



A GUIDE TO
Supporting Sustainability
Practices in Tourist
Accommodation Facilities

This toolkit was prepared for the Canadian Commission for UNESCO, by Lisa (Si Ting) Xie and Fergus Maclaren.



Introduction to this toolkit

Around the world, hotels, inns, bed and breakfasts, holiday rentals, and other forms of accommodations are increasingly embracing sustainability in their operations. Experts anticipate that the recovery of tourism from COVID-19 will see more travellers who opt for longer, better quality stays¹. Furthermore, accommodations which focus on sustainability are more likely to thrive in the future².

Sustainable properties not only attract more guests but also have lower operating costs, gain higher building values, and receive [tax breaks](#) and [other incentives](#). Overall, sustainable practices will not only strengthen a property's competitive advantage, but will also increase guest satisfaction, brand image, and financial benefits. All this makes sustainability a key factor for accommodations to restart and grow post-COVID 19.

This toolkit has been produced by the Canadian Commission for UNESCO in recognition that UNESCO designated sites (i.e. World Heritage, Geoparks, and Biosphere Regions) in Canada attract visitors that are concerned about sustainable development. These visitors are also looking for authentic environmental and cultural experiences. Accommodations that are engaged with sustainability can attract these visitors - while contribute to the designated site's **sustainability** and **interpretation**.

Although this toolkit provides a unique focus on properties located in or near UNESCO designated sites, it can be used by accommodations anywhere.

Agenda 2030

The Agenda, set in 2015 during the 70th session of the United Nations General Assembly, is a 15-year commitment to eradicate poverty and achieve sustainable development by 2030 world-wide.

The adoption of the [2030 Agenda](#) was an achievement providing a shared global vision towards sustainable development for all.

Sustainable Development Goals (SDGs)

The SDGs are a collection of [17 global goals](#) designed to be a "blueprint to achieve a better and more sustainable future for all". The goals are part of the 2030 Agenda and are intended to be reached by signatory nations by that time.

UNESCO World Heritage Sites

Cultural or natural heritage sites inscribed on the World Heritage List by UNESCO for having cultural, historical, scientific or other forms of significance that fall under the [Outstanding Universal Value](#) (OUV) criteria.

UNESCO Global Geoparks

Geographical areas where sites and landscapes of international geological significance are managed with the focus on “protection, education and sustainable development”. Geoparks are set up with the intent to involve local communities to combine conservation and sustainable development.

UNESCO Biosphere Regions

Known as “learning places for sustainable development”, biosphere regions are used to test, understand and manage changes and interactions between social and ecological systems of biodiversity. These areas include terrestrial, marine and coastal ecosystems that promote solutions to reconcile the conservation of biodiversity with their sustainable use and development.

Outstanding Universal Value (OUV):

“Outstanding Universal Value means the cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity.”

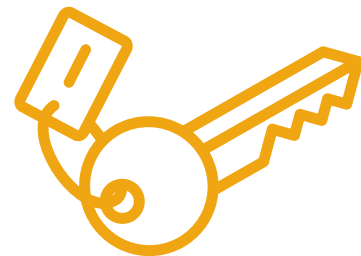
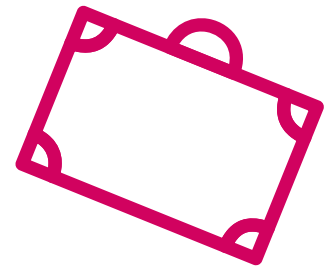
Convention concerning the Protection of the World Cultural and Natural Heritage, UNESCO 1972

Who is this toolkit for?

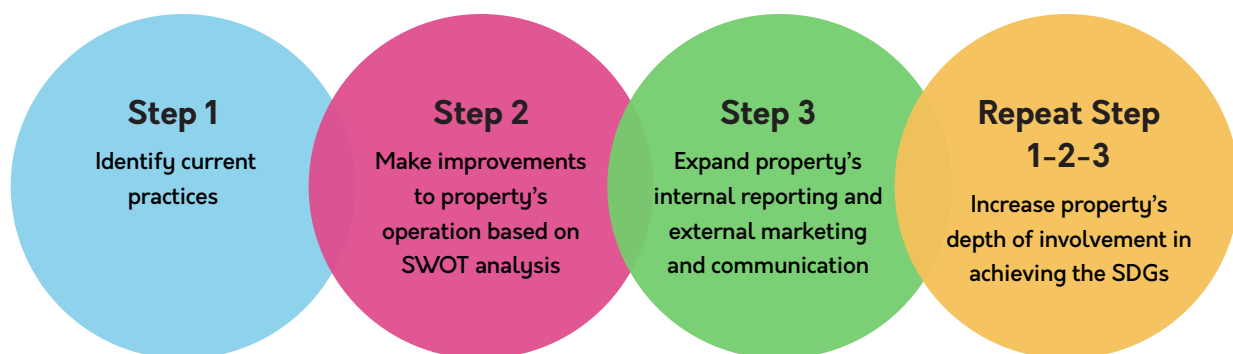
This toolkit provides a framework to help **accommodation operators** and **managers** make and apply sustainable operation practices. Accommodation types include full-service properties (4-star, 5-star, luxury hotels), and family-owned properties (bed and breakfast, short term rental, etc.).

