

Developing a Sustainability Strategy



Funded by
UK Government



The session will cover the following areas:

- Your Sustainability Policy
- SMART Action Plan
- Your Sustainability Strategy
- Greening your Supply Chain



What does it all mean?

Strategy

- Your sustainability vision – what you want to do and why

Plan

- An action plan of what you will put in place to get there, with timescales and key responsibilities identified

Policy

- Your written commitment, brief and to the point, to share with customers and staff



Policy

Why is it important?

- Legal Compliance
- Resource Efficiency
- Stakeholder trust
- Competitive Advantage
- Operational Clarity
- Accountability



Policy

- **Key points to remember**
- Keep it brief
- State who you are and what you do
- Make sure it is specific to you
- Avoid technical jargon
- Commit to continual improvement and compliance with environmental legislation
- Ensure it is endorsed by senior management
- Communicate your policy to staff and the public



Examples – Business

PwC ([PricewaterhouseCoopers](https://www.pwc.com))

- a global professional services network
- over 370,000 people in 149 countries
- the first organisation globally to achieve the ‘Leading’ certification of the Carbon Trust’s Route to Net Zero Standard.



Environmental Management Policy



Our policy is that



PricewaterhouseCoopers LLP (PwC) seeks excellence in every aspect of our business and is committed to minimising the environmental impacts of our business operations and maintaining the firm’s resilience to environmental risks and impacts.

Our commitment is to:

- Protect the environment from the negative impact of our business operations.
- Continuously improve our environmental performance and to integrate recognised environmental management best practice into our business operations.
- Reduce our consumption of resources and improve the efficient use of those resources.
- Measure and take action to reduce the carbon footprint of our business activities to meet our published objectives and targets.
- Manage waste generated from our business operations incorporating reduction, re-use and recycling in accordance with the principles of the waste hierarchy.
- Manage our business operations to prevent pollution.
- Give due consideration to environmental issues (such as biodiversity) and energy performance in the acquisition, design, refurbishment, location, and use of buildings.
- Ensure environmental, including climate change, criteria are considered in the procurement of goods and services.
- Comply as a minimum with all relevant environmental legislation as well as other environmental requirements to which the firm subscribes.
- Continually improve our Environmental Management System.
- Maintain our certification to ISO 14001 through rigorous monitoring and review.

To achieve this, our approach is that we will:

- Provide UK Management Board oversight and review of environmental policies and performance.
- Allocate resources for their effective direction and implementation.
- Monitor performance against key objectives and targets for managing our environmental performance at least annually.
- Engage with stakeholders, including communicating internally and externally our environmental management policy and performance on a regular basis.
- Communicate the importance of environmental issues to our people.
- Work together with our people, service partners, suppliers, landlords and their agents to promote improved environmental management.
- Promote appropriate consideration of sustainability and environmental issues in the services we provide to our clients.
- Monitor external environmental impacts and ensure the firm’s resilience to the potential risks.
- Enhance our outside space to support nature and biodiversity.
- Review our environmental management policy regularly.

This environmental management policy supports our ESG/Net Zero Sustainability Policy which sets our commitment to driving a Net Zero and sustainable future for ourselves, our clients and wider society.

Simon Hunt
Partner
PricewaterhouseCoopers LLP – October 2025

Data classification - Public

Examples – Hotel

Pitbauchlie House Hotel

<https://www.pitbauchlie.com/green-tourism/sustainability-and-biodiversity>

The image shows a document titled "Pitbauchlie House Hotel Environmental and Social Policy" from Samuel Solley (Hotels) Ltd. The document features the Pitbauchlie House Hotel logo, the Green Tourism Business Scheme Silver award logo, and a list of nine bullet points detailing the hotel's environmental and social commitments.

Pitbauchlie House Hotel Samuel Solley (Hotels) Ltd. **THE Green Tourism BUSINESS SCHEME SILVER**

Pitbauchlie House Hotel Environmental and Social Policy

- We the Managers of Pitbauchlie House Hotel are committed to good environmental practice where possible and aim to reduce the environmental impact of all our business activities.
- We have a Green Team dedicated to working on Green Issues and implementing environmental policies.
- We encourage guests to be environmentally aware through initiatives such as recycling and energy efficiency.
- We support, use and promote local produce, food, drink and crafts.
- We will ensure that our business meets the minimum requirements set by environmental law and that we fulfil the legal Duty of Care requirements for waste disposal.
- We are committed to continual environmental improvement in our business and we include and train our staff in our environmental programme.
- We will ensure the responsible use of energy throughout the business, including energy conservation and energy efficiency.
- We will aim :-
 - To buy environmentally friendly produce and products where possible and to encourage our suppliers to operate good environmental practice and improve their own environmental awareness.
 - To make contact with the community and other businesses to encourage additional environmental measures.
 - We will aim to conserve and encourage the natural flora and fauna for future generations.

