



## Companies

Competitiveness is the key business driver for sustainability. Companies can take advantage of the 2030 Agenda, by embracing sustainable business models and practices.

SDGs can be used as an overarching framework when connected with sustainable operations and Corporate Social Responsibility (CSR) strategies.



## No Poverty

Develop tourism products and services tailored for customers with lower income, to ensure that everyone can become a tourist.

Recruit, train and employ local community members, including those living in poverty, and integrate them in the tourism value chain (as producers, suppliers, distributors, vendors).

Invest in business-driven poverty eradication activities (e.g. develop living wage policy).

Partner with civil society networks to provide education and entrepreneurial skills training (e.g. tour guides, local artisans, local cooks).



## Zero Hunger

Support, encourage and demonstrate the continued viability of small-scale farming, sustaining grower communities by developing partnerships with cooperatives and producer organizations supporting many small farmers.

For larger businesses, establish long-term business relationships that support small-scale producers.

Invest some of the tourism receipts in sustainable agricultural technology, intensifying collaboration with academic as well as scientific institutions.



## Good Health and Well-Being

Invest in the development of health tourism.

Align human resources policies with principles of human rights, including policies for HIV/AIDS.

Use already existing resources on health for guidance (e.g. from the ILO, WHO, etc.).



## Quality Education

Establish relationships with government entities and higher education institutions to improve education curricula to better align with business needs including responsible management.

Create programs (e.g., internships, work-study programs, traineeships, etc.) that give students earlier access to the corporate environment and demonstrate employment opportunities in tourism.

Provide employees with continuous opportunities to improve their (job) skills for their current and future employment.

Develop cost-effective education products and services that eliminate barriers to access and improve the quality of learning (e.g., ICT solutions to improve the delivery of education, innovative measurement tools, etc.).



## Gender Equality

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Ensure sufficient participation of women – 30% or greater – in decision-making and governance at all levels and across all business areas in tourism related corporations.

Pay equal remuneration, including benefits, for work of equal value and strive to pay a living wage to all women and men.

Expand business relationships with women-owned enterprises, including small businesses and women entrepreneurs.



## Clean Water and Sanitation

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Prioritize water efficiency across operations by installing best practice technologies for water conservation, in particular in water scarce areas.

Educate employees about the importance of water efficiency, including tying performance bonuses or operations-based incentives to efficient practices.

Educate travelers about appropriate water behaviors, explaining global water quality and scarcity issues, thus attempting to shift the negative implications of the use phase associated with many consumer products.

Prohibit the use of chemicals and materials that can be particularly detrimental to water quality if improperly disposed.

Work with other groups such as governments, community groups, and peer companies to improve local water governance or on water projects to address identified challenges.



## Affordable and Clean Energy

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Aim at sourcing 100% of operational electricity needs from renewable sources.

Invest some of the tourism receipts in R&D related to sustainable energy services, bringing new technologies to the market quickly.

Integrate renewable energy into employee benefits packages, subsidizing the capital expenditures associated with residential solar or electric vehicle investments.

Prioritize energy efficiency across operations through tools such as the use of an internal carbon price and science-based target setting to reduce overall demand for energy.



## Decent Work and Economic Growth

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Foster entrepreneurial culture, investing in or mentoring young entrepreneurs and encouraging tourism related startups.

Offer apprenticeship opportunities.

Install a firm policy against unfair hiring and recruitment practices, particularly of vulnerable groups such as migrant workers.

Put in place mechanisms to identify child labor and forced labor throughout global supply chains, and implementing remediation when abuses are discovered.



## Industry, Innovation and Infrastructure

Invest in new, resilient infrastructure or retrofitting existing infrastructure to make it more sustainable.

Expand the geographic reach of research and development facilities, bringing R&D capabilities to developing countries. Promote innovation by giving all stakeholders the opportunity to offer creative solutions to sustainability challenges.

Consult and engage a wide range of stakeholders, including minority groups, to ensure that infrastructure development benefits and creates opportunities for all.