The toolkit is organized according to the four pillars of sustainability: **economic, environmental, social, and cultural**, each matched with the appropriate [2030 United Nations Sustainable Development Goals \(SDGs\)](#) and [Canada’s 2030 Agenda National Strategy](#). The four pillars are further separated into detailed, recommended suggestions for **management, marketing/reporting, and operations** aimed at assisting with the distribution of the framework to the appropriate person(s)/departments according to the property’s organizational structure.

Properties under development are encouraged to refer to this document to better plan upstream construction and commissioning, and the integration of sustainable practices in their future operations.



How to use the toolkit



Step 1: Identify current practices

Conduct a strategic analysis of current property management practices (Strengths, Weaknesses, Opportunities and Threats - SWOT) as follows:

1. Analyze the property's internal operation and management (Strengths, Weaknesses). This will help management identify operational processes that can be optimized
2. Analyze the property's external positioning and involvement/relationship with stakeholders (Opportunities, Threats). This will help management identify partnerships and/or regulation adherence that can be reinforced

Step 2: Make improvements to property's operation based on SWOT analysis

1. Align the property's current practices with this toolkit's "what you can do" section
2. Match the property's internal strengths with external opportunities (as done in Step 1) to enhance the property's service values for the community
3. Build partnerships to address the weaknesses in internal operations to minimize threats (as done in Step 1) that could hinder the property's operations

Step 3: Expand property's internal reporting and external marketing and communication

1. Create a regular, structured internal reporting system
 - Large corporations/properties: with resource and capabilities, these properties should use international standards and organizations such as the Global Reporting Initiative (GRI) to report sustainability efforts
 - Small and medium-sized enterprises: sometimes restricted by resources, these properties can set up a sustainability reporting template that lists: goals, indicators, objectives and tasks, so to ensure the consistency of the reporting
2. Streamline communications processes to deliver timely information on the property's sustainable practices and SDG pledge, where used (internal and external communications)
3. Set up regular employee training to ensure property's sustainability pledge is directed towards appropriate action and awareness

Repeat Step 1, 2, and 3: Increase property's depth of involvement in achieving the SDGs

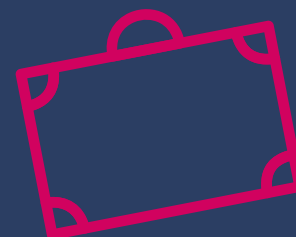
Reassess and refine operational processes to help the property address the SDGs in greater depth. By doing so, accommodation providers become sustainable agents to the UNESCO site where they are located in.



Sustainability reporting:

Reporting should be done periodically with measurable and trackable information to help compare data over time. Reporting can be used for the following internal or external purposes:

- Internal report: should be received by direct line or manager or suitable group (e.g. sustainable committee)
- External reports: should be sent to agencies (e.g. Parks Canada, local Chambers of Commerce, municipalities, etc.) to seek recognition and support of the property's sustainability efforts



What you can do

A. Environmental concerns

The property's operation, if not appropriately managed, can cause adverse effects to the biodiversity, ecosystem, landscape and irreplaceable damage to nearby UNESCO sites. For World Heritage Sites, poorly managed environmental systems can erode and/or pollute the sites, hindering their preservation, and can put a site's OUV at risk.

Excessive output from resources (i.e. wastewater, energy, emissions) can contribute to the build-up of greenhouse gases and can cause immediate and long-term effects on the environment. Accommodations in rural areas and extreme locations are especially at risk, as they are often the principal users of water and energy, and they generate large amounts of waste and wastewater.

This section aims to help properties improve their operational performance through conscious purchasing and reducing pollution through appropriate resource use and conservation. By doing so, properties can help to minimize waste, conserve natural resources and alleviate the property's operational stress on land, in air, and under water so to maintain and improve environmental conditions at UNESCO designated sites.

Example: Banff, Alberta

The Fairmont Banff Springs Hotel, located in the heart of the Rocky Mountain Parks World Heritage Site, implemented a new sustainability program in 2009. The sustainability program, which tops the property's existing list of green initiatives, helps set sustainability-related policies in place with a vision to maintain "...a culture of sustainability planning and action at the hotel, while capitalizing on the short- and mid-term commercial advantages of running a sustainable business." Examples of this program include: use only renewable energy sources, be carbon neutral, produce zero waste, and influence supply chains to become more sustainable.

