



CLIMATE ACTION PLAN

GREENTRIPPER
GIVE BACK TO NATURE



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JUNE 2024

About Greentripper

Climate change has shifted from a distant concern to an urgent reality reshaping our world. In response, the tourism industry is launching a decisive Climate Emergency initiative, urging businesses to prioritize climate action. This initiative calls for fundamental changes: from reducing emissions to empowering travellers and professionals to make informed decisions. Together, we can forge a more resilient, sustainable future for tourism.

Greentripper's mission is to inspire responsible travel and accelerate the transition to a low-carbon, regenerative tourism sector. Whether you're traveling for pleasure, leisure, or work, every journey impacts our planet. Greentripper is dedicated to ensure that our beloved industry thrives while minimizing its ecological footprint and maximizing positive impacts on destinations and local communities.

Greentripper is an online platform, free to use, that helps you consider your environmental impact when planning your trip. You can calculate and compare the carbon footprint of your travel to make informed decisions and contribute to climate projects for the unavoidable emissions. For each carbon contribution, you receive a guarantee certificate. Greentripper also collaborates with travel professionals, providing climate services such as carbon footprint calculations for travel packages and agencies, reduction plans, climate project contributions, and communication support.

As a Glasgow Declaration signatory, Greentripper's mission and climate services align with global commitments to halve emissions by 2030 and achieve net-zero emissions well before 2050, guided by the latest scientific insights to limit global temperature rise to 1.5°C above pre-industrial levels by 2100.

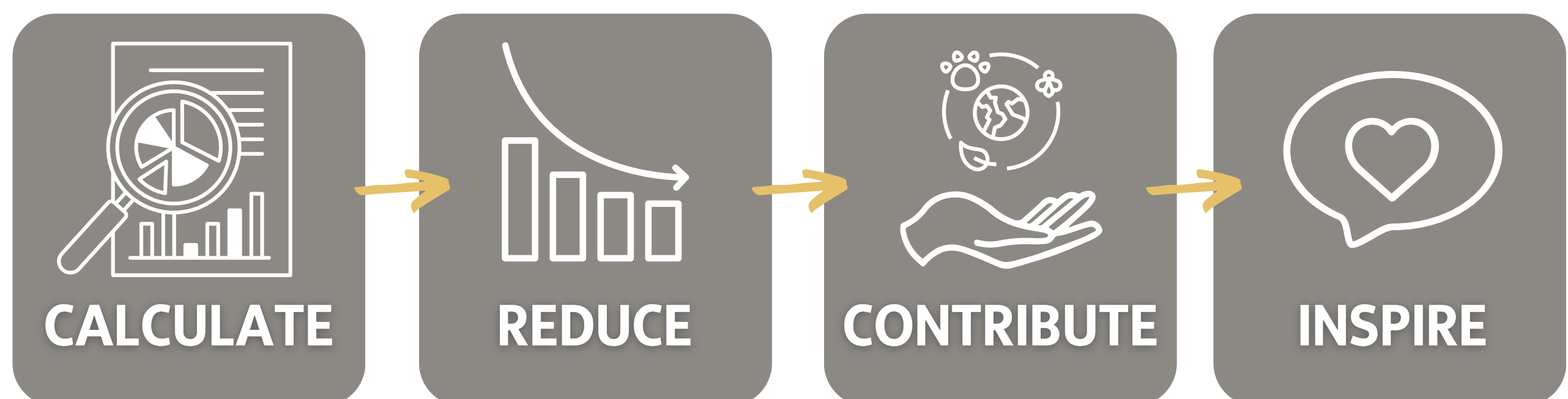
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Greentripper collaborates closely with climate partners, travellers, and (travel) professionals to co-create solutions that generate social and environmental benefits. By pooling our efforts and expertise, we accelerate the transition to a low-carbon, regenerative tourism sector that positively impacts both people and the planet.

Together with our partners, we promote their climate initiatives to raise awareness and encourage behavioral change.

This climate action plan serves as a comprehensive resource to learn about Greentripper's approach to sustainability in the tourism sector. Greentripper's mindset is structured around four key steps: calculate, reduce, contribute, and inspire.



