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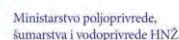the European Union

NaTour4CChange

Climate Action Planning "Toolkit" including activities:

1.5. Approach for drafting Regional and Destinations Tourism Climate Strategies and Plans

1.6. Approach for defining the enabling conditions for tourism climate action in Regions

The Consortium:

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institute for tourism

CPMR
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Natura Jadera
PUBLIC INSTITUTION FOR MANAGEMENT OF PROTECTED
AREAS IN ZADAR COUNTY

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Mediterranean
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ΠΕΡΙΦΕΡΕΙΑ ΚΡΗΤΗΣ
REGION OF CRETE

Hellenic Society
for the Protection
of Nature

Ministarstvo poljoprivrede,
šumarstva i vodoprivrede HNŽ

Project Information	
Project Acronym	NaTour4CChange
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Project Mission	#4 Enhancing Sustainable Tourism
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Actual date of delivery	January 2024
Type of deliverable	External
Nature of deliverable	Technical report
Work Package	1
Partner responsible	CPMR
Activities	1.5. Approach for drafting Regional and Destinations Tourism Climate Strategies and Plans 1.6 Approach for defining the enabling conditions for tourism climate action in Regions

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Version	Date	Contributors
1	15/01/2025	CPMR

Project Overview

The Mediterranean region is one of the most vulnerable hotspots in the current biodiversity and climate crises, warming 20% faster than the global average and being the second biodiversity hotspot in the world. The increase of severe climate events are also likely to influence the choice of destinations and time to travel for its over 510 million inhabitants. The effects of climate change will put additional pressure on already strained ecosystems and vulnerable economies and societies, with Tourism being one of the most affected economic sectors.

The recent Transition Pathway for Tourism and the Glasgow Declaration are building a global momentum for Climate Action in Tourism, but policymakers and destinations need support to better develop efficient climate mitigation and adaptation policies using ecosystem-based approaches and improved multi-level governance structures, including robust planning and ensure the long-term engagement of the private sector and citizens. Indeed, ecosystem-based management is considered a good practice to effectively deal with these threats as it considers the different stakeholders and factors affecting ecosystems and the mechanisms involved, in order to find solutions.

NaTour4CChange builds on and capitalises on successful experiences at the Mediterranean and global level to test solutions for increasing the resilience of coastal destinations in the Mediterranean. The project will aim to set common methods to allow participating regions to assess their tourism-related climate adaptation and mitigation priorities, and take climate action via plans and strategies, supported by cooperative governance.

In coastal destinations, cross-sector teams will deliver specific tourism climate Action Plans, focusing on climate adaptation, where Nature-based Solutions (NbS) will be tested to ensure their feasibility. At the same time, innovative destination marketing and communication approaches will engage private stakeholders, visitors, and residents in climate action.

The project will also ensure cross-fertilisation among participating regions and destinations, to achieve common methods and to compare the different tested plans and solutions, leading to lessons, best practices, and policy.

Glossary

Climate Change Adaptation (CCA) means anticipating the adverse effects of climate change and taking appropriate measures to prevent or minimise the damage they may cause, or to take advantage of the opportunities that may arise.

Climate Change Mitigation (CCM) means making the impacts of climate change less severe by reducing the sources of emission of greenhouse gases (GHG) into the atmosphere or by improving the storage of these gases.

Ecosystem Services (ES) are the benefits that an ecosystem brings to society and that improve people's health, economy, and quality of life.

Ecosystem-based Approaches (EbA) focus on managing biodiversity and ecological systems in a holistic way to maintain and enhance ecosystem services benefits and functions.

Nature-based Solutions (NbS) encompasses all actions that rely on ecosystems and the services they provide to respond to various societal challenges such as climate change, food security, resource management, or disaster risk.

1. INTRODUCTION

The NaTour4CChange project, funded by the Interreg Euro-MED Programme, includes in its activities the development of an approach for drafting Regional and Destinations Tourism Climate Strategies and Plans (1.5.1 and 1.5.2) as well as an approach for defining the enabling conditions for tourism climate action in regions (1.6.1).

These deliverables aim to help the regions and destinations participating in the project to better structure their Climate Action Planning with the elaboration – or adjustment in case there is already an existing work in Climate Action Planning - of Regional Tourism Climate Plans/Strategies (2.5) and 'Tourism Destination Climate Action Plan/Strategy' (3.4).

At regional level, a 'Regional Coordination Unit' has been created or fostered. The Regional Coordination Unit is a formally established interdepartmental unit including at least the departments of tourism and environment/climate change aiming to define a jointly and collaboratively integrated 'Regional Tourism Climate Strategy/Plan' (see deliverable 2.2.1)

At destination level, a 'Tourism Climate Action Task Force' has been established or enlarged – for those destinations that already had an existing structure - . The Tourism Climate Action Taskforce aims to bring together all of the main public and private stakeholders at the local level that are involved in climate action planning in tourism. This may include (but is not limited to) DMOs, private sector associations, business, environmental/conservation entities, transport and/or energy companies, etc. (see deliverable 3.2.1).

The CPMR's external expert, The Travel Foundation, was in charge of developing the approaches under the guidance of the CPMR and other project partners. These are based on the existing BluePrint, developed in the framework of the Interreg Euro-MED Community4Tourism project.

The rationale of the project establishes a clear differentiation of tasks between regions and destinations. Regions must focus on climate change mitigation and adaptation measures as well as on defining enabling conditions whereas destinations will develop adaptation measures and test identified nature-based solutions (see activity 3.5).

However, to ensure practicality and usability and considering that both regions and destinations need to coordinate and collaborate in the drafting or adjustment of their Climate Action plans/strategies, deliverables 1.5.1, 1.5.2 and 1.6.1 have been merged into a single toolkit.

In this regard, a single document (Excel spreadsheet) contains actions and steps related to adaptation and mitigation and follows the customization principle. In the context of the project, regions should choose those related to adaptation and mitigation while destinations only those related to mitigation (but they can go beyond with mitigation actions in the future). The enabling conditions have also been integrated as they are the first step to be able to elaborate a coherent Climate Action plan or strategy.

It is important to mention that one of the main challenges is the state of each region and destination in terms of climate action planning; while some already have regional plans and have to include the tourism component, others have not worked on it.

Thus, the toolkit includes the following parts:

- A Scheduler with different stages:
  - Stage 1 (green cells) describes the process of establishing the enabling conditions
  - Stage 2 (yellow cells) describes the process of setting objectives for the plan
  - Stage 3 (blue cells) describes the process of selecting actions and the relevant indicators by which to track progress.
  - Stage 4 (pink cells) describes the final stage of creating the action document of the plan. This section also includes extensive cross-referencing work with the other project deliverables (notably 1.3 and 1.4).

- An action planner, including potential actions and prioritisation criteria that helps to score them.

- Action examples to inspire regions and destinations.

- A template

The process of elaborating the approaches culminated with the in-person capacity building session in the frame of the Sun&Blue Congress in Almeria on 20, 21 and 22 November 2024 and an additional online capacity building meeting last 15 January 2025. Moreover, bilateral support is planned until June 2025 to regions and destinations in the drafting of their plans or strategies.

CLIMATE ACTION PLANNING TOOLKIT

2.1 Scheduler

Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
		\- This sheet covers the four stages of developing your Climate Action Plan. Stage 1 (green cells) describes the process of establishing the enabling conditions. Stage 2 (yellow cells) decribes the process of setting objectives for the plan. Stage 3 (blue cells) describes the process of selecting actions and the relevant indicators by which to track progress. Stage 4 (pink cells) describes the final stage of creating the action document of the plan. \- Every Climate Action Plan will be different, as every place is different, with different capacity, interest and network of relationships with stakeholders. All of the content in the cells is provided as a guide. It can never apply to all situations, and will vary depending upon context. \- Only you can decide how deep your focus on each component will be, and whether you will gather the answers yourselves, or when and how you will engage with external stakeholders. \- The Monthly & Weekly schedule in column A is provided as a guide. It is likely that you will rearrange this to fit with your own capacity and the time you allocate to disfferent tasks.					
1.1	Assess Internal Organizational capacity in Climate Action Planning	*Before starting on the work of preparing your plan, it is advisable to get an understanding of the scale of resources, mandate etc your organisation has.* The work in this section directly relates to the delivery of the work in week 2.4.	***How will this plan be delivered in your organisation?*** \- How much time is allocated to deliver this plan? Review the weekly schedule for all three stages of this plan. Do they seem achievable or do you need to adjust them? \- How much financial resource is allocated to deliver this plan? \- How many staff do you have available? Have they been given enough time at different stages to deliver the plan? \- Do the available staff have the knowledge and skills to perform the plan? \- How well will different departments within the organization collaborate on climate action efforts? \- Are there established communication channels and processes that can be used for sharing climate-related information and best practices? \- Has the organisacion already established climate commitments and objectives to achieve?	***Will your organisation deliver the plan by itself, or is external support available needed?*** \- Are any relevant stakeholders already working on climate action who can support you? \- Are their expert climate organisations, academics, NGOs etc who would be useful and abke to assist? \- Is external funding available needed? \- Are there potential EU calls or programmes to explore for funding?	*Since capacity is specific to each organisation, there are no relevant external resources.*	9-10	

