



# SUPPORTING SUSTAINABILITY ACTION ACROSS THE TRAVEL & TOURISM INDUSTRY

## In a nutshell

*EarthCheck and South Pole Group have partnered to support organisations of all sizes in the travel & tourism industry to commit to reducing carbon emissions and to consider carbon offsetting and community adaptation and mitigation projects.*

*EarthCheck's members can become part of a leading number of operators who are stepping ahead by recognising carbon offsetting and engaging in green financing and projects that contribute to the UN Sustainable Development Goals.*

## Growing climate impact and greenhouse gas emissions

EarthCheck currently helps its members to measure, track and monitor over 2 million tonnes of CO<sub>2</sub> annually. The tourism industry as a whole is at present responsible for over 5% of global CO<sub>2</sub> emissions. The growing impact of climate change has very tangible consequences: the industry is already being hit by increased incidents of storms and heatwaves, desertification, rising sea levels, and diminished snowfall in alpine skiing areas.

## Investing in proven climate solutions

EarthCheck recognises the high potential for tourism operators to mitigate greenhouse gas emissions and lower energy consumption. It also recognises the benefits of offsetting carbon emissions by purchasing certified carbon credits or supporting projects that involve reforestation, the development of renewable energy and energy efficiency, and environmental education. Through the new partnership EarthCheck members will have access to South Pole Group's tailored emission-reduction services as well as 500+ carbon and community projects that have, to date, avoided 80+ million tonnes of CO<sub>2</sub>. South Pole Group has a proven track record of helping organisations achieve commercial value through sustainability initiatives, having worked with the likes of Ben & Jerry's, PwC, Philips Lighting and many more.





*"This partnership is a unique opportunity for the tourism industry to take action and drive its message of global impact across the global community — beyond tourism. We are doing our part by continuing to provide our members with latest industry insights and by making sure finance is channeled to climate-smart projects with a proven impact."*

**André Russ**

Vice President Sales, EarthCheck

*"By mitigating the climate footprint associated with their operations and by investing in projects that contribute to the UN Sustainable Development Goals, leading organisations can help protect their commerce, communities and the climate."*

**Chris Perceval**

Director Technology & Transport, South Pole Group

## Substantiating sustainability leadership and storytelling

EarthCheck has undertaken extensive research over the past decade on the leadership role that the tourism industry can play in reducing emissions and, among others, in water conservation and water management. The newly formed partnership offers opportunities for EarthCheck members to engage in helping to achieve tangible goals such as ensuring safe water for 1.5 million people in Uganda, delivering 165,000 clean cookstoves to communities in China, and protecting 45,000 hectares of biodiverse forests in Guatemala. EarthCheck members can also take their ambition a step further with tailor-made offsetting services made available by the partnership. South Pole Group additionally brings to the table an experienced marketing team that will provide marketing and communications support to EarthCheck members who wish to leverage their sustainability credentials but do not have the resources to develop their own content.



**South Pole Group** has over a decade of experience in delivering end-to-end sustainability solutions to organisations of all sizes around the world. This includes measuring energy use and carbon footprints, reducing energy consumption, developing carbon and community projects, offsetting unavoidable emissions, and helping customers tell their story in a fresh and engaging way.



EARTHCHECK

**EarthCheck** has a global presence across the tourism industry offering products and services in sustainability technology, tourism consulting, sustainable building certification, and entrepreneurship programs. EarthCheck operates in more than 70 countries, in six languages and across 32 sectors, affecting more than 6 million consumers every day.