

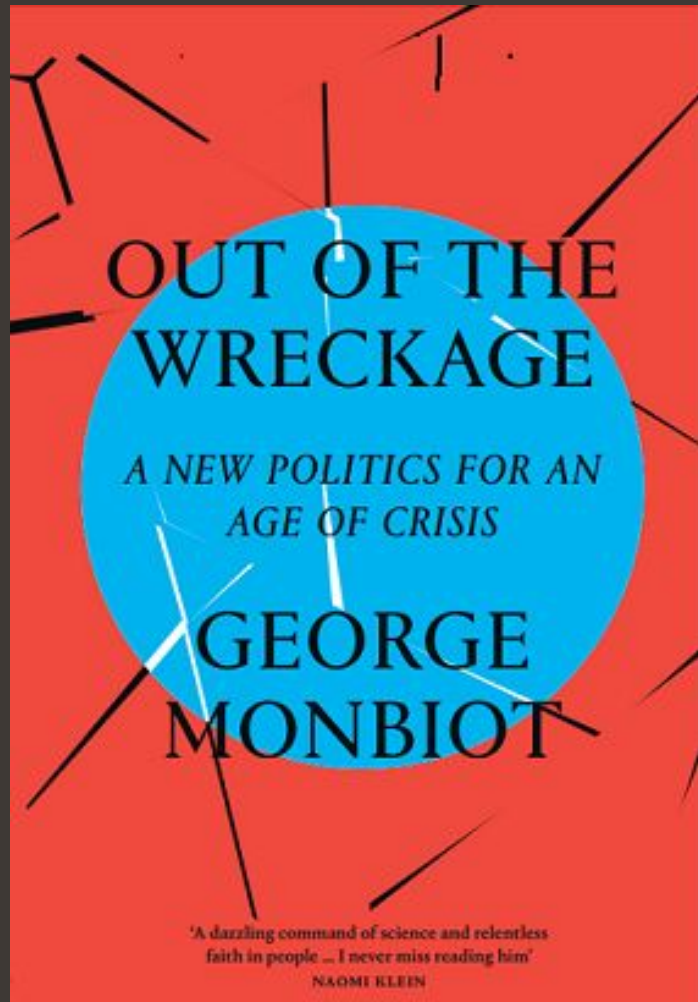
Jeremy Smith

Tourism Climate Action

How it's going (and what we need to do next)

June 8th 2023

What if our solution to climate change was more holiday?



“People often angrily deny facts that clash with the narrative “truth” established in their minds.

The only thing that can displace a story is a story”

A story of tourism climate action...

Part 1 (of 4)

Jeremy Smith

- I am not a climate scientist.

Jeremy Smith

- I am not a climate scientist.
- I studied Latin for 12 years, Greek for 8.

Jeremy Smith

- I am not a climate scientist.
- I studied Latin for 12 years, Greek for 8.
- I am a writer.

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Jeremy Smith

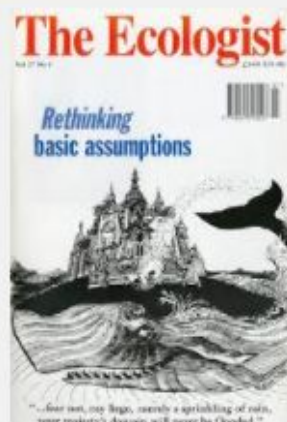
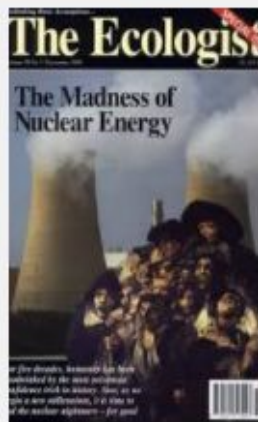
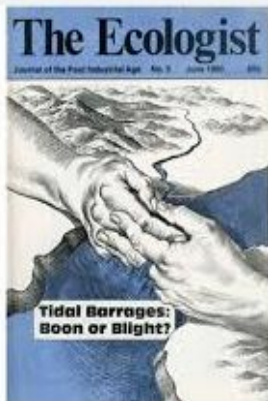
- I am not a climate scientist.
- I studied Latin for 12 years, Greek for 8.
- I am a writer.
- I wrote 1 film. It was 8 minutes long.
- My girlfriend fell asleep watching it.
- She's now my wife.

Jeremy Smith

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- I am a writer.
- I wrote 1 film. It was 8 minutes long.
- My girlfriend fell asleep watching it.
- She's now my wife.
- We live together in France.

Jeremy Smith

- I am not a climate scientist.
- I studied Latin for 12 years, Greek for 8.
- I am a writer.
- I wrote 1 film. It was 8 minutes long.
- My girlfriend fell asleep watching it.
- She's now my wife.
- We live together in France.
- We keep bees.



MADE TO B
The se
planned obsol
FAIRWAY FO
Why golf's eco-cr
are full
STRANGE B
Some

324 SAIL AND DIVE IN THE GRENADINES, GRENADA

For many, the Grenadine islands in the Caribbean are the ultimate holiday destination: immaculate white beaches, balmy temperatures, turquoise seas and star-strewn night skies. But with such heavy tourist traffic, it's a challenge to preserve the beauty of the region. A holiday with Fab Safaris aboard the catamaran *Vaza Vezo* is a good start, however.

Equipped with a wind generator and solar panels to create all the electricity needed aboard the sleek catamaran, powered along swiftly by large sails, is a very low-impact means of transport. Fresh drinking water is produced via a water generator and when you stop to explore an island, you'll find the most beautiful



sailing
er experienced
ive up to two
Equipped with
ive at night,
rnal creatures –
nd octopuses – who
e vibrantly coloured
his excitement, you
a potent rum cocktail
luxurious cabins,
bed.