2.1 Scheduler

Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
1.1	**Assess Internal Organizational expertise in Climate Action Planning**	*Organizational expertise is needed to address complex climate challenges effectively. It is essential for developing effective strategies, ensuring efficiency, fostering innovation, monitoring progress, engaging stakeholders, ensuring compliance, building capacity, enhancing collaboration, achieving goals and maximizing impact.* It allows for targeted actions and informed decision-making leading to efficient resource allocation, capacity building, and building stakeholder confidence and trust contributing to strategic planning, organizational credibility and enhancing opportunities for potential collaborations and partnerships.	*Is there sufficient climate expertise in your organisation to deliver this plan?* - What is the level of climate literacy in your organisation? - Have any training programs or professional development opportunities related to climate change and climate action have been offered to staff? - Do you have anyone with prior experience working on climate change? - Have you previously implemented any climate-related actions or sustainability initiatives? If so, what were the outcomes? What lessons were learned from past climate action projects? - Do all staff members have an understanding how climate change intersects with their work to be able to contribute to the creation of the plan and deliver any aspects of it that relate to their work? -Will it be effective to invest in training or resources to build the necessary internal expertise and capacity or is external support necessary to deliver some or all aspect of the plan?	*Will your organisation deliver the plan by itself, or is external support available?* - alll relevant staff members - any external stakeholder delivering climate expertise	Depending upon your region, there may be such training available in your language and with local context.	9-10	

2.1 Scheduler

Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
1.2	**Determine the key climate and biodiversity related risks to the destination / region**	*Whether securing the mandate to act, choosing your objectives for action, or prioritising the actions you will implement, an awareness of the key climate risks is essential to ensure you design a plan that matches the challenges you face* It is crucial for informed decision-making, tailored interventions, optimised resource allocation, and it establishes benchmarks for monitoring and evaluation of the progress. Awareness of climate risks is crucial to ensure that the destination allows a safe and enjoyable experience for tourists, enhances resilience and community well-being, and shows commitment to environmental and social responsibility.	*First, get as thorough understanding of the reality of the risks tour destination faces so that everything that you do afterwards is grounded in this knowledge. The sort of questions you want to answer are:* - What are the key risks to the region's infrastructure? - What are the key risks to the region's tourism offer? - What are the key risks to the region's natural areas? - What are key risks to the region's transport connectivity/water&energy? - What are the key risks to human health? - What risks do vulnerable populations face? - How does climate change impact marginalised communities in the destination? - What are the key risks to your destination's tourism economy from climate change? - What are the risks of inaction on climate change?	*The more diverse the stakeholders, the richer and more complete the awareness will be, and biases will be lessened* - Local community members with lived experience of climate / biodiversity challenges - Local climate and biodiversity experts - Local tourism practitioners who are aware of risks to their business	*These will vary depending upon the region, varying from internationally relevant to locally specific. They should be as up to date and authoritative as possible* - Results from Deliverable 1.4 for the project - National and Regional Risk Assessments - IPCC reports - scientific studies - environmental justice modeling - news reports (specifically for the economic impact of a particular climate event) - EIB Climate Adaptation Plan - Technical guidance on the climate proofing of infrastructure in the period 2021-2027 - The Vulnerability Sourcebook - Concept and guidelines for standardised vulnerability assessments - European Climate Risk Assessment (EUCRA) (Europe specific) - Communication on managing climate risks - protecting people and prosperity.	12-13	

2.1 Scheduler

Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
1.3	**Assess how tourism in the destination is contributing to climate change and biodiversity loss**	*Understanding how tourism contributes to climate change should guide you as you choose objectives and actions (especially for decarbonisation)* Incorporating awareness of how tourism contributes to climate change helps to prepare meaningful adaptation strategies, reduce negative impacts, promote sustainable practices, enhance visitor experience, support long-term viability, and educates and engages both tourists and locals.	*Emission sources are likely to be shared (eg tourism isn't responsible for 100% of aviation), and overlap with neighbouring regions. Estimating the approximate proportions is more important than trying to get overly precise data* -What are the main sources of tourism related emissions in your destination (eg airport, hotels, theme parks, cruise terminal etc)? - What is the estimated contribution of tourism to GHG emissions?	*Any relevant stakeholders who measure emissions that can help you estimate yours* - Depending upon your situation this might be airports, transport sector, government agencies measuring national emissions etc. - Universities or other researchers who can deliver the technical work necessary	*There are currently no universally agreed tools or standard for measuring destination level emissions. Different destinations have used different approaches for estimating their own:* - Visitor Profile data - Finnish Visitor Survey - Norwegian CO2rism Tool - Visit Scotland tools and calculators - Estimations from University of Queensland - Resources detailed inside Glasgow Declaration overview of Tools and Methodologies - European Commission Emissions Data and Maps	4	

2.1 Scheduler

Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
1.4	**Assess tourism supply chain and their impact on climate change and biodiversity**	*Understanding how tourism contributes should guide you as you choose objectives and actions (especially for decarbonisation).* Incorporating awareness of how tourism supply chain contributes to climate change helps to reduce negative impacts, promotes sustainable practices, enhances visitor experience, supports long-term viability, and educates and engages both tourists and locals.	*The structure of your supply chain will depend greatly upon the specific context of your region. The following questions should help youn gain a greater understanding of its structure and relationship to climate change.* - What are the parts of your supply chain with the greatest emissions? - How can parts of your supply chain can be decarbonised? - Are there less emitting alternatives available? - Which parts of your supply chain have the most impact (+/-) on biodiversity? - Which parts of (activities within) your supply chain have the most impact on water usage? (if applicable) - Which parts of (activities within) your supply chain have the most impact on waste management? (if applicable) - How parts of (activities within) your supply chain impact land use and development? (if applicable) - How can this be improved?	*Depending upon your own supply chain, different stakeholders may be of value when delivering your plan.* - Are there any stakeholders who have measured emissions and therefore can help you estimate yours (eg airports, transport sector, government agencies measuring national emissions etc?) - Are there any universities or other researchers who can deliver the technical work necessary? - Are there any local NGOs working on climate or biodiversity related impacts?		4	

2.1 Scheduler

Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
2.1	**Compile existing international policies/legislation relating to Climate Action Planning**	*Climate action can be considered as a set of interlinked frameworks and commitments, starting at the global level and then becoming ever more locally specific. Rather than trying to develop a Climate Action Plan in isolation, it is more productive to consider how best to position any commitments within these contexts.* Such awareness is important to stay aligned and consistent with global standards, regulatory compliance, opportunities for potential access to funding eligibility or partnerships and allows for enhanced strategic planning through informed decisions and proactive measures.	*How do international policies/legislation affect your planning? Depending upon the type of DMO, these may have more direct or indirect impact.* - What international policies / legislation currently affect the way you develop tourism in your region? - What international policies / legislation currently affect emissions in your region? - What international policies / legislation currently affect biodiversity protection in your region?	*Although you may have considered regulations that explicitly target tourism, there may be those that are focussed on climate change that will impact your planning, and it may be other departments / organisations have greatr knowledge of these.* - Who do you need to engage with to understand the impact of international legislation?	The Paris Agreement Fit for 55 (European context) Transition Pathway for Tourism . The Global Climate Action Portal	6, 10-11	

2.1 Scheduler

Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
2.1	**Compile existing national policies/legislation relating to Climate Action Planning**	*Climate action can be considered as a set of interlinked frameworks and commitments, starting at the global level and then becoming ever more locally specific. Rather than trying to develop a Climate Action Plan in isolation, it is more productive to consider how best to position any commitments within these contexts.* Such awareness is important to stay aligned and consistent with national standards, regulatory compliance, opportunities for potential access to funding eligibility or partnerships and allows for enhanced strategic planning through informed decisions and proactive measures.	*How do international policies/legislation affect your planning? Depending upon the type of DMO, these may have more direct or indirect impact.* - What is your country's Nationally Determined Contribution (NDC) for emissions reduction? - What national legislation is in place relating to climate change?	*Although you may have considered regulations that explicitly target tourism, there may be those that are focussed on climate change that will impact your planning, and it may be other departments / organisations have greatr knowledge of these.* - Who do you need to engage with to understand the impact of national legislation?	Nationally Determined Contributions National Adaptation Plans Overview of National Adaptation Strategies and Plans and published by the EEA (2019 map) In March 2023, EU Member States were mandated for the second time to report their national adaptation actions under the Regulation on the Governance of the Energy Union and Climate Action. Information on this process, along with numerous links to relevant documentation, guidance and plans, can be found here. EU Nature Restoration Law	11-12	