Source: The Fairmont Banff Springs Hotel (2009), The Natural Step, www.naturalstep.ca/the-fairmont-banff-springs-hotel



Property management should:

1. Understand the operational environmental process (e.g. water use, wastewater volume and disposal) that can cause damage to the UNESCO site
2. Set goals periodically to reduce the property’s carbon footprint and conserve resources
3. Partner with local stakeholder groups (through monetary or in-kind contribution) to aid in the preservation of these UNESCO sites
4. Invest in technologies and/or appliances that are less energy and/or resource-intensive
5. Organize regular staff training and learning programs on sustainable operations

The property under development should:

- Design the property to maximize the use of natural resources (e.g. passive solar for warmth and light, airflow and circulation for ventilation and cooling, etc.)
- Install renewable energy sources and/or appliances that produce low carbon footprints
- Avoid and/or minimize altering the original landscape and biological cycle of the site

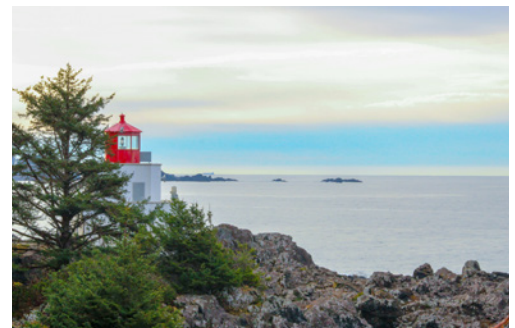
If correctly implemented, the property could beneficially contribute to the following SDGs:



Example: Vancouver Island, British Columbia





West Coast N.E.S.T., located in Clayoquot Sound UNESCO Biosphere Region, is a network of over 30 community organizations, businesses, and individuals in the west coast of Vancouver Island. The network, rich in Indigenous knowledge and culture, delivers outdoor sustainable education programs such as Cedar Weaving Workshop, Hooksum Outdoor School, and interactive tours with the Tofino Clayoquot Heritage Museum, to visitors and locals alike. The programs form meaningful dialogues, which provides attendees with transformative experiences in local culture and nature.

Source: West Coast NEST (2020), www.westcoastnest.org



Source: West Coast NEST

Front office

Environmental concerns	Implication in management	Internal reporting, external marketing and communication	Implication in operation
Resource conservation 	Inform staff about the property's resource conservation efforts and its effect on the surrounding UNESCO site.	Inform staff and management about the property's conservation goals and efforts in reducing use of energy and water. Guide guests on ways to help the property reach its conservation goals.	Inform guests about the property's various resource conservation efforts. Inform guests about ways they can help reach the property's conservation goals.
Reduce waste   	Assess whether there are documents that can be provided digitally (i.e. electronic reservations and receipts instead of printed versions).	Inform guests about the acceptance of digitized confirmations/ documents (i.e. the accommodation accepts electronic reservation, parks/site authority accepts electronic pass etc.).	Avoid use of printed copies (i.e. propose digital receipts) for guests, partners and suppliers.



Housekeeping

Environmental concerns	Implication in management	Internal reporting, external marketing and communication	Implication in operation
<p>Conscious purchasing</p> 	<p>Develop a preferred list of cleaning products and tools that comply to relevant environmental certification standards.</p>	<p>Provide accessible information on property's banned chemicals and preferred environmental certifications.</p>	<p>Procure and use cleaning products that comply to relevant environmental product certification.</p>
<p>Energy and water conservation</p> 	<p>Purchase and use goods and services that reduce energy and water use (e.g. LED lights, low-flow toilets and shower heads).</p> <p>Prioritize partnership with nearby suppliers/ services (i.e. laundry and cleaning services) that comply with appropriate environmental standards.</p>	<p>Provide guests with options to make sustainable decisions in-room and inform them about how their conservation decisions can impact the UNESCO site.</p>	<p>Set standardized seasonal room temperatures to avoid temperature fluctuation and use low energy and water use appliances.</p>
<p>Reduce waste</p> 	<p>Encourage use of re-fillable cleaning products (i.e. avoid single packaged products).</p> <p>Set up centralized recycling and sorting programs.</p>	<p>Set up program to encourage guests to make sustainable decisions (e.g. skip linen/towel change).</p>	<p>Provide well-labeled and sectioned (i.e. metal, paper, glass, plastic) recycling bins throughout property.</p>

