



# Tourism for Tomorrow Workshop

*Driving Sustainability in Local Tourism*

SEPTEMBER 26, 2024 – HIDDEN ACRES, TERRACE





# 01. Welcome





Indigenous peoples have inhabited this area of Northwest BC for thousands of years; the City of Terrace has a close relationship with the Kitselas and Kitsumkalum First Nations and acknowledges that our community exists on unceded Tsimshian territories.

- City of Terrace



A couple is seen from behind, standing on a mountain overlook. The man is wearing a light blue quilted jacket, grey cargo shorts, and a black baseball cap. The woman is wearing a red dress with a white floral pattern. They are looking out over a vast valley with a winding road and distant mountains under a cloudy sky. A wooden railing is visible in the foreground on the right.

## Today's Theme

- Driving Sustainability in Local Tourism





# Trivia Time

**Which of these countries is considered the world's greenest: Costa Rica, Japan, or Switzerland?**



# Our Facilitator: Lori Sly, BComm, MBA





# Today's Agenda

15 min  
Break

**9:00-9:15**  
Welcome

**9:15-9:30**  
Sustainability  
Overview

**9:30-10:00**  
Terrace  
Sustainability  
Hub

**10:15-11:15**  
Local Success  
Panel Discussion

**11:15-12:15**  
Practical Tools for  
Sustainability

**1:00-2:00**  
Local  
Sustainability  
Case Studies

**2:15-3:30**  
Sustainability  
Action Plan

**3:30-4:00**  
The Path  
Forward

45 min  
Lunch

15 min  
Break







## Activity

- What does sustainability mean to you?





## 02. Sustainability Overview



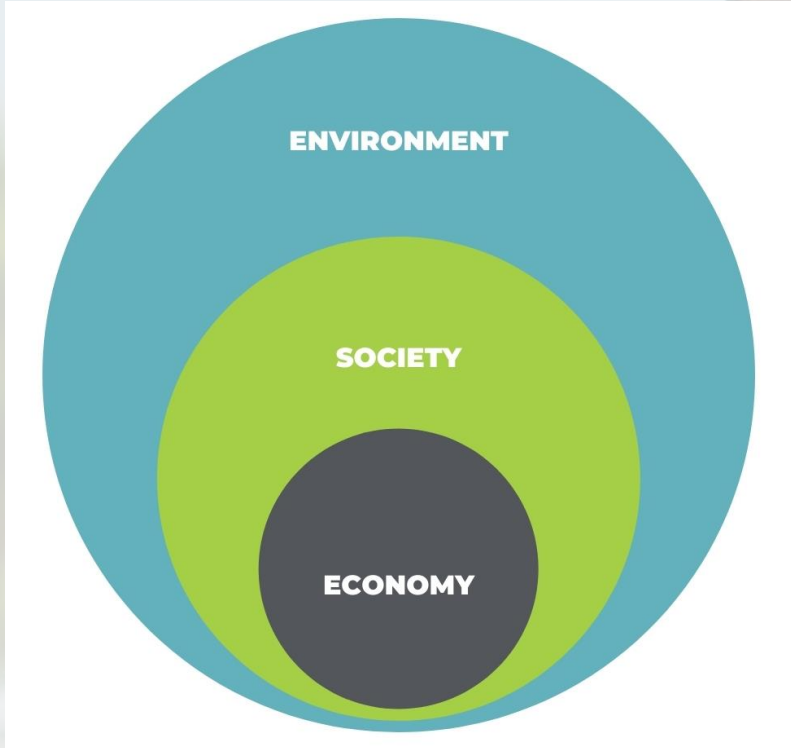


# Trivia Time

**If you plant one tree, how many pounds of carbon dioxide can it absorb over its lifetime:  
10, 1000, or 48000 pounds?**



## Nested Interdependencies Model



## What is Sustainability?

Do less harm.

Do more good.