Need to know Fab Safaris operate seven- and



2008

Secret Bay
DOMINICA, WEST INDIES



2008



2008





September 2017

Secret Bay
DOMINICA, WEST INDIES



August 2018



27 Apr 2019 at 15:14:01
S 12° 3' 11", E 40° 29' 33"
Altitude: 201.4 meter
Speed: 219.6 km/h

April 2019



27 Apr 2019 at 15:14:01
S 12° 3' 11", E 40° 29' 33"
Altitude: 201.1 meter
Speed: 219.6 km/h

“The lodge, gone, the schools and clinics, gone, all our staff homes gone, everyone's livelihoods, gone.”

**Amy Carter James,
Founder, Guludo**

27 Apr 2019 at 15:14:01
S 12° 3' 11", E 40° 29' 33"
Altitude: 201.1 meter
Speed: 219.6 km/h

“The injustice that those who have contributed the least to the root cause of the climate crisis are the ones who have suffered the most, is what has driven us to look beyond the rubble...”

**Amy Carter James,
Founder, Guludo**

An aerial photograph of a tropical coastline. A river flows from the top left towards the center, meeting the ocean. The land is covered in dense green forest and some cleared areas. The sky is a pale, hazy blue.

27 Apr 2019 at 15:14:01
S 12° 3' 11", E 40° 29' 33"
Altitude: 201.1 meter
Speed: 219.6 km/h

“...To create something greater.”

**Amy Carter James,
Founder, Guludo**

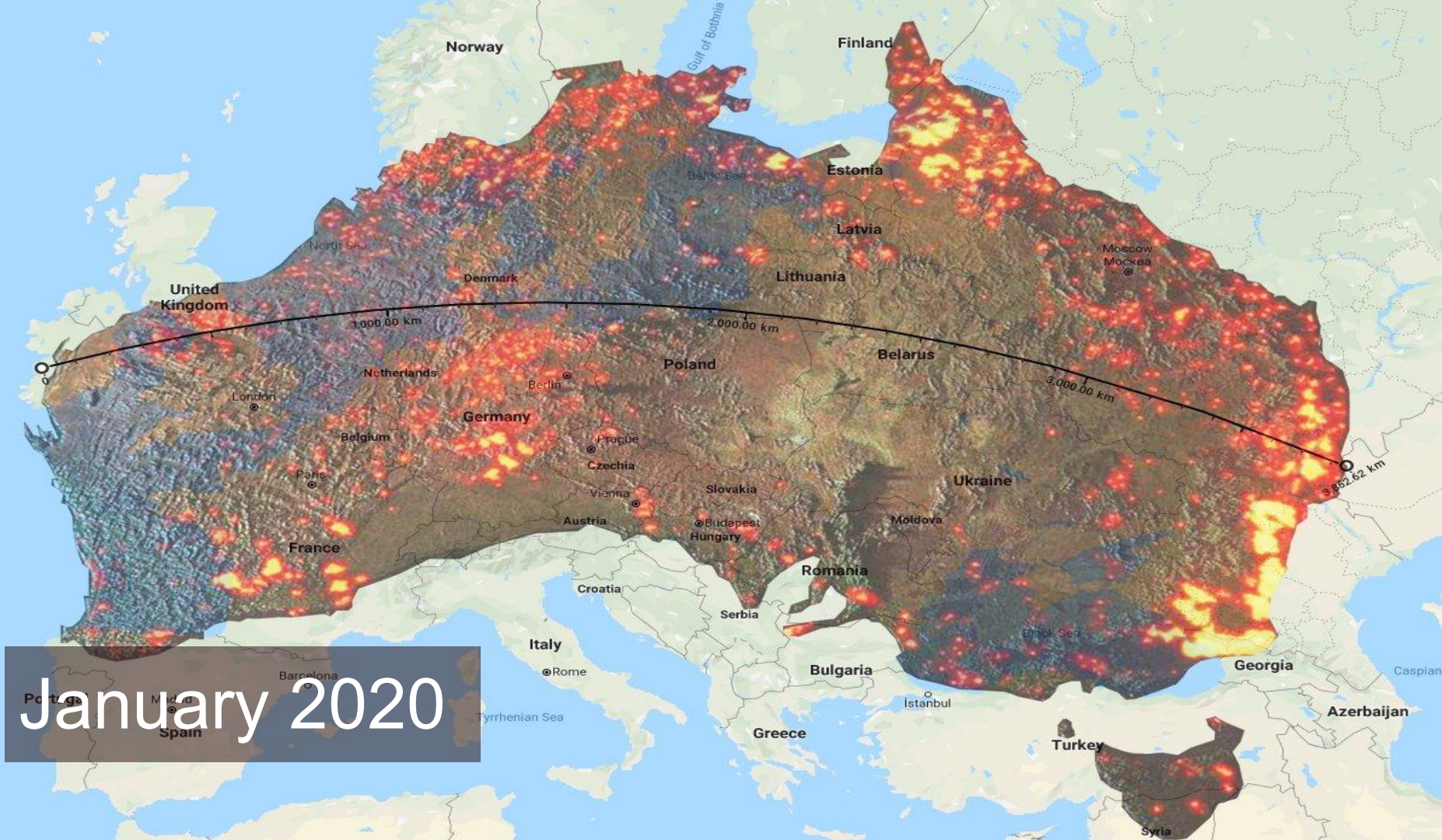


Tourism Declares a Climate Emergency @TourismDe... · May 7, 2019 ...

Tourism has huge impacts on climate change, and is hugely affected by it too. The industry should Declare a [#ClimateEmergency](#) and transform its current extractive model into one that supports resilient communities and regenerates biodiversity. RT if you agree. Follow for more.



May 2019



January 2020

Tourism Declares a Climate Emergency

We're a collective of **114** travel organisations, companies and professionals who have declared a climate emergency and are coming together to find solutions.

We acknowledge the science stating we have to act now to address this crisis over the next decade.

We accept our responsibility to tell the truth, work together, and help build a new, regenerative tourism industry.