Food & beverage

Environmental concerns	Implication in management	Internal reporting, external marketing and communication	Implication in operation
<p>Conscious purchasing</p> 	<p>Purchase appropriately sized and Energy Star certified kitchen equipment (e.g. refrigerator, oven, freezer, etc.).</p> <p>Partner with local farmers to source locally grown produce.</p>	<p>Render purchasing criteria transparent and accessible to the public and suppliers.</p>	<p>Encourage the use of reusable, returnable and recyclable containers or packaging.</p> <p>Design menus that contain seasonal produce.</p>
<p>Energy and water conservation</p> 	<p>Assess water and energy use and seek ways to better manage intensive aspects (i.e. upgrade appliances, re-organize operational processes, etc.).</p>	<p>Conduct and publicize energy and water conservation reports quarterly or annually.</p>	<p>Train employees to use resources more consciously.</p> <p>Purchase and use appliances and equipment that are less resource intensive.</p>
<p>Reduce waste</p> 	<p>Set up appropriate reporting and food waste measuring processes (i.e. grams of food waste per person).</p> <p>Set up proper waste disposal bins (i.e. organic, cardboard, mixed).</p>	<p>Inform guests about dishes containing seasonal and local produce.</p> <p>Advertise dishes that use seasonal produce.</p>	<p>Grow own produce where feasible.</p> <p>Reduce serving size portions.</p> <p>Be educated on proper food packing and preparation to avoid food spoilage.</p>

B. Social concerns

Accommodations, especially those located in rural areas, are often the focal point of business activities. For World Heritage Sites, poorly managed interactions between visitors and the site can lead to problems such as dilution of the Site's exceptional cultural heritage and damage to the significant landscape/architecture, which may risk its OUV.

Being listed as a UNESCO designated site can bring positive aspects such as economic gain, high-profile marketing of the destination, creation of additional jobs, etc. However, the influx of tourists can adversely impact local livelihoods (e.g. access to municipal services and infrastructure, demands on local policing and health providers, etc.) if not properly managed. Local dependency on tourism can also see residents priced out of common services and stores and access to community facilities and amenities (e.g. beaches, hiking trails, picnic grounds, etc.) diminished. The ability to perform traditional cultural practices and rituals can also be hampered.

This section aims to help an accommodation's operations benefit local communities, while reducing its negative impacts - to make properties just, equitable and safe for work and stay. A property's commitment and engagement in building a healthy community will contribute to its ongoing health and well-being.

Example: Tllaal, British Columbia

The Haida House in Tllaal, British Columbia, near the Gwaii Haanas National Park Reserve and the SGang Gwaay World Heritage Site, was transformed from a traditionally bear hunting lodge to a resort in 2012. The property is 100% Haida-owned and provides long-stay packages that allow guests to experience regionally-inspired cuisine, eco-adventures, arts, culture and heritage provided by the local community. In addition, the resort specializes in providing guests with authentic culture and heritage experience of the Haida Gwaii region and its people.

Source: *Haida House* (2020), Haida House, www.haidahouse.com/our-story



Source: The Haida House

Management should:

- Assess and encourage employment for marginalized local groups.
- Provide monetary and/or in-kind contributions to projects that support local groups and community initiatives.

Properties under development should:

- Build the property and service outlets (i.e. restaurant, bar, etc.) to be appropriately matched with available local workforce, and support training to continuously build their skills and capabilities.

If correctly implemented, the property contributes to the following SDGs:



Human resources

Environmental concerns	Implication in management	Internal reporting, external marketing and communication	Implication in operation
<p>Recognize marginalized local groups</p> 	<p>Adjust job specifications to accommodate local cultural rituals/practices.</p> <p>Ensure that the hiring of local employees, where feasible, is greater than those of out-of-town workers.</p>	<p>Spread guest awareness and accommodation of potential cultural rituals/practices.</p>	<p>Adjust work tasks to accommodate employee's cultural practices.</p> <p>Provide transparent information on each position's job specifications and description.</p>
<p>Decent work environment</p> 	<p>Ensure workers' rights and safety are met as per local, regional and international labour standards and regulations.</p>	<p>Submit employee training records routinely.</p> <p>Collect anonymous employee satisfaction surveys periodically and report responses to management.</p>	<p>Maintain a streamlined communications process between workers and management.</p>
<p>Giving back to the community</p> 	<p>Dedicate a specific number of hours to volunteering in the community.</p> <p>Identify and partner with organizations in need of volunteers.</p>	<p>Log and report staff's involvement and volunteer hours.</p>	<p>Provide flexible work schedule/time to facilitate employee's participation in community service.</p>
<p>Equal opportunity</p> 	<p>Ensure that the professional advancement of local workers is fair and merit-based.</p> <p>Provide local employees with the necessary training to support career advancement opportunities.</p>	<p>Make all job posts accessible to the public.</p> <p>Ensure a balanced ratio of local and out-of-town workers holding management positions.</p>	<p>Set up special training/internship programs to enhance locals' job qualifications.</p>

C. Economic concerns

Accommodations can be the leading employers for destinations, especially for communities located in rural UNESCO sites. Economic stability provided by accommodations not only keep a community's economy afloat, but also helps to protect the site's value. Thus, as much as possible, the economic gain generated by a site's tourism activities should remain in the local community to support local workforce and encourage the protection of the site's OUV.

