



# THE JOURNEY TO DECARBONISATION OF THE CANARY ISLANDS DESTINATION

CLIMATE ACTION  
MASTER PLAN  
2022-2030



Financiado por  
la Unión Europea  
NextGenerationEU



GOBIERNO  
DE ESPAÑA  
MINISTERIO  
DE INDUSTRIA, COMERCIO  
Y TURISMO



Plan de Recuperación,  
Transformación  
y Resiliencia

Turismo de  
Islas Canarias  
MARKETING FOR CANARY ISLANDS



Gobierno  
de Canarias





# CONTENTS

## **PRESENTATION / PAGE. 03**

---

The need for a Climate Action Master Plan for the Canary Islands destination

## **1. BACKGROUND / PAGE. 06**

---

- 1.1. Tourism and climate change: the urgency to act
- 1.2. The case of the Canaries
  - 1.2.1. The Canary Islands and climate change
  - 1.2.2. The destination with the best climate in the world
  - 1.2.3. Base footprint

## **2. CLIMATE NEUTRALITY, A STRATEGIC COMMITMENT / PAGE. 17**

---

- 2.1. Digital leadership
- 2.2. Direct connection with the visitor
- 2.3. Knowledge management
- 2.4. Improvement of the tourism product through innovation, creativity and technology
- 2.5. Extension and cohesion of the value chain
- 2.6. Constant iteration and learning
- 2.7. Empowerment of the destination
- 2.8. Co-governance and public-public and public-private collaboration

## **3. THE GLASGOW DECLARATION ON CLIMATE ACTION IN TOURISM / PAGE. 20**

---

- 3.1. The mission of Turismo de Islas Canarias as a signatory of the Glasgow Declaration

## **4. KEY DIMENSIONS / PAGE. 22**

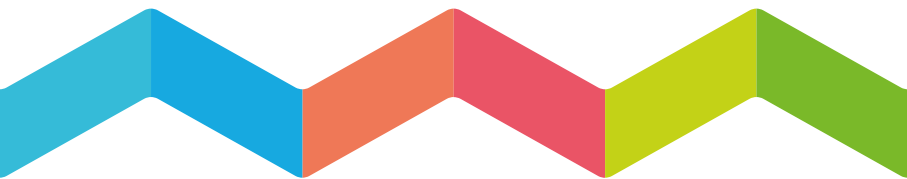
---

- 4.1. Key actors
  - 4.1.1. Public authorities
  - 4.1.2. Large organisations
  - 4.1.3. Business associations
  - 4.1.4. Companies
  - 4.1.5. Visitors
  - 4.1.6. Citizens
- 4.2. Types of activities
- 4.3. Measurement ranges
  - 4.3.1. Scope 1: direct Greenhouse Gas emissions
  - 4.3.2. Scope 2: indirect Greenhouse Gas emissions associated with energy consumption
  - 4.3.3. Scope 3: rest of indirect emissions which are not scope 2 and which result from the value chain and are not under the control of the company

## **5. MEASURES AND PATHWAYS OF ACTION / PAGE. 26**

---

- 5.1. Measurement
  - 5.1.1. Carbon footprint calculator deployed on the Canary Islands Tourism Destination Platform (PDTIC)
- 5.2. Decarbonisation
  - 5.2.1. Comprehensive consultancy and support service
  - 5.2.2. Catalogue of decarbonisation measures
- 5.3. Regeneration and collaboration
  - 5.3.1. Permanent public-private collaboration framework
- 5.4. Financing
  - 5.4.1. Programme of subsidies
  - 5.4.2. Special invitation to tender for sustainability plans

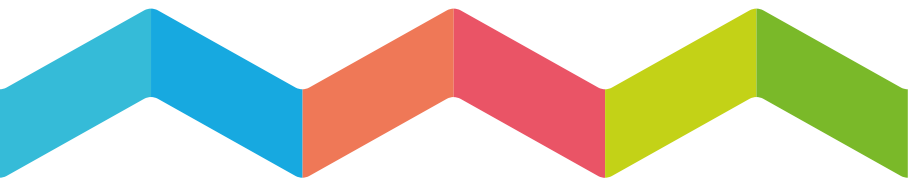


#

# PRESENTATION

This document sets forth the Climate Action Plan of the Canary Islands destination drawn up by PROMOTUR TURISMO CANARIAS S.A. (hereinafter, Turismo de Islas Canarias) as a destination signatory of the **Glasgow Declaration of Climate Action in Tourism**.

The Plan includes the climate action elements of the Declaration, and is aligned with its goals and adapts to the circumstances and needs of the Canary Islands destination. Specifically, it describes the instruments and tools with which Turismo de Islas Canarias approaches the five pathways of action that are envisaged (measure, decarbonise, regenerate, collaborate and finance) so that the destination can raise its commitment to climate neutrality with the horizon set at a 50% reduction in greenhouse gases from the tourism ecosystem by 2030, and reaching net zero as soon as possible, but in any case before 2050.



# THE NEED FOR A CLIMATE ACTION MASTER PLAN FOR THE CANARY ISLANDS DESTINATION

The Canary Islands and the planet as a whole are faced with a huge challenge. We are confronted with the prelude to a critical period for Humanity, one nobody can isolate themselves from, and which could be classed as a climate crisis. And there is only one possible response to the scientific evidence, with the necessary moral commitment to conserving and caring for life on the planet and the future of coming generations: decisive climate action in the framework of a global response geared towards limiting the average temperature increase on the planet to no more than 2°C compared to pre-industrial levels by 2100, and endeavouring to keep the increase as close as possible to 1.5°C.

Climate action in which the Canary Islands, a particularly vulnerable region, are vital for stimulating a preventative culture capable of recognising and assessing impacts that will be presented in a different way to how they have been depicted hitherto, as a consequence of greater and longer-lasting exposure to adverse and extreme climate phenomena. A culture of prevention is fundamental for responding effectively to the challenges presented, and facing up to the climate crisis and its consequences, and society as a whole must participate in this culture and be present in all areas of public and private activity, as well as businesses and civil society.

Likewise, tourism and its stakeholders specifically need to understand and adopt this new culture. Tourism and travel in general contribute significantly to climate change. This is an unquestionable fact. Specifically, in 2019 tourism accounted for 8% of the global total of greenhouse gas emissions. And if the current trend is not corrected, emissions resulting from tourism activity will increase by at least 25% by 2030.

The tourism we want is competitive and resilient, with greater capacity of attraction than the rest of the islands' economy and greater capacity to generate wealth and employment; but it is also a tourism that is more committed to climate neutrality. This is required of us by an ethical and moral imperative, but also by the people who visit us, who are increasingly committed to this struggle. Without sustainability, there will be no tourists, either. This is reflected in the Canary Islands Destination strategy, the roadmap for transformation of the Canarian tourism model in the post-COVID era which came into existence in March of 2021, precisely with the slogan of "The tourism we want".

Few regions of the planet are so closely linked to the climate as the Canary Islands, the place with the best climate in the world. For this reason alone, and even though the climate is a global system, the leaders of our tourism sector need to foster and undertake decisive local action. This Climate Action Plan, which was drawn up before we joined the Glasgow Declaration - thus positioning us 12 months ahead of the conference's timeline - responds to that will to act decisively and with commitment. If there is one place in the world where it is urgent to put in place a tool for coordination and systematization of the actions the public and private sector need to develop in a coordinated manner, in order to develop the journey to decarbonisation of tourism activity, that place is the Canary Islands. Our vulnerability to climate change, as a result of the archipelago's geographical situation, insular status and the importance of tourism for the economy, but also our international leadership and the consequent obligation to be part of the solution and a model for action, are more than sufficient grounds.







# #1

## BACKGROUND

### 1.1. TOURISM AND CLIMATE CHANGE: THE URGENCY TO ACT

The tourism sector globally is obliged to confront one certainty: as an economic activity, tourism is highly vulnerable to climate change. Moreover, the development of tourism depends on the environmental resources available, and the climate defines the duration and quality of tourism seasons all over the planet.