Examples – self catering

Off Grid Travel

<https://offgrid-travel.com/community-conservation/>



SUSTAINABILITY & CONSERVATION

Our holidays are designed to make a lasting positive difference to the areas which our guests experience.



From the way we build, to how we bring our buildings to site, to the technologies we use, to every single detail you find on the inside. Our holidays are different.

Our linens are organic and locally sourced, our duvets and pillows are Scottish-made from recycled plastic bottles that were collected from ocean waste, our towels are British and made from recycled plastic. We don't tumble dry or iron anything during the laundry process, reducing our power consumption. We source everything as locally as we can and give you all the details! We hope that after staying with us you feel inspired.

In a time of increasing consciousness about the role of the travel industry in accelerating climate change, we believe that a holiday with us is one of the most sustainable and climate-friendly forms of travel available.

We have spent decades working in nature travel and wildlife conservation around the world and we understand the subtleties and challenges involved in design and delivery of tourism experiences in nature. Our founder's previous business is a two-time winner of the 'World's Best Green Tour Operator' and our team have been intimately involved in many of Europe's leading nature conservation initiatives.



OUR BUILDING DESIGN

Our buildings are super-efficient, low energy, low impact and are rated 'Carbon Zero'. Wherever it is suitable to do so, we use 100% renewable energy solutions, meaning our units are autonomous and have minimal impact.

FIND OUT MORE

THE TEAM

Off Grid Travel is a team of experts with backgrounds in nature and adventure tourism, wildlife conservation, low carbon manufacturing, interior design and alternative energy. Each member brings complementary experience, expertise and energy to developing new ways of exploring nature.

FIND OUT MORE

Example – Tour/VA

Andrew Carnegie Birthplace

<https://www.carnegiebirthplace.com/going-green>

GOING GREEN

ENVIRONMENTAL SUSTAINABILITY POLICY STATEMENT

The Andrew Carnegie Birthplace Museum is committed to promoting and demonstrating the value and importance of a comprehensive and coordinated sustainable development plan.

We are implementing the requirements of all relevant legislation and regulations and, where possible, are aiming to exceed minimum requirements and lead by example.

Our core objectives are:

1) To Create a Sustainable Building

We are aiming to make our building as low-impact as possible. Sustainability and energy efficiency is taken into account during building maintenance and development works as well as the procurement. We are committed to lower the volume of waste that we send to landfill and to use low-impact cleaning products and office supplies.

2) To Promote Green Travel

We are committed to promote **sustainable travel options** and provide facilities such as cycle stands for both our staff and visitors. We encourage both general visitors and booked groups to travel sustainably by providing green travel information. We encourage our staff to take part in green travel initiatives and urge them to use arrange video conferences instead of travelling. We are committed to use part-load couriering when sending our collections out on loan.

3) To Encourage Biodiversity

We will continue to plant a mixture of plants in our garden to create habitats and foraging for insects, birds and mammals. We aim to reduce the amount of water needed by using rainwater to irrigate plants whenever possible. We aim to use our garden for educational purposes as well as in conjunction with Visitor Giving initiatives. We aim to raise awareness about local wildlife and nature by promoting and working together with local partners.

4) To Be Mindful When Buying and Selling

We advocate a culture of 'Reduce, Recycle and Re-use' and are committed to buying and selling mainly locally produced and/or Fair Trade products and reducing single-use plastics both front-of-house and behind the scenes. We outsource recycling of materials which are not currently recycled by our local council, and aim to reuse or crowd-source items bought for exhibitions or events. We encourage those who use or hire our venue from us to do the same.

5) To Include Sustainability in All of Our Interactions

We recognise that sustainability not only applies to the environment, but also social relationships and equality. We aim to tackle barriers that may prevent people from visiting our museum, or from volunteering or working with us. We are mindful of our staff and volunteers' wellbeing and encourage them to make sustainable choices and to improve their wellbeing and welfare.

See also our **Responsible Visitor Charter** to find out how you can help our venue and town flourish.

Our **Tourism Declares Climate Emergency** pledge.

Resources/support available

<https://cultureforclimate.scot/guide/guide-to-developing-an-environmental-policy/>

<https://businessenergyscotland.org/guides/write-meaningful-environmental-policy/>

<https://support.visitscotland.org/advice-support/sustainability>

Sustainability Policy Checklist

Does the policy provide a brief overview of your business's activities?	YES	NO
Does it acknowledge the reasons you are looking to make this commitment?	YES	NO
Does it include a commitment to legislative/regulatory compliance?	YES	NO
Does it include a commitment to continual improvement?	YES	NO
Does it include a commitment to reducing your greenhouse gas emissions?	YES	NO
Does it include a commitment to consider the impact of your supply chain?	YES	NO
Does it include a commitment to managing and reducing waste?	YES	NO
Does it include a commitment to consider the wider social, economic, and environmental impacts of your business activities?	YES	NO
Has it been communicated to all employees and stakeholders?	YES	NO
Is it available to the public e.g., on your website?	YES	NO
Is it signed and dated by senior management?	YES	NO
Will it be regularly reviewed and revised?	YES	NO
Is it realistic and achievable, and will you use it to make a serious commitment to reducing your environmental impact?	YES	NO

Action Plan

- **Specific**
 - What do you want to accomplish?
 - Why is it important?
 - Who is involved?
 - How will it be implemented?
- **Measurable**
 - How will you know when your goal is achieved?
 - What information or data will you need?
- **Attainable**
 - Is the goal realistic?
 - Are there any constraints?
- **Relevant**
 - Does the goal seem worthwhile?
 - Does it tie in with your other efforts/needs?
 - Is it the right time?
- **Time-Bound**
 - When do you plan to start?
 - When is the deadline to finish?
 - Are there milestones?



Examples

A Good example of how an aspect of your plan should look would be:

I will draft a sustainability policy by 24 May 2026 that includes a commitment to reduce energy consumption by 5% per quarter, measured using monthly meter readings and utility bills, with an estimated annual saving of £(insert figure).

By 24 May 2026, I will contact 100% of current suppliers to assess sustainability performance and packaging levels. Source alternatives so that at least 50% of purchased products come from suppliers meeting defined sustainability criteria (e.g., reduced carbon footprint, certified materials, or local sourcing) and achieve a 25% reduction in packaging volume, measured by weight or number of packaging units. This is expected to reduce annual waste costs by £(insert figure).



Strategy – What it is & Why it matters

A sustainability strategy is your long-term direction – where you are going & why.

- Sets out what you want to achieve and why
- Focuses effort on what matters most to your business
- Helps prioritise actions, not just “nice ideas”
- Supports cost savings, resilience and credibility
- Not about being perfect, it’s about being clear and consistent.



Strategy

Getting Started – What Should I Focus On?

Keep it realistic and relevant:

- Energy, water and waste (biggest costs & impacts)
- Food sourcing and food waste
- Purchasing and suppliers
- Local community and environment
- What you can influence now, next, and later



Examples

- https://www.ros.gov.uk/_data/assets/pdf_file/004/195745/Registers-of-Scotland-Sustainability-and-Climate-Change-Strategy-2021-26.pdf
- <https://www.gov.scot/publications/environment-strategy-scotland-transformative-changes-sustainability/>
- <https://www.zerowastescotland.org.uk/resources/scotlands-circular-economy-strategy>



Climate Action Plan

Commit to:

- Develop Climate Action Plan
- Share your commitment
- Cut carbon emissions
- Work together
- Advocate for change
- Great way to start your strategy



- **Measure**
- **Decarbonise**
- **Regenerate**
- **Collaborate**
- **Finance**

Visit Scotland Climate Action Plan -
<https://support.visitscotland.org/advice-support/sustainability/climate-action-plan>

Useful resources available

- Visit Scotland Climate Accelerator program - <https://visitscotland.eventsair.com/climate-accelerator-programme/climate-accelerator/Site/Register>
- Look to register for this completely free support using this link as soon as possible, as spaces are extremely limited.
- Support delivered by the Climate Springboard, at the [Edinburgh Climate Change Institute \(ECCI\)](#)



Supply Chain

Why Your Supply Chain Matters

- A large part of your environmental impact sits with suppliers
- Purchasing choices affect:
 - Carbon footprint
 - Waste
 - Local economy
- Greener supply chains often mean lower costs and less waste



Supply Chain

Start Where It Matters Most

Focus first on what you buy most:

- Food and drink
- Energy and utilities
- Cleaning products & consumables
- Laundry and linen
- Waste services



Screening Suppliers

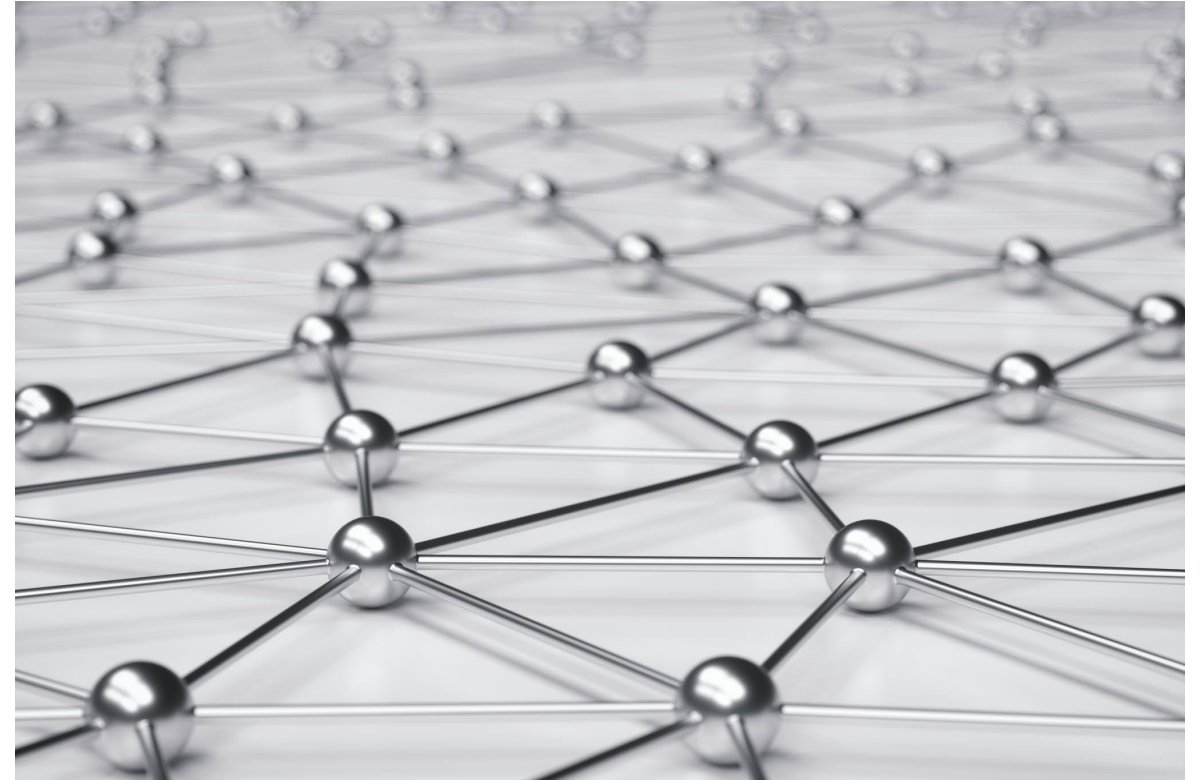
Practical Steps You Can Take

- Talk to existing suppliers
- Ask simple questions; ISO14001, etc.
- Choose local, seasonal and lower-packaging options
- Reduce deliveries through bulk or consolidated ordering
- Trial better alternatives rather than switching everything at once
- Record decisions and improvements (this matters for reporting)



Useful resources available

- https://business.bankofscotland.co.uk/assets/pdf/support_your_supply_chain_on_their_esg_journey.pdf
- <https://home.scotland-excel.org.uk/media/knshqdir/scotlandexcel-sustainable-procurement-handbook-2025-final.pdf>
- <https://www.supplierjourney.scot/sites/default/files/Guidance%20on%20Public%20Procurement%20for%20SMEs%20and%20Third%20Sector%20Suppliers-%20Final%20-%2030%20Aug%2023.pdf>
- <https://www.circularglasgow.com/acts/hospitality-events-and-attractions/procurement-and-supply-chain/>



