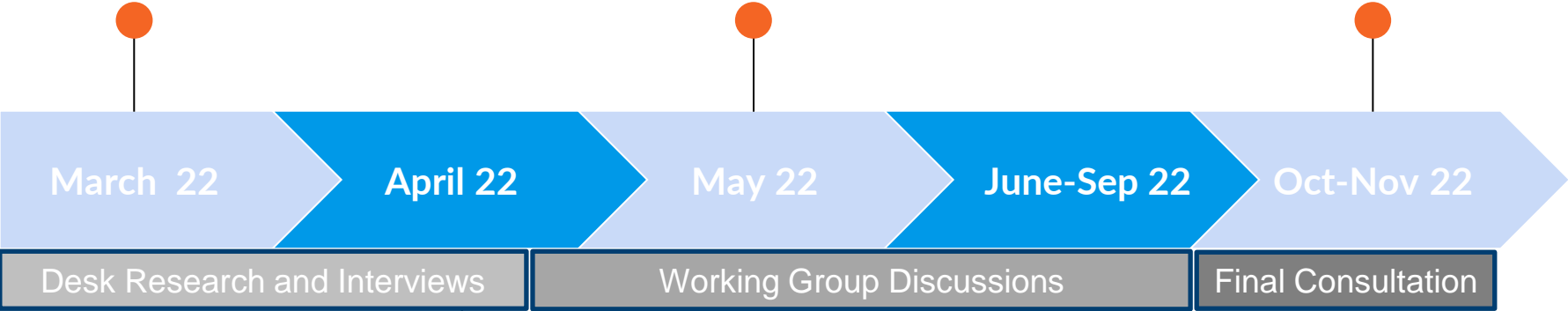
Jeremy Smith
UNWTO Expert

Global Mapping of Tools and Methodologies

Establish Initial Dataset & Criteria

Create Initial Assumptions

Test Guidance in order to finalise report



Test and Refine Dataset and Criteria

Test and Refine Assumptions into Analysis and Guidance

The sample under review

- Respondents of Global Survey on Climate Action in Tourism
- Glasgow Declaration Signatories
- Tourism Declares Signatories
- Tourism companies in Science-based Targets Initiative
- Companies participating in WTTC NetZero Roadmap

The criteria to assess tools and methodologies

Pertinence	Relevant for Glasgow Declaration signatories
Focus	Which scopes are being measured
Practicality	Does it include guidance for setting a baseline, metrics and targets and tracking progress
Replicability	Track record and usefulness for SMEs
Accessibility	Freely available (priority) or available with a cost

Tools and methodologies for accommodation

- Hotel Carbon Measurement Initiative (HCMI)
- Con-serve (fee)
- Bespoke measurement systems in multinationals
- Supporting services for members: Greenkey, The Long Run
- Net Zero Methodology for Hotels
- Weeva (fee)
- SME Climate Hub Calculator

Takeaways for Accommodation

1. HCMI widely used
2. Many still designing own solutions
3. New tools offering simplified approaches

Tools and methodologies for tour operators

- Much Better Adventures open source methodology
- Carmacal (fee)
- Path Net Zero (fee)
- Atmosfair
- ICAO Calculator
- Google Flights
- Sustainable Travel International calculator

Takeaways for Tour Operators

1. Differing operating models make measurement more challenging
2. No consensus over inclusion (or not) of international aviation
3. Larger businesses turning to consultants or onboarding climate experts

Tools and methodologies for destinations

- Measuring Sustainable Tourism (MST) Initiative (national level)
- Input-output model Queensland University
- Bespoke calculators led by DMOs
- Ademe open source calculators
- Co2rism tool
- TRACE

Takeaways for Destinations

1. Most complex challenge when understanding roles, boundaries, etc
2. Least well served in terms of resources
3. Input/Output models evolving to support national measurement of tourism emissions

Recap of the objective

Extended consultation with tourism stakeholders on the current overview of tools and methodologies, prior to finalizing the Technical Brief on Measuring Tourism Greenhouse Gas Emissions for release at UNFCCC COP27.

Find the draft for
Consultation and
feedback form here



Status quo of tourism emissions measurement

1. Measurement of emissions is only starting

- Very few national or regional destinations are reporting on emissions
- For large companies, requirements are becoming stronger but still few are reporting on emissions.
- There are some proactive SME frontrunners but the vast majority of SMEs are not measuring.

Status quo of tourism emissions measurement

2. Lack of consensus over responsibilities and boundaries
 - Debate on the inclusion of aviation emissions
 - Priorities of Global South and Global North are different (adaptation Vs decarbonization)
 - Non Carbon Benefits harder to measure than emissions
 - Measuring the frequency of actions that result in emissions reductions

Status quo of tourism emissions measurement

3. Measurement seen as a barrier rather than an enabler
- It's time consuming
 - It's complex
 - Reduces the time for implementing decarbonization projects
 - Easier-to-use tools are costly
 - Tools that are discontinued discourage previous users

Status quo of tourism emissions measurement

4. New generation tools are emerging

- Simplification of data sources (bills or links to smart devices)
- Integration of measurement with targeted guidance for decarbonization interventions
- Seamless production of clear reports
- Growing move towards open sharing of methodologies

Recommendations for the way forward

1. Promote the benefits of measurement (financial, social and environmental)
 2. Find consensus around boundaries and measurement responsibilities
 3. Prioritise usability over precision to scale up engagement
 4. Provide tailored guidance for different stakeholder groups
 5. Engage larger players to catalyse support for SMEs
 6. Advance climate risk valuations, measurement of mitigation potential of nature based solutions, non-carbon benefits, etc.
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Q&A

Send your comments by 31 October 2022

Find the draft for consultation and feedback form here:



Follow the launch of the Technical Brief at UNFCCC COP27:





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