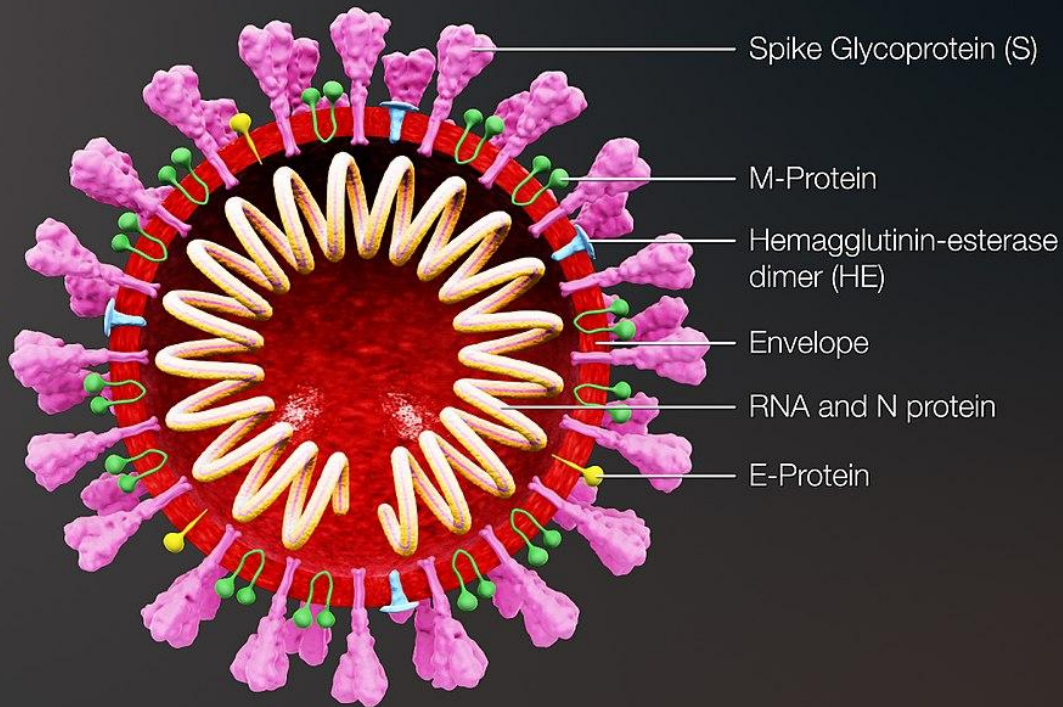
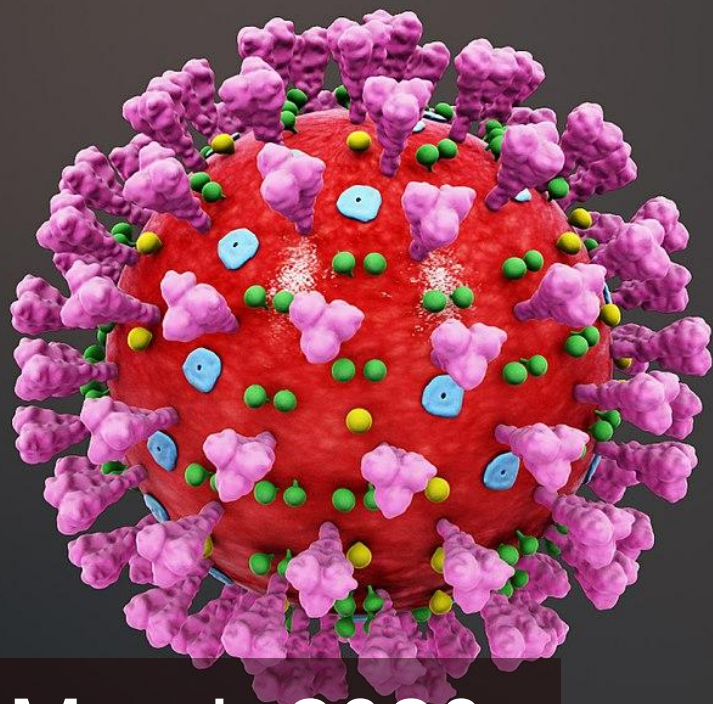
The Blue Yonder



Better Places

Tourism Declares 5 Commitments

- **Declare a Climate Emergency**
- **Publish a Climate Action Plan**
- **Make it Real**
- **Work Together**
- **Call for Action**



March 2020



theTravel
Foundation



Launch of the Glasgow Declaration on Climate Action in Tourism at COP26



LAUNCH OF THE
GLASGOW DECLARATION:
A COMMITMENT TO A DECADE
OF CLIMATE ACTION IN TOURISM
SIDE-EVENT AT THE COP26 UN CLIMATE CHANGE CONFERENCE

4 NOVEMBER 2021
THE COP26 CLIMATE ACTION HUB
GLASGOW, SCOTLAND



+300 Launch partners

November 2021



LAUNCH OF THE
GLASGOW DECLARATION:
A COMMITMENT TO A DECADE
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SIDE-EVENT AT THE COP26 UN CLIMATE CHANGE CONFERENCE

4 NOVEMBER 2021
THE COP26 CLIMATE ACTION HUB
GLASGOW, SCOTLAND





TURISMO DE PORTUGAL



ETOA



DALLAS FORT WORTH INTERNATIONAL AIRPORT

FIUTURE OF TOURISM



AUTORIDAD DE TURISMO DE PANAMÁ



- **Supported by UN, G20, EU, ETC...**
- **Expedia and Travel Foundation launching training course for DMOs**
- **Central Database of Resources**
- **Guidance published on Measurement Methodologies and Tools**
- **Guidance being edited for National Bodies, Local Authorities, Accommodation, Tour Operators, Travel Communicators**

An aerial photograph of a tropical coastline. A river flows from the top left towards the center, meeting the ocean. The land is covered in dense green forest and some cleared areas. The sky is a pale, hazy blue.

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“...To create something greater.”

**Amy Carter James,
Founder, Guludo**

A story of tourism climate action...

