



THE UNIVERSITY  
*of* EDINBURGH



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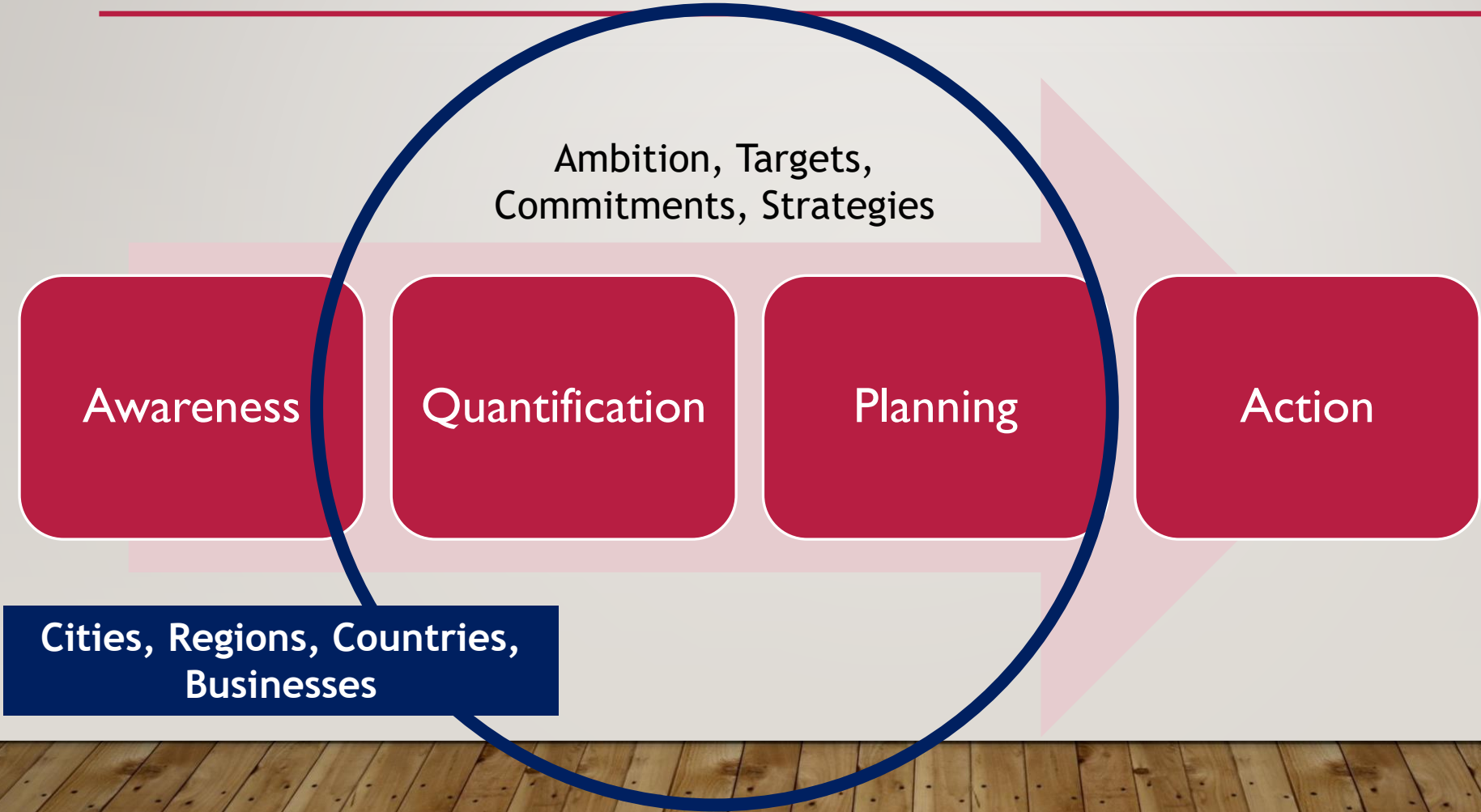
The Scottish  
Government



climate  change

# THE JOURNEY TO CLIMATE ACTION

Where  
we are  
now



# THE JOURNEY TO CLIMATE ACTION

Where we need to get to

Successful transition to a zero carbon economy

Clear Pathways  
Agreed Priorities  
Shared Investment

Awareness

Quantification

Planning

Action

Climate Impact  
Sustainability Outcomes  
Business Opportunities  
Community Benefits



# Why tourism businesses have to respond and where to start

A scenic mountain landscape with a waterfall in the foreground and rugged peaks in the background. The waterfall is composed of several small cascades over dark rocks, leading into a pool of water. The surrounding area is covered in green grass and small shrubs. The sky is a deep blue, suggesting a clear day.