Which is why any substantial modification of the climate parameters, both globally and locally, greatly restricts the development of tourism activity, as is reflected in the document of recommendations for the green transition drawn up in 2021 by the World Tourism Organization (UNWTO) with the collaboration of the G-20 at the behest of the Italian presidency of the latter.

Furthermore, tourism contributes to the emission of greenhouse gases which cause global warming. As a result, accelerating climate action in tourism is of the utmost importance for the sector. However,

at the present time, the evolution of polluting emissions is trending in the opposite direction and, according to the UNWTO itself in estimates released in December 2019, CO2 equivalent emissions from tourism will increase by at least 25% by 2030.



The official data on the impact of tourism activity in global accounting on greenhouse gas emissions are conclusive: in 2019, tourism activity as a whole emitted 665 million tons of CO2 equivalent into the atmosphere, representing 8% of the total greenhouse gas emissions, i.e. the global sum of all gas emissions with a definite impact on the climate. Of that global sum, transport represents 75% of the total emissions generated by tourism. And of that percentage, nearly half is due to emissions caused by air transport. Actually, according to a recent report issued by the UNWTO, by the year 2030 CO2 emissions corresponding to transport will increase by 25% compared to 2016 levels (from 1,597 million tons to 1,998 million tons). This increase in emissions will represent 5.3% of total anthropogenic emissions in 2030, as opposed to 5% in 2016.

These figures illustrate to perfection the need to increase climate action in tourism, and to do so urgently because, as the UNWTO confirms, “the cost of inaction with regards to climate will be in the long run large than the cost of any other crisis”. Indeed, climate action already forms part of the vision of international bodies as a result of the COVID-19 pandemic and in the case of tourism, it requires monitoring of the CO2 equivalent emissions of tourism, promoting the introduction of goals based on science, accelerating the decarbonisation of tourism operations and involving the sector in carbon removal.

Numerous tourism actors have undertaken notable efforts with the aim of making the transition to a tourism model that is more committed to decarbonisation tangible. What they all have in common is that they take advantage of the unprecedented sense of unity and interconnection awoken by the global health crisis, and seek to improve social inclusion and the restoration and protection of the

environment through tourism. We are therefore talking of a structural and systemic change, reflected by the UNWTO itself in the “[Recommendations for the Transition to a Green Travel and Tourism Economy](#)”, which represent a common vision of a tourism that is better for people, the planet and collective prosperity. According to the United Nations agency, it is therefore a case of pursuing a path designed to turn tourism into an ally of decarbonisation, with the particular involvement of the destinations that can be defined as global leaders within the sector.

As a background and even a driving force behind this new perspective, we must allow for the impact of the COVID-19 pandemic in the global consideration of environmental and health risks designed to deal with the problem, as well as its serious economic and social consequences. And in this regard, it is impossible to decouple the different perspectives of environmental deterioration from new threats to public health.

A healthy environment is also directly related to the competitiveness of the tourism sector, which is why the UNWTO has set several specific goals in relation to environmental sustainability from a health perspective. And in particular, it mentions the following objectives:

- Capture the value of conservation through tourism: there are many destinations where the conservation of marine and terrestrial ecosystems, protected areas and species largely depends on tourism.
- Support conservation efforts through tourism: the role of tourism as a tool to sustain conservation and fight illegal wildlife trade must be bolstered.
- Invest in nature-based solutions for more sustainable tourism: besides mitigating the environmental impacts of tourism activity, these solutions result in better management of scarce natural resources.



<sup>1</sup> UNWTO (2021). *Recommendations for the Transition to a Green Travel and Tourism Economy*.



As was indicated at the beginning, a study by the UNWTO published in December of 2019 estimates that the tourism sector will increase its CO2 equivalent emissions by at least 25% by 2030. It is therefore essential that we reverse this trend in line with the emissions reduction goals of states and international bodies in the successive global climate conferences, the last of which was held in Glasgow in November 2021. This objective entails the adoption of specific measures on the decarbonisation of tourism, with the involvement of public and private agents:

- Monitor the CO2 equivalent emissions from tourism operations: the measurement of emissions from tourism must be strengthened, while ensuring that MSMEs are not facing unnecessary burden.
- Accelerate the decarbonisation of tourism operations: it is urgent that mitigation efforts to reduce emissions in the tourism sector be enhanced, including through investments to develop low-carbon transportation options and greener infrastructure.

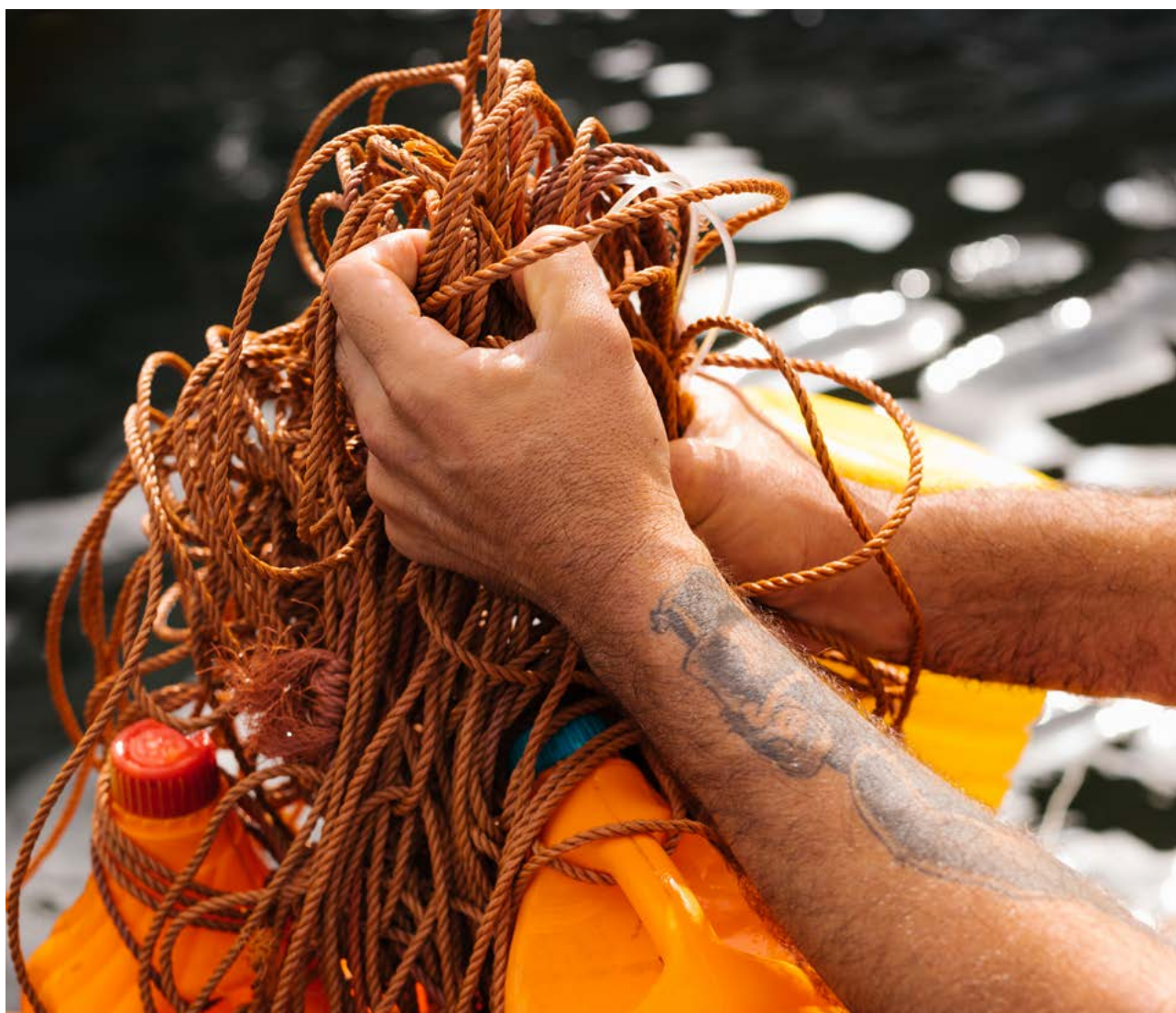


Respond to citizens' awareness: a growing number of consumers are demanding that the tourism sector takes responsibility for its CO2 equivalent emissions and would like to take part in these efforts.