# What is Sustainability? The 3 Ps

## People

- Equity & Inclusion
- Decent work
- Cultural heritage
- Education & training
- Food safety & security
- Health & accessibility
- Technology & connectivity

- Policy
- Local community participation
- Tourism value chain
- Violence & harassment
- Women's empowerment

## Prosperity

- Entrepreneurship
- Business development
- Job creation
- Financing & investment
- Local economic development
- Partnerships



# What is Sustainability?

## Planet

- Climate action
- Crisis management
- Ecosystems
- Infrastructure
- Natural resource management
- Consumption & production
- Waste
- Wildlife protection

it's **wild** TERRACE BC  
**OUT HERE!**





A man and a woman are standing on a balcony, looking out over a valley. The man is in the foreground, wearing a light blue jacket and a black cap. The woman is behind him, wearing a red dress. The background shows a valley with green fields and mountains in the distance under a blue sky.

"Development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

- Brundtland Commission

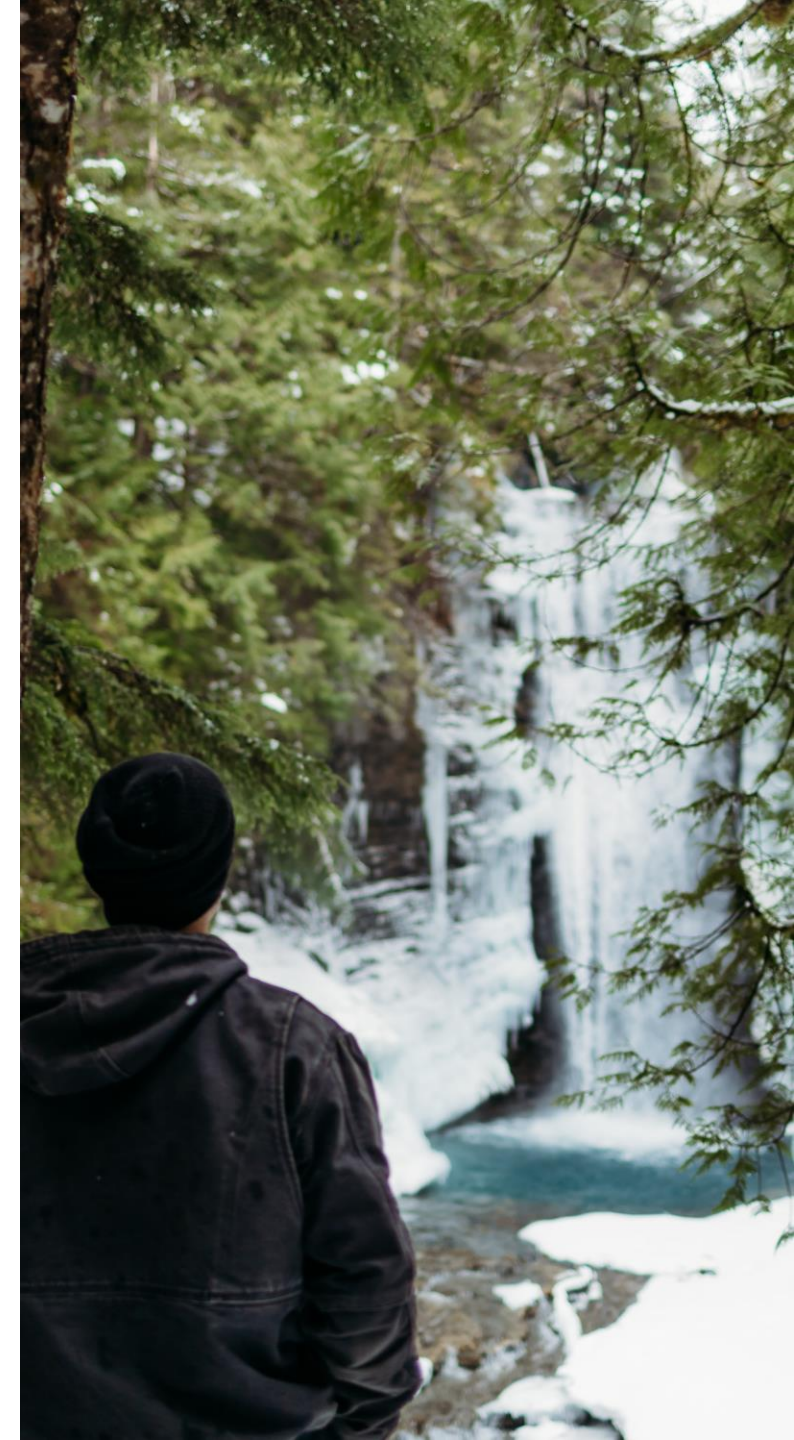
## What is Sustainable Tourism?

