Glasgow Declaration on Climate action in Tourism

Climate Action Plan
(July 2022 release)

Background and main objectives

The CPMR has been working over the last decade on several EU projects, initiatives, and reports tackling sustainable tourism, mainly via the activity of its Geographical Commissions and member regions, contributing also to the works on tourism of the European Commission, the European Parliament (e.g. via the SEArica intergroup), and macro-regional and sea basin strategies (among other initiatives and frameworks of cooperation).

More recently, the CPMR supported both the European Commission's efforts to establish via a co-creation and co-implementation process a tourism transition pathway and as a signatory to the Future of Tourism Coalition in 2020 and the Glasgow Declaration in 2021.

This action plan follows the framework recommended in the Glasgow Declaration (GD) on climate action in Tourism, of which the Conference of Peripheral Maritime Regions (CPMR) was a launch partner, and its 5 pathways: measure, decarbonize, regenerate, collaborate, and finance.

As the CPMR is an association of peripheral maritime regions gathering 150 regions from 24 countries from the EU and beyond, the organization will focus more its efforts on the “collaborate” pathway, in particular by promoting the Glasgow Declaration between its member regions and territorial stakeholders, as well as concrete projects, actions and initiatives focused on sustainable tourism that can embed as much as possible its 5 pathways and contribute to its key overall objectives, supporting the global commitment to halve emissions by 2030 and reach net zero before 2050.

The CPMR sees this action plan also as an opportunity to improve its own Climate action in a more holistic way. Indeed, the CPMR and its members are working together to ensure the sustainability of the sector, viewing it as an ecosystem. Through other priority issues and policies targeted by the CPMR, such as transport, energy and climate, macro-regional development, and sea basin strategies, among others, the CPMR intends to contribute to the sustainability of the tourism ecosystem.

The CPMR Climate Action Plan is a document that will be submitted for approval by the network's 150+ members at the launch of the CPMR Climate Working Group on 29 September 2023 in Brussels. Once approved, it will count as the final version, which will be shared with the founders of the Glasgow Declaration, namely UNWTO and the Travel Foundation.
Collaborate

The majority of our Geographical Commissions involving our member regions have set specific objectives and actions when it comes to tourism which is a key sector for our regions both from the point of view of socio-economic development as well as from the point of view of environmental and climate impacts.

Hence our organization is strongly supporting and promoting actions towards long-term sustainability and resilience in the tourism sector also joining efforts within the framework of strategic initiatives and commitments such as the ones promoted by the Glasgow Declaration, Future of Tourism, or by the European Commission.

In addition, as the CPMR considers tourism to be an ecosystem, it is also involved in other priority issues such as transport, in particular aviation. The CPMR is indeed part of the Aviation Round Table that, among other objectives, aims at the promotion of sustainable aviation and is one of the signatories of the Toulouse Declaration on future sustainability and decarbonization of aviation.

Our strategy related to the “collaborate” pathway will be aimed at enhancing the efforts of our member regions and stakeholders, the identification and implementation of concrete and effective solutions, and coordinating action for better multilevel governance.

We will mainly concentrate on the following actions:

- **Capitalization and development of projects, partnerships, and exchange of practices**

  The capitalization and setting up and promotion of new EU projects, smart partnerships (e.g. also via the new sustainable economy S3 platform, I3s, etc.), and exchanges of practices that could contribute at the same time to sustainable tourism, to the joint strategies of our regions detailed in our own work plans on tourism and at the same time the 5 pathways of the GD and targets related to the EU tourism transition pathway.

- **Active participation and capacity building**

  Increase the participation of our member regions (and or their Destination Management Organisations and territorial stakeholders, including the private sector) in the Glasgow Declaration initiative. This would imply raising awareness through events and dedicated communication to inform our members of GD news, opportunities, and activities as well as the potential facilitation of capacity-building activities for our member regions based on the materials and tools developed within the GD, by key partners and projects. The CPMR could target both its EU and non-EU members via its GCs. The CPMR could also provide its regions access to advice and expertise to support climate action via its CPMR Climate Working Group and other means.

- **Advocacy and alliances:**

  The contribution to the future GD advocacy actions, via the dedicated GD Working Group that will be set up for this purpose and the (co)organization or participation in relevant events and meetings or contacts aimed at strengthening key alliances with key players (e.g. institutions and organizations) towards common objectives in line with the GD.
Finance

Through its participation in public policy forums and discussion with our member regions, partners and other stakeholders, the CPMR and its Geographical Commissions will raise awareness of funding instruments in support of effective climate action and sustainable tourism.