- Be an active part of actions to mitigate climate effects: tourism organisations can be involved in carbon trading markets, and the absorption of greenhouse gases.
- Engage the tourism sector in carbon removal: it is urgent that we support the use of natural systems for carbon removal through the restoration of high carbon density ecosystems.

In accordance with these strategic actions, which are not only designed to contain the growth of greenhouse gas emissions in this decade, but also to significantly reduce the sector's carbon footprint over the same period of time, we must take account of the actions recommended in the area of the circular economy, complementary to the aforementioned measures and which in turn inspire other, specific actions:

- ▶ Invest in transforming tourism value chains: fostering circular economy processes such as reducing and reusing, repairing, refurbishing and remanufacturing, as well as recycling.
- ▶ Support the integration of circular economy processes in tourism: this is an opportunity which can promote innovation, the creation of new sustainable business models and green jobs.
- ▶ The efficient use of energy, water and food: these are essential aspects. Food represents an entry point for circularity in tourism value chains through sustainable procurement.
- ▶ Shift towards a circularity of plastics in tourism: around 13 million tons of plastic end up in the sea each year, threatening jobs in the fishing and tourism industry.





In the governance plan, the need for a new perspective is established, in line with the sustainability of tourism as an activity committed to collective prosperity. Capitalising on lessons learned during the pandemic will be key to implement efficient recovery plans and enhance global resilience. More inclusive, smarter destination associations and management will open up the way for sustainability to play a fundamental role in the recovery of tourism, with specific measures:

- Measure beyond economic impacts: generating regular data to support decision making towards sustainability in tourism is crucial for the recovery to be aligned with efficiency.
- Steer recovery funds towards better tourism: financing for the recovery of tourism should aim to balance the support needed for job retention with the protection of ecosystems.
- Consolidate partnerships for implementation: successfully transitioning to a more sustainable, inclusive and resilient tourism model will largely depend on optimal public-private partnerships and collaboration.

In relation to this last aspect - the challenge posed by the need for better environmental governance of tourism - we should highlight its nature as a dynamic force in terms of employment and socially. The potential of green jobs in tourism is yet to be fully realised and the recovery from the COVID-19 crisis presents an opportunity to promote the development of a more sustainable and inclusive tourism. Capitalising on these practices can repurpose tourism as a supporter for the community, and to achieve this, some measures are suggested:

- Support and involve vulnerable groups: the principles of decent work and occupational safety and health at work should guide measures aiming at enhancing job security in the tourism sector.
- Focus on the needs of micro, small and medium-sized enterprises (MSMEs): MSMEs are fundamental for ensuring that destinations maintain a diverse and attractive offer.
- Adapt training to a new reality: embracing digital technologies and developing training programmes can contribute to tourism business continuity and diversification.
- Repurpose tourism as a supporter for the community: capitalising on the new services that tourism businesses have been providing in times of crisis brings an opportunity to create stronger ties with local communities.

All of these measures and more, along with the diagnostics that explains them, provide a coherent summary of the urgent need for a new focus with regard to global tourism activity and its necessary commitment to decarbonisation. And this global challenge in particular implicates destinations which, like the Canary Islands, have competed with unqualified success on the tourism market, producing evident benefits for the destination itself.



## 1.2. THE CASE OF THE CANARIES

### 1.2.1. The Canary Islands and climate change

The Canary Islands are a Spanish ultra-peripheral archipelago, located about 1000 km south of the Iberian peninsula and three hours by plane away from the capital. The eight islands in the archipelago are characterised by a year-round mild climate, unique biodiversity and singular contrasts in terms of landscape - 40% of the region is a protected area - as well as a consolidated range of tourism accommodation, leisure options and infrastructures. These conditions make the islands a leading tourism destination in Europe, ranking number one in overnight stays of non-residents (Eurostat 2019) and with hardly any seasonality. Inhabited by 2.2 million people (year 2019) and with extremely different population densities, the islands receive a total of 15 million visitors a year. 53 airlines operate in the eight airports - six of which are international - distributing among them 146 destinations, 403 *city pairs* and 731 routes. At the same time, the dependence on air transport for the archipelago's tourism industry is absolute.

The tourism sector is crucial in the Canary Islands, as it makes for 35% of the Gross Domestic Product (GDP), generating 310,000 direct and indirect jobs, representing 40% of all employment. The sector's turnover amounts to 15.597 million Euro and 36% of taxes paid (in the year 2019). The destination emits 1.85 million tons of CO<sub>2</sub> and its air connectivity produces 5.3 million tons.



With reference to the archipelago of the Canary Islands, experts have reached and agreed on a conclusion which must be accepted, and which involves both the public and private agents and the society of the islands as a whole: The Canary Islands are a region that is highly vulnerable to climate change and its effects.

The fragility of the archipelago materialises in the risk of erosion of fertile soil, damage caused by high volumes of water flow as a consequence of torrential rain, or beaches and coastlines affected by adverse maritime phenomena. The consequences of these climate effects are particularly serious because of the importance of the sectors most sensitive to them, such as agriculture and tourism, to the islands' economy. Some of the effects are already palpable. A large number of them are related to the conditions of the sea surrounding the islands, where tropicalization processes are being consolidated, which can be measured by the average water temperature and increasing acidification thereof. Others are connected to the reduce frequency of rains and desertification processes that are advancing above all in the archipelago's medium and high-altitude zones.

The certain possibility of a global temperature increase of the planet of between 1.5 and 2 degrees over this century implies a systemic shift in the way of life on the planet. The shift in climate patterns has an effect on all regions, without exception, but will be more intensely apparent in coastal and above all island territories, as is the case of the Canaries. It is a process of global dimensions with multiple ramifications on a local scale, some of which have already been clearly revealed, while others are gaining ground as the average temperature increases. And for a destination in which the climate is almost a hallmark of its identity, this is a highly significant change which requires collective answers that are equal to the challenge posed.

It is important to emphasize that one of the greatest risks perceived is that the sea level in the Canaries has risen between five and ten centimetres since the 1980s. The most conservative estimates forecast a sea level rise of half a metre by the end of this century, if the current level of polluting emissions continues, but there are even more pessimistic estimates which forecast an acceleration of this phenomenon. The variation in the coastline will affect areas with a gentle incline, which is precisely where the main beaches and most important and populated tourist resorts on the islands are situated.

Moreover, the climate crisis will also affect the regions the Canaries are closest to. In Africa, the progress of desertification will increase the so-called climate migration phenomenon even further. Meanwhile, temperature changes in Europe will mean the Mediterranean will be influenced by a more tropical climate and the conditions in the north and centre of the continent will be more comfortable than hitherto in winter, or even extreme, while in summer, temperatures may reach heat levels that are extremely unusual in these latitudes.

### 1.2.2. The destination with the best climate in the world

The strength of the Canary Islands as a tourist destination is determined more than anything else by the optimal weather conditions the archipelago enjoys, which also last all year long, unlike in many other competitor destinations and naturally, the outbound markets.

This reality is particularly evident in the autumn and winter months, due to the contrast of the warm conditions of the islands and the low average temperatures recorded on the European continent. But for the rest of the year, too, the archipelago's climatic singularities, with lower temperatures in summer than those which correspond to its latitude, showcase the positive nature of these conditions for tourism activity.