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities."

- UNWTO



# Sustainability on a Global Level





# Sustainability on a Local Level



55% of survey participants believe that sustainable Tourism is very important.



8/10 business owners in our community already practice sustainability.

100% participate in local recycling programs.  
90% practice energy conservation.  
80% avoid disposable products





**Sustainability Is...**





**Sustainability Is...**





**Sustainability Is...**





**Sustainability Is...**





**Sustainability Is...**





**Sustainability Is...**

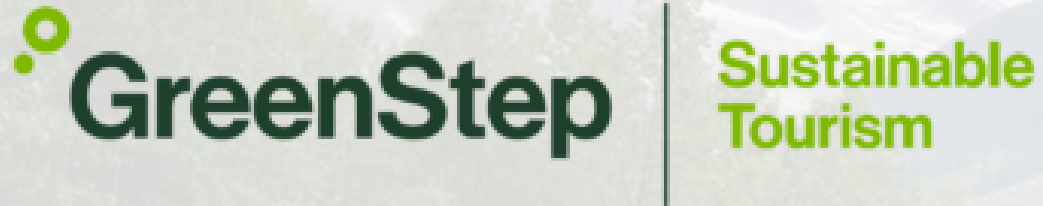




# Trivia Time

**Which popular destination banned the use of sunscreen containing harmful chemicals to protect coral reefs?**





- Provides assessments, programs, and certifications to help tourism destinations and businesses measure and improve their sustainability performance
- **Marketing & Credibility:** Consumers want to see responsible tourism.
- **Sustainability Lens:** Understanding what are we doing well, and where can we improve.
- **Doing the right thing:** We want to leave a lighter footprint and do right by the environment.



# Who Is GreenStep

Sustainable  
Tourism

# Certified?







**GreenStep**

Sustainable  
Tourism

**Bronze Certified**  
DESTINATION 2023-2026



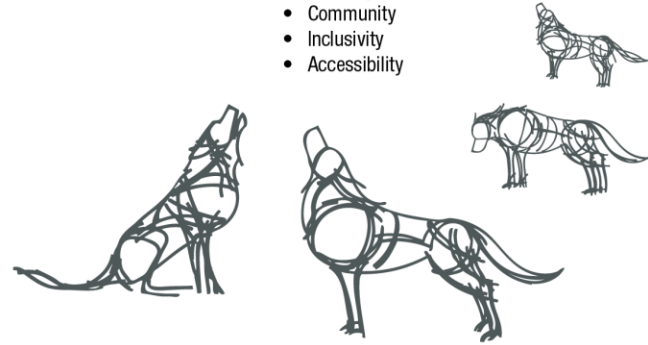


# Unlock <sup>our</sup> Potential

- Fun
- Continuous Learning & Empowerment
- Growth
- Teamwork & Leadership

# Celebrate <sup>our</sup> Diversity

- Diversity
- Community
- Inclusivity
- Accessibility



our values

**TERRACE** BC

# Steward <sup>the</sup> FUTURE

- Environmental Sustainability
- Socially Responsible
- Economic Impact
- Integrity



