

Together we strive for sustainable tourism

How can we achieve this together?
10 topics to work on



Green Ambition 2025

All ANWB partners and suppliers have a sustainability policy

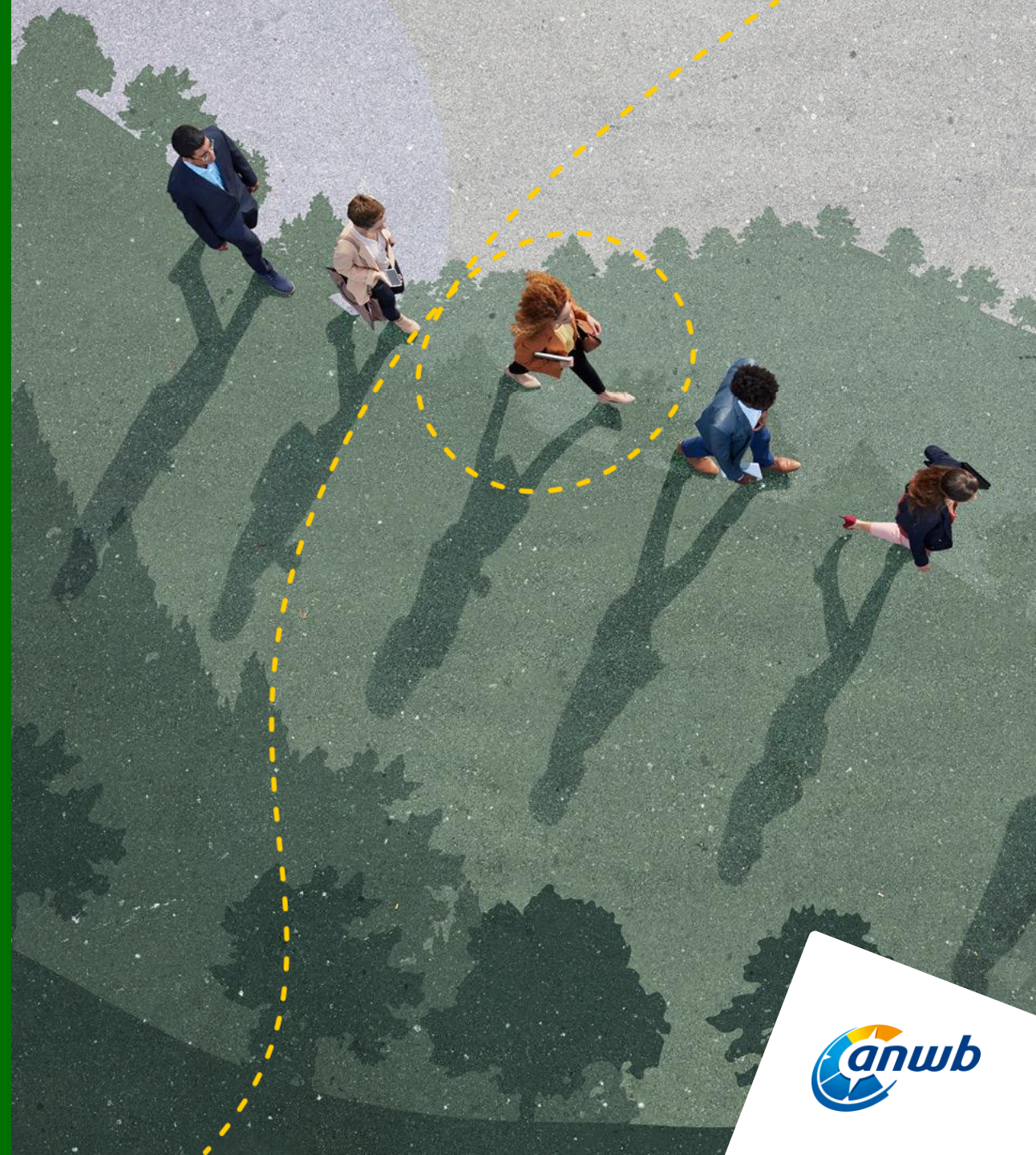
ANWB wants to make a fundamental contribution to sustainable tourism so that future

generations can continue to discover and experience the world in a carefree way. We can only achieve this together and have therefore formulated ambitious goals in our 'Green Ambition 2025'.

In this toolkit, we focus on the objective: 'All suppliers must have a sustainability policy and 50% has been awarded with a sustainability certificate'.

We are, of course, happy to help you achieve this objective. We will assist you by providing tips and topics to help you shape your policy and by sharing our knowledge and experience in this field.

Does your organization already have a policy, certificate or best practices? If so, please share these with your contact person/product manager within ANWB Reizen so that we are well aware of each other's sustainability initiatives.