The opinion of the visitors the archipelago welcomes confirms this. According to the Tourist Expenditure Survey<sup>2</sup> prepared by the Canary Islands Statistics Institute (ISTAC) in 2019, 78.4 % of the tourists the archipelago received cited the good weather as a factor that had weight in their destination selection decision, well above other equally relevant drivers, as would be the case of safety (51.9 %), peace and quiet (47.6 %), access to the sea (44.4 %) and the range of accommodation on offer (42,9 %).

This comparative advantage, determined by the geographical location of the islands, in the transition area between the temperate and the tropical world and under the influence of the trade winds, driven by the Azores Anticyclone and the cold sea current of the Canary Islands, is a basic factor for understanding the islands' leading international position as a tourist destination. It also serves as an axis of the other attributes and strengths of its offer (average distance from the main outbound markets, natural resources, quality and diversity of services offered, safety...). Not in vain has the promotion of

<sup>2</sup> *Tourism in The Canary Islands (2019). Profile of Tourist visiting the Canary Islands 2019.*  
[https://turismodeislascanarias.com/sites/default/files/promotur\\_islas\\_canarias\\_2019\\_0.pdf](https://turismodeislascanarias.com/sites/default/files/promotur_islas_canarias_2019_0.pdf)



the archipelago and of many of its island and local destinations habitually revolved around the concept of year-round climate comfort (milder and cooler in summer, warm and sunny in winter). And that is not all, as promotional references identifying the climate of the islands not simply as good or extremely good, but as the best climate in the world, are equally commonplace and successful. And so, “The best climate in the world” has been established and expressed as the value promise of the Canary Islands and therefore of the entire destination, which “promises” a holiday with mild average temperatures, low rainfall and a high number of hours of sunshine throughout the year as the best possible advertisement.

Because of all this, the challenge posed by climate change on a global level, which affects all human activities, including economic ones, and of course tourism, is worthy of special consideration in the case of tourism in the Canary Islands. On the islands, the climate not only defines the duration and quality of the tourism seasons and the calibre and availability of natural resources; it also affects the integrity of the value promise and even the very perception of the islands as a quality tourist destination.

And any substantial evolution of the climate parameters, on both a global and a local level, severely conditions this perception and the quality of the tourism services on offer, which are negatively threatened by the risk of loss of climate stability and comfort caused by recurring heatwaves, tropicalization of waters, repetition of storm phenomena and in general, greater thermal variability.

### 1.2.3. Base footprint

In order to determine the measures that need to be developed via a climate action plan, it is important to keep a calculation of the base carbon footprint in mind, as the goals established are determined on this basis, and will be quantified in terms of the reduction attained in relation to it, as well as the contribution to the global goal of 50% reduction by the end of this decade.

In addition, the carbon footprint of a region, as contemplated in the Glasgow Declaration, must scrutinise tourism in its full dimension, including emissions in the value chain, allowing for the total life cycle and avoiding double accounting. As a result, it must be comprehensive in scope. If this were not the case, it would not be possible to quantify goals for emission reduction actions based on electricity consumption in the tourist catering industry, unless the base footprint of this consumption is considered, for example,.

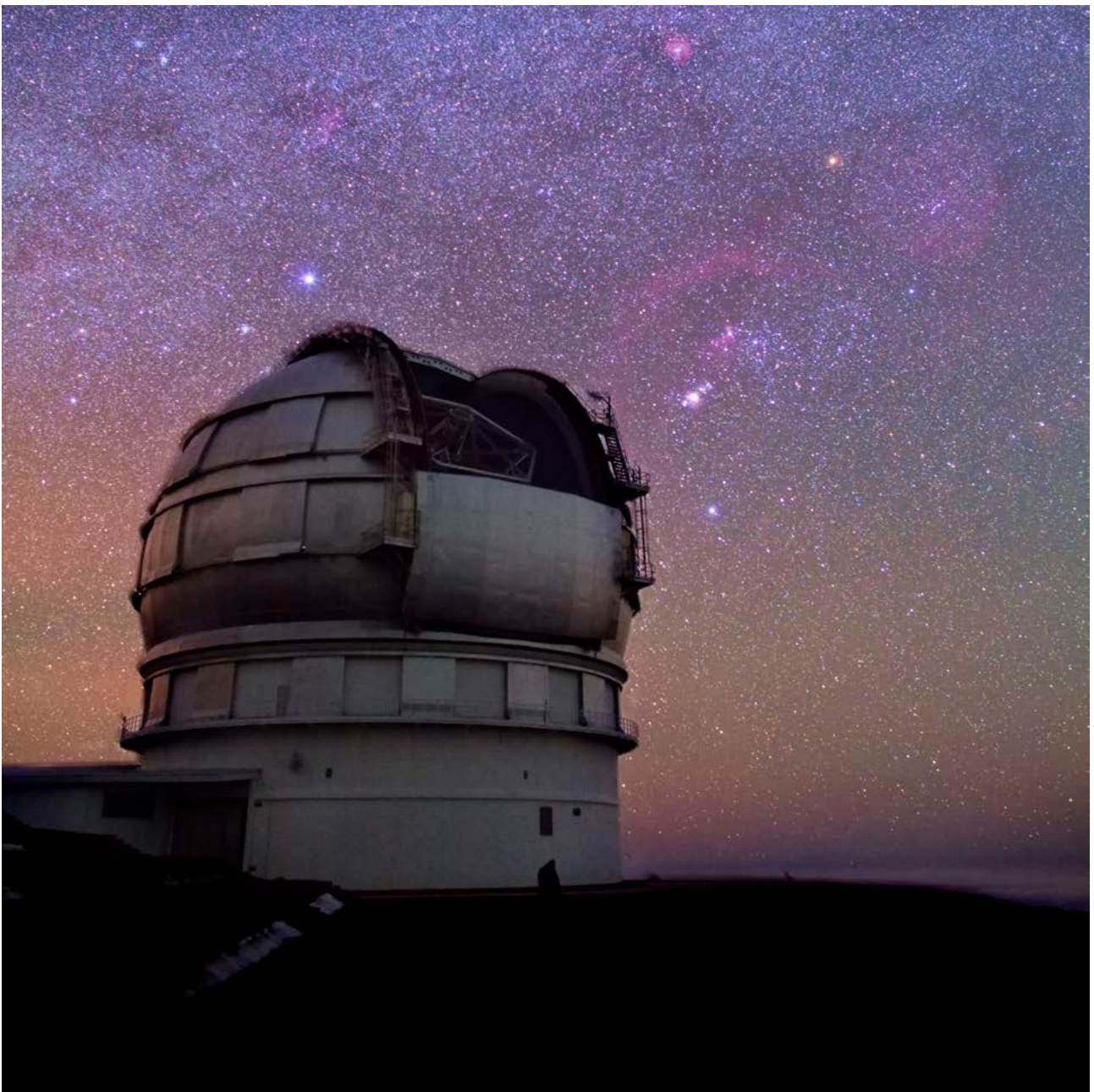
However, the lack of availability of a complete calculation, as regards scope, and based on the direct quantification of emissions, should not be an impediment to the definition and launching of the decarbonisation actions called for by the urgency of the climate crisis.

In the case of the Canaries, in 2019, the Deputy Regional Minister for the Fight against Climate Change of the Government of the Canary Islands drew up a report on the carbon footprint of the tourism sector in the archipelago. This report, based on estimates, used statistics and data on indirect activities (number of main tourists, number of travellers, outlay in Euro...), because it was impossible to collect direct data on energy consumption. A limitation which does not invalidate its timeliness and ability to establish a valuable starting point for the journey to decarbonisation of the Canary Islands destination.

The report takes into account the estimates made for the activities of accommodation, transportation, excursions and active tourism and places of interest, based on activity data from statistics published by the Canary Islands Statistics Institute (ISTAC) and the port authorities of Santa Cruz de Tenerife and Las Palmas. Statistical reports published by Turismo de Islas Canarias were also used.