# Be a Trusted Resource

- Responsive
- Trustworthy & Honest
- Accountable
- Empathic Listening

# Think Big

- Creative
- Innovative
- Inspiring
- Passion





# Strategy Map

<b>PURPOSE STATEMENT</b>  	STRATEGIC DIRECTIONS	GOALS (MEASURES OF SUCCESS)	STRATEGIES (MOVEMENT TOWARDS DIRECTION)
	ATTRACTING INTENTIONAL VISITORS	<ul style="list-style-type: none"> <li>Overnight stays</li> <li>Visitor Spending</li> </ul>	<ul style="list-style-type: none"> <li>Leverage digital platforms</li> <li>Create compelling content</li> <li>Maintain research of ideal visitor</li> </ul>
	GROWING PRIDE OF PLACE	<ul style="list-style-type: none"> <li>Net promoter score</li> <li>Economic value of tourism</li> </ul>	<ul style="list-style-type: none"> <li>Enhance local profile</li> <li>Raise presence within industry</li> <li>Build tourism infrastructure</li> </ul>
	INSPIRING SUSTAINABLE CHANGE	<ul style="list-style-type: none"> <li>Green Step Score</li> <li>Green Step Certification</li> </ul>	<ul style="list-style-type: none"> <li>Implement Green Step Action Plan for Sustainability</li> <li>Reinforce commitment to inclusivity</li> </ul>
	EMPOWERING OUR PARTNERS	<ul style="list-style-type: none"> <li>Participation rate in training</li> <li>Satisfaction of training</li> </ul>	<ul style="list-style-type: none"> <li>Support industry</li> <li>Enable tourism product development</li> </ul>