The retention of locally earned revenues can help secure economic opportunities for local suppliers and workforce – benefitting the community that underpins the site.

The toolkit suggests ways to ensure revenue generated from destinations can remain in the local community and contribute economic benefits for local tourism stakeholders (i.e. suppliers, partners, services etc.) as much as possible, and that the accommodation supports the establishment and operation of local businesses and entrepreneurs.

Example: Lunenburg, Nova Scotia

The Kaulbach House, a guesthouse of heritage significance, is located in Lunenburg, Nova Scotia, a UNESCO World Heritage Site. The property is owned locally and supports the local economy by directing guests to local businesses whenever possible. For example, the property website has a section dedicated to “Local Businesses” with information and links to these establishments, actively recommending them to guests.

Source: *Local Area Businesses* (2020), Kaulbach House, www.kaulbachhouse.com/the_local_area/business



Management should:

- Set up communications channels to open and sustain dialogue between local businesses and the property.
- Actively participate in a region's or city's Chamber of Commerce.



Properties under development should:

- Partner with local businesses to support mutually beneficial economic development (e.g. direct guests to nearby restaurants and services to enable local patronage).

If correctly implemented, the property contributes to the following SDGs:



Front office

Environmental concerns	Implication in management	Internal reporting, external marketing and communication	Implication in operation
<p>Partner with local businesses and entrepreneurs</p>  	<p>Train staff to effectively direct guests and visitors to businesses owned by locals.</p> <p>Join a local Chamber of Commerce to support and partner with local businesses and entrepreneurs.</p>	<p>Compile and help distribute a listing of locally owned businesses.</p> <p>Promote local businesses that operate with sustainability in mind (e.g. recruit fairly, consume and produce responsibly, promote health and well-being etc.)</p>	<p>Encourage guests to book with local businesses that operate with sustainability in mind.</p> <p>Direct guests to locally owned businesses.</p>

Food & beverage

Environmental concerns	Implication in management	Internal reporting, external marketing and communication	Implication in operation
<p>Local purchasing</p>   	<p>Procure goods and produce from locally owned businesses and farmers.</p>	<p>Review the supply chains regularly to ensure that local partnerships are maximized (large corporations can consider auditing)</p> <p>Promote existing local purchasing partners and opportunities for new partnerships.</p>	<p>Design and promote dishes/ beverages made from local businesses or businesses that source locally.</p>
<p>Partnership with locals</p> 	<p>Prioritize partnership opportunities with local artists to deliver culturally relevant performances, crafts and cuisine (e.g. traditional music, dance, song, storytelling, etc.)</p>	<p>Inform guests about opportunities to participate in, and experience local activities that hold cultural significance.</p>	<p>Encourage guests to attend and participate in local activities that hold cultural significance.</p>

D. Cultural concerns

A large influx of tourists over time may dilute and damage a destination's unique values and cultural heritage³. More than three quarters of World Heritage Sites are of cultural significance, while the remaining mixed and natural sites have strong cultural influences in the management of biodiversity and landscapes. Tourism can have effects on local traditions and customs, the tangible and intangible elements of cultural heritage, in ways that are often irreversible.

The toolkit suggests programs, partnerships and training to help accommodations heighten the experience for visitors, while minimize adverse impacts on the unique cultural and heritage values of these sites.

Management should:

- Partner with related UNESCO sites (World Heritage Sites, Geoparks, Biosphere Regions) and local sustainable tourism operators to ensure important information is culturally and historically accurate and communicated.
- Engage with the community, local artists, artisans and tradition bearers to exhibit related tangible and intangible cultural heritage.
- Provide monetary or in-kind contributions to support local traditions and protect nearby cultural heritage.
- Educate staff on the nearby UNESCO site's cultural significance.

Properties under development should:

- Incorporate elements related to the local cultural heritage and artifacts in the design process for the accommodation.
- Integrate local arts/crafts in interior design and furnishings in various outlets.
- Artifacts are clearly labelled with culture significance and origin. The use of artifacts should abide to laws that identify the permit of such use.
- Ensure that the development will be appropriate for the site by completing, for example, the [Heritage Impact Assessment \(HIAs\)](#) and [Environmental Impact Assessment \(EIAs\)](#).