The study determined that, in 2019, the tourism activity carried out in the Canary Islands emitted **1.85 million tons of CO2 equivalent**.

Subsequent estimates carried out by Turismo de Islas Canarias ascertained that over the same period, the air traffic to and from the islands produced a further 5.30 million tons.







## #2

# CLIMATE NEUTRALITY, A STRATEGIC COMMITMENT

Since March 2021, the Canary Islands Destination strategy has established as one of its three main, basic goals, an increased commitment to climate neutrality in line with the SDGs and the Agenda 2030, the expectations of current and potential visitors and the future of the Canary Islands.

## 2.1. DIGITAL LEADERSHIP

Canary Islands Destination sees digital technology not only as a tool for improving processes and strengthening promotion and marketing. With a widely-recognised potential for accelerating change, Canary Islands Destination defines digitalisation as the key element for the transformation of the Canarian model of tourism, always from a shared perspective of cooperation which guarantees the competitiveness of Canarian tourism.



This perspective, which is one of ambition and a comprehensive nature, includes the necessary boost that the journey to decarbonisation of the Canary Islands destination requires, as an objective to be attained through digital leadership. The deployment of a unique digital platform, designed to order and strengthen the Canarian tourism ecosystem as a whole, will serve as a medium for implementing tools for measuring and reducing the carbon footprint of the tourism activity in the destination, as well as for the exchange and consolidation of relevant information and data.

## 2.2. DIRECT CONNECTION WITH THE VISITOR

The people who choose the Canary Islands as a holiday destination, or who may do so in the future, comprise a key dimension of the destination's journey to decarbonisation. On the one hand, as drivers of its progress in that, as present and future customers, they have shown a growing interest in the sustainability of the tourism destinations, products and services they consume. Today, the environmental factor and carbon footprint of trips has become a significant factor when people choose where to go on holiday.

On the other hand, tourists can significantly increase their involvement in the decarbonisation goals of the destination, through different programmes and mechanisms to raise awareness, in the knowledge that their consumption habits and demand for services have a direct impact on the volume of CO2 equivalent emissions that reach the atmosphere.

In both cases, a direct connection must be established and developed with the people who visit us - a connection that enables us to find out and respond to their environmental interests, expectations, doubts and concerns.

## 2.3. KNOWLEDGE MANAGEMENT

Access to information and transformation are of capital importance in the field of decarbonisation, due to its necessary collaborative, open and transparent focus, and the complexity of the subject.

## 2.4. IMPROVEMENT OF THE TOURISM PRODUCT THROUGH INNOVATION, CREATIVITY AND TECHNOLOGY

The position of international leadership attained by the Canary Islands is largely due to the exceptional natural and climate conditions of the islands, but also to the vision of numerous people and organisations with an innovative, creative spirit who have backed technology. Now, in the context of the climate crisis threat, that same character is needed more than ever.

The active participation of innovation institutes, universities and all the other entities in the innovation ecosystem of the Canary Islands, along with professionals and experts, and the involvement and mobilisation of the talent in Canarian society, must enrich the destination's journey to decarbonisation.

## 2.5. EXTENSION AND COHESION OF THE VALUE CHAIN

The journey to decarbonisation of the Canary Islands destination can turn into an opportunity to increase the local product in the tourism services provided on the islands, and incorporate new professional profiles and specialist companies into tourism management.

## 2.6. CONSTANT ITERATION AND LEARNING

Confronted with the threat of climate change, it is not only the relevance of knowledge management that grows, but also the need for new, improved professional profiles with management skills to cope with the different variables we are faced with.

## 2.7. EMPOWERMENT OF THE DESTINATION

By definition climate change is an issue of planetary dimensions, but increasing the destination's climate neutrality falls to the agents directly involved in the region.

## 2.8. CO-GOVERNANCE AND PUBLIC-PUBLIC AND PUBLIC-PRIVATE COLLABORATION

It is literally impossible to attain any of the goals set forth in this plan without a collaborative approach. Co-governance and collaboration among all the agents is essential.



## #3

# THE GLASGOW DECLARATION ON CLIMATE ACTION IN TOURISM

Among other agreements and commitments, the 26th United Nations Climate Change Conference, held in Glasgow in November of 2021, where emphasis was placed on the urgency and opportunities for progressing towards a carbon neutral economy, conceived the so-called [Glasgow Declaration on Climate Action in Tourism](#), which is seen as a chance to accelerate climate action throughout the sector and prompt a decade of concerted, urgent action to halve the global greenhouse gas emissions caused by travel and tourism.

The purpose of the Glasgow Declaration is to stimulate the worldwide commitment of the different stakeholders in the sector (companies, state, regional and local governments, destination management companies and supporting organisations) to support the global objectives to halve gas emissions over the next decade and reach net zero as soon as possible, and by 2050 at the latest.



A shared, global voluntary commitment to bring the sector in line with the scientific recommendations and international agreements, due to the need to accelerate climate action in tourism in a coordinated fashion.

The institutions, entities, companies and other organisations that are signatories to the Declaration undertake to draft - in a 12-month period - and subsequently implement a climate action plan adapted to their circumstances, describing their approach to the five pathways of climate action included in the Declaration: Measure, Decarbonise, Regenerate, Collaborate and Finance.

In addition, they also undertake to report publicly, on an annual basis, on progress achieved on interim and long-term targets, as well as measures adopted; and work in a collaborative spirit, sharing good practices and solutions, and disseminating information to encourage additional organisations to become signatories and supporting one another to reach targets as quickly as possible.

In the case of supporting organisations, these bodies should play a multiplier role, assisting their members to accelerate climate action, supporting their actions and promoting the objectives of the Declaration.

The Glasgow Declaration on Climate Action in Tourism is an initiative led by the UNWTO, in collaboration with the Travel Foundation, and within the framework of the One Planet Network and Tourism Declares a Climate Emergency initiatives.

## 3.1. THE MISSION OF TURISMO DE ISLAS CANARIAS AS A SIGNATORY OF THE GLASGOW DECLARATION

The Glasgow Declaration contemplates three types of signatories:

- Destination signatories, a category which comprises national, regional and local governments, as well as destination management organisations.
- Businesses and other commercial signatories, including accommodation providers, tour operators, travel agents and OTAs, cruise lines, airlines, transport providers, destination management companies, venues, attractions, etc.
- Supporting organisations including entities such as NGOs, trade associations, academia etc., which can play a multiplier role.

Turismo de Islas Canarias joins the declaration as a destination signatory, in the capacity of destination management organisation, and takes on the following objectives:

1. Continuously measure, evaluate and share global information on the state of the journey to decarbonisation of the Canary Islands destination.
2. Support and accelerate the journey to decarbonisation of the Canarian tourism industry.
3. Promote the goals of the Glasgow Declaration among professionals, our visitors and the citizens of the Canary Islands.



## #4

# KEY DIMENSIONS

## 4.1. KEY ACTORS

The actors of the Canarian tourism ecosystem are diverse, and each one can take on responsibilities and undertake specific actions to reduce emissions, depending on their field of activity. These actors are:

### 4.1.1. Public authorities

The public authorities are agents on all levels, from the state level (MITECO, Government of Spain) and regional level (Government of the Canary Islands and its regional ministries), to the island sphere, through the island councils (cabildos) and town councils. As part of this common task, we must also underline the influence of the commitments made internationally (Glasgow Declaration, Paris Agreement, United Nations Framework Convention on Climate Change, Green Climate Fund, Sustainable Development Goals).



These authorities can make contributions through the different programmes and initiatives that are already up and running, for example by accessing specific funds (Next Generation Funds) and creating legislative frameworks on all levels of government to defend sustainability.

#### 4.1.2. Large organisations

Large organisations are the key companies entrusted with generating and/or administering goods and services (water, electricity, waste, etc.). They can collaborate through specific high-impact actions, by investing in generating renewable energy, for example, with the aim of modifying the renewables factor in the energy mix.