2.1 Scheduler

Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
2.2	**Compile existing climate actions and initiatives impacting the region/destination**	*Wherever possible tourism's climate action planning should not look to happen in isolation, but be designed to support the needs and actions of general society.* By collecting information on what climate action is already taking place inside of the region/ destination, you will understand who is already working on these issues, where the focus is, and potentially what works and what doesn't.	*Before starting to develop ideas for your own actions, understanding what is already in place may help you find ideas, possible partners etc* - What commitments are already in place? - What targets currently exist? - What Climate Action Plans already exist? - What Climate Initiatives already exist? - What are the outcomes so far? - Who is working on them?	*The research done then previous weeks should have given you ideas for who might be most useful here.* - Anyone working on climate action inside of the region especially if their work is either directly involved with tourism, or intersects with it (eg food, transport, infrastructure, energy, water)	EU Covenant of Mayors for Climate & Energy Over 8000 local plans related to climate and energy can be accessed here EU Urban Agenda	10-12	

2.1 Scheduler

Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
2.3	**Understand your own current / previous climate actions**	*Before developing a Climate Action Plan for your future strategy, it is important to first assess what your organisation has done or is doing as regards climate action.* - It is likely that you have already been involved in projects or initiatives that were either directly related to climate change, or which had an indirect impact. Both are relevant as you look to build a basis for a more structure Climate Actioin Plan.	*If you look at your current and past activites using a 'Climate Lens' you may be able to see how it had a positive or negative impact on climate change, and therefore reconsider it as work with relevanced for a Climate Action Plan.* - What work are you doing focussed on reducing emissions? - Are you delivering any Nature based Solutions? - What work are you doing related to the protection of biodiversity? - What work are you doing that indirectly reduces emissions (eg work you might be doing for other reasons, but that has a climate impact, such as promoting longer stays, or developing a bicycle network) - What are you doing to support public transport? - What are you doing to support domestic tourism? - What are you doing to extend length of stay? - What are you doing to reduce waste? - What are you doing in design of your product development - What are you doing in your communications, branding, marketing - What are you doing in terms of data collection and research into climate action - What are you doing in terms of destination management and governance?	**All staff members should be engaged to see how their work can be considered through a Climate Lens**	*As this is an assessment of your organiosation's own activities so far, the relevant resources will be specific to you.* - Organisational sustainability reports or strategy documents - Organisational strategy documents	15-22	

2.1 Scheduler

Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
2.4	**Secure organizational mandate for Climate Action Planning -**	*Without support from senior management, it will be hard to secure the funding and time to deliver a meaningful plan or guarantee its continued implementation over time.* - Support from across the team is vital so as everyone sees their work through the lens of climate action, and considers how they can contribute and how they are affected. - The earlier this can be secured the better, and it may be that the insights gained through the work done analysing risks and impacts is useful which is why this has been positioned at the enjd of the second month in the schedule.	- Is your board supportive? - Are all members of staff supportive? - Has the time and resources necessary been secured to deliver the plan over the following months?	*All relevant staff members*	*Since defining organizational mandate is dependent upon the situation of the DMO, there are no relevant external resources*	16-17	
2.4	**Secure supply chain/industry sector mandate for Climate Action Planning**	*Without support from the supply chain/industry sector, it will be challenging to take comprehensive climate action built on integrated efforts, a holistic approach and continuous improvement through innovation, adoption of best practices and new technologies that enhance*	- Is local tourism sector supportive? - Are stakeholders within your supply chain supportive? - Are space/urban planning stakeholders supportive? - Are any other relevant organizations/stakeholders supportive?	- relevant industry representation - supply chain stakeholders - space/urban planning stakeholders -any other relevant organizations/stakeholders	*Since defining mandate is dependent upon the situation of the DMO, there are no relevant external resources*	16-17	

2.1 Scheduler

Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
2.4	**Secure community mandate for Climate Action Planning**	*The community's involvement in fostering a sense of collective responsibility and their climate action support is necessary for successful implementation built on long-term commitment, enhancing effectiveness through local knowledge, relevancy, transparency, legitimacy, adaptive capacity, increased resilience through shared resources, empowerment, inclusive and equitable*	- Is the local community supportive? - What can be done to listen to, understand and respond to the diverse experiences and needs of different groups? - What can be done to incorporate community strengths and knowledge into the plan? -How can the plan support equal access to resources and opportunities?	- relevant community representation	*Since defining mandate is dependent upon the situation of the DMO, there are no relevant external resources*	16-17	
2.4	**Establish strategic collaboration / partnerships with key external stakeholders for climate action (planning)**	*Establishing strategic collaborations and partnerships with key external stakeholders is essential for leveraging expertise and resources, enhancing innovation, achieving broader impact, increasing funding opportunities, gaining regulatory and policy support, improving implementation through operational efficiency and technical support, enhancing credibility and trust, engaging communities and stakeholders, and ensuring*	**Which groups need to be engaged to ensure the Climate Action Plans successful creation and implementation?** - Have you considered which relevant local, regional, national, international; tourism and non-tourism organisations need to be aware of your work? - Do you collaborate with external experts, consultants, or academic institutions on climate action planning?	- Government - Other Industrial Sectors (eg transport, food, health) - Tourism Organisations - Citizens - Visiting Tourists	*Refer to the Blueprint's Guidance for stakeholder engagement*	16-17	

2.1 Scheduler

Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
2.4	**Understand organization's areas of influence to drive change and create new opportunities**	*it is crucial for building informed decisions, driving change, maximizing impact, creating new opportunities, building partnerships, engaging stakeholders, enhancing reputation, and effective communication.* - The work you have done in these first 2 months should have given you a much greater understanding of this issue, preparing you to deliver the specifics of the plan	*As you prepare to begin deciding the contents of your Climate Action Plan, have you sufficiently considered your relationships with those you interact with, and how to deliver the most effective plan?* - How do you interact with different stakeholder groups? - What is your internal influence? - What is your influence on local businesses? - What is your influence on visitors? - What is your influence on destination strategy? - What is your influence on international collaboration?	- any relevant stakeholders	*This is an entirely locally specific process, and so the relevant resources will unique to each region / destination.*	23	
3.1	**Set adaptation objectives based on risks identified in the research**	*In order to develop a meaninful and achievable set of actions it is essential that they address your objectives, and that these objectives are grounded in the reality of the context you operate in.* - The work you have done in the previous 2 months should have given you a much greater understanding of the context you operate in, preparing you to deliver the	- What are the biggest risks confronting the destination/region? - What are the biggest risks confronting tourism? - How is tourism best placed to help? - How does these objectives match the scale of the risks? - Are these objectives achievable, and under what time scale? - What criteria should we use to decide our objectives?	- Who needs to be involved from the DMO to agree and commit to the objectives?- any impacted stakeholders - any stakeholders who can support delivery	- Since objectives will be set depending upon the context of the DMO / Regional Authority, there are not general external resources available. - Locally relevant resources discovered during the process of stage 1 may provide	12-14? 24	

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2.1 Scheduler

Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
3.2	**Set mitigation objectives based on emissions sources and environmental impacts from tourism.**	*In order to develop a meaninful and achievable set of actions it is essential that they address your objectives, and that these objectives are grounded in the reality of the context you operate in.* - The work you have done in the previous 2 months should have given you a much greater understanding of the context you operate in, preparing you to deliver the specifics of the plan	- What are the biggest tourism sources of emissions? - Which emissions sources can tourism have most impact on reducing? - What are tourism's biggest impacts on biodiversity? - How can tourism have the biggest positive impact on biodiversity? - How is tourism best placed to help? - How does these objectives match the scale of emissions? - Are these objectives achievable, and under what time scale? - What criteria should we use to decide our objectives?	- Who needs to be involved from the DMO / regional authority to agree and commit to the objectives? - Are there any key impacted stakeholders who you should involve? - Are there any stakeholders who can support delivery who you should involve?	ideas for objectives - Inspiration may be found by looking at other CAPs to see what objectives they set - the Action Planner (2a) and Action Examples (2b) provided in this toolkit will enable a more systematic approach to selecting adaptation and mitigation objectives.	18-22 24	
3.3	**Assess how current actions match objectives (Source actions from H12)**	*Before coming up with new actions, align the list of current (and past) actions with the list of objectives from Cell H12, in order to get a snapshot of where the DMO is now* By first reviewing your action to date, you will be able to review how your new objectives align with your work, giving you a foundation upon which to build	- How does your list of current actions match with new objectives? - Do you need to refine your objectives? - Do you need to stop / adapt any current actions to better match them with your objectives?	**Matching objectives and actions can probably be done internally.** - If you need to refine any objectives, you may need to engage with stakeholders who were involved in agreeing the original objectives - If you need to adapt / end any actions, then you may need to engage with any stakeholders involved in delivery of those actions		24	