## FOUNDATIONAL VALUES

Celebrate our  
**Diversity**

Unlock our  
**Potential**

Think  
**Big**

Steward the  
**FUTURE**

Be a **Trusted Resource**





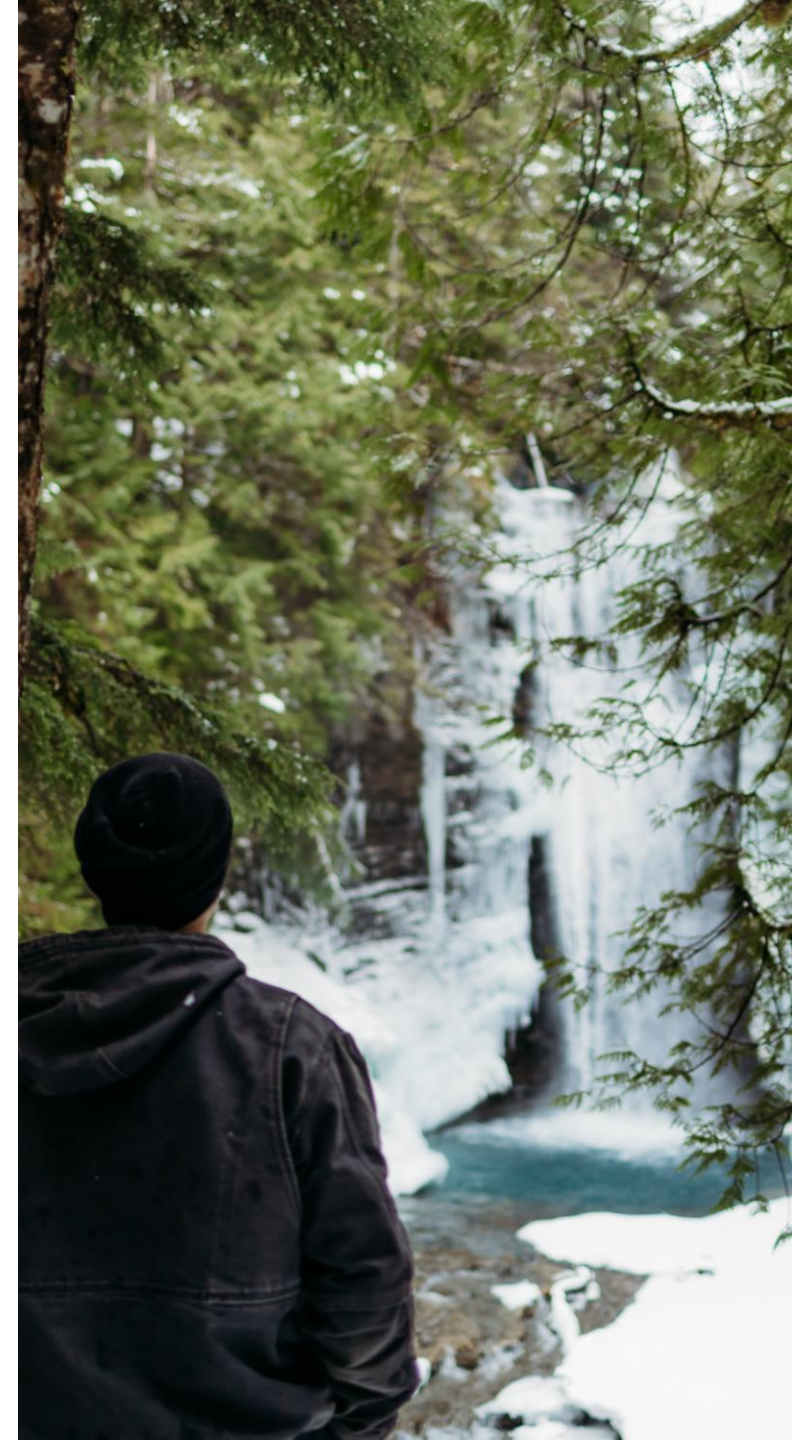
# Trivia Time

**The term 'greenwashing' refers to companies that exaggerate their environmental efforts to appear eco-friendly without making significant changes. (True or False)**



# Sustainability on a Business Level

- Needs to make business sense
- Over  $\frac{3}{4}$  of tourists are looking for sustainable options





A person wearing a dark jacket and a hood is seen from behind, standing in a snowy forest. They are looking towards a waterfall cascading down a rocky ledge in the distance. The forest is filled with tall evergreen trees, some of which have snow on their branches. The ground is covered in snow, and the overall atmosphere is serene and cold.

**Get up and move! 15 minute break**





## 04. Roundtable – Local Success Stories





# Trivia Time

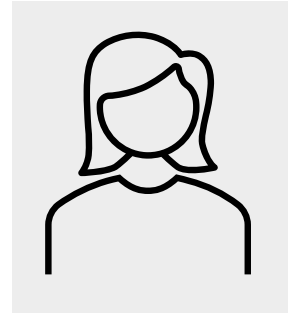
**Which company pioneered the "reduce, reuse, recycle" movement in the 1970s?**



# Local Success Stories – Roundtable



**Jaclyn Gagnon**  
Hidden Acres



**Andrea Harmel**  
Butter Salon



**Jordan Squires**  
K5T



**Liz Smaha**  
Tourism Terrace



A person wearing an orange helmet, a red and grey t-shirt, and climbing shoes is sitting on a rock ledge. They are looking out over a scenic landscape featuring a river, a forested valley, and snow-capped mountains under a blue sky with white clouds. The person has climbing gear, including a blue rope and orange carabiners, attached to their harness.

## 05. Practical Tools for Sustainability



A scenic photograph of two people paddleboarding on a calm lake. The water is still, reflecting the sky and the surrounding landscape. In the background, there are rolling hills and mountains under a clear sky. The overall atmosphere is peaceful and natural.

# Our Sustainability Resource

- <https://www.visitterrace.com/sustainability/>



# Grant Opportunities

- BC Tourism Climate Resiliency Initiative
  - Create a road map right sized for your organization
  - Need a tourism connection to apply
  - Sign up by end of 2024
  - [BCTCRI: Project One - Destination BC - Destination BC](#)
- Micro-Grant Program to Support Sustainability and Climate Adaptation Plan Implementation
  - Access up to \$15K to support an environmental initiative in Road Map
  - Require a roadmap first



# Other Grants and Opportunities to Consider

- **PEOPLE:**
  - Training grants
  - Diversity, Equity and Inclusion grants and opportunities
  - Volunteering opportunities
- **PLANET:**
  - Green grants – variety of micro grants for specific initiatives
- **PROSPER:**
  - Hiring grants
  - Economic development grants and programs



# Visitor Code of Conduct for Terrace, BC

## Support Local

- Eat, drink, and stay at local establishments to reduce your carbon footprint and support the community.