How is climate change going to affect you?

Why should you act?

What difference can you make?

What can you do?

Are there new opportunities?



WHAT SHOULD I DO?

I CARE ABOUT  
OUR  
CLIMATE

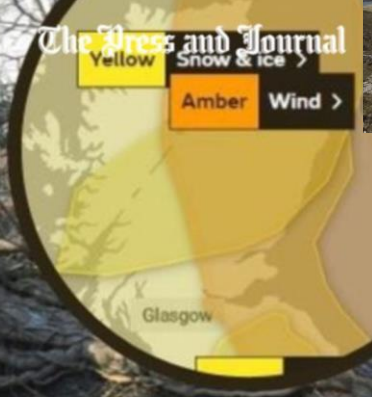
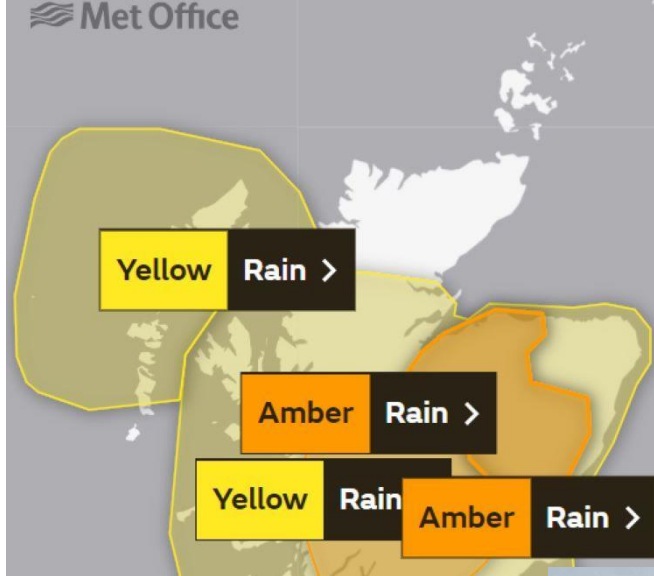
WHAT'S  
THE  
POINT?