Part 2

This week in climate news

People NEWS ENTERTAINMENT ROYALS LIFESTYLE STYLEWATCH SHOPPING

LIFESTYLE > HEALTH

New York City Recorded World's Worst Air Pollution on Tuesday Thanks to Canada Wildfires Smoke

The New York Times

Arctic Summer Could Be Practically Sea-Ice-Free by the 2030s

June 2023

☰ **CNN BUSINESS** Markets Tech Media Calculators Videos

The world's biggest companies have made almost no progress on limiting global warming since 2018



June 2023

AIRLINES

Environmental groups file lawsuit against KLM for 'greenwashing'

BY MICHAEL JONGA · 2022-07-07 · 2 MINUTE READ



Latest

Precision, art and psychology: how passenger safety briefing cards are made

2023-02-20

France does not rule out training Ukrainian fighter pilots

2023-02-19

US Air Force grounds KC-135 Stratotanker fleet pending safety review

2023-02-19

Scot to lease nine Embraer E190-E2 aircraft

2023-02-19

Top trends driving aircraft seat designs

2023-02-19



NEWS

EU Commission prepares to crack down on greenwashing with new Green Claims law

🕒 16 March 2023

PRESS BRIEFING

What is happening?

On 22 March 2023, the European Commission is expected to table the Green Claims Directive (GCD). This much-awaited law aims to crack down on greenwashing by regulating how companies substantiate and communicate their green claims.

If done right, this law, could bring some order in the wild west market environment of green advertising, and help protect EU consumers from misleading claims. For the first time, legislation will oblige companies to make supporting evidence available alongside a green claim.

A [leaked legislative proposal](#) from January 2023 indicated that legal obligations would apply to all claims and labels displayed in products, services or companies in both physical and online points of sale across the EU single market. The EEB hopes that such broad scope will be retained in the final proposal, as well as the strong focus on market surveillance.

Besides, the leaked proposal rightly addressed the limitations of the Product Environmental Footprint (PEF) method to provide a complete picture of products sustainability, but failed to set clear common rules for companies across the EU (see below: *What to watch out for: key nodes and green NGOs' demands*).

COMMUNICATIONS
OFFICER

Roberta Arbinolo
roberta.arbinolo@eeb.org



LATEST NEWS

27 April 2023

European Parliament calls for action on overproduction of textiles

27 April 2023

The EU could take a step towards its 2050 climate target – if new ecodesign rules phase out sales of fossil fuel boilers

25 April 2023

EU pledge to ban most toxic chemicals is failing – NGOs

12 April 2023

Lowest pollution limits improve public health and save billions in taxpayer money, says new



It's official: France bans short-haul domestic flights in favour of train travel



“our coffee grounds are being processed in a digester, generating green energy”

April 2023

← Tweet



KLM
@KLM

We're taking steps to reduce our environmental impact on flights within Europe by recycling coffee cans and pads. Our coffee grounds are being processed in a digester, generating green energy. And that's not all! At the end of the process, we're left with nutrient-rich compost. With these small steps, we are working towards a more sustainable future for the aviation industry. 🌱 #KLM #greenenergy #coffee #compost



Photo: Joyce van Beek



1:39 PM · Apr 14, 2023 · 1.1M Views

41 Retweets 367 Quotes 389 Likes 30 Bookmarks

Tourist to Bergen from West Norway:
10kg

Tourist to Bergen from Europe:
341kg

Tourist to Bergen from Australia:
3438kg

A story of tourism climate action...

Part 3

**“We rush after
what is remote
and remain indifferent
to what is nearby”**

(circa) AD 70

Pliny

- **75% of Europeans live in urban areas (85% of Finns)**
- **Fewer than 1 in 10 UK children often play in nature**
- **Americans spend on average 7% of week outside**

“One of the greatest causes of the ecological crisis is the state of personal alienation from nature in which many people live.”

1975

Robert Pyle

THE EXTINCTION OF EXPERIENCE

1975

NATURE IS DECLINING

Populations of wildlife have declined by

68%

on average since 1970

WE ARE THE CAUSE



Climate Change is putting pressure on ecosystems



30% of all land is used for agriculture



1/3 of all food is lost or wasted

WE NEED NATURE



Loss of nature has global economic impact



Biodiversity is essential for food security

WE CAN RESTORE NATURE



Nature underpins our health & well-being



What if our solution to climate change was more holiday?

Protecting nature improves wellbeing

- **People living more >1km from green space are more often obese than those living <300m.**
- **Doctors prescribe fewer antidepressants in urban areas with more trees on the street.**

Protecting nature improves wellbeing

- **Japan studied effects of people spending time in healthy forests.**
- **“Lower heart rate & blood pressure, reduced stress hormone, boosts immune system, improves wellbeing.”**
- **Now part of national health programme.**

Doctors are prescribing nature to patients in the UK's Shetland Islands

By Tara John, CNN

🕒 Updated 1416 GMT (2216 HKT) October 5, 2018



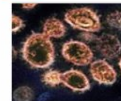
Now all 10 of the Shetland Islands' public surgeries will now have a calendar and leaflet listing walks and activities.

(CNN) — Long walks, bird-watching and making daisy chains are being prescribed by doctors to patients in Scotland's Shetland Islands as part of treatments for chronic illnesses.

Sponsored Content



Djokovic 'doesn't seem to have any shame': Sports Illustrated's...



5 reasons you should not deliberately catch Omicron to 'get it...



HOHE TAUERN
HEALTH



- Waterfalls heal
- Hotels offer 'better night's sleep'
- Visitors increased
- Local life better
- Nature protected





Facilities ▼

Health and Well-Being ▼

Open Air Exercise

Stress Management

Sense of Community

Rights and Regulations ▼

What to See ▼

What to Take ▼

Where to Go ▼

Links

Open Air Exercise

Nature Makes You Active

Finnish adults prefer to be physically active in either a genuine or designed natural environment. Natural environments are full of stimuli in addition to encouraging people to engage in physical activity. This is why outdoor exercise can feel less strenuous than indoor sports. A varying terrain also encourages people to walk faster than in urban landscapes.