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Greentripper for Sustainable Development Goals (SGDs)

 <p>3 GOOD HEALTH AND WELL-BEING</p>	Promote flexibility and remote working for a balanced life-work relationship.	 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	Co-create climate services and tools to assist the travel sector in achieving climate goals.
 <p>4 QUALITY EDUCATION</p>	Annual trainings related to activities for continuous learning and development.	 <p>10 REDUCED INEQUALITIES</p>	Offer varied climate services to fit travel organizations' budgets for contributing to climate goals.
 <p>5 GENDER EQUALITY</p>	Ensure equal pay, benefits, and gender-sensitive work policies.	 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	Source merchandise like t-shirts and stickers from sustainable partners.
 <p>7 AFFORDABLE AND CLEAN ENERGY</p>	Prioritize train travel for transportation and co-working spaces to reduce carbon impact.	 <p>13 CLIMATE ACTION</p>	Mission to accelerate a low-carbon, regenerative tourism transition through climate services.
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	Continuous improvement within the company to create job opportunities and growth.		

other SDGs supported through certified carbon contribution (support climate projects)



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The Glasgow Declaration on Climate Action in Tourism

The Glasgow Declaration is a commitment by stakeholders in the tourism sector to align their climate actions with the scientific recommendations of the Intergovernmental Panel on Climate Change (IPCC). The declaration aims to accelerate climate action to cut tourism emissions in half over the next decade and achieve Net Zero as soon as possible before 2050.



Key Objectives of the Glasgow Declaration:

1. Measure: Ensure robust measurement and tracking of tourism's climate impacts.
2. Decarbonize: Implement measures to reduce carbon emissions in tourism operations.
3. Regenerate: Support ecosystems, biodiversity, and community resilience.
4. Collaborate: Foster collaboration among stakeholders to share knowledge, resources, and best practices.
5. Finance: Unlock the financial resources needed to achieve these goals.

By signing the Glasgow Declaration, tourism organizations commit to delivering climate action plans within 12 months and to reporting publicly on their progress each year. This collaborative effort involves various stakeholders, including governments, tourism businesses, associations, and non-governmental organizations, working together to promote sustainable tourism practices and mitigate climate change impacts.

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Measure

Travellers and professionals can use the Greentripper tool for free on our public website to measure the impact of their travel, including all means of transportation, accommodation, activities, and food. The emission factors behind the calculations are reviewed annually to align with the latest studies. Our data input and methodology are shared online to ensure transparency. Greentripper relies primarily on two recognized methodologies:

- ADEME: The Bilan Carbone © approach of ADEME, the Environment and Energy Management Agency in France.
- DEFRA: The Greenhouse Gas Reporting methodology of the UK Government, known as DEFRA or BEIS, produced by AEA for DECC and Defra.

For travel professionals, the Greentripper tool exists in various forms, each adapted to their specific needs but all powered by the same intelligence. Beyond providing tools to measure the carbon footprint of travel offers, Greentripper also conducts comprehensive carbon footprint assessments of travel organizations, including their operational emissions, categorized into three scopes:

- Scope 1: Direct emissions from sources owned or controlled by the business.
- Scope 2: Indirect emissions from the generation of electricity, heat, or steam purchased by the business.
- Scope 3: Indirect emissions resulting from business activities but from sources not owned or controlled by the business.