#### 4.1.3. Business associations

Sectoral organisations from tourism play a relevant role in defining global objectives of the sector, because of their status as influencers regarding good practice among their associates.

#### 4.1.4. Companies

Tourism sector companies have a significantly lower impact than that of the public authorities and large organisations, but they are a main stakeholder in any strategy for the fight against climate change.

#### 4.1.5. Visitors

Tourists can significantly increase their awareness, as tourism customers involved in decarbonisation goals, through different programmes and mechanisms to raise awareness, in the knowledge that their consumption habits and demand for services have a direct impact on the volume of CO2 equivalent emissions that reach the atmosphere. .

#### 4.1.6. Citizens

The fight against climate change is an issue that begins and ends with the behaviour of every citizen of this planet. This includes those who are also residents of regions which are in turn consolidated tourist destinations. We are therefore speaking of an individual and collective task.





## 4.2. TYPES OF ACTIVITIES

The carbon footprint of the tourist sector encompasses all the tourism activities carried out in the region of the Canary Islands, taking into consideration the activities for which we have, or can estimate, the base carbon footprint and effectively take place entirely in the archipelago. Hence, international air transport and air transport with the Iberian peninsula are not taken into account, and neither is cruise tourism. While the carbon footprint of air transport has been measured, the capacity of destinations to act on this sector is marginal. As a result, inter-island transport is not included, either. Therefore, the activities taken into account are:

- Accommodation: hotels and apartments.
- Transport: taxis, airport transfers, TVDs (tourism vehicles with driver), collective public transport (buses) and vehicle rental.
- Catering: restaurants and cafeterias.
- Excursions and Active Tourism: organised excursions.
- Places of Interest for Tourists: sporting and cultural activities, leisure and amusement parks, discotheques, etc.
- Inter-island maritime transport: ships that travel between islands.



## 4.3. MEASUREMENT RANGES

Greenhouse gas emissions are associated to diverse activities, with a direct or indirect effect on the total carbon footprint of the tourism economy in the archipelago.

In accordance with this criterion, we can differentiate three ranges which summarise and explain the environmental impact of these activities, for the purpose of addressing decarbonisation strategies in all of them.

### 4.3.1. Scope 1: direct Greenhouse Gas emissions

Direct greenhouse gas emissions are those caused by consumption of the sources of emission owned or controlled by tourism companies. For example, emissions from the burning of fossil fuels in boilers, ovens, travel in company vehicles due to said company's activities, fugitive emissions such as those that take place in air conditioning devices or distribution ducts, etc. They may respond to stationary combustion (boilers, generators) or mobile combustion (an organisation's fleet of vehicles).

### 4.3.2. Scope 2: indirect Greenhouse Gas emissions associated with energy consumption

Indirect greenhouse gas emissions are those associated to the generation of electricity or gas, from non-renewable sources acquired by the company and over which the latter has no operational or financial control. The following are some examples of them: electricity consumption, refrigeration and air conditioning.

### 4.3.3. Scope 3: rest of indirect emissions which are not scope 2 and which result from the value chain and are not under the control of the company

This refers to the rest of indirect emissions which are not Scope 2 caused by the services performed for the company by third parties, or the use clients make of the company's products or services, as well as the habits of the employees in performing their activity in the company. For example, the emissions produced during extraction and production of materials acquired by the company, trips taken by the staff by means not associated to the company, etc.





# #5

## MEASURES AND PATHWAYS OF ACTION

The actions included in the Climate Action Plan of the Canary Islands Destination are organised in accordance with five common pathways of action (table ss.) so as to guarantee and harmonise the integration of the plans of all of the tourism agents on both a global and a local level.

PATHWAYS OF ACTION	MEASURES
MEASUREMENT	- Carbon footprint calculator
DECARBONISATION	- Advice and support - Catalogue of decarbonisation measures
REGENERATION AND PROTECTION OF ECOSYSTEMS	- Permanent collaboration framework
COLLABORATION	
FINANCING	- Improving energy efficiency - Sustainability plans



## 5.1. MEASUREMENT

Measuring the carbon footprint is a means of quantifying the climate change impact of the activities undertaken on a daily basis by individuals, organisations, products or regions, and has become an important indicator in the public debate on climate change and its effects, as well as a tool for revealing the result of the decarbonisation measures adopted.

For this reason, the public authorities should develop the launch of strategies to facilitate calculation of the carbon footprint of their organisations and regions, and also to estimate the CO<sub>2</sub> equivalent absorption generated by projects designed to regenerate spaces, always with climate neutrality as the ultimate objective.

The methodologies and tools of these actions must be aligned with the relevant UNFCCC (United Nations Framework Convention on Climate Change) guidelines on measurement, presentation of public reports and verification of data. Furthermore, the transparency and accessibility of these tools must be guaranteed.

The measurement must also meet the criteria laid down by associated international bodies or those resulting from the framework convention such as the IPCC (Intergovernmental Panel on Climate Change), the GHG Protocol and UNE EN ISO 14064-1, which among other things define the conversion factors for the different types of greenhouse gases.

Carbon footprint calculators are an easy way of estimating the greenhouse gas emissions associated to the activities of organisations and regions, taking into account both direct and indirect emissions. They also offer the opportunity of quantifying the reduction in emissions the application of a given improvement plan designed to bring about decarbonisation may produce.

The measure presented in this Climate Action Master Plan for the Canary Islands destination to address this first pathway of climate action is the launching and operation of a calculator for measuring, evaluating and managing the carbon footprint of the companies in the Canarian tourism ecosystem, enabling us to report and periodically manage the evolution of their emissions.

### 5.1.1. Carbon footprint calculator deployed on the Canary Islands Tourism Destination Platform (PDTIC)

In line with the Glasgow Declaration, the adoption of reliable, suitable tools for measuring and reporting all of the emissions related to tourism is a clear necessity of the Canary Islands destination, associated not only with the specific measurement of each of the companies operating in the region, but also with that of the visitors to it and the region as a whole.

To achieve this, we plan to start up and run a digital application. The methodology it employs, called “journey to decarbonisation”, allows companies and other organisations in the sector to easily measure their carbon footprint and assess their level of maturity in decarbonisation, through four modules. It will also provide input on measures and good reduction practice, and provide information on local offsetting projects and initiatives.

Designed on the basis of a pilot experience with the participation of different local tourism firms, and under recognised international quantification standards, Canarian tourism companies can calculate and manage their annual carbon footprint and register historical data, allowing them to download

two types of reports - the PDTIC report and another one which complies to the requirements of the national emissions registry - and at the same time collect and consolidate information on emissions from tourism activity in the Canary Islands as a whole.

The application is free for companies, and is deployed on the PDTIC platform. It forms part of a broader initiative to develop digital products which, among other functionalities, aim to facilitate the process of the journey to decarbonisation as a whole, although the first phase focuses on the pathway of measuring and assessment.

The application also has a control panel which shows the global position, with regard to the four modules, as well as a self-diagnosis questionnaire on the company's level of maturity in decarbonisation. Using this digital questionnaire, the company answers a series of questions on strategy, measuring and verification, reduction, offsetting and commitment in carbon management, and the application proposes recommendations, guiding the user to establish objectives and create their own climate action plan.

It also includes valuable information designed to enable companies to expand their knowledge on the subject of decarbonisation, and support them on their journey (templates, regulations, glossary, frequent questions, etc.).

## 5.2. DECARBONISATION

The configuration of a climate plan in the tourism sector must necessarily determine and fulfil objectives in line with climate science in order to accelerate decarbonisation. This section includes measures in transport, public and private infrastructure, accommodation installations, activities, food and drink, and waste management. The measures determined must first of all promote mitigation actions at source which have a direct impact, in order to substantiate real, effective reductions in the resulting emissions.