Sustainability policy

- Define your ambition and objectives
- Set realistic and measurable objectives (per year or multi-year plan)
- Consider where you can make the biggest impact
- Calculate the footprint (CO₂ emissions) of your organization
- Find out what possible solutions for reduction and improvement are
- Engage and motivate all your employees within the organization to realize your sustainability ambition

10 topics to get started!

1. Energy saving

2. Water saving

3. CO₂ reduction

4. Plastic reduction

5. Paper reduction

6. Waste reduction and recycling

7. Human Resources

8. Sustainable procurement

9. Animal welfare

10. Corporate Social Responsibility

1. Energy saving

- Use LED lighting
- Use movement sensors, so that the lights are switched on and off automatically
- Give the room key a switch function (card for lighting system)
- Insulate heating pipes, taps and valves so that no heat is emitted unnecessarily
- Make sure that you can regulate the temperature in each room (thermostatic radiator valves or room thermostats with a timer function)
- Check whether your location is suitable for installing solar panels (sustainable energy)



2. Water saving

- Let guests notify you when bed linen and towels need to be changed
- Reward guests with a voucher for a (bar)restaurant as a thank you for their cooperation
- Water gardens at dusk and use (collected) rainwater for this purpose
- Provide water-saving shower heads and energy-saving thermostatic taps
- Do not place decorative cushions on the beds; these also need to be changed again

3. CO₂ reduction

- Is your carbon footprint already clear and what can you do to reduce your own carbon footprint and that of your guests?
- Operate climate neutral by offsetting your CO₂ emission, for example through South Pole Group.
- Offer vegetarian meals, avoid food waste and use food from the local region itself
- Think about transport, for example by renting out bicycles and e-scooters and provide a shuttle bus to the city center.
- Install charging stations for electric vehicles



4. Plastic reduction

- Use soap and shampoo dispensers
- Refill water barrels and install water refill points
- Encourage guests to use refillable water bags or water bottles and bring a reusable shopping bag
- Do not offer plastic straws and stirrers
- Avoid mono-packages as much as possible
- When renovating, opt for durable floors and window coverings and do not choose materials in which (non-recyclable) plastic has been used



5. Paper saving

- Work digitally as much as possible (invoices, folders and newsletters)
- You save a lot of paper by working without vouchers
- Paper still necessary? Then choose recycled paper or paper with an eco-label
- Use biodegradable toilet paper on campsites
- Provide a paper waste bin
- Do not replace half-empty toilet rolls
- Try to limit your employees' paper use (e.g. by systematically registering and following-up print assignments)
- Use white boards instead of flip charts in meeting rooms



6. Waste reduction and Recycling

- Think about how you can save waste and make sure you separate it properly
- Place at least one recycling bin and one residual waste bin in each room on which is clearly marked which materials are to be thrown in
- If there are many business travelers, it is practical to have a separate bin for paper
- Place bins for glass and plastic in the common areas (provided that the waste is also collected separately)



7. Human Resources

- Ensure a mixed composition of personnel in terms of age, origin and gender
- Strive for equal opportunities for all; see if you can also offer work to people with a disability within your organization
- Observe all human rights, avoid child labor and reward your employees fairly (at least the minimum wage)
- Celebrate the good times together and perhaps provide extra motivation by naming an employee of the month
- Sustainability begins with yourself and therefore also with your staff, so train your staff on sustainability aspects and tell them what they need to pay extra attention to



8. Sustainable procurement

- Buy as much as possible from local suppliers; this reduces transport costs and CO₂ emissions, and at the same time supports the local economy
- Make sure that the entire chain is sustainable; also check your suppliers on sustainability policies and labels (see '[Global Sustainable Tourism Council](#)')
- Choose responsible, organic and fairtrade products
- Buy circular furniture (from recycled material or second-hand)
- Buy or sell local souvenirs
- Use local staff as much as possible
- Use eco-labelled cleaning products as much as possible



9. Animal welfare

- Avoid parks where marine mammals are kept in captivity (such as dolphins, orcas and whales)
- Do not offer unacceptable animal activities (e.g. riding or washing elephants, visiting shows with wild animals, not having your picture taken with a snake or monkey or petting lion cubs)
- Offer excursions to, for example, a sanctuary for endangered species; with some extra tourist income you contribute to their care and survival
- Offer excursions where animals can be spotted in the wild (safari, boat trip for whales) while remaining at distance and not feeding the animals
- Do not sell souvenirs which contain, for example, ivory or skin from exotic animals



10. Corporate Social Responsibility

- Support a local foundation
- Offer an activity that benefits nature (such as a beach clean-up)
- Offer excursions to projects with a positive social impact (for locals, underprivileged youth or people with disabilities)





Stand together for sustainable tourism

Thank you for your attention. Only together we can realize our Green Ambition. Tips and success stories? Please contact your product manager at ANWB Reizen. Thank you!