2.1 Scheduler

Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
3.4	**Identify potential actions for adaptation**	*These actions are the purpose of your Climate Action Plan, and all work until now has been preparation for this process*	*Brainstorm as many actions as possible, as well as reviewing relevant literature* - What actions can we implement that will help us deliver on each of our adaptation objectives? - How many actions should each objective have? - What is the timescale for each action?	*Brainstorming objectives and actions can probably be done internally, although you may wish to align your ideas with relevant stakeholders.* - Any stakeholders impacted by the actions - Any stakeholders required to deliver the actions?		30-33 22?	
4.1	**Identify potential actions for mitigation**	*These actions are the purpose of your Climate Action Plan, and all work until now has been preparation for this process*	*Brainstorm as many actions as possible, as well as reviewing relevant literature* - What actions can we implement that will help us deliver on each of our mitigation objectives? - How many actions should each objective have? - What is the timescale for each action?	*Brainstorming objectives and actions can probably be done internally, although you may wish to align your ideas with relevant stakeholders.* - Any stakeholders impacted by the actions - Any stakeholders required to deliver the actions	- The Action Planner (2a) and Action Examples (2b) are the key tools for deciding upon your actions - Glasgow Declaration Implementation Report - Relevant CAPs - Other Glasgow Resources	18-22? 26-30	

2.1 Scheduler

Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
4.2	**Prioritise potential actions**	**You want any action you commit to to be achievable and impactful. Depending upon yoiur organisational context and priuorities, there may be numerous criteria that you consider important when deciding.**	*There are many different criteria that you can apply to prioritise climate actions. The context learned until now may help you decide. The following are the sort of prioritisation questions you might wish to consider:* Which actions are the most urgent? - Which actions are the most impactful? - Which actions are the most cost effective? - Which actions can be delivered most easily? - Which actions have additional co-benefits for nature, society? - Which actions are we most responsible for delivering? - To what degree does the organisation have the technical expertise, the human or financial resources necessary to address this source of emissions?	*The ability to meaningfully prioritise requires an in depth understanding of the actions and the criteria being used to prioritise them. Whether this can be done internally will depend upon the organisational expertise and capacity as reviewed in Cells H4 and H5 . Depending upon the review,m you may wish to engage various stakeholders:* - Any stakeholders impacted by the actions - Any stakeholders required to deliver the actions		21-22 24-26	

2.1 Scheduler

Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
4.3	**Define indicators for each action**	*Indicators will enable you to track and report progress across your various objectives and actions.*	*There are many different KPIs and Targets you might use to measure progress. Where possible they should measure the impacts of the actions. You should consider the following:* - How will this action reduce emissions? - How will this action improve resilience to climate change impacts? - How will this action affect climate justice? - How will this action affect human health? - How will this action affect biodiversity? - How will this action affect quality of life? - How will this action improve the quality of tourism? - To what extent would reducing	*The ability to set meaningful targets requires an in depth understanding of the actions and objectives. Whether this can be done internally will depend upon the organisational expertise and capacity as reviewed in Cells H4 and H5. Depending upon the review,m you may wish to engage various stakeholders:* - Whoever will be responsible for measuring / reporting the different targets - Whoever is responsible for delivering the relevant actions		26	
4.4- 5.4	**Write CAP**	*This is the purpose of this toolkit*	- Assuming that all objectives up until now have been completed, you will now have the necessary information on the context defining the CAP, along with the agreed objectives and actions.	- Whoever needs to have input into the design of a plan	The Cap Template (3) provided in this tool kit offers a structured format to follow when looking to create your plan. It is aligned with all the relevant stages presnted in the Schedule (1).	- 100s of published Climate Action Plans 14-15? 33	

2.1 Scheduler

Monthly/ Weekly Schedule	Action	Why do we need to do this?	What questions should we ask?	Which stakeholders might need to be engaged?	What resources are available?	Blueprint Page Reference	Answers / Notes
6	**Develop a Communication Strategy for your Climate Action Plan**	An effective communication stategy will ensure that all stakeholders who need to be engaged can be	- how will progress and challenges be communicated?	- whichever stakeholders you need to engage	- Resources will depend upon the region and DMO		

2.2 Action Planner

Action ref number	Potential Actions				Prioritisation Criteria										Notes (eg partners or resources required etc)
	Objective	Action	Indicators	Current Status	Urgency (x/10)	Internal Capacity (x/10)	Economic Cost (x/10)	External Enabling Conditions (x/10)	Mitigation Impact (x/10)	Adaptation Impact (x/10)	Tourism Impact (x/10)	"Insert more Columns with Prioritzation Criteria here"	Total Score	Add to Plan?	
1	Promote Sustainable Food Sourcing and Gastronomy	Promote the use of seasonal and local ingredients in menus and		Planned	4	8	3	7	4	4	8		38	Now	
2	Promote Sustainable Transportation	Work with hotels to offer discounts on public	Increase in public transport	Planned	6	5	5	5	6	3	7		37	Later	
3															
4															
5															

Step 1: Remove examples in rows 2 and 3

Step 2: Update criteria as required (add/delete columns as necessary) *See Blueprint pages 24-25 for more on prioritisation criteria*

Step 3: Select and add potential objectives, actions and indicators to chart (add rows as necessary) *See Table 2b for examples of Objectives, Actions and Indicators*

Step 4: Assess each action according to chosen criteria

2.3 Action Examples

Objectives	Actions	Indicators	Climate Benefits	Social and Environmental Co-Benefits	References to Deliverable 1.3: Report sheet on best practices and/or Deliverable 1.4: Methodological framework for Regions/Destinations
Develop destination climate risk assessment	1: Conduct vulnerability assessments, identifying key tourism assets and infrastructure and assess their susceptibility to various climate hazards 2: Create range of plausible future scenarios based on different climate projections to understand potential impacts on the destination.	- average temperature over time - frequency and intensity of heatwaves - number of days of extreme heat - total annual rainfall - frequency and severity of droughts - impact of weather events on fresh water resources - frequency and intensity of floods - rate of sea level rise - frequency and extent of coastal flooding - impacts of climate change on biodiversity and ecosystem services - Dependence of specific tourism sectors on climate-sensitive resources - Exposure of tourism infrastructure to climate hazards	Identify vulnerabilities and potential impacts of climate change on the region. This knowledge allows for proactive adaptation strategies, such as sustainable infrastructure development and promotion of climate-resilient tourism activities. This safeguards the environment, protects tourism assets, and ensures the long-term viability of the destination, making it more attractive to eco-conscious travelers.	- identify vulnerable ecosystems and species - understanding the impacts of climate change on ecosystem services - identify opportunities to improve resource efficiency in the tourism sector - help build resilience and empower them to adapt to climate change impacts - protectr public health by better understanding vulnerabilities	**1.4** 5.1 Criteria Development for CC Adaptation Assessment (Destination Level) (p.48)
Develop destination emissions measurement	1: Work with external emissions measurement expert to measure destination related emissions 2: Provide calculator and support to private sector to enable co-ordinated measurement across destination 3: Provide calculator to tourists to enable visitors to compare emissions profile of different choices	- energy consumption per source - number of visitors arriving by different transport modes - average distance travelled by visitors - use of renewable energy	- Identify key emission sources: Pinpoint major contributors to greenhouse gases, like transportation or energy use, allowing for targeted mitigation strategies. - Set reduction targets: Establish realistic and measurable goals for decreasing emissions, demonstrating commitment to climate action. - Track progress: Monitor the effectiveness of initiatives to reduce emissions, showcasing improvements and identifying areas needing further action.	- protect the region's unique ecosystems and biodiversity - identify areas of vulnerability and prioritize adaptation efforts - identify how to reduce air pollution and improved water quality will directly benefit the health and well-being of residents and visitors	
Promote use of renewable energy sources by tourism organisations and businesses	1: Collaborate with local governments and energy providers to create incentive programs, such as grants, tax breaks, or subsidies, to encourage tourism businesses to invest in renewable energy infrastructure like solar panels, wind turbines, or geothermal systems. 2: Organize workshops, training sessions, and webinars to educate tourism businesses about the benefits of renewable energy, available technologies, and financing options. 3: Lead by example and showcase sustainable practices, installing renewable energy systems in own offices and facilities, demonstrating commitment to sustainability and inspiring other tourism businesses to follow suit.	- Percentage of energy from renewable sources - Carbon footprint reduction - Energy efficiency improvements	Renewable energy sources produce electricity with significantly lower carbon emissions compared to fossil fuels, mitigating climate change.	- Reduced air and water pollution - improved public health - increased energy security - creation of green jobs	**1.3** 4.1 Case study 1: Barcelona City: Integrated urban sustainability transformation (p.50-51) **1.4** 5.2 Criteria Development for CC Mitigation Assessment (Destination and Regional Levels) (p.53,54,55)