Many people feel that open air exercise makes them feel healthy and well. The more you move around outdoors, the stronger the well-being effect of nature is. Indeed, it has been noticed that people who move around outdoors are more likely to exercise repeatedly than those who exercise indoors.

Nature is the Best Playground

Compared to indoor environments, meandering paths, rocks, tree stumps and trees naturally encourage children to be more physically active: to climb, jump and run and play freely using their imagination. All of this is





FAMILY HOLIDAY ASSOCIATION

The charity that gives families a break



**FAMILY
HOLIDAY
ASSOCIATION**

The charity that gives families a break

- **95% felt better about future**
- **93% felt less stress and worry**
- **92% got on better as a family**

How we frame our holidays today:

Out of Office

Time Off

Break

Leave

How the Romans did:

otium

How the Romans did:

neg-otium

ILAN STAVANS *and* JOSHUA ELLISON

RECLAIMING TRAVEL



**“Leisure is not a respite
from effortful work.**

**Leisure is an encounter
with the intrinsically
good, the fundamentally
and definitely human.”**

How we frame tourism's impact:

**Tourism is worth
10% of GDP**

“The welfare of a nation can scarcely be inferred from a measurement of national income as defined by GDP.”

Simon Kuznets

1962

“The welfare of a nation can scarcely be inferred from a measurement of national income as defined by GDP.”

1962

**Simon Kuznets
(won Nobel Prize for developing
the concept of GDP)**

How can **GDP** - a measure of productivity - express the true value of **Tourism** - an activity whose key characteristic is its lack of productivity?

Green Party: Replace GDP with free time index

The measure of economic well being would be replaced by the party, which has also proposed to implement a four day week.

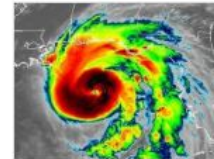
23:26, UK,

Thursday 04 October 2018



The Green Party has also called for a four day week

Top Stories



LIVE: Hurricane Michael bringing 150mph winds



Brexit deal may be struck by next Wednesday - EU

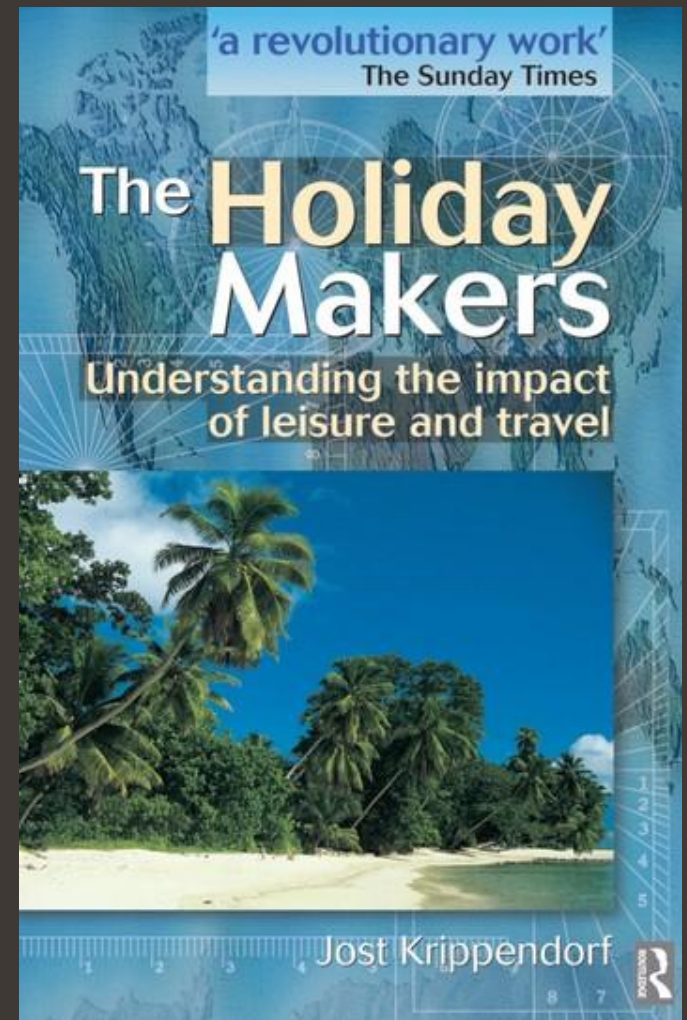


Bodyguard who shot attacker: 'He was going to kill me'

“Make what is considered
the counter-world
a natural part of social
reality...

Have more holiday in
everyday life.”

1987



**Countries with shorter work weeks
top gender equality rankings**

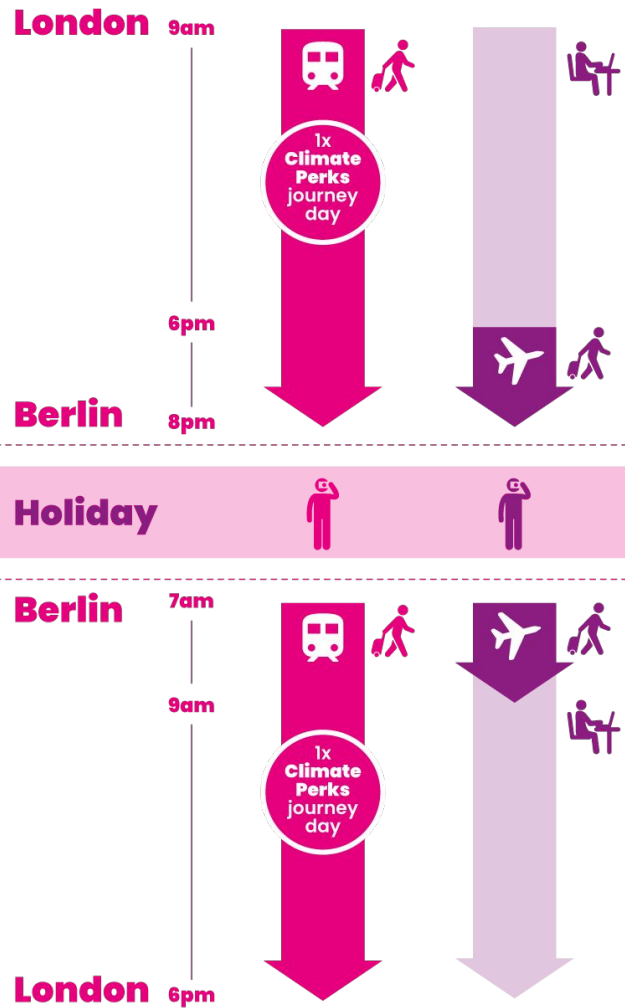
**A worldwide, shorter workweek
could cut CO2 emissions by half**