## Health, Safety & Accessibility

- Be prepared with proper gear, safety equipment, and maps.
- Respect accessible facilities and prioritize people with disabilities on trails.

## Forest, Fish & Fires

- Follow principles of reduce, reuse, recycle, and pack out all waste.
- Adhere to fire regulations and respect wildlife by not interacting or feeding them.

### FISHING REGULATIONS:

- Check local fishing regulations and license rules as they frequently change.
- Obtain fishing licenses at local tackle shops in Terrace.
- Borrow trout or salmon rods and tackle boxes for free at the Terrace Visitor Centre.
- Follow Provincial Freshwater Fishing Regulations and Federal Department of Fisheries and Oceans Region 6 regulations.

## Environmental Stewardship

- Leave natural spaces as you found them.
- Use vague location tags on social media to preserve tranquility.
- Respect Indigenous knowledge and practices.

### CAMPING CODE OF CONDUCT:

- Set up camp only in designated areas to minimize environmental impact.
- Keep noise levels down to avoid disturbing wildlife and fellow campers.
- Extinguish all campfires completely before leaving the site to prevent wildfires.

## Sustainable Practices

- Participate in sustainable tourism by supporting certified organizations and practices.



# Supporting Local Business

- ALIGNS WITH SDG 8, 10, 11, 12
- Supporting local business reduces the carbon footprint of the good or service you are purchasing and it supports local businesses and employment
- [BC Farmer's Markets](#)
- [Love Northern BC](#)
- [Farm Bound](#)



# Responsible Purchasing

- ALIGNS WITH SDG 1, 11, 12
- Responsible sourcing of products and services minimizes environmental and social impacts and keeps money circulating in the local communities.
- [Responsible Purchasing for Tourism Resource Guide](#)



# Carbon Footprint

- ALIGNS WITH SDG 12, 13, 14, 15
- Understanding and reducing your carbon footprint
  - [UN Carbon Footprint Calculator](#) (personal)
  - [Carbon Footprint Business Calculator](#) (small business)
- Education and engagement in climate action
- Carbon offset programs
- [Climate Action 101 Tourism Resource Guide](#)



# Alternative Transportation

- ALIGNS WITH SDG 7, 9, 11, 13
- Embracing alternatives like walking, cycling, public transit, and carpooling is pivotal, but so are moves toward electrification.
- Reduced emissions, enhanced community livability, and improved physical health.
- [Alternative Transportation Resource Guide](#)
- [Charge North Project](#)
- [PlugShare](#) - EV Travel Planning Map



# Waste Management

- ALIGNS WITH SDG 1, 11, 12, 13
- Proper waste management reduces the impacts of waste on human health, the environment, and the economy.
- Visitors can produce up to twice as much waste as a local resident in some areas.
- [Waste Management & Circular Economy Tourism Resource Guide](#)
- [Food Waste in the Tourism Sector Resource Guide](#)



# Energy Management

- ALIGNS WITH SDG 7, 12, 13
- Minimize tourism's environmental impacts, reduce operating costs, and enhance visitor experiences.
- [Energy Management Tourism Resource Guide](#)



# Water Management

- ALIGNS WITH SDG 6, 12, 13, 14
- Sustainable water management practices safeguard our planet's vital water resources and ensure that tourism does not threaten freshwater ecosystem health or community access to potable water.
- [Water Management Tourism Resource Guide](#)