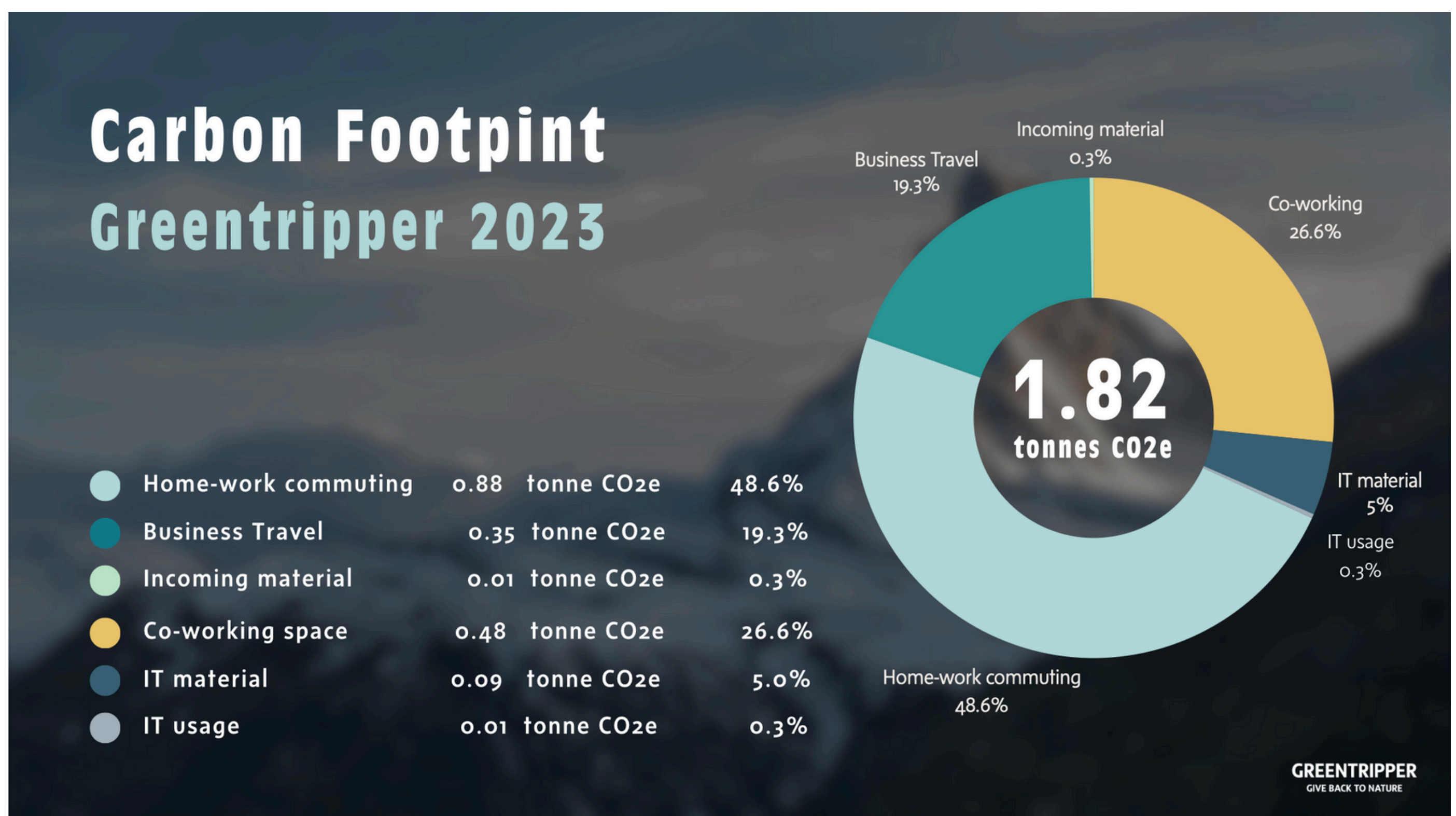
By identifying the sources of their emissions, businesses can take targeted action to reduce their overall carbon footprint and mitigate climate change impacts.

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In the tourism industry, Scope 3 emissions often contribute significantly to the overall carbon footprint due to the extensive network of services and activities involved in providing a tourism experience. Therefore, businesses in this sector must consider not only their direct emissions but also the indirect emissions associated with the entire tourism supply chain to effectively manage and reduce their carbon footprint.

In 2023, we produced a carbon footprint report of Greentripper. The analysis revealed that all of Greentripper's carbon emissions fall under Scope 3, a total of 1.82 tonnes CO₂e. This highlights the importance of addressing indirect emissions in our efforts to mitigate our environmental impact.



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Decarbonize

To raise awareness and help travellers minimize their carbon impact, Greentripper provides an infographic with concrete 'tips and tricks' for responsible travel. This resource helps travellers understand the environmental impact related to travel activities and how to reduce their carbon footprint. Additionally, Greentripper engages in awareness campaigns through social platforms such as Facebook, Instagram, and LinkedIn, and participates in various travel and sustainability events to broaden our influence.