ACT  
NOW

I DON'T

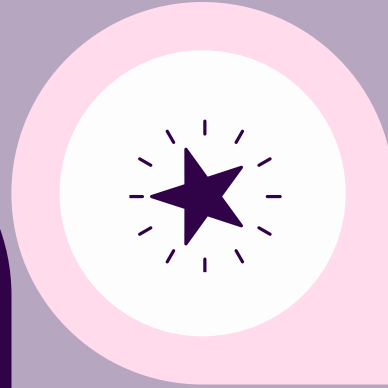


# Climate Change will be affecting your business



Differentiator,  
Reputation

Regulation  
changes



Planet



Cost

Drivers for  
Change



Access to finance



Risk



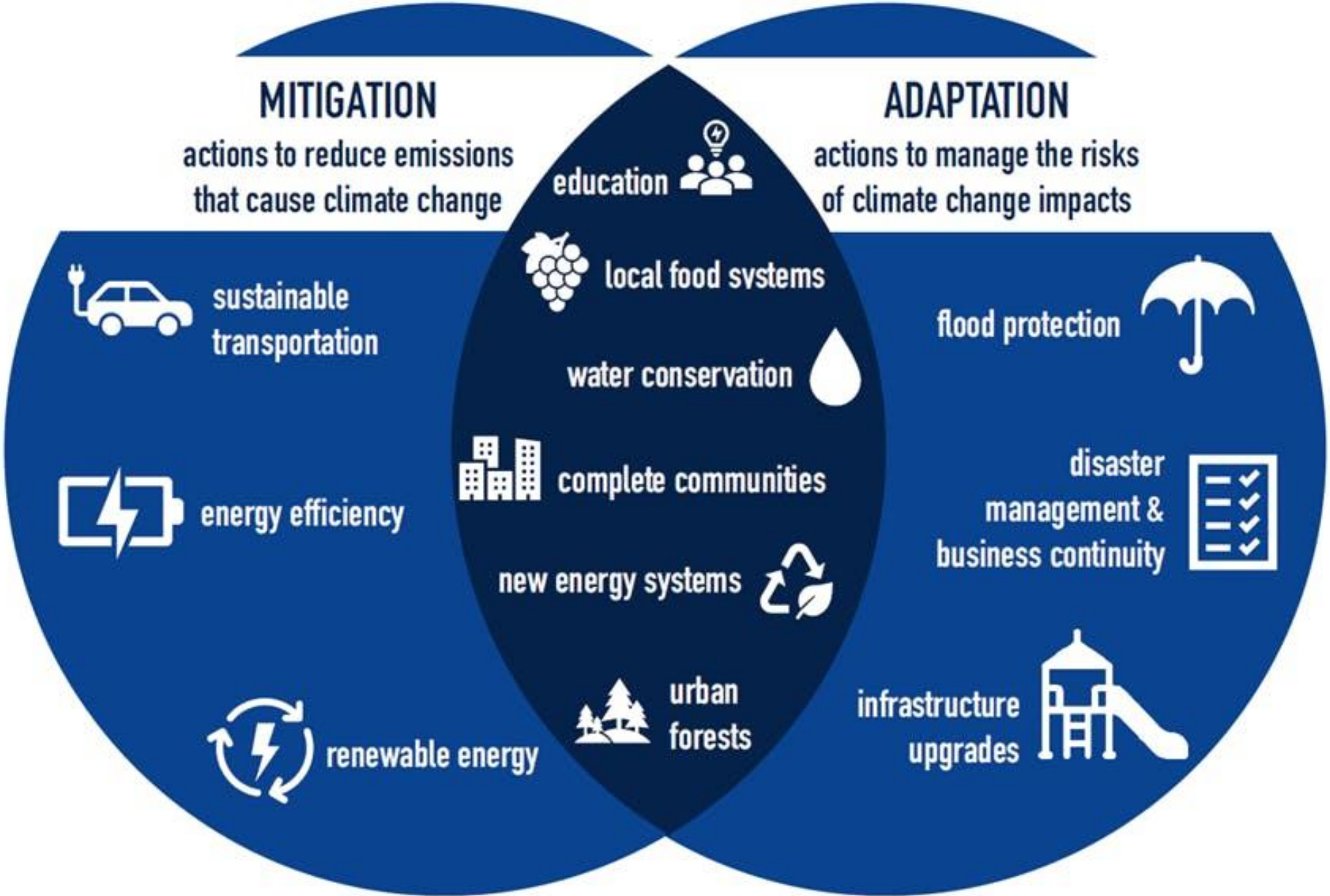
Customers/Supply Chain



Royal Bank  
of Scotland



# Building a Climate Plan



What's the plan?

Understanding the operational impact of your business; which sources to target; what measures to prioritise.

# MITIGATION ADAPTATION

Physical measures for protection; working environment; resource scarcity; does your insurance cover you?

Carbon Footprint

Physical Risks

Sustainability

Building sustainable communities; protecting and restoring nature and biodiversity; fair and equal economic growth.

Business Disruption

Contingency plans; alternative activities; policies for refunds, rebooking and cancellation; insurance for loss of business?

Influence

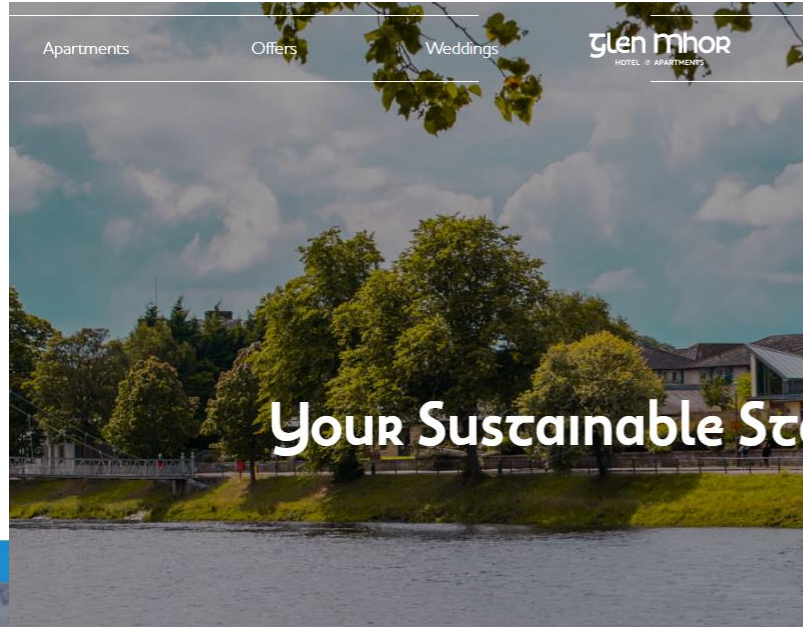
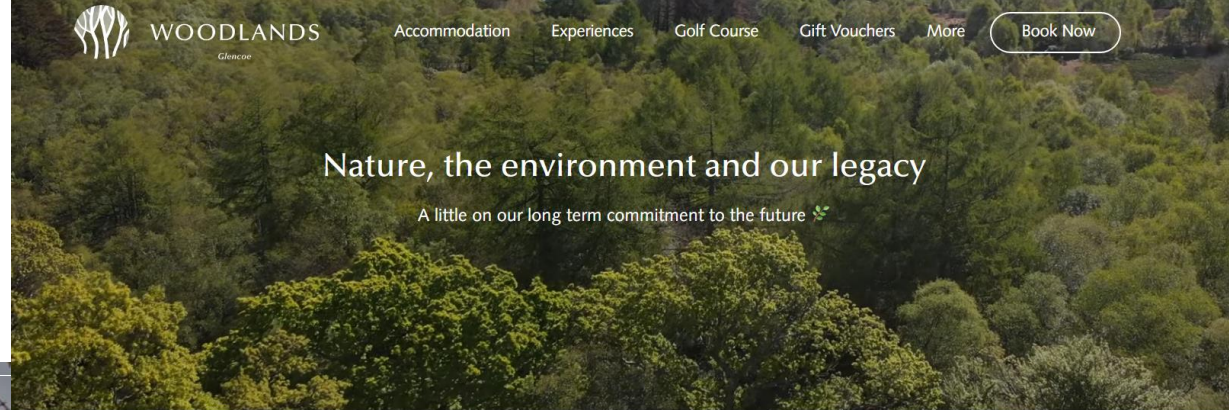
Your wider influence as a business on suppliers, staff, and customers choices; What change are you trying to make? Who do you need to communicate to? What do they need to know?

Local Resilience

Build business resilience at community level; local partnerships; local produce; shared assets and purchasing; shorter supply chains



# Opportunities?



### Our mission

We LOVE the Highlands and we're so proud of the environment that we have inherited. That's why we consider it our duty to protect it for future generations. That's why we're making it our **MISSION** to become a net zero tourism business. We encourage our team, the local community, and our guests to an ever-increased awareness of – and appreciation for – the environment.



## WELCOME TO THE HIGHLAND GOOD FOOD PARTNERSHIP

Would you like to be part of creating a local food system that is better for the planet, better for people and better for producers? Well you have come to the right place! This Conversation aims to support and inspire local people to come together to create a food system that is fair to all.

# So what does a responsible highland tourism business look like (to me)?





**Why tourism businesses have  
to respond  
and where to start**



# Climate Springboard



## Drivers for Change

- Understand landscape: Customers, regulations.
- Communicate to others



## Current Impact

- Understand the elements of a footprint
- Calculate Carbon Footprint



## Take Action

- Create a Carbon reduction plan
- Learn how to reduce emissions

Sign up at: <https://forms.office.com/e/q45HahqxiH> or use the QR code





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