While the option of carbon offsetting of a tourism region may have a relevant role in this process, it must be complementary to real reductions with direct impacts associated to the activity which must take place in all cases. Carbon offsetting is without doubt a useful tool, but it is not sufficient within a real strategy for the decarbonisation of tourism.

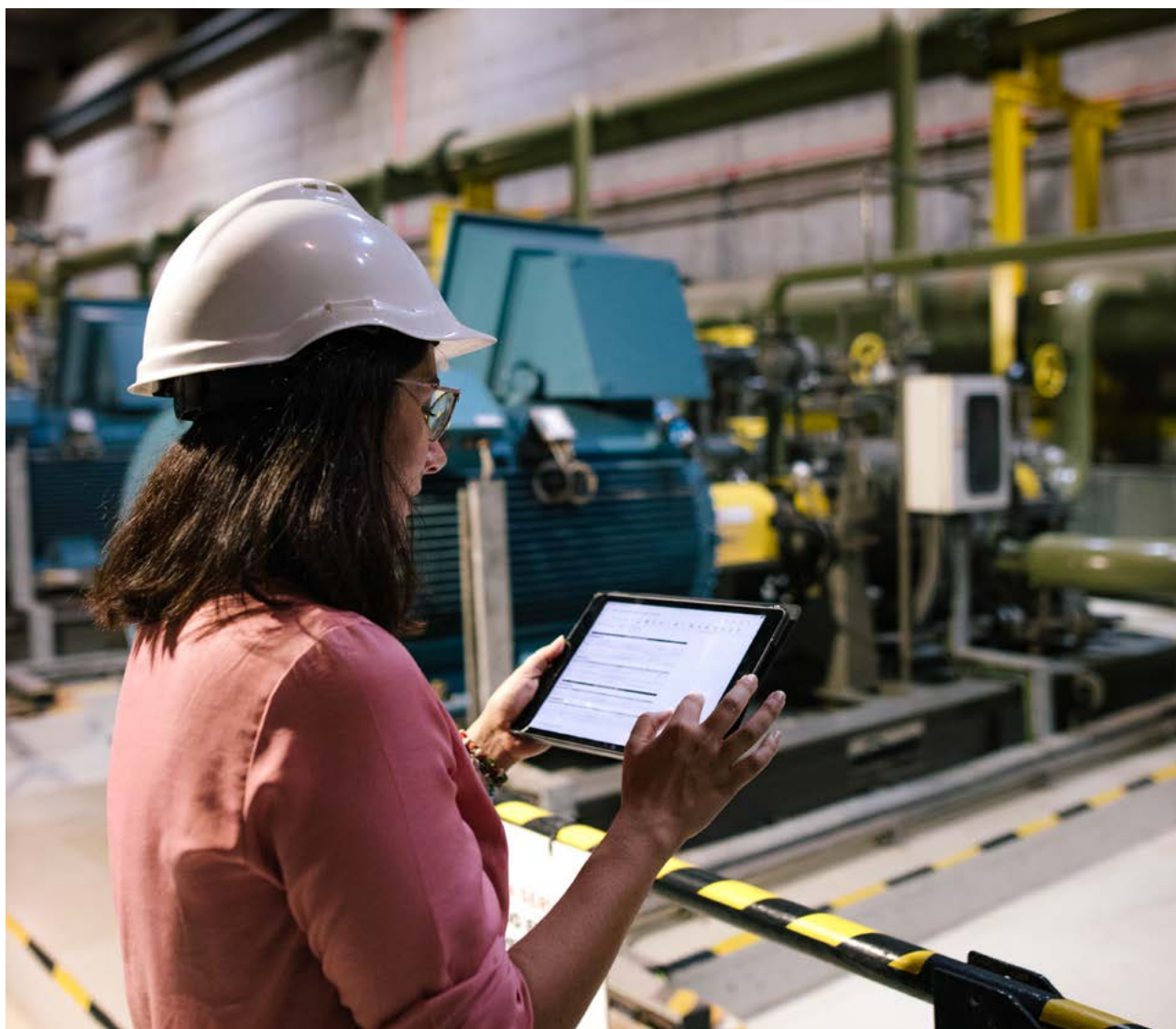
In addition to a perspective which prioritizes decarbonisation over other environmental sustainability improvement and/or offsetting options, we have the concern of the population for their own personal footprint. Increasingly, people who are minded to travel look at their own carbon footprint and the destination's attitude to reduction as an important deciding factor when choosing where to spend their holidays.

Phenomena such as what is known as "flight shame" link up to this concern for the carbon footprint of millions of people in Europe, and only a decisive commitment to decarbonisation of destinations and companies, and the undertaking of concrete actions in this direction can allay it. People want to travel and enjoy their holidays, but at the same time they want to be aware of how and to what extent that desire directly and personally affects the planet, and by what means they can mitigate it insofar as is possible.

This challenge can no longer be met by marketing alone, understood as the enhancement and communication of generic environmental protection measures in the destination, which may even be no more than greenwashing campaigns. Personalised information is required for every traveller. Decarbonisation and sustainability will continue to be extremely relevant in the field of contemporary

tourism marketing, but they have to be supported by a foundation based on the measuring and reporting of the carbon footprint caused by the activity of each visitor, and the corresponding improvements geared towards reducing it.

The measures presented in this Climate Action Master Plan for the Canary Islands destination to address this second pathway of climate action is the launching and operation of a comprehensive consultancy and support service through the Sustainability Office of Turismo de Islas Canarias, and the creation and updating of a catalogue of possible decarbonisation measures, sorted by subsectors and areas of action.



### 5.2.1. Comprehensive consultancy and accompaniment service

With the aim of assessing, supporting and accompanying tourism companies on their journey to decarbonisation - including the drafting of their own climate action plans and improving control of the carbon footprint of their activity - the Sustainability Office of Turismo de Islas Canarias coordinates a comprehensive consultancy and support service.



The service is organised around a User Help Desk (Centro de Atención a Usuarios - CAU) which will deliver technical assistance for the provision of information and resolution of any enquiries and incidents which may arise during the process and use of the different digital products in the Canary Islands Sustainability Destination app, which is in turn made available on the PDTIC platform.

The introduction and launch of the comprehensive consultancy, support and accompaniment service implies the installation and management of all of the technological solutions needed to run it via a User Help Desk, and the selection and training of sustainability specialists to run the operations. This organisational model is designed as the best way of optimising provision of the service through formalised document management processes, knowledge transfer and handling of consultations.

## 5.2.2. Catalogue of decarbonisation measures

The catalogue of decarbonisation measures is aimed at tourism companies which require detailed information on the potential actions they can implement in order to attain their own carbon footprint reduction goals.

At the time of the launch, the catalogue contains over 220 measures ordered by sectors (accommodation, catering, excursions and active tourism, land transport, inter-island sea transport and places of interest to tourists) and areas of action (acquisition of goods and services, stationary combustion, mobile combustion, consumption of electricity, refrigeration and air conditioning, waste management, water management, transport and distribution, and travel for work).

For each of the measures described in the catalogue, detailed information on the estimated potential reduction (percentage) is given, and/or the level of difficulty of implementation, in line with parameters such as cost or the level of technological maturity needed.

Based on simulations performed for each tourism activity, the catalogue enables us to estimate the percentage and number of tons of CO<sub>2</sub> equivalent emissions the sector can reduce by in a given year, using data obtained from direct sources and different assumptions and cases. As a result forecasts can be established regarding the destination's fulfilment of the reduction goal of 50% by the year 2030.

In an initial phase, access to the catalogue for companies will be via the Sustainability Office of Turismo de Islas Canarias, although there are plans to make it available on the PDTIC in phase two, where it will form part of the platform's portfolio of digital products.

Designed as a flexible tool, its structure allows for the progressive addition of new measures, and broadening of the information on them.

By way of an example, the table on the following pages shows a list from the catalogue of decarbonisation measures in accommodation at the time of the launch.