# Accessibility & Universal Design

- ALIGNS WITH SDG 9 & 11
- Communities and places which are planned and designed to accommodate all of its citizens and visitors celebrates potential, quality of life, and diversity of ability.
- Such communities and places also reaps social and financial benefits by including all people
- [Accessibility Tools and Checklists](#)
- [Universal Design Standards](#)
- [Accessible Travel Guide](#)

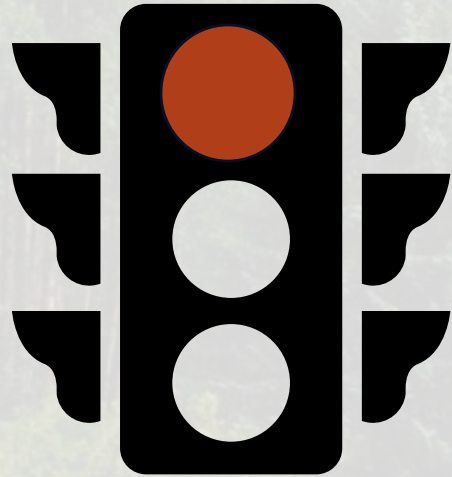


# Safe, Positive Workplaces

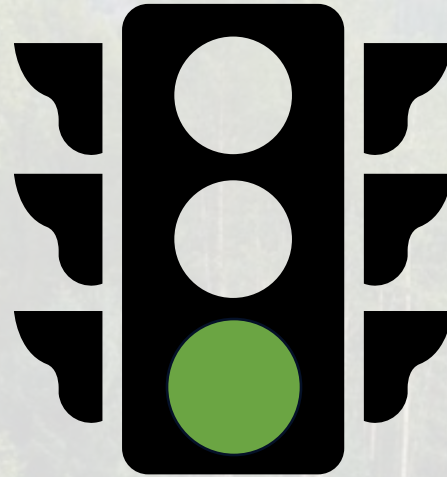
- ALIGNS WITH SDG 3, 4, 5 & 8
- Creating decent work conditions in the tourism sector is not without it's challenges.
- Inclusive, harassment-free, learning organizations
- [go2HR](#)
- [go2HR Mental Health Resources](#)



# Red Light. Green Light



What things should we stop?



What things should we start?  
Or continue?



A person wearing a dark jacket is seen from behind, looking towards a waterfall in a snowy forest. The waterfall is partially frozen and surrounded by snow-covered evergreen trees. The scene is captured in a cinematic style with soft lighting.

**Get up and move! 45 minute lunch**





# Trivia Time


**Which European city is known as the world's greenest city?**





## 06. Local Sustainability Case Studies



A person wearing a dark jacket and a hat is seen from behind, looking towards a waterfall in a snowy forest. The waterfall is partially frozen and surrounded by snow-covered evergreen trees. The scene is bright and serene.