For travel professionals who have conducted a carbon footprint assessment of their organization, Greentripper offers a reduction plan based on Science Based Targets (SBTs). These targets align business strategies with the latest climate science, aiming to keep global temperature rise well below 2°C above pre-industrial levels, and ideally to 1.5°C, as per the Paris Agreement. Greentripper helps set reduction targets and develop concrete action plans to decarbonize travel offers and operational activities, allowing partners and customers to reduce their footprints according to their possibilities.

Recognizing that not all emissions can be reduced immediately, Greentripper provides the option to contribute to certified climate projects to address unavoidable emissions. By contributing financially for the unavoidable emissions, we support projects that reduce, avoid and/or sequester emissions while generating other both environmental and socio-economic benefits. These projects, which meet the highest standards and are developed in line with the Sustainable Development Goals (SDGs), would not exist without the voluntary CO₂e contribution system.

At Greentripper, we made a financial contribution to the Gold Standard-certified Wanrou cookstove project in Benin to counterbalance our 2023 impact of 1.83 tonnes of CO₂e.



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Regenerate

Minimizing our impact, contributing for the unavoidable emissions and promote sustainable travel practices leads to regeneration. A key action of Greentripper is enhancing ecosystems' natural capacity to absorb GHG and support projects that increase carbon sequestration, such as avoid deforestation by protecting forest and planting trees, restoring mangroves, promoting regenerative agricultural practices and so on. These efforts help capture more carbon from the atmosphere and store it in plants and soil, reducing the overall concentration of greenhouse gases.

By enhancing these natural processes, we contribute to the global effort to combat climate change and promote a healthier planet, sustained by our partners and travellers.

As tourism often occurs in regions highly vulnerable to climate change, Greentripper inspires travellers to visit lesser-known destinations and travel professionals to promote off-peak travel. By providing education and resources, we empower travellers and travel professionals to understand their environmental impact and the positive effects of their actions. Our goal is to ensure that both local populations and the tourism sector can adapt to changing conditions and continue to thrive despite the impacts of climate change.



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Collaboration

Based in Belgium, Greentripper is actively involved in Belgium and France, with a growing international presence. Greentripper's stakeholders include travellers (both leisure and business), travel professionals, climate project development organizations, NGOs, and climate initiative organizations, among others. Each stakeholder contributes to our shared mission of creating a collective positive impact, with varying levels of engagement and climate ambitions.

In addition to engaging stakeholders, Greentripper collaborates with local governments, travel network communities, and other organizations to address climate change on a broader scale. This collaborative approach enhances their climate services by co-creating solutions and implementing them within the travel sector.

Greentripper's tools and consultancy services serve as resources for both tourism industry professionals and individual travellers. For tourism professionals, such as tour operators, hotel managers, travel agencies, and booking engines, Greentripper offers guidelines, training, and tools to integrate sustainable practices. By adopting these practices, they can reduce their environmental footprint, create impact, improve customer loyalty and engagement while attracting (new) eco-conscious travellers.

Climate change is a global challenge that requires collective action and individual responsibility for our carbon footprints. Only through collaborative efforts can we effectively address and mitigate the impacts of climate change and create an environment in which we can reduce our carbon footprint.

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Finance

Greentripper integrates sustainability into all aspects of its operations, ensuring economic, social, and environmental benefits. By supporting local economies, empowering communities, and protecting the environment, Greentripper adopts a holistic approach to sustainability that benefits all stakeholders.

In line with its sustainability commitment, Greentripper has established clear financial goals aimed at fostering sustainable and profitable growth. We make our choices consciously for the social and environmental aspect by increasing the skills and health-being of colleagues or by travelling with most low carbon transportation for business travels. Our vision is over the next five year. The first objective include achieving an annual revenue increase to ensure steady and sustainable financial progress. Our second objective is to growth by recruiting four co-workers. Greentripper plans to expand its services, like consultancy services, API tool and carbon calculator. It will optimize operations to maximize positive impacts and profits, implement cost and time-saving measures without compromising service quality. Additionally, resources will be allocated to innovate and adopt technology that addresses the evolving needs and challenges of the tourism sector concerning climate ambitions.

Through these strategic objectives, Greentripper is poised not only to meet its financial targets but also to enhance its market position and continue its mission of promoting sustainable tourism practices.

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Reference

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