Top 10 Tips

- Be clear on your strategy, policy and plan
- Be honest about where you are now and where you want to get to
- Share with your team and get full buy-in
- Undertake a baseline assessment and develop priorities - ask how you can be more resource efficient around energy, water and waste
- Be clear on your customers, how they find you and how you want to communicate with them



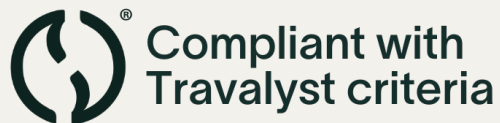
Top 10 Tips

- Ensure your comms are aligned – create a social media content plan; make sure all signage and marketing collateral is consistent
- Have policies and plans on your website
- Collaborate with suppliers to be more creative with your green strategy
- Consider 3rd party recognition
- Review your progress regularly – Plan – Do- Check - Act



Green Tourism Award

- Internationally Recognised
- 28+ years experience of best practice in sustainability
- 18,000+ assessments
- 2,900+ / 56+ Countries
- All types and sectors
- 50% Micro-Small Business
- 50% Medium-Extra Large Businesses



- Independently Certified
- Third Party Assessment
- Continuous Improvement
- Regularly Reassessed



Funded Membership Offer

- Fully funded year-one Green Tourism or Green Meetings memberships available for the first 15 businesses to apply successfully
- Then 50% and 25% discounts in years 2 and 3 respectively
- No Registration Fee
- Deadline for sign up is 31/3/2025
- Significant savings: standard membership is £165 - £705 + VAT depending on business size

Fife Council

Funded Green Tourism membership offer for businesses within the Fife Council area

Are you a hospitality business or in the meetings and events sector in the Fife Council area?
This is your chance to gain a globally recognised sustainability certification for Free.

What's the deal?
Thanks to funding from Fife Council, we're offering fully funded year-one membership of Green Tourism to the first 15 visitor economy businesses to apply successfully - plus 50% and 25% discounts in the second and third years respectively.*

Membership allows businesses to achieve certification in Green Tourism or Green Meetings at Bronze, Silver, or Gold level.

- Terms and conditions apply - see below
- Standard membership typically ranges from £157.50 to £682.50 (+ VAT) depending on business size, plus a £75 registration fee (+VAT). This means you'll save anywhere between £232.50 to £757.50 in your first year alone.

Join Green Tourism and earn a world-leading sustainability certification

Benefits to joining Green Tourism

- Evidence your sustainability commitment to customers and buyers
- Identify areas for sustainability improvement, potentially saving you resources and reducing costs
- Get expert sustainability support
- Access marketing resources to help promote your achievements
- And feel good about contributing to a better future for the Fife Tourism Economy.

Fife

The project is fully funded by the UK Government through the UK Shared Prosperity Fund.

Green Tourism

Apply now

Click below to complete the online form, selecting 'submit' to receive your invoice for £0.

[Apply online ->](#)

Free GreenCheck Call

- FastTrack Pre-Assessment
- 30 Key Sustainability points
- Potential to achieve Bronze based on information provided
- 12 months to complete full assessment



Fast Track GreenCheck™

Are you ready for a Green Tourism Award?


Having a Green Tourism Certification means you can evidence your businesses sustainability credentials, so you can be confident in talking about sustainability to promote your business and show that you are working to care for People, Places and our Planet.

And by completing Fast Track to Green Tourism you could be on track to achieve at least a Bronze Award.

Simply answer all the criteria measures that apply to the things you do in your business and use the additional information boxes to provide more evidence of your actions and activities. The more detail you give us the better.

Let's get going today!

[Get started](#)



[← Take me back to Green Tourism](#)

01 Green / Sustainability Policy

Tell us about your Green / Sustainability Policy, where is it on display?
(tick all that apply)

Our policy is on our website

Our policy is on display in our business for customers to see

03 Awareness / Training

Tell us what you have done to increase green awareness in your business.
(tick all that apply)

All our team are aware of green issues / have had green awareness training

We ensure we keep the team up to date with green issues and have regular communication / meetings to review our progress

Please provide details in the text box and if applicable include any relevant weblinks.

additional information

[Back](#)

[Next - Maintenance Regime](#)

Useful resources available

- Heritage Climate Change Adaptation - <https://www.historicenvironment.scot/archives-and-research/publications/publication/?publicationid=36f510ff-3ef2-4329-9d2b-b39900ab339b>
- This is a very useful resource if your business is in a listed building – making changes can be trickier but not impossible



Thank you for your time

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Green
Tourism

Green
Meetings