2.3 Action Examples

Objectives	Actions	Indicators	Climate Benefits	Social and Environmental Co-Benefits	References to Deliverable 1.3: Report sheet on best practices and/or Deliverable 1.4: Methodological framework for Regions/Destinations
Promote water conservation measures by tourism organisations and businesses	1: Encourage the use of recycled or greywater for landscaping and irrigation in hotels, resorts, and golf courses. 2: Promote water-conscious activities such as hiking, cycling, and cultural tours, over water-intensive activities like water parks or excessive swimming pool use. 3 Launch awareness campaigns to educate tourists about the importance of water conservation in the Mediterranean region. This can include providing information about local water scarcity issues and tips for reducing water usage during their stay. 4: Train hotel staff, tour guides, and other tourism workers on water-saving practices and how to communicate them effectively to visitors. 5: Encourage Hotels, resorts, and other tourism accommodations, through local policies or incentives, to install water-saving technologies such as low-flow toilets, showerheads, and taps. 6: Offer tax breaks or subsidies for businesses that invest in water-efficient upgrades.	- Water consumption per capita - Water use efficiency - Wastewater treatment and reuse	Water conservation reduces energy consumption associated with water treatment and distribution, lowering carbon emissions.	- Reduced water scarcity - improved water quality - lower water bills - increased resilience to droughts.	**1.4** 5.1 Criteria Development for CC Adaptation Assessment (Destination Level) (p.49)

2.3 Action Examples

Objectives	Actions	Indicators	Climate Benefits	Social and Environmental Co-Benefits	References to Deliverable 1.3: Report sheet on best practices and/or Deliverable 1.4: Methodological framework for Regions/Destinations
Educate tourists about environmental conservation	1: Create brochures, leaflets, and online resources that highlight the unique environmental features of the destination and provide tips for responsible tourism practices. 2: Collaborate with educational institutions to develop environmental education programs for students and tourists. This can include field trips, workshops, and guest lectures on topics such as local ecosystems, biodiversity, and sustainable tourism. 3: Develop mobile apps or interactive displays that provide information about the destination's natural and cultural heritage, as well as environmental challenges and solutions. 4: Use social media and other online platforms to share educational content and engage with tourists. 5: Train tour guides and other tourism professionals to provide informative and engaging commentary on environmental issues during tours and activities.	- Number of educational programs and materials - Tourist awareness and knowledge of environmental issues - Changes in tourist behavior	Educating tourists about environmental issues and climate change can promote responsible behavior and encourage them to make choices that reduce their carbon footprint.	- Increased awareness and understanding of environmental issues - promotion of responsible tourism practices - support for conservation efforts	**1.3** 4.2 Case study 2: Sakarun beach, Dugi Otok, Croatia: Posidonia Management (p.54) 4.4 Case study 4: Reconstructing coastal dunes against erosion in Tuscany, Italy (p.57, 58) 4.7 Case Study 7: Port Cros National Park, France: managing water tourism to protect seagrass meadows (p.64) **1.4** 5.1 Criteria Development for CC Adaptation Assessment (Destination Level) (p.49) 5.2 Criteria Development for CC Mitigation Assessment (Destination and Regional Levels) (p.56)
Encourage energy efficiency by tourists	1: Focus marketting on demographics / segments looking to travel more sustainably 2: Develop incentive programmes to reward more energy efficient choices 3: Create educational programmes to inform over importance of energy efficient choices 4: Create awarness programmes to highlight energy efficienct choices	- energy consumption in accommodation - usage of sustainable transport - visitor awareness of initiatives	Tourists often consume more energy than locals, contributing to higher carbon emissions. By promoting efficient practices, DMOs can help reduce the overall carbon footprint of tourism in the region.	- encourages tourists to support destination sustainability goals - lowers operational costs for tourism businesses, suppoting local economy - provides green jobs for localm economy - supports protection of local biodiversity, improving access to nature and potential for ecosystem services	**1.4** 5.2 Criteria Development for CC Mitigation Assessment (Destination and Regional Levels) (p.53)
Promote water efficiency by tourists	1: Focus marketting on demographics / segments looking to travel more sustainably 2: Develop incentive programmes to reward more water efficient choices 3: Create educational programmes to inform over importance of water efficient choices 4: Create awarness programmes to highlight water efficienct choices	- water consumption in accommodation - visitor awareness of initiatives	By encouraging water efficiency among tourists, a Mediterranean DMO can contribute to significant climate benefits. Preserving water resources helps maintain healthy ecosystems, crucial for carbon sequestration and climate regulation. Efficient water use also mitigates the impacts of droughts, which are becoming more frequent and severe due to climate change, ensuring the long-term sustainability of the Mediterranean region.	- reduces pressure on shared water supplies, lessening potential for tensions between locals and tourists - Maintaining sufficient water flows in rivers, lakes, and wetlands is crucial for supporting biodiversity and ecosystem health. - if tourists support local businesses' use of water-efficient technologies and practices it can lead to significant cost savings.	**1.4** 5.1 Criteria Development for CC Adaptation Assessment (Destination Level) (p.49)

2.3 Action Examples

Objectives	Actions	Indicators	Climate Benefits	Social and Environmental Co-Benefits	References to Deliverable 1.3: Report sheet on best practices and/or Deliverable 1.4: Methodological framework for Regions/Destinations
Reduce waste and promote recycling	1: Develop and implement a destination-wide waste reduction and recycling plan 2: Provide recycling and composting infrastructure and education 3: Partner with local businesses to reduce waste at the source 4: Encourage hotels, restaurants, and other businesses to adopt sustainable practices such as reducing packaging, using reusable containers and tableware, and donating surplus food to local charities. 5: Organize and promote community clean-up events 6: Work with local authorities to develop and enforce regulations that promote waste reduction and recycling, such as bans on single-use plastics or mandatory recycling programs for	- Waste generation per capita - Recycling rates - Percentage of waste diverted from landfills	Reducing waste and promoting recycling conserves resources, reduces energy consumption in production and disposal, and lowers greenhouse gas emissions.	- Reduced land and water pollution - improved resource efficiency - creation of green jobs - reduced reliance on landfill	**1.3** 4.1 Case study 1: Barcelona City: Integrated urban sustainability transformation (p.51) 4.6 Case study 6: Elafonisos, Greece: Raising awareness on sustainable tourism (p.61) **1.4** 5.2 Criteria Development for CC Mitigation Assessment (Destination and Regional Levels) (p.54)
Support eco-friendly accommodations	1: Create awards or recognition programs to publicly acknowledge and celebrate accommodation businesses that demonstrate exemplary eco-friendly practices. 2: Organize workshops and training sessions on various eco-friendly practices, such as energy and water conservation, waste reduction, and sustainable sourcing. 3: Create an online resource hub with information, tools, and case studies to help accommodation businesses learn about and implement sustainable practices. 4: Develop marketing campaigns to promote the eco-friendly accommodations in the destinatio	- Number of eco-certified accommodations - Energy and water consumption per guest - Waste generation and recycling rates	Eco-friendly accommodations reduce energy and water consumption, waste generation, and carbon emissions, contributing to climate change mitigation.	- Improved air and water quality - reduced noise pollution - enhanced guest experience - support for local businesses and communities.	**1.3** 4.4 Case study 4: Reconstructing coastal dunes against erosion in Tuscany, Italy (p.60) 4.6 Case study 6: Elafonisos, Greece: Raising awareness on sustainable tourism (p.61)

2.3 Action Examples

Objectives	Actions	Indicators	Climate Benefits	Social and Environmental Co-Benefits	References to Deliverable 1.3: Report sheet on best practices and/or Deliverable 1.4: Methodological framework for Regions/Destinations
Promote Agritourism and Farm Stays	1: Develop a Dedicated Agritourism Platform 2: Curate Thematic Agritourism Itineraries: Design themed agritourism itineraries (e.g., olive oil trail, wine route, cheese-making experience 3: Host events and workshops at farms, such as cooking classes using fresh produce, wine-tasting sessions, and olive oil harvesting demonstrations.	1: Number of visitors to agritourism and farmstay businesses 2: Length of stay at agritourism and farmstay businesses 3: Visitor satisfaction surveys and reviews 4: Job creation in the agritourism and farmstay sector 5 Website traffic and inquiries related to agritourism and farmstays	Promoting agritourism and farm stays encourages sustainable agricultural practices by providing farmers with additional income streams. it also fosters a deeper connection between visitors and the land, raising awareness about the importance of preserving natural resources and supporting local food systems. Additionally, agritourism can promote the consumption of seasonal and locally sourced produce, reducing carbon emissions associated with long-distance food transportation.	- incentivize farmers to maintain traditional farming practices and preserve biodiversity, contributing to the conservation of valuable ecosystems and scenic landscapes. - encourage farmers to adopt sustainable and organic farming methods, reducing the use of pesticides and fertilizers, and promoting soil health and water conservation. - preserve and promote local culture, traditions, and crafts, providing tourists with authentic experiences and supporting the livelihoods of rural communities. - create additional income streams for farmers and rural businesses, reducing dependence on traditional agriculture and promoting economic resilience.	