If correctly implemented, the property contributes to the following SDGs:



Example: Québec, Québec

The Fairmont Château Frontenac is not only a hotel, but also part of the Historic District of Old Québec World Heritage Site. The hotel displays historical artifacts in its lobby and provides guided tours for tourists and locals alike to celebrate the culture and heritage of the property. In addition, to celebrate Canada's 150th anniversary of Confederation, the hotel hosted the Heritage Dinner Series – a six-course dinner menu – which included oysters from the same local supplier that would have been used 100 years ago.

Source: *Fairmont Celebrates Canada 150 with Heritage Dinner Series* (2017), Fairmont Moments, www.fairmontmoments.com/fairmont-celebrates-canada-150-with-heritage-dinner-series; *Tour Chateau Frontenac* (2020), Québec Cite, www.quebec-cite.com/en/what-to-do-quebec-city/tour-chateau-frontenac



Front office

Environmental concerns	Implication in management	Internal reporting, external marketing and communication	Implication in operation
<p>Culture interaction</p> 	<p>Collaborate with local artists and cultural centres to regularly host and provide space for culturally relevant exhibitions, events, and markets (e.g. arts and artifacts display, music, dance, etc.).</p> <p>Update staff on available events/exhibitions at the property and in the community.</p>	<p>Promote partnership opportunities with the accommodation and promote the requirements publicly.</p> <p>Provide easily accessible communications channels for ease of partnership building.</p> <p>Promote available events or exhibitions on property and in the community.</p>	<p>Be flexible with the use of accommodation space to carry on corresponding exhibitions or events.</p> <p>Encourage guests to participate in special cultural events or exhibitions available on the property and in the community.</p>
<p>Encourage preservation of cultural heritage and artifacts</p> 	<p>Educate staff about local cultural heritage, and how guests can support its preservation and vitality.</p>	<p>Interpret available cultural artifacts in rooms and on the property.</p> <p>Inform and educate visitors on how they can contribute to conserving the community's culture and heritage.</p>	<p>Inform visitors about artifacts on display.</p> <p>Put signs and measures in place to prevent damage of artifacts.</p> <p>Inform visitors on ways they can preserve and support local cultural heritage.</p>



Example: Percé UNESCO Global Geopark, Québec

TRANSLATION OF ROADS AND TRAILS

(English / **Mi'gmaq** / Pronunciation)

Mont Ste-Anne Road / **gmtn sè-dan awti** / guntun sè dan awti

Cave path / **elalgeg awti** / élalguèg awti

Surveyors Trail / **engewatl awti'j** / Èn gué wâtel awtidje

Observation Place (1) / **tan adl neme temg awti'j** / dan adèl némé tèm awtidje

Little Mont-Ste-Anne Trail / **gmtn sè-dan'ji'j awti'j** / guntun sè dan djidj awtidje

Mont Ste-Anne and Mont-Blanc trail / **gmtn- sè dan aq gmtn wabeg awti'j** / guntun sè dan aq guntun wâbègu awtidje

Trail of the Great Cup / **mesgig ji gate'get awti'j** / mesgigu djigaté'gèt awtidje

Crooked Foot Trail / **nka kistuigit awti'j** / ènka kistuigite awtidje

Source Trail / **etkeboq awti'j** / ètkéboq awtidje

Trail of the Crevasse / **sewis gatoq awti'j** / séwisgatoq awtidje

(1) There is no translation for lookout in Mi'gmaq language, tan adl neme temg means an “observation place”

The Percé UNESCO Global Geopark, in the far east of the Gaspésie region in Québec, is in the Mi'kmaq territory. In an effort to preserve, enhance and revitalize the Micmac Nation of Gespeg's Mi'kmaq language, the geopark collaborated with the Micmac Nation to place new signs that highlight the Mi'kmaq language on the geopark's trails, paths, and geosites.

Source: Micmac Culture (2020), Percé Geopark, www.geoparcdeperce.com/en/explore/Micmac-culture/



Source: Geoparc de Percé

Food & beverage

Environmental concerns	Implication in management	Internal reporting, external marketing and communication	Implication in operation
<p>Promote cultural interaction</p> 	<p>Maintain consistent interaction and partnership opportunities with local artists and crafts people.</p> <p>Partner with local entertainers for cultural activity performances or workshops (e.g. musicians, dancers, story tellers etc.).</p>	<p>Advertise entertainment and performances featuring local artists and entertainers.</p> <p>Showcase exhibitions and presentations of crafts, arts and cuisine.</p>	<p>Dedicate specific days for local artists to perform.</p> <p>Provide display and market space for local arts, crafts and food and drink products, where feasible.</p>
<p>Presenting culture and heritage</p> 	<p>Implement local, culturally appropriate foods and traditions in menu planning.</p> <p>Provide spaces or resources to assist the organization of local food, craft markets and other cultural events.</p>	<p>Provide accessible information on menu/ dish cultural background/ inspirations.</p>	<p>Create menus and dishes inspired by cultural elements (e.g. traditional foods and ways of cooking).</p>





Resources

Sustainable Development Goals

Canada 2030 Agenda

Canada 2030 Agenda is formed by Government of Canada to develop a 2030 National Strategy. The organization provides various resources such as education tools, documents, and discussion guides to inspire individuals and organizations to help advance agenda 2030.