Establish standards and promote regulation that ensure company projects and initiatives are sustainably managed. Collaborate with NGOs and the public sector to help promote sustainable growth within developing countries.



## Reduced Inequalities

Recruit, train and employ local community members, including those living in poverty, and integrate them in your value chain (as producers, suppliers, distributors, vendors).

Invest in business-driven poverty eradication activities (e.g. develop living wage policy).

Partner with civil society networks to provide education and entrepreneurial skills training.



## Sustainable Cities and Communities

Use technological expertise to help build capacity of hospitality sector to deliver solutions to improve energy efficiency in buildings and enable sound building management practices using good data about a building's performance.

Collaborate with cities and governments to find solutions to future mobility needs that minimize environmental impact while making transportation safer and more affordable for all.

Reform private sector finance investment strategies to support integrated and sustainable urban development like sustainable urban transport, low-carbon buildings, and resilient infrastructure. Support local startups uptake on innovation.



## Responsible Consumption and Production

Implement tourism products and services portfolio analysis tools to understand environmental and social footprint of products within lifestyles as well as production. Innovation must align products and applications to appropriately address sustainability megatrends.

Develop innovative business models such as retaining ownership of the products and help close the materials loop. Enable sustainable consumption by developing innovative solutions can reduce energy need in usage and educate consumers about these benefits.

Reduce manufacturing impacts by substituting virgin raw materials in products with post-consumer materials through recycling and upcycling.

Significantly reduce waste and ensure that any unavoidable waste is utilized to the fullest degree (e.g. organic waste as fuel or fertilizer).

Share and engage with ONE Planet – Travel with care.



## Climate Action

Source all electricity the tourism related or hospitality facilities consume from renewable sources – such as wind, solar or hydro – or installing renewable energy generation capacity on-site.

Retrofit the lighting systems of the facilities to energy efficient LED lighting.

Increase investment of tourism receipts in innovation to improve the efficiency, thereby enabling customers to reduce their GHG emissions.

Reduce the internal demand for transport by prioritizing telecommunications and incentivizing less energy intensive modes such as train travel over auto and air travel.

Invest in CCS (carbon capture & storage) technology to capture emissions produced from the use of fossil fuels in electricity generation and industrial processes, preventing the carbon dioxide from entering the atmosphere.

Reduce GHG emission from transport operations with abatement levers such as reducing the carbon footprint through greater fuel efficiency, local sourcing, modal shift to lower carbon modalities (e.g. air to sea freight), modular transport, improving container utilization, warehouse optimization, etc.

Expand sustainable forest management through responsible sourcing practices and product substitution.



## Life Below Water

Track the life cycle of products and materials in order to understand how they are disposed and which products could likely find their way into marine environments.

Improve resource efficiency by altering the design, manufacture, or use of products and packaging to reduce the amount of waste that could potentially enter the environment.

Improve resource efficiency by generating value from waste. Prevent waste mismanagement or littering that could pollute the marine environment.

Raise consumer awareness on effective ways to properly dispose of their waste to discourage littering and promote responsible behavior.

Prohibit practices that put marine species and resources at further risk of harm, exploitation or depletion.



## Life on Land

Measure, manage and mitigate impacts on ecosystems and natural resources.

Scale up best practices for land use planning and management.

Finance from tourism receipts the restoration of degraded land for production and/or conservation purposes.

Foster product and technology innovation to optimizing resource efficiency, reducing impacts on ecosystems and lower carbon emissions.

Educate consumers on proper behaviors when visiting forests or natural areas, including interaction with local cultures.



## Peace, Justice and Strong Institutions

Commit to and implement conflict-sensitive, lawful and transparent operational policies and practices, including on human resources, public and corporate procurement, and in the value chain more generally.

Educate travelers on different cultures and beliefs, making them more tolerant towards each other and hence transforming them to agents of peace.



## Partnerships for the Goals

Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.

Encourage and promoting effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.

Support local startups and innovation.

Promote the Global Code of Ethics for Tourism.

[www.tourism4sdgs.org](http://www.tourism4sdgs.org)