2.3 Action Examples

Objectives	Actions	Indicators	Climate Benefits	Social and Environmental Co-Benefits	References to Deliverable 1.3: Report sheet on best practices and/or Deliverable 1.4: Methodological framework for Regions/Destinations
Promote Climate Smart and Sustainable Food Sourcing and Gastronomy	1: Collaborate with local farmers, producers, and distributors to create a network of sustainable food suppliers. 2 Develop a certification program for restaurants and hotels that source a certain percentage of their food from local, sustainable sources. 3: Promote the use of seasonal and local ingredients in menus and marketing materials. 4: Host events that celebrate local food and culture, such as farmers' markets, cooking classes, and food tours. 5: Partner with restaurants and chefs to offer special menus featuring local ingredients. 6: Work with local media to promote these events and raise awareness about sustainable food practices. 7: Train restaurant staff on how to source and prepare sustainable food. 8: Educate hotel staff on the importance of reducing food waste and composting. 9: Provide information to tour operators about sustainable food options in the destination. 10: Advocate for policies that support sustainable food production and consumption. 11: Participate in initiatives to reduce food waste and improve food security. 12: Support educational programs that teach children about healthy eating and sustainable food practices. 13: Create a website or online platform where tourists can find information about sustainable food options in the destination. 14: Develop a mobile app that helps tourists find and book restaurants that use local ingredients. 15: Partner with travel agents and tour operators to promote sustainable food experiences. 16: Offer incentives to businesses that participate in your sustainable food programs. 17: Recognize and reward businesses that are leaders in sustainable food sourcing and gastronomy.	1: Increase in certified sustainable food businesses 2: Reduction in food waste by restaurants 3: Reduction in carbon footprint of food supply chains	Contribute to reducing greenhouse gas emissions, preserving biodiversity, supporting local economies, and raising awareness about sustainable food choices among both residents and visitors, thus fostering a more resilient and environmentally conscious tourism industry.	- helps protect biodiversity by promoting crop diversity, soil health, and natural pest control. - reducing water consumption and preserving this valuable resource in the Mediterranean region. - minimizing food waste through efficient food preparation, storage, and consumption practices. - strengthens the local economy by providing income and employment opportunities for farmers, producers, and distributors. - preserves cultural heritage and culinary traditions - contributes to food security and provides healthier, more nutritious dietary options for residents and visitors.	**1.3** 4.3 Case study 3: Cyprus: Marine invasive species control through stakeholder engagement 4.6 Case study 6: Elafonisos, Greece: Raising awareness on sustainable tourism (p.61) **1.4** 5.2 Criteria Development for CC Mitigation Assessment (Destination and Regional Levels) (p.53)

2.3 Action Examples

Objectives	Actions	Indicators	Climate Benefits	Social and Environmental Co-Benefits	References to Deliverable 1.3: Report sheet on best practices and/or Deliverable 1.4: Methodological framework for Regions/Destinations
Promote Sustainable Transportation Options	1: Promote the use of public transportation: This includes working with public transit agencies to improve service, create marketing campaigns, and offer discounts to tourists. 2: Encourage walking and cycling: This can be done by creating safe and convenient infrastructure, such as bike lanes and pedestrian walkways. 3: Support the development of electric vehicle (EV) infrastructure: This includes installing charging stations and promoting the use of EVs through marketing and incentives. 4: Work with hotels to offer shuttle services or discounts on public transportation. 5: Collaborate with public transport companies to offer discounted or free passes to tourists, create joint marketing campaigns promoting the benefits of public transport, and develop integrated ticketing systems for seamless travel experiences. 6: Create travel packages that include public transport passes or offer discounts on accommodations or activities for tourists who use public transport. 7: Provide clear and easily accessible information about public transport routes, schedules, fares, and ticketing options through websites, mobile apps, and printed materials. They can also offer personalized trip planning services to help tourists navigate the public transport system.	- Increase in public transport usage - Decrease in private vehicle usage - Increase in cycling and walking - Increased awareness and satisfaction with sustainable transport options - Reduction in carbon emissions from transportation - Reduced traffic congestion	Sustainable transport options like public transport, cycling, and walking produce fewer greenhouse gas emissions compared to private vehicles. This helps mitigate climate change by reducing the destination's carbon footprint.Shifting to sustainable transport modes decreases air pollution caused by vehicle exhaust fumes, leading to cleaner air and a healthier environment for both residents and visitors.	Sustainable transport modes are quieter than cars and motorcycles, leading to a more peaceful and enjoyable environment for residents and visitors. Reduced air and noise pollution lead to better respiratory and cardiovascular health for residents and visitors. Increased physical activity from walking and cycling also promotes overall well-being. Sustainable transport options, such as public transport and cycling infrastructure, improve accessibility for people with disabilities, low-income individuals, and those without access to private vehicles, promoting social equity. Creating pedestrian-friendly streets and public spaces fosters community interaction, social cohesion, and a sense of place, enhancing the overall livability of the destination. Sustainable transport can boost local economies by creating jobs in public transport, cycling infrastructure, and tourism-related services. It can also attract visitors seeking eco-friendly destinations.	**1.3** 4.1 Case study 1: Barcelona City: Integrated urban sustainability transformation (p.52) **1.4** 5.2 Criteria Development for CC Mitigation Assessment (Destination and Regional Levels) (p.54)

2.3 Action Examples

Objectives	Actions	Indicators	Climate Benefits	Social and Environmental Co-Benefits	References to Deliverable 1.3: Report sheet on best practices and/or Deliverable 1.4: Methodological framework for Regions/Destinations
Promote Bicycling	1: Collaborate with local authorities to create a network of safe and well-maintained cycling lanes and paths, connecting key tourist attractions, accommodations, and transportation hubs. 2: Implement bike-sharing programs, offering affordable and convenient access to bicycles for both residents and tourists. 3: Develop a variety of cycling routes catering to different skill levels and interests, showcasing the region's natural beauty, cultural heritage, and culinary delights. Promote these routes through maps, brochures, websites, and mobile apps, highlighting key attractions, points of interest, and services along the way. 4: Partner with tour operators to offer guided cycling tours and packages, providing a hassle-free and informative experience for tourists. 5: Host cycling events, such as races, tours, and festivals, to attract cycling enthusiasts and promote the destination as a cycling-friendly location. 6: Partner with local businesses and organizations to sponsor and support these events, creating a festive atmosphere and generating economic benefits for the community. 7: Use these events to raise awareness about the benefits of cycling and encourage more people to adopt cycling as a mode of transportation and recreation. 8: Provide discounts on accommodations, attractions, and activities for tourists who arrive by bicycle or use bike-sharing programs. 9: Partner with local businesses to offer special deals and promotions for cyclists, such as free bike rentals or discounts on food and beverages. 10: Create loyalty programs or rewards systems for frequent cyclists, encouraging repeat visits and fostering a sense of community. 11: Launch awareness campaigns to promote the benefits of cycling for health, the environment, and the local economy. 12: Organize cycling workshops and training sessions to teach safe cycling practices and promote cycling as a viable transportation option. 13: Engage with local schools and community groups to promote cycling and encourage active participation in cycling initiatives.	- Increase in bicycle usage - Length of bike lanes - Assess public awareness and attitudes towards cycling through surveys and social media analysis. - health indicators such as physical activity levels, obesity rates, and air quality to assess the positive impact of cycling on public health.	Cycling produces zero direct emissions, unlike cars and other motorized vehicles that rely on fossil fuels. It also can help reduce air pollution caused by vehicle exhaust emissions, leading to cleaner air and a healthier environment for residents and visitors.	- Reduced Noise Pollution - Improved Air Quality - Reduced Congestion and Improved Traffic Flow - Cycling is a low-impact exercise that promotes physical and mental well-being. - Cycling provides a more affordable and accessible transportation option for people with limited mobility, low incomes, or those who do not own cars, promoting social equity.- - Increased cycling can generate economic benefits for local businesses, such as bike shops, cafes, and restaurants along cycling routes. It can also attract tourists seeking active and sustainable travel experiences. - Promoting cycling can enhance the destination's image as a healthy, sustainable, and livable place, attracting environmentally conscious tourists and residents.	**1.3** 4.1 Case study 1: Barcelona City: Integrated urban sustainability transformation (p.51) **1.4** 5.1 Criteria Development for CC Adaptation Assessment (Destination Level) (p.54)