## CATALOGUE OF DECARBONISATION MEASURES IN ACCOMMODATION

ACTION	FIELD	SCOPE
Acquisition of products from low-carbon sources	Acquisition of goods and services	3
Correct insulation of pipes and boilers	Stationary combustion	1
Powering desalination plants owned by the company with renewable energy	Electricity consumption	2
Switching off electrical devices and air conditioning when not in use	Electricity consumption	2
Harnessing natural light	Electricity consumption	2
Self-generation of renewable energy	Electricity consumption	2
Change natural gas for biomethane	Stationary combustion	1
Change fossil fuel vehicles for electric vehicles	Mobile combustion	1
Change fossil fuel vehicles for electric vehicles	Mobile combustion	3
Rainwater harvesting from roofs	Water management	3
Purchase of Guarantee of Origin	Electricity consumption	2
Restriction of temperature to 26°C in summer and 21°C in winter	Refrigeration and air conditioning	1
Proper maintenance of components and gas checks	Refrigeration and air conditioning	1
Proper maintenance of vehicles (tyre pressure and resistance, cleaning injection and fuel system, etc.)	Mobile combustion	1
Green roofs	Stationary combustion	1
Presence detector in infrequently used areas	Electricity consumption	2

Design a program of suppliers which prioritizes contracts with suppliers with a lower carbon footprint	Acquisition of goods and services	3
Equip vehicles with Stop & Start	Mobile combustion	1
Avoid overloading refrigerators	Electricity consumption	2
Training on implementation of efficient driving	Mobile combustion	1
Sustainable waste management - sorting at source, reduction, transformation and recycling	Waste management	3
Efficient taps with automatic cut off systems	Acquisition of goods and services	3
Increase the number of electric chargers for employees	Travel for work	3
Installation of solar panels on terraces and roofs	Refrigeration and air conditioning	1
Installation of recycling points in the company's establishments	Waste management	3
Installation of timers for AC units in rooms and/or cut off with card	Electricity consumption	2
Installation of thermostats to program and control functioning	Refrigeration and air conditioning	1
Regular cleaning of lamps and windows	Electricity consumption	2
Switch to kitchen equipment that is more efficient from a consumption/time perspective	Electricity consumption	2
Monitoring (of power consumption, optimisation of routes, oil checks...)	Mobile combustion	1
Optimisation of product distribution and supplier routes	Distribution and transport	3
Optimise laundry service, raising awareness among tourists regarding changes of towels and bedclothes	Acquisition of goods and services	3
Optimise use of air conditioning/heating (e.g., operate dual zone temperature)	Mobile combustion	1



Paint ceilings and façade white (inside climate control will make temperature drop by 5 to 8 degrees)	Refrigeration and air conditioning	1
Promotion of use and consumption of local products	Acquisition of goods and services	3
Promote and implement car sharing among workers	Travel for work	3
Reduce food waste	Acquisition of goods and services	3
Reduce meat-based menus	Acquisition of goods and services	3
Replace diesel boilers with natural gas boilers	Stationary combustion	1
Replace minibar in rooms for visi coolers in corridors	Electricity consumption	2
Replacement of fossil fuel boiler for geothermal energy	Stationary combustion	1
Replacement of diesel boilers with biomass boilers	Stationary combustion	1
Replacement of frames and panes of glass with better-insulated options	Stationary combustion	1
Use refrigerant gases with lower GWP	Refrigeration and air conditioning	1
Use of power strips with programmable plug or switch	Electricity consumption	2
Use of awnings and blinds	Stationary combustion	1
Zoning of areas to be air conditioned according to needs and density of people	Refrigeration and air conditioning	1

## 5.3. REGENERATION AND COLLABORATION

The Glasgow Declaration on Climate Action in Tourism sets as its goals to “restore and protect ecosystems, supporting nature’s ability to draw down carbon, as well as safeguarding biodiversity, food security, and water supply”. In particular, this document takes into account that much of tourism is based in regions that are particularly vulnerable to the impacts of climate change, and we therefore need to ensure that the sector can support affected and at-risk communities in resilience building, and improve adaptation and response to climate incidents and the negative effects caused by increased pressure derived from tourism activity, for example in the most frequently-visited natural spaces or coastlines of islands.

Obviously, this support can and must be optimised from a perspective of collaboration that goes beyond the limited impact of individualised action disconnected from the environment, by coordinating permanent public-private cooperation strategies. This shared vision implies the need to share evidence of risks and solutions with all public and private stakeholders who take part in tourism activities, and also with guests, in order to ensure the actions carried out are as effective and coordinated as possible; strengthening co-governance on all public authority levels, and including civil society, large companies and SMEs, vulnerable groups, local communities and visitors.

The measure articulated in this Climate Action Master Plan for the Canary Islands destination to approach this pathway of action is the definition and launch of a permanent public-private collaboration framework with the mission of promoting, facilitating and, if applicable, implementing collaborative ecosystem protection and regeneration actions.

### 5.3.1. Permanent public-private collaboration framework

This Plan envisages the definition and launch of a permanent public-private collaboration framework with the mission of promoting, facilitating and, if applicable, implementing collaborative ecosystem protection and regeneration actions, as an optimal model for offsetting the carbon footprint caused by greenhouse gas emissions that are difficult or impossible to reduce. In this way, companies and other organisations from the sector interested in offsetting, whatever their size or the volume of emissions they generate, can access regeneration projects in a faster, easier manner, resulting in an improvement of the destination, of its spaces and natural resources, and of the well-being of its inhabitants.

Thus, this permanent collaboration framework, which comes into being with a budget of two million Euro, allows us to increase the tangible impact of the actions the different stakeholders can take individually, raising their scale to meet complex requirements and greater total operational costs. With this framework and the initiatives it covers, the management of this kind of project will be simplified, costs will be reduced and shared, international standards will be adopted, there will be an improvement in terms of transparency and efficiency, and value will be added through research and innovation.

## 5.4. FINANCING

The fifth pathway of action sets the goal of ensuring that organisations' resources and capacity are sufficient to meet the objectives set out in their respective climate plans, in line with the provisions of the Glasgow Declaration. As a consequence, in the case of public authorities, their financing must be taken account of through effective fiscal and policy tools in order to accelerate the transition the journey to decarbonisation represents for the sector.

This Climate Action Master Plan for the Canary Islands destination sets out two measures designed to approach this fifth pathway of action: establishing lines of subsidies oriented towards the financing of energy efficiency projects, and developing sustainability plans.

### 5.4.1. Programme of subsidies

Three distinct lines of subsidies are envisaged, financed through the Fund for Recovery Assistance for Cohesion and Territories of the EU (REACT-EU), financed 100% by the European Regional Development Fund (ERDF) as part of the European Union's response to the COVID-19 pandemic:

- Subsidies to finance energy efficiency projects in SMEs which provide services in the area tourism activities other than accommodation in the region of the Autonomous Community of the Canary Islands.
- Subsidies to finance energy efficiency and circular economy projects in establishments which engage in tourist accommodation activity in the geographical region of the Autonomous Community of the Canary Islands.
- Subsidies to finance energy efficiency and accessibility projects in buildings and places of interest to tourists in the islands' public sector.

### 5.4.2. Special invitation to tender for sustainability plans

Special invitation to tender for the development of tourism sustainability plans, for the total amount of 139 million Euro, to be carried out between January 2022 and 31 May 2023.



FINANCING MEASURES	BUDGET	COMPLETION TIME	INVITATION TO TENDER
Subsidies to finance energy efficiency projects (tourism activity other than accommodation)	€ 9,000,000	From 1 January 2022 to 31 May 2023	November 2022
Subsidies to finance energy efficiency projects (tourism accommodation activity)	€ 15,938,265		November 2022
Subsidies to finance energy efficiency and accessibility projects (places of interest to tourists in the islands' public sector)	€ 4,000,000	From 1 January 2022 to 31 May 2023	November 2022
Sustainability plans (special invitation to tender)	€ 139,090,000		November 2022