**Get up and move! 15 minute break**





## 07. Sustainability Action Plan





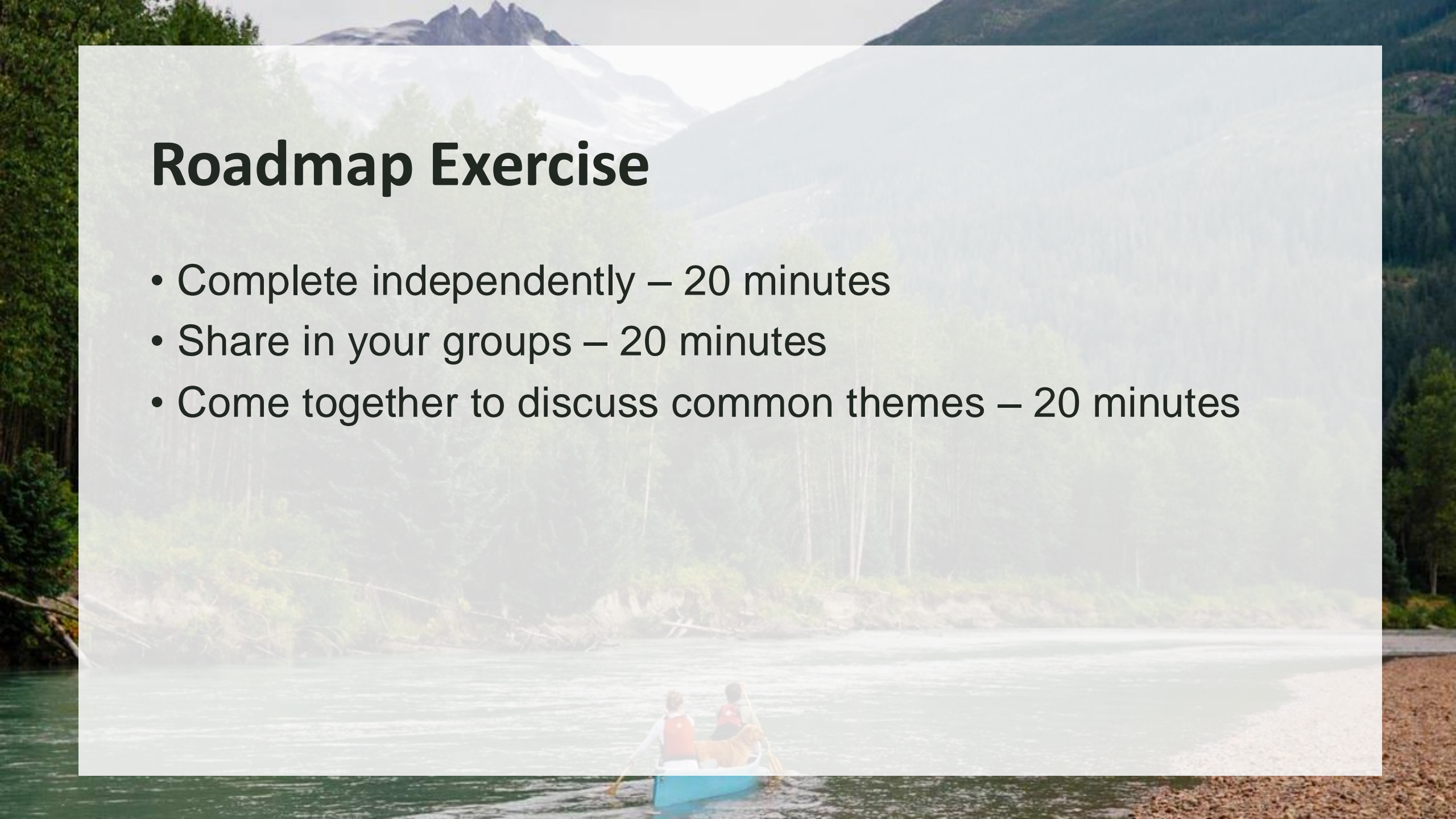
# Trivia Time

**What is the estimated percentage of global greenhouse gas emissions attributed to the tourism industry?**



# Roadmap Exercise

- Complete independently – 20 minutes
- Share in your groups – 20 minutes
- Come together to discuss common themes – 20 minutes









# Group Discussion on Roadmap

- How can you expand on ideas shared by each participant?
- Do you have inspiration for the participant or similar examples that you have heard of?
- Do you have any resources to support the participant's ideas?
- Are there any obstacles that might come up? If so, how can help address?



# Summary Discussion on Roadmap

- What common themes came up at your table?
- What common challenges do we have?
- What opportunities exist?





## 08. The Path Forward



A scenic photograph of two people paddleboarding on a calm lake. The water is still, reflecting the sky and the surrounding landscape. In the background, there are rolling hills and mountains under a clear sky. The overall atmosphere is peaceful and natural.

# Our Sustainability Resource

- <https://www.visitterrace.com/sustainability/>





# What is your next step?

Write your pledge for action on a sticky note and add it to the board.



# Feedback Forms

How can we help you achieve your goals?







**Let's do this!**

**TERRACE<sub>BC</sub>**