What if our solution to climate change was more holiday?



climate perks

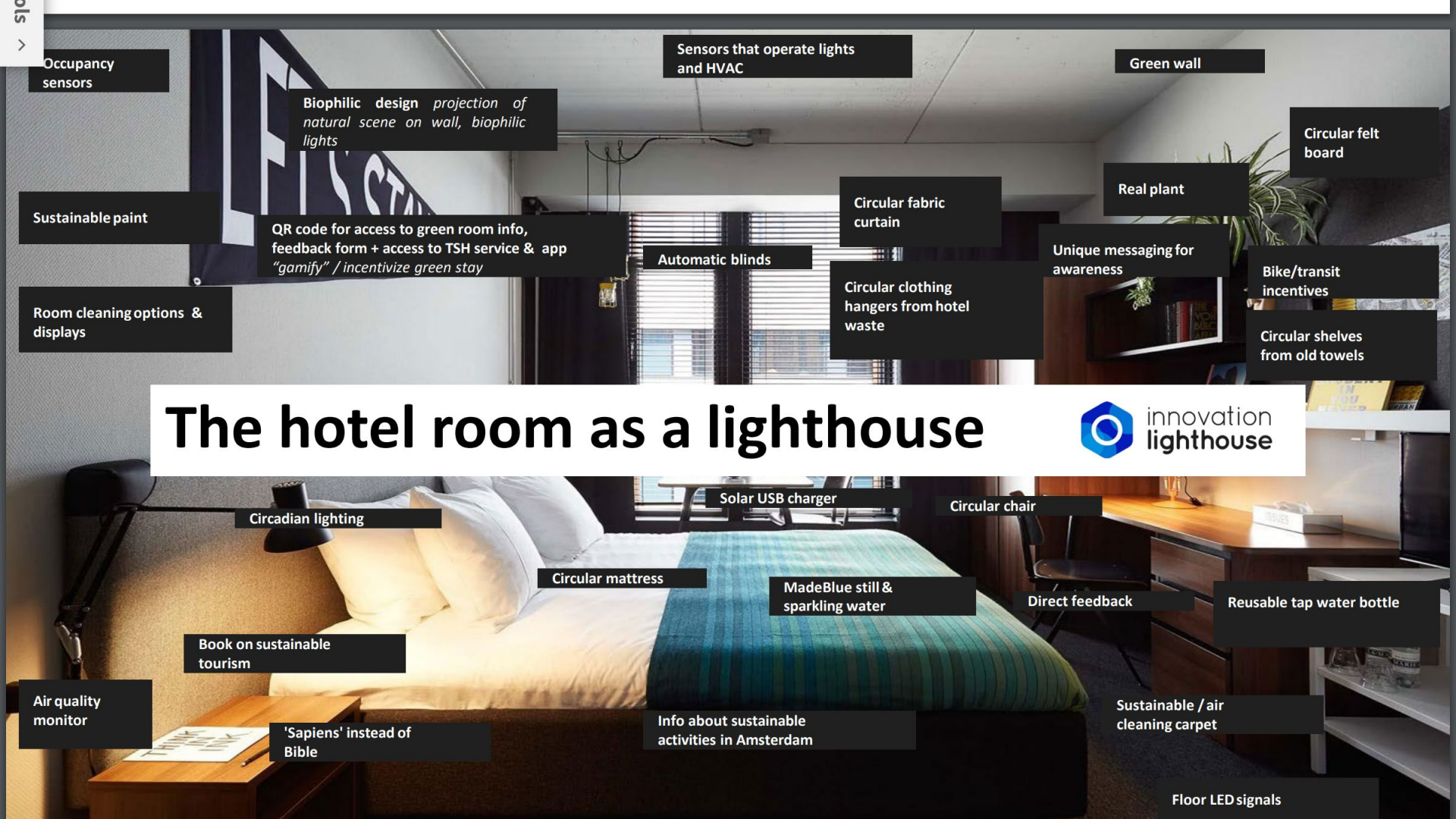


My story of tourism climate action...

Part 4

**How the ancient Greeks framed
their leisure:**

Scholé



>

Occupancy sensors

Sensors that operate lights and HVAC

Green wall

Biophilic design projection of natural scene on wall, biophilic lights

Circular felt board

Sustainable paint

Real plant

QR code for access to green room info, feedback form + access to TSH service & app "gamify" / incentivize green stay

Circular fabric curtain

Automatic blinds

Unique messaging for awareness

Room cleaning options & displays

Bike/transit incentives

Circular clothing hangers from hotel waste

Circular shelves from old towels

The hotel room as a lighthouse



Circadian lighting

Solar USB charger

Circular chair

Circular mattress

MadeBlue still & sparkling water

Direct feedback

Reusable tap water bottle

Book on sustainable tourism

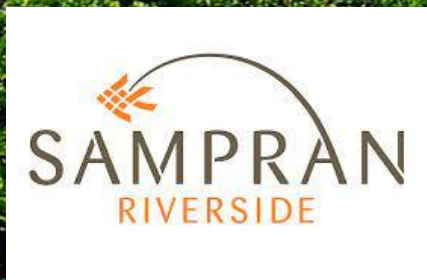
Air quality monitor

'Sapiens' instead of Bible

Info about sustainable activities in Amsterdam

Sustainable / air cleaning carpet

Floor LED signals



- onsite organic farm



 SAMPRAN
RIVERSIDE

The logo for Sampran Riverside features a stylized orange and brown icon resembling a sun or a leaf above the word "SAMPRAN" in a bold, dark grey sans-serif font. Below "SAMPRAN" is the word "RIVERSIDE" in a smaller, orange sans-serif font. The entire logo is set against a white rectangular background.