We will keep pushing for the integration of tourism in wider strategic planning, funding, and policy instruments at EU, national, and regional levels.

We will also co-fund whenever relevant the specific actions and projects dealing with sustainable tourism and climate where our organization will be partner and use appropriate funding sources and internal human resources for the implementation of this action plan.

Measurement

At the CPMR Secretariat level, we will start by measuring and reducing the carbon footprint of some of our activities in the drafting and implementation of EU cooperation projects related to tourism and climate, adopting the indications on the matter (acting as carbon footprint referent and using the proposed tools) of the new Interreg Euro-Med Programme. Measurement in the future could be eventually extended to other projects and to some of our key operations (e.g. travels and events).

At the CPMR and GCs level, our organization will also keep track of the number of our member regions active on the topic of tourism and climate action. For example, we could monitor regions:
- joining the Glasgow Declaration (or involving their key territorial players),
- defining and publishing a “climate action plan” online or updating existing ones,
- participating in reporting platforms such as “CDP global climate and environment reporting platform”,
- join projects dealing with sustainable tourism and keep track of the number of EU projects (proposals and approved projects) contributing to the GD objectives where our organization (CPMR and GCs) is involved (as a full partner, associate, supporter, service provider, etc.).
- joining the EU Missions on Climate and Ocean Seas and Waters
- participating in the CPMR RegionsAct! Initiative (and sharing relevant practices).

Additionally, our organization will promote the work on data and indicators in the domain of sustainable tourism via concrete projects and initiatives involving our member regions (e.g. projects promoting the setting up of networks of observatories of sustainable tourism, projects using artificial intelligence and open/big data).

The baseline chosen for measurement will vary depending on the subject (e.g. pandemic, pre-pandemic levels, January 2022, starting date of the projects...). Once measurement mechanics are defined internally, we will develop a few KPIs to monitor advancements related to the actions included in this plan and a simple template for an annual report including short qualitative and quantitative information.
Decarbonisation

Our efficiency and reduction strategies regarding our own operations (with or without measuring) will include the following:

- Single-use plastics reduction and use of reusable and recyclable materials in operations and events.
- Continual development of online service to members and meetings whenever possible: our few statutory meetings (at CPMR and GCs level) will keep being organized mainly in person while our working groups, task forces, and the majority of seminars will be organized in hybrid or online format.
- For face-to-face events, we will try to bring together several meetings (back-to-back events) in order to justify and make the most of the trip.
- Encourage verified carbon footprint measurement in projects and events.
- General operations to reduce office energy footprint, consumables, and commuting.
- Reduce printed materials in favor of enhanced online alternatives.
- Implement good practices in procurement, facilities use, and travel (e.g. avoid missions that can be substituted by online participation, give priority to local services, and use more sustainable transport whenever possible.).

Regenerate

The CPMR (for instance via its Intermediterranean Commission), will promote activities related to the emerging concept of “regenerative tourism” in the following ways:

- Participation in a specific project proposal on the subject (e.g. Interreg Euro-Med project for the 1st call for thematic projects in 2022) aiming at creating positive value to people, communities, economy, and natural ecosystems in pilot touristic regions and targeting the adaptation of tourism policies and related measures as well as the consolidation of the concept.
- Promotion of the concept of regenerative tourism among interested regions and their territorial stakeholders, exchange of experiences, and promotion of participatory approaches.
- Promote practices and actions in general related to climate adaptation and mitigation, restoration and protection of ecosystems, safeguarding biodiversity, food security, and water supply in touristic regions.
- Eventual participation, collaboration, and contribution to events of EU institutions, OECD, UNEP, UNWTO, Travel Foundation, or other organizations and bodies that relate to regenerative tourism.

Conclusions

Through its direct involvement in the development of sustainable maritime and coastal tourism in the CPMR territories, as well as its involvement in other key sectors, priorities, and policies related to the tourism ecosystem, the CPMR is committed to continuing its efforts to halve tourism-related emissions over the next decade and achieve zero net emissions as soon as possible before 2050. The CPMR will report annually on its activities relating to the implementation of the various pathways in its action plan, starting in the first year following the signing of the Glasgow Declaration.