

2023 ECTAA CLIMATE ACTION PLAN

In November 2021 ECTAA signed the Glasgow Declaration on Climate Action in Tourism, acknowledging the increased urgency about the need to accelerate climate action in travel and tourism. By signing the Declaration, ECTAA has committed to aligning its actions with the latest scientific recommendations, so as to ensure its approach remains consistent with a rise of no more than 1.5°C above pre-industrial levels by 2100. It also has agreed to deliver a climate action plans within 12 months, align plans with the five pathways of the Declaration (Measure, Decarbonise, Regenerate, Collaborate, Finance), report publicly on an annual basis, and work in a collaborative spirit, sharing good practices and solutions, and disseminating information.

This document sets out ECTAA's Climate Action Plan and is the first step in delivering on its commitments.

As a trade association we acknowledge that our primary role is to act as a multiplier, by promoting and committing to support our members and their travel agent' and tour operator' members in their climate ambitions and accelerating climate actions. We also need to reduce the carbon footprint of our internal operations to lead by example.

Measurement:

Our measurement actions will include the following:

- Work with member organisation and other stakeholders towards a common methodology for carbon footprint calculation of trips and promote uptake of carbon footprint accounting/reporting tools
- Measure the number of our member organisations active in climate change mitigation / action (for example, by declaring a climate emergency and/or publishing a climate action plan)
- Measure the carbon footprint of our own operations:
 - ECTAA's in-person meetings and events (venue, on-site activities, delegates' travel)
 - ECTAA staff travel
 - ECTAA staff local transport (company car, bike, public transport, etc.)
 - Purchase of office supplies (paper, water and coffee, etc.)
 - Office energy consumption (energy supplier, LED lights, energy-saving machines, etc.)
 - Recycling (waste incl. paper, glass, plastic components; donating used office furniture, etc.)

ECTAA will report annually on its own carbon footprint and reduction progress.

Decarbonisation:

Our **efficiency and reduction actions** include the following:

- **Mobilisation and education** - Promote knowledge and best practice sharing among ECTAA membership:
 - Integrate climate actions into the strategy and work programme of ECTAA
 - Require all member associations to nominate a person responsible for sustainability and who will join the ECTAA Sustainability Committee
 - Promote the signing of the Glasgow Declaration (or similar initiatives) and help elaborate and implement Climate Action Plans of members
 - Identify the knowledge gaps of member associations and develop a programme of webinars/workshops to educate members (tools, standards, certification schemes, etc.) and share best practices among members
- **Advocacy** - Support government and/or industry-led climate action initiatives at international, regional, local level, that are sustainable from an economic, environmental and social point of view. Examples include:
 - Promote multi-modal transport – Support the European legislative initiative for the development of multi-modal digital mobility services, the aim of which is to increase the deployment and operational use of digital mobility services (MDMS) within and across passenger transport modes, with the intention to significantly improve multimodality and sustainability in the EU
 - Common carbon emission calculation schemes for travel and tourism services
 - Enhance rail distribution – Support the development and deployment of technical specifications enabling interoperable ticket sales for trains and other modes of transport (OSDM)
- **ECTAA operations** - Develop and implement guidelines for ECTAA operations:
 - Organising / hosting ECTAA meetings and events - Selection of venues and on-site activities (location, sustainability performance of suppliers, impact on local community, etc.) and sustainable travel options for delegates
 - ECTAA staff local transport (company car, bike, public transport, etc.)
 - Purchase of office supplies (paper, water and coffee, etc.)
 - Office energy consumption (energy supplier, LED lights, energy-saving machines, etc.)
 - Recycling

Regeneration:

Our regeneration actions will concentrate on further educating and integrating the need for regenerative tourism into the sustainability strategy and climate action plans of tour operators.

Collaboration:

ECTAA will collaborate with institutional organisations, industry stakeholders as well as sustainability experts to:

- Raise awareness through events and communication
- Support development of low carbon transport, including coach and train travel, and effective mitigation strategies for aviation
- Promote common carbon emission calculation schemes
- Seek collaboration with sustainability experts, educational organisations, certification schemes to provide better access to training, tools, best practices
- Continue to develop smart partnerships on policy and practice in sustainability

- Recognise and encourage good practice and support related initiatives
- Contribute industry insight and expertise to policy development
- Provide access to advice and expertise to support climate action
- Work with policy makers, operators, and the supply chain to develop mutual benefit arising from carbon reduction and reporting.

Financing:

ECTAA will support climate action initiatives by providing information on funding opportunities for initiatives that focus on sustainability and more specifically climate actions.