2.3 Action Examples

Objectives	Actions	Indicators	Climate Benefits	Social and Environmental Co-Benefits	References to Deliverable 1.3: Report sheet on best practices and/or Deliverable 1.4: Methodological framework for Regions/Destinations
Promote Sustainable Hiking and Trekking Trails	1: Develop and maintain trails with minimal environmental impact in collaboration with local communities 2: Implement carrying capacity limits and visitor management strategies through quota systems and education initiatives 3: Promote Leave No Trace principles and responsible outdoor recreation through signage	- Total length of trail network - Decrease in litter and waste along trails - Increased tourism revenue generated from hiking and trekking activities - Achievement of recognized sustainable tourism certifications for trails and related services	- Reducing carbon emissions through encouraging non-motorized transportation and access to natural areas. - Preserving carbon sinks like forests and grasslands by minimizing trail impact and promoting responsible land use. - Raising awareness and appreciation for natural ecosystems, fostering a sense of stewardship and support for conservation efforts that combat climate change.	- Sustainable trails help protect natural areas, preserving biodiversity and ecosystems. - Improved physical and mental health since Hiking and trekking offer numerous health benefits, including improved cardiovascular fitness, reduced stress, and enhanced mental well-being. - Access to well-maintained trails and natural areas contributes to a higher quality of life for residents and visitors, offering opportunities for recreation, relaxation, and connection with nature. - promotion of the region's cultural and historical heritage, fostering a sense of place and identity. - generate revenue for local businesses, such as accommodation providers, restaurants, and tour operators,	**1.3** 4.4 Case study 4: Reconstructing coastal dunes against erosion in Tuscany, Italy (p.57, 58)
Promote responsible wildlife tourism	1. Develop information campaigns and materials to educate tourists about responsible wildlife viewing practices 2. Support wildlife-friendly businesses and operators with promotion through DMO channels. 3. Contribute to conservation efforts through tourism fees or donations.	- Number of visitors to wildlife areas - Wildlife population trends - Visitor satisfaction surveys	Responsible wildlife tourism can support conservation efforts, including habitat protection and carbon sequestration, while minimizing negative impacts on wildlife and their ecosystems.	- Increased awareness and appreciation of wildlife and their habitats - economic benefits for local communities - support for conservation efforts - improved animal welfare.	**1.3** 4.3 Case study 3: Cyprus: Marine invasive species control through stakeholder engagement (p.56) 4.5 Case Study 5: Ghar El Melh, Tunisia, Wetland restoration and eco-tourism development (p.59, 60) 4.6 Case study 6: Elafonisos, Greece: Raising awareness on sustainable tourism (p.61) 4.7 Case Study 7: Port Cros National Park, France: managing water tourism to protect seagrass meadows (p.64)

2.3 Action Examples

Objectives	Actions	Indicators	Climate Benefits	Social and Environmental Co-Benefits	References to Deliverable 1.3: Report sheet on best practices and/or Deliverable 1.4: Methodological framework for Regions/Destinations
Support restoration of degraded ecosystems (e.g., reforestation)	1. Plant native trees and shrubs on degraded land 2. Protect and restore existing forests 3. Manage invasive species 4. Implement sustainable grazing practices 5. Promote fire management practices that reduce wildfire risk	- Area of degraded land restored - Forest cover percentage - Biodiversity indices (e.g., species richness, abundance)	Restored ecosystems act as carbon sinks, capturing and storing CO2 from the atmosphere, helping to mitigate climate change.	- Improved air and water quality - enhanced soil health - increased biodiversity - reduced soil erosion - creation of recreational opportunities - support for local livelihoods.	**1.3** 4.1 Case study 1: Barcelona City: Integrated urban sustainability transformation (p.52) 4.2 Case study 2: Sakarun beach, Dugi Otok, Croatia: Posidonia Management (p.53) 4.3 Case study 3: Cyprus: Marine invasive species control through stakeholder engagement (p.56) 4.4 Case study 4: Reconstructing coastal dunes against erosion in Tuscany, Italy (p.57, 58) 4.5 Case Study 5: Ghar El Melh, Tunisia, Wetland restoration and eco-tourism development (p.59) 4.7 Case Study 7: Port Cros National Park, France: managing water tourism to protect seagrass meadows (p.63, 65)
Support protection and and enhancement of coastal wetlands	1. Designate coastal wetlands as protected areas. 2. Restore degraded coastal wetlands. 3. Implement sustainable fishing practices in coastal areas. 4. Reduce pollution from land-based sources. 5. Promote community-based management of coastal resources.	- Area of protected wetlands - Water quality parameters (e.g., turbidity, nutrient levels)	Coastal wetlands sequester and store large amounts of carbon, often referred to as "blue carbon". Protecting them prevents this carbon from being released, contributing to climate mitigation.	- Protection of coastal communities from storms and floods - provision of nursery grounds for fish and other marine life - support for local livelihoods - cultural significance for coastal communities	**1.3** 4.2 Case study 2: Sakarun beach, Dugi Otok, Croatia: Posidonia Management (p.53) 4.4 Case study 4: Reconstructing coastal dunes against erosion in Tuscany, Italy (p.57) 4.5 Case Study 5: Ghar El Melh, Tunisia, Wetland restoration and eco-tourism development (p.59)
Support creation of artificial reefs	1. Support development of artificial reefs made from recycled materials. 2. Monitor and maintain artificial reefs. 3: Partner with local communities to create and manage artificial reefs. 4. Educate local communities about the benefits of artificial reefs. 5 Develop tourism experiences to visit artifical reefs and engage in coral planting where appropriate	- Number of artificial reefs developed - Fish abundance and diversity around reefs - Coral growth	Artificial reefs can enhance marine biodiversity and ecosystem health, promoting carbon sequestration through increased biomass and productivity.	- Increased fish stocks - improved recreational fishing opportunities - enhanced marine biodiversity and ecosystem health - support for local livelihoods.	**1.4** 5.1 Criteria Development for CC Adaptation Assessment (Destination Level) (p.52)

2.3 Action Examples

Objectives	Actions	Indicators	Climate Benefits	Social and Environmental Co-Benefits	References to Deliverable 1.3: Report sheet on best practices and/or Deliverable 1.4: Methodological framework for Regions/Destinations
Support sustainable fishing practices	1: Work with local fisherman associations to Implement catch quotas and size limits. 2. Promote sustainable seafood consumption in partnership with local restaurants and hotels 3: Promote responsible fishing operators to offer tourists educational and immersive experiences that showcase sustainable fishing practices. 4: Organize events and initiatives that bring together fishers, tourism operators, and the local community to celebrate sustainable fishing and promote ocean conservation.	- Fish stock assessments - Number of sustainable fishing certifications	Sustainable fishing practices help maintain healthy fish populations and marine ecosystems, which play a crucial role in carbon sequestration and climate regulation.	- Increased fish stocks - improved food security - reduced bycatch and harm to marine ecosystems - support for local livelihoods - fairer distribution of fishing resources.	**1.3** 4.2 Case study 2: Sakarun beach, Dugi Otok, Croatia: Posidonia Management (p.53) 4.3 Case study 3: Cyprus: Marine invasive species control through stakeholder engagement (p.56) 4.5 Case Study 5: Ghar El Melh, Tunisia, Wetland restoration and eco-tourism development (p.60) 4.6 Case study 6: Elafonisos, Greece: Raising awareness on sustainable tourism (p.61) 4.7 Case Study 7: Port Cros National Park, France: managing water tourism to protect seagrass meadows (p.64)
Support local conservation organizations	1: Organise events, workshops, and networking opportunities to connect stakeholders and promote collaboration. 2: Promote and market conservation projects and initiatives led by local organizations, showcasing their impact and encouraging tourist participation and support. 3: Create a fund specifically for supporting local conservation efforts, financed through voluntary contributions from tourists, businesses, or a portion of tourism revenue. 4: Work with tourism businesses to develop and implement CSR programs that contribute to local conservation efforts. 5: Engage with local and national governments to advocate for policies that support conservation and sustainable tourism practices.	- Amount of funding provided to conservation organizations - Number of conservation projects supported - Community engagement in conservation efforts	Supporting conservation efforts helps protect natural ecosystems, which play a vital role in carbon sequestration and climate regulation.	- Increased biodiversity and ecosystem health - protection of endangered species and habitats - support for local communities - promotion of environmental education and awareness	**1.3** 4.2 Case study 2: Sakarun beach, Dugi Otok, Croatia: Posidonia Management (p.53) 4.3 Case study 3: Cyprus: Marine invasive species control through stakeholder engagement (p.55) 4.4 Case study 4: Reconstructing coastal dunes against erosion in Tuscany, Italy (p.57, 58) 4.5 Case Study 5: Ghar El Melh, Tunisia, Wetland restoration and eco-tourism development.(p.60) 4.6 Case study 6: Elafonisos, Greece: Raising awareness on sustainable tourism (p.61) 4.7 Case Study 7: Port Cros National Park, France: managing water tourism to protect seagrass meadows. (p.64)