<https://www.canada.ca/en/employment-social-development/programs/agenda-2030/national-strategy.html>

Community Foundations of Canada – SDGs Guidebook and Toolkit

The Community Foundations of Canada is the national leadership organization for Canada's 191 local community foundations. The foundation has published a toolkit which contains practical, real-life examples of SDG-based work in local community foundations, as well as ideas and steps for aligning current community foundation work with the SDGs.

communityfoundations.ca/sdg-guidebook/

Global Impact Network Canada

The Global Impact Network Canada educates, opens dialogue, and convenes stakeholders to form innovative partnerships, so to heighten SDG adoption and implementation in Canada. The network provides workshops, webinars, working groups, and other services to help businesses learn about ways they can implement the SDGs to advance agenda 2030.

<https://globalcompact.ca/about/sdgs/>

Global Goals

The Global Goals has a section dedicated ideas section to help managers and employees to achieve the SDGs in their corresponding roles. Furthermore, Global Goals has a “The Global Goals Business Avengers” sections that shows how companies are working to achieve the 17 goals.

<https://business.globalgoals.org/>

SDG Compass

SDG Compass provides resources, one of which the “SDG Compass Guide” to help guide business entities to align their strategies with the SDGs and measure and manage their contribution.

sdgcompass.org

Statistics Canada Sustainable Development Goals Data Hub

Statistics Canada is the central focal point for reporting Canada's data for the global SDG indicators. It is responsible for the collection, collation, analysis, presentation and dissemination of data for regular monitoring of Canadian progress against the global indicators and has developed an online data hub for disseminating Canada's SDG data.

<https://www144.statcan.gc.ca/sdg-odd/index-eng.htm>

United Nations

UNESCO World Heritage Sustainable Tourism Toolkit

The 'How-To' guides offer direction and guidance to managers of World Heritage tourism destinations and other stakeholders to help identify the most suitable solutions for circumstances in their local environments and aid in developing general know-how.

whc.unesco.org/sustainabletourismtoolkit/how-use-guide

UNESCO People Protecting Places

People Protecting Places is the public exchange platform for the World Heritage and Sustainable Tourism Program, providing education and information, encouraging support, and engaging in social and community dialogue.

www.peopleprotectingplaces.org

UNWTO Green Investments for Sustainable Tourism

The initiative is a collaboration between the World Tourism Organization (UNWTO) and the International Finance Corporation, which is a member of the World Bank Group. One of the main focuses of the initiative is to work with private sector partners to promote green finance and share experience in resourcing sustainable buildings. The initial cooperation will consist of training to promote green investments for a long-term recovery of the tourism sector.

www.unwto.org/green-investments-for-sustainable-tourism

UNWTO Hotel Energy Solutions

This free, easy-to-use online toolkit provides hoteliers with a report assessing their current energy use, and recommends appropriate renewable energy and energy efficiency technologies. It further suggests what savings on operating expenses hotels can expect from green investments through a Return on Investments Calculator.

www.unwto.org/hotel-energy-solution

International accommodation and energy standards

Breeam – Certification for buildings

Breeam is a global sustainability assessment method for master planning projects, infrastructures, and buildings. The Breeam assessment recognizes and reflects the sustainability value in higher performing assets across the built environment lifecycle, from new construction to in-use and refurbishment.

www.breeam.com

Green Globe – Certification for accommodations

Green Globe offers an assessment of the sustainability performance of travel and tourism businesses and their supply chain partners. The organization helps businesses to monitor improvements and document achievements leading to certification of business' sustainable operation and management.

www.greenglobe.com

Green Key – Certification for accommodations

The Green Key Eco-Rating Program is recognized by the Global Sustainable Tourism Council. The rating system is designed to recognize hotels, motels, and resorts that are committed to improving their environmental and fiscal performance.

www.greenkeyglobal.com

Green Seal – Certification for accommodations

Green Seal is a non-profit environmental standard development and certification organization. Its flagship program is the certification of products, services, restaurants, and hotels. Certification is based on Green Seal standards, which contain performance, health, and sustainability criteria.

