NATURE POSITIVE
TRAVEL & TOURISM

Toolbox of Nature Positive Tourism Resources
This document has been created by ANIMONDIAL in support of the WTTC ANIMONDIAL report on “Nature Positive Travel & Tourism” (Read the full report here >)

It provides the Travel & Tourism professional, keen to integrate a Nature Positive Tourism approach into their business, with a toolbox of resources to aid the transition. The intention is that the Toolbox will be updated as and when more resources become available.

The Toolbox includes a series of frameworks that demonstrate how the theory in the main report can be applied practically, together with useful external resources, support services, and business case studies. For ease of navigation, the content of this Toolbox is in sync with the Phases and Steps of the Nature Positive Tourism Roadmap (Chapter 5 in the main report).

C O N T E N T S

Nature Positive Tourism Roadmap

Practical application

Glossary

Words and terms used

Nature Positive Case Studies

Other Industries

Endorsed by:
Convention on Biological Diversity

In Collaboration with:
ANIMONDIAL
Phase 1 – Assess & Define

Step 1 – Scope the Nature Positive (Tourism) Approach

To help scope out the business’ Nature Positive approach, consider the five drivers of biodiversity loss (Section 3.1 in the main report) and map out the associated nature-related risks, impact drivers, the likely resulting impacts and the respective mitigation options. Whