

# DESTINATION NORTHERN ONTARIO

Building the Business Case for Sustainable  
Hospitality and Tourism Management

Northern Ontario Tourism Spring Training Week  
April 12-14, 2022

**Joe  
Baker  
& Co.**

Joe Baker, M. Ed  
President and CEO



# Georgian Towers Hotel



FRANK BERNARD

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Frank Bernard and  
Frank Baker Cordially  
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### Georgian Towers Motor Hotel

Vancouver, B.C.

MU. 1-4321





“Somebody flashed two fingers as we were leaving the church basement and said “Peace!” [Canadian ecologist] Bill Darnell said “Let’s make it a Green Peace.”

– Bob Hunter




# AGENDA

- Defining Sustainability
- Sustainability Programs
- Reducing Carbon Footprint
- Decent Work and Economic Growth
- Reinvention Refresh



Defining  
Sustainability



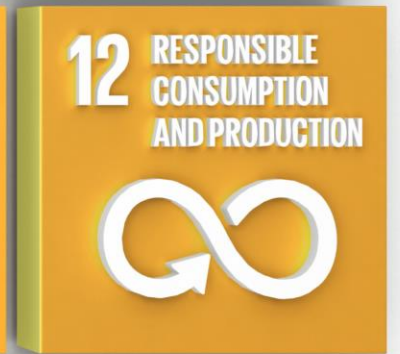


# Defining Sustainability and Sustainable Development

defined sustainability as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." Today there are almost 140 developing countries in the world seeking ways of meeting their development needs, sustainably. According to the UN, sustainable development requires an integrated approach that takes into consideration environmental



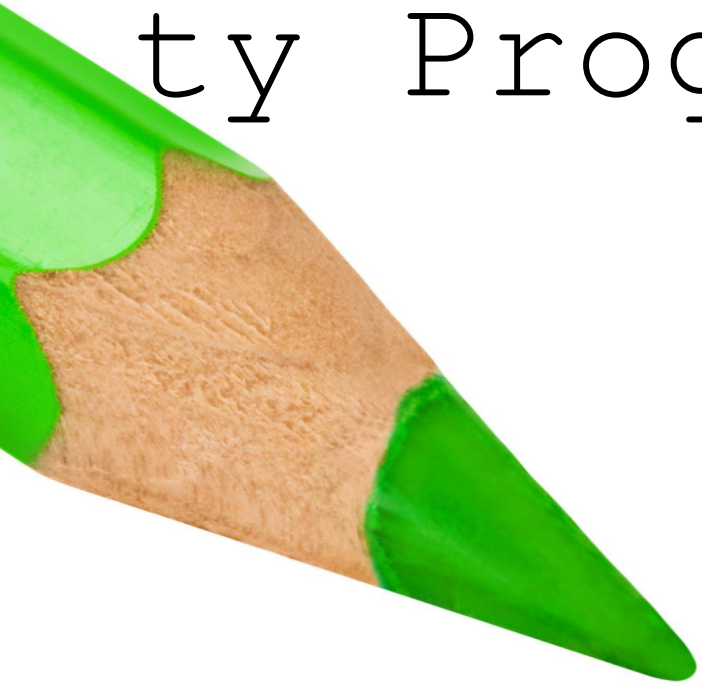
The 2030 Agenda for Sustainable Development, adopted by all UN Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that





**SUSTAINABLE  
DEVELOPMENT  
GOALS**

Sustainability  
Programs



2022



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**It Works.**



# Global Sustainable Tourism Council (GSTC)

standards for sustainable travel and tourism, known as the GSTC Criteria. There are two sets - Destination Criteria for public policymakers and Industry Criteria for hotels. They are the result of a worldwide effort to develop a common language about sustainability in tourism.

The GSTC Criteria form the foundation accreditation for certification bodies that certify hotels and accommodations and destinations as having sustainable

The GSTC Industry Criteria and suggested performance indicators for hospitality and tourism can be accessed online and form a solid foundation for mapping out and achieving sustainability. They are arranged in four pillars that I believe provide a more robust framework to understand and implement sustainability in hotels.

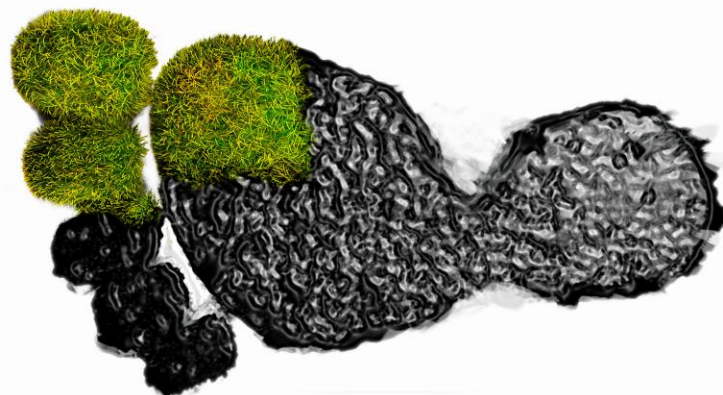
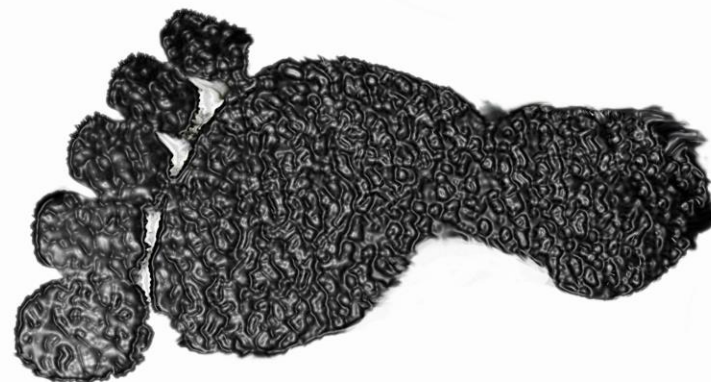
1. Sustainable management
2. Socioeconomic impacts
3. Cultural impacts
4. Environmental impacts


Global Sustainable Tourism Council:





# Reducing Carbon Footprint





## Reducing Carbon Footprint

Global Tourism is a trillion-dollar industry and is growing faster than international trade. Nature Climate Change is a journal dedicated to publishing the most significant and cutting-edge research on the nature, underlying causes or impacts of global climate change and its implications for the economy, policy and the world at large.

According to a world-first study in 2018, researchers identified that the carbon footprint of tourism is about four times larger than previously thought.



includes transportation, accommodation, food and beverages, souvenirs, clothing, cosmetics, and other goods. Put together, global tourism produces about 8% of global greenhouse gas emissions, much more than previous estimates.

### **Why is carbon footprint so important?**

*Green Matters* frames the challenge nicely. "Carbon emissions are dangerous in that they threaten the livelihood of our planet, animals, humans, and ultimately, life as we know it. The amount of carbon emissions trapped in our atmosphere causes global warming, which causes climate change, symptoms of which include melting of the polar ice caps, the rising of sea levels, the disturbance of animals' natural habitats, extreme weather events, and so many more negative side effects that are dangerous to the

# Introducing Carbon Offsetting

Many hotel companies already invest in carbon offsetting. For example, Canada's Coast Hotels and Resorts has been inviting its guests to add a \$1 a night to their bill to purchase a night's carbon credit since 2010. If this is the extent any given organization can contribute to sustainability, it should be a source of pride and something celebrated. But just like solutions to most wicked problems, tackling the issue one aspect at a time means we will always need to stretch to achieve more. So is there an

# Enter Carbon "Insetting"

If carbon offsetting is characterized by companies compensating for their greenhouse gas emissions by funding reforestation projects in other parts of the world, carbon "insetting" focuses on helping the ecosystems and communities which are directly impacted by a company's operations. So is carbon insetting happening in hotel companies already?

Accor is taking these gestures a step further to sustain local livelihoods and build communities, through an initiative called Plant for the Planet, which channels half of the hotel's laundry savings into reforestation projects which support local sustainable agriculture. Insetting is the guiding principle of Plant for the Planet, which was launched in 2009. Since then the company has planted over 4.5 million trees in 25 countries where it operates.

A stylized illustration of a tropical jungle scene. The background is a solid yellow color. In the foreground and midground, there are dark blue silhouettes of various tropical plants, including palm trees, ferns, and vines. Several small birds are depicted in flight or perched on branches. The overall style is graphic and minimalist.

**JOIN US**

# Why Sustainability Matters to your Guests


In a 2019 report produced by Skift from the World Travel and Tourism Council's Global Summit in Seville, Spain, IHG Hotels & Resorts CEO Keith Barr stated, "I think the customer is actually out in front of government. I really believe that they are looking at us as operators or us as destinations or what kind of service you're providing and going, 'how are you delivering this to make sure you're more and more sustainable.'" "

Barr continues, "I think as a hotel company and we as a tourism [industry] have to get out in front about sustainability. That's single-use plastics, that's reducing carbon footprint that is about building with



# Decent Work and Economic Growth





## Decent Work and Economic Growth

economic growth, full and productive employment and decent work for all.

Over the past 25 years the number of workers living in extreme poverty has declined dramatically, despite the lasting impact of the 2008 economic crisis and global recession. In developing countries, the middle class now makes up more than 34 percent of total employment – a number that has almost tripled between 1991 and 2015.

The SDGs promote sustained economic growth, higher levels of productivity and technological innovation.

Encouraging entrepreneurship and job creation are key to this, as are effective measures to eradicate forced labour, slavery and human trafficking. With these targets in mind, the goal is

Reinvention  
Refresh



REE INVENTION ON



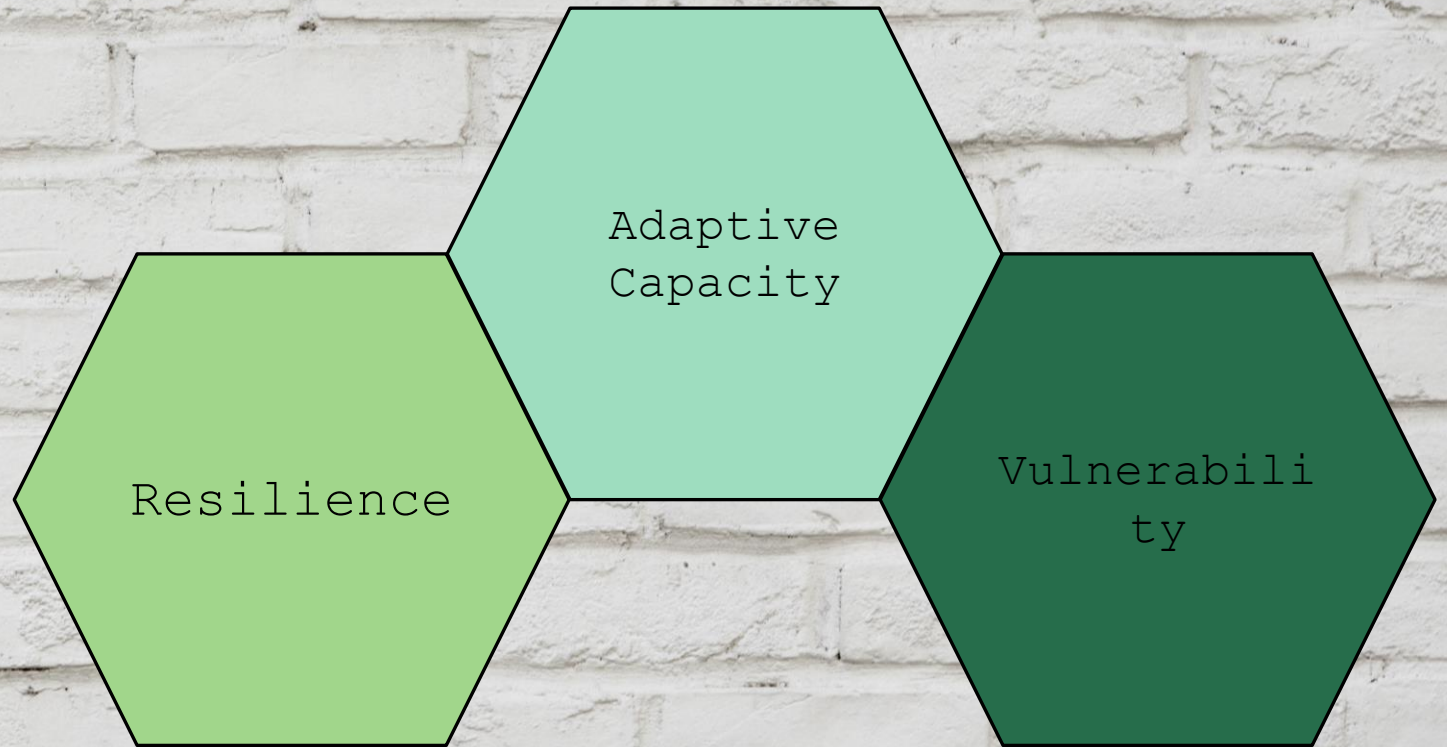
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*How do you thrive in an era of disruption? Reinvent. Change is everywhere and coming for us fast.*

*— Joe Jackman, author of The Reinventionist Mindset*

”

# Three Components of Reinvention



A small white flower with a yellow center is growing out of a crack in a grey asphalt surface. The flower has several green leaves and a few buds. The background is a blurred asphalt surface.

“

***Resilience*** is the  
strength and speed of  
our response to  
adversity.

– Adam Grant, author of *Think Again*

”

“

***Adaptive Capacity** is the ability of an individual or group to realize change.*

– Joe Baker

”





“

***Vulnerability*** is  
embracing uncertainty,  
risk, and exposure.

– Brené Brown, author of *Daring  
Greatly*

”



Why  
does this  
matter for  
Hospitality  
and Tourism?



“

*The surest way to stay true to who you are - company, brand or even individual - is to reinvent, so as to continually become the most powerful and relevant version of yourself.*

*- Joe Jackman, author of The Reinventionist Mindset*

”

HOSPITALITY

HOSPITAL

ITY

CARE

TOURISM

TOUR

ISM

MOVEMENT

# CARE MOVEMENT

“Ecology is the thing. In nature, nothing exists alone.”

- Bob

Hunter



Find me everywhere  
@thejoebaker



**Joe  
Baker  
& Co.**

THANK YOU