www.greenseal.org

Green Tourism – Certification for tourism businesses

The Green Tourism certification program provides Bronze, Silver, Gold certifications to acknowledge environmentally friendly tourism practices worldwide. The organization offers technical support and practical advice to assist the tourism organization to progress on a green journey.

www.green-tourism.com

LEED – Certification for buildings

LEED (Leadership in Energy and Environmental Design) is an internationally recognized green building certification system aimed at improving performance related to: energy savings, water efficiency, CO2 emissions reduction and improved indoor environmental quality.

www.usgbc.org

Reporting

Carbon Disclosure Project (CDP)

CDP is a not-for-profit charity that runs the global disclosure system for investors, companies, cities, states and regions to manage their environmental impacts. The charity offers guidance on how to report to its programs and encourages similar updates of climate change risk disclosure to suppliers, contractors and other partners.

www.cdp.net/en/

Corporate Register

Corporate Register is the world's largest online directory of sustainability reports, which can be used by managers as reference templates.

www.corporateregister.com

Chartered Professional Accountants (CPA) Canada – Sustainability Reporting Guide

This guide has been developed by the Chartered Professional Accountants (CPA) of Canada to help new or early-stage sustainability reporters on how to get started on sustainability reporting, the reporting choices available, and the process and resources involved.

www.cpacanada.ca/en/business-and-accounting-resources/financial-and-non-financial-reporting/sustainability-environmental-and-social-reporting/publications/evolving-corporate-reporting-voluntary-reporting-briefing

Global Reporting Initiative

The Global Reporting Initiative is an international and independent standards organization that helps businesses, governments and other organizations understand and communicate their impacts related to the economy, environment, and society.

www.globalreporting.org/how-to-use-the-gri-standards/

Greenhouse Gas Protocol (GHG Protocol)

GHG Protocol established sets of comprehensive global standardized frameworks to measure and manage greenhouse gas emissions from private and public sector operations, value chains and mitigation actions.

www.ghgprotocol.org



Canadian UNESCO Sites



Alberta

World Heritage Sites

- Canadian Rocky Mountain Parks (Natural)
 - parts in British Columbia
- Dinosaur Provincial Park (Natural)
- Head-Smashed-In Buffalo Jump (Cultural)
- Waterton Glacier International Peace Park (Natural)
- Wood Buffalo National Park (Natural)
 - parts in Northwest Territories
- Writing-on-Stone/Áísínai'pi (Cultural)

Biosphere Regions

- Beaver Hills
- Waterton

British Columbia

World Heritage Sites

- Canadian Rocky Mountain Parks (Natural)
 - parts in Alberta
- Kluane/Wrangell-St. Elias/Glacier Bay/Tatshenshini-Alsek (Natural) – parts in Yukon
- SGang Gwaay (Cultural)

Geoparks

- Tumbler Ridge

Biosphere Regions

- Átl'ka7tsem/Howe Sound
- Clayoquot Sound
- Mount Arrowsmith

Manitoba

World Heritage Sites

- Pimachiowin Aki (Mixed Natural and Cultural)
 - parts in Ontario

Biosphere Regions

- Riding Mountain

Newfoundland & Labrador

World Heritage Sites

- Gros Morne National Park (Natural)
- L'Anse aux Meadows National Historic Site (Cultural)
- Mistaken Point (Natural)
- Red Bay Basque Whaling Station (Cultural)

Geoparks

- Discovery

New Brunswick

Geoparks

- Stonehammer

Biosphere Regions

- Fundy

Northwest Territories

World Heritage Sites

- Nahanni National Park (Natural)
- Wood Buffalo National Park (Natural)
– parts in Alberta

Biosphere Regions

- Tsá Tué

Nova Scotia

World Heritage Sites

- Joggins Fossil Cliffs (Natural)
- Landscape of Grand Pré (Cultural)
- Old Town Lunenburg (Cultural)

Geoparks

- Cliffs of Fundy

Biosphere Regions

- Bras d'Or Lake
- Southwest Nova

Ontario

World Heritage Sites

- Pimachiowin Aki (Mixed Natural and Cultural)
– parts in Manitoba
- Rideau Canal (Cultural)

Biosphere Regions

- Frontenac Arch
- Georgian Bay
- Long Point
- Niagara Escarpment

Quebec

World Heritage Sites

- Historic District of Old Québec (Cultural)
- Miguasha National Park (Natural)

Geoparks

- Percé

Biosphere Regions

- Charlevoix
- Lac Saint-Pierre
- Manicouagan-Uapishka
- Mont Saint-Hilaire

Saskatchewan

Biosphere Regions

- Redberry Lake

Yukon

World Heritage Sites

- Kluane/Wrangell-St. Elias/Glacier Bay/Tatshenshini-
Alsek (Natural) – parts in British Columbia