2.3 Action Examples

Objectives	Actions	Indicators	Climate Benefits	Social and Environmental Co-Benefits	References to Deliverable 1.3: Report sheet on best practices and/or Deliverable 1.4: Methodological framework for Regions/Destinations
Promote Greening in Urban Destinations	1: Develop or support urban treeplanting schemes engaging visitors and local communities 2: Support development and maintenance of urban parks, highlighting their location to visitors 3: Showcase successful examples of green roofs and walls to inspire tourism businesses to adopt 4: Partner with local restaurantrs and food producers to organize community gardening and urban farming events and workshops.	- Increase in Green Spaces - Improved Air Quality - Community Engagement & Participation	- Reduced urban heat island effect through increased shade and evapotranspiration from trees and green spaces. - Improved air quality by capturing pollutants and releasing oxygen. - Carbon sequestration by plants, mitigating greenhouse gas emissions. - Enhanced water management with green infrastructure reducing runoff and improving groundwater recharge.	- Trees and green spaces absorb pollutants and filter the air, leading to cleaner and healthier breathing conditions for residents and visitors. - Green spaces provide shade and evapotranspiration, cooling the urban environment and reducing energy consumption for air conditioning - Green spaces and permeable surfaces help absorb and manage stormwater runoff, reducing the risk of flooding and improving water quality. - Access to green spaces promotes physical activity, reduces stress, and improves mental well-being for residents and visitors. - Properties located near green spaces often have higher values, benefiting homeowners and businesses.	**1.3** 4.1 Case study 1: Barcelona City: Integrated urban sustainability transformation (p.52)
Enhance Climate Resilience in Destination	1: Develop emergency response plans for extreme weather events 2: Provide resources and training to help communities understand the impacts of climate change and take action to adapt. 3: Work with hotels to provide access to air conditioned lobbies for vulnerable people during extreme heat	- Community awareness of initiatives - business engagement in initiatives	- Mitigate climate change impacts, protecting natural and cultural assets, thus preserving tourism appeal. - Enhance safety and preparedness for extreme events, ensuring visitor and resident well-being, and safeguarding the local economy.	- increasing resilience to climate change, especially when it involves Nature based Solutions, involves the protection and improvement of biodiversity and conservation of natural resources - Local sentiment towards tourism may be boosted if industry is seen to act as an altrusitic corporate citizen, putting the interests of the community first -	**1.3** 4.1 Case study 1: Barcelona City: Integrated urban sustainability transformation (p.52) 4.2 Case study 2: Sakarun beach, Dugi Otok, Croatia: Posidonia Management (p.53, 54) 4.3 Case study 3: Cyprus: Marine invasive species control through stakeholder engagement (p.55, 56) 4.4 Case study 4: Reconstructing coastal dunes against erosion in Tuscany, Italy (p.57, 58) 4.5 Case Study 5: Ghar El Melh, Tunisia, Wetland restoration and eco-tourism development (p.59, 60) 4.6 Case study 6: Elafonisos, Greece: Raising awareness on sustainable tourism (p.62) 4.7 Case Study 7: Port Cros National Park, France: managing water tourism to protect seagrass meadows. (p.64) **1.4** 5.1 Criteria Development for CC Adaptation Assessment (Destination Level) (p.48, 49, 51, 52) 5.2 Criteria Development for CC Mitigation Assessment (Destination and Regional Levels) (p.54,55)

2.4 CAP TEMPLATE

Section	Recommended length (in words)	Content	Relevant Sections in Toolkit	Examples from Other Plans	Alignment with Glasgow Declaration Framework
These sections could be presented in a different order as suits your own approach to comms	*These word limits are provided only as a guide. There is no rule as to how short or long a Climate Action Plan should be.*	*Your plan may include some or all of these, or may feature different focus areas. These are provided as a guide.*	*The cell references below are all to the most relevant stages in the Scheduler. Depending upon how you develop your plan, you may find other stages more useful.*	*These plans are provided only as inspiration for different approaches to Climate Action Planning.*	*The questions below are designed to guide you when developing your plan. Many relate to questions found in the Glasgow Declaration Climate Action Plan annual survey, which looks to assess progress across the industry. They are not obligatory.*
Introduction	300-1000	**Context:** What is the situation regarding climate change and tourism in your destination and region?	Scheduler: H6, H7, H8, H9, H10, H11		The content of an introduction is an individual choice, therefore there is no guidance provided.
		Motivation: What has motivated you to create this plan and engage more deeply in climate action?	Scheduler: H12		
		Purpose: What does the plan aim to enable?	Scheduler: H4, H5, H6, H7, H8, H11, H17		
		Scope: Who is it aimed at? What is beyond scope?	Scheduler: H15, H16		
		Principles: What has guided the commitments you have made in this plan?	Scheduler H4, H5, H17		
Baseline Assessment	1500-3000	**Emissions:** What data or insights do you have from researching this plan about emissions in your destination?	Scheduler: H7, H8,		- Are you measuring Scopes 1, 2 and 3 - Are you measuring absolute emissions or intensity emissions? - Do you have a Baseline Year you began measurement at? - Do you have a public methodology for measurement?
		Risks: What data or insights do you have from researching this plan about the risks from climate change to your destination?	Scheduler: H6		- Are you measuring or assessing climate risks? - Are you adapting your operations in response to your awareness of risks?

		2.4 CAP TEMPLATE			
Section	**Recommended length (in words)**	**Content**	**Relevant Sections in Toolkit**	**Examples from Other Plans**	**Alignment with Glasgow Declaration Framework**
		Exisiting Policies and Initatives: What is already happening in your region as regards climate action, and what are you already doing, that together create the enabling environment in which you have created this plan and selected the actions it contains?	Scheduler: H9, H10, H11		
Goals and Targets	1000-3000	**Long Term Vision:** What is your long term vision for decarbonising and adapting tourism to climate change in your destination?	Scheduler: H13		- Do you have a decarbonisation target (year/ amount?) - Is your decarbonisation target for absolute or intensity emissions reduction?
		Adaptation objectives: What are the objectives you have decided upon for climate adaptation, and why?	Scheduler H18		
		Mitigation objectives: What are the objectives you have decided upon for climate mitigation, and why?	Scheduler: H19		
Actions	2000-4000	**Adaptation actions:** What actions are you including in your plan to deliver on your adaptation objectives? How do you plan to deliver them, and under what timeframe?	Scheduler H21, H23		- Do you have actions related to biodiversity? - Do you have actions related to Climate Adaptation?
		Mitigation actions: What actions are you including in your plan to deliver on your mitigation objectives? How do you plan to deliver them, and under what timeframe?	Scheduler H22, H23		- Do you have actions related to marketing and communication? - Do you have actions related to operational efficiency? - Do you have actions related to training?
		Indicators: How will you track progress on your various actions and objectives?	Scheduler H24		- Have you signed the Glasgow Declaration?

2.4 CAP TEMPLATE					
Section	**Recommended length (in words)**	**Content**	**Relevant Sections in Toolkit**	**Examples from Other Plans**	**Alignment with Glasgow Declaration Framework**
Implementation	2000-3000	**Reporting:** How will you report progress and any barriers you are facing, so as to engage stakeholders and act transparently?			- Have you signed the Glasgow Declaration?
		Engagement: How will you engage different stakeholders in the process of implementing and developing your plan?	Scheduler: H14, H15, H16, H17		- Are you engaging with your supply chain, network, community?
		Review: What process will you adopt to review progress and refine or adjust any commitments or procedures as you learn?			
Conclusion	500-1000	What are the next steps?			Have you submitted your Climate Action Plan to The Glasgow Declaration?
Methodology	500-2000	How have you created this Cimate Action Plan?			Do you have a public methodology for emissions measurement?