- 
- An aerial photograph of a wide, calm river. On the left bank, several traditional houses with steeply pitched roofs are built on stilts. The river is filled with green, circular floating beds, likely for aquaculture or organic farming. The surrounding area is lush with green trees and vegetation.
- onsite organic farm
 - train local farmers

The logo for Sampran Riverside features a stylized orange and brown graphic above the text "SAMPRAN" in a bold, sans-serif font, with "RIVERSIDE" in a smaller, orange font below it.

SAMPRAN
RIVERSIDE

- 
- onsite organic farm
 - train local farmers
 - network of buyers



 SAMPRAN
RIVERSIDE

- 
- onsite organic farm
 - train local farmers
 - network of buyers
 - school gardens



 SAMPRAN
RIVERSIDE

- 
- onsite organic farm
 - train local farmers
 - network of buyers
 - school gardens
 - guest tours




SAMPRAN
RIVERSIDE

- 
- onsite organic farm
 - train local farmers
 - network of buyers
 - school gardens
 - guest tours
 - farmers market




SAMPRAN
RIVERSIDE



misool
eco resort

dive resort + conservation centre

raja ampat, indonesia

**Train shark poachers as guards to
preserve the greatest biodiversity on earth**



Reinvent guiding to explore complex issues honestly





“The mistake is to think travel is about distance.

Travel is about change. It is about discovering difference.”



MEJDI TOURS

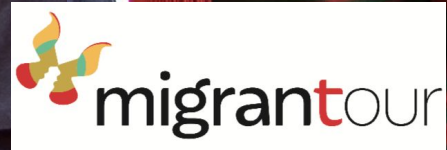


Reskill the homeless as those who know the streets best





**Reimagine migrants as guides
with unique views to our cities**





**Reposition Refugees
as hosts who
understand what real
hospitality means**



**Stay
open-minded.**



Share your space for good

Join a community of generous hosts. Offer your extra space for free to people in need of temporary housing.

▶ Watch the film

Offer your space

or donate to fund stays

Pause ||



2017

Secret Bay
DOMINICA, WEST INDIES



After Hurricane Maria in 2017, Prime Minister Roosevelt Skerrit pledged to make the Commonwealth of Dominica "the world's first climate-resilient nation". Ever since, the Caribbean island has made remarkable efforts towards this, with critical support from its Citizenship by Investment Programme.



WORLD'S FIRST CLIMATE RESILIENT NATION BY 2030



ROADS &
TRANSPORT



GEOHERMAL
ENERGY



DISASTER RISK
REDUCTION



WATER &
SANITATION




HOUSING
REVOLUTION



ECOTOURISM

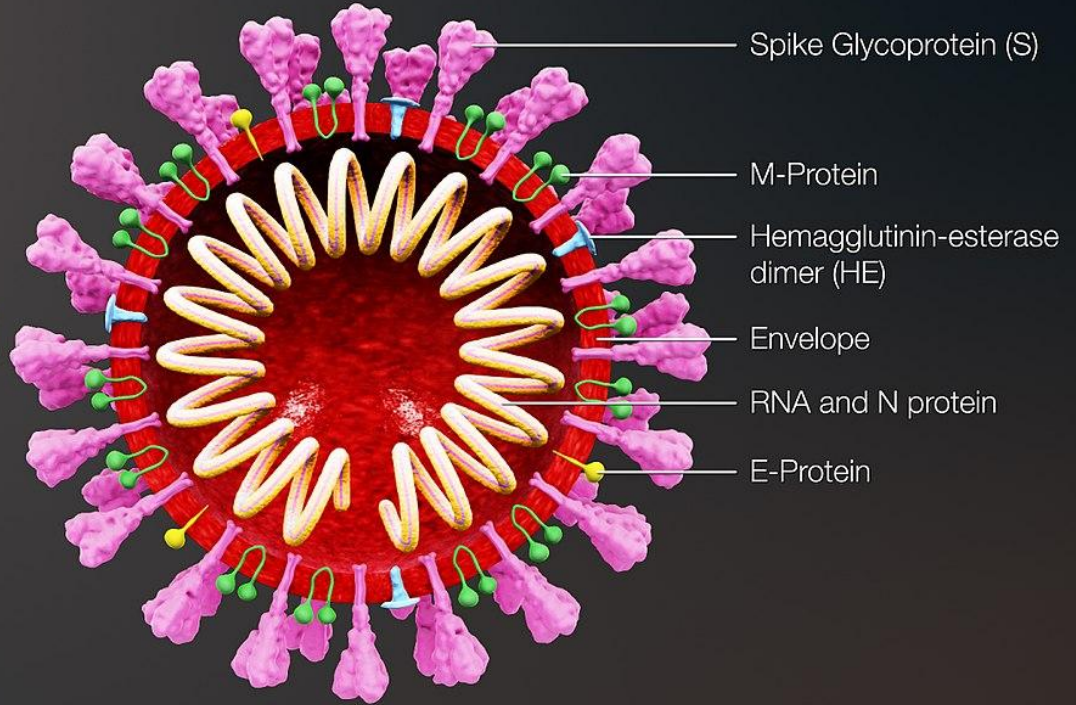
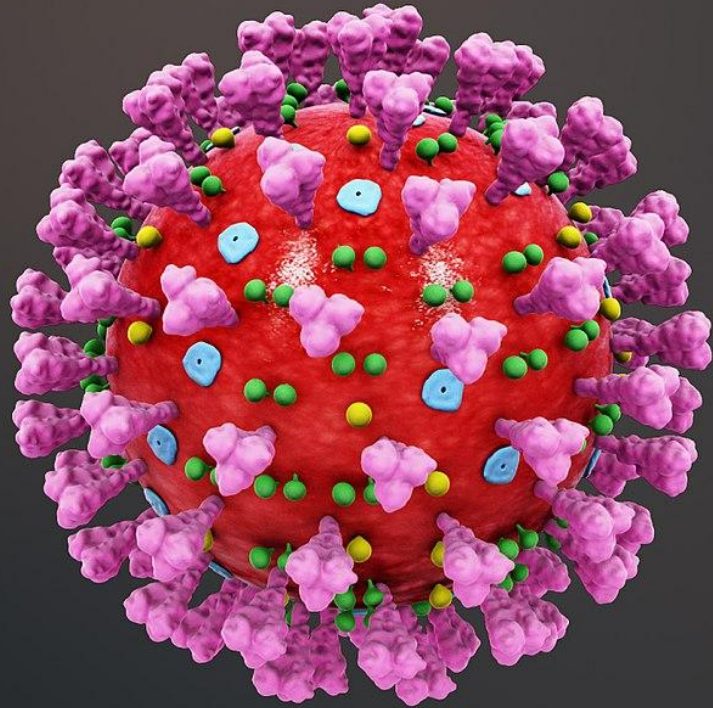


The Blue
Yonder

- 
- **Protect biodiversity**
 - **Connect to tourists**
 - **Train as guides**
 - **Teach first aid**



The Blue
Yonder



Spike Glycoprotein (S)

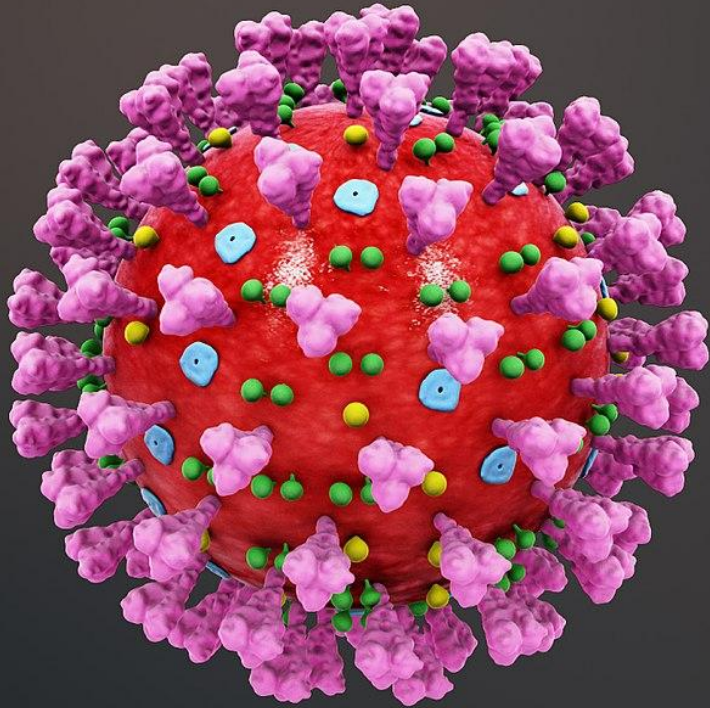
M-Protein

Hemagglutinin-esterase dimer (HE)

Envelope

RNA and N protein

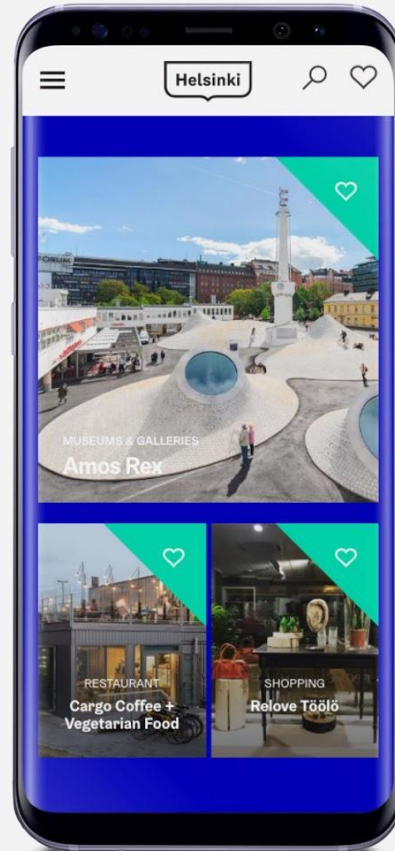
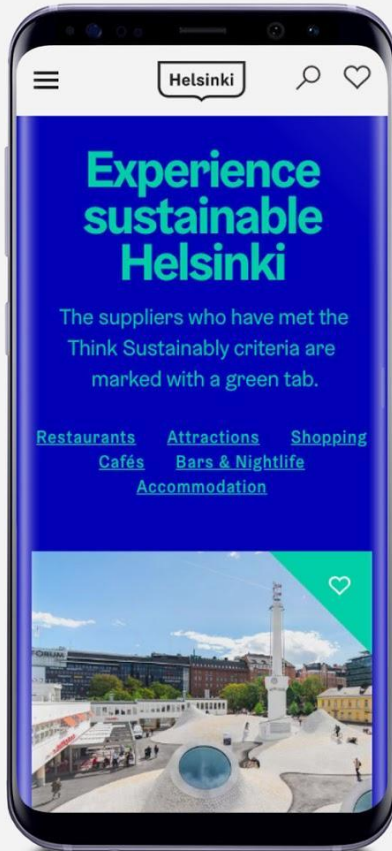
E-Protein



Hotels gave free stays to medics

Tour guides were trained to become emergency responders.

DMO websites were repositioned to support local needs



“True impact is born when a large and diverse group comes together each with their own actions.”

Helsinki, Think Sustainably

**If you also believe our solution to
climate change is more time on
holiday...**

**If you also believe our solution to
climate change is more time on
holiday...**

What would you do next?

**I'd love to hear your
thoughts...**

jeremy@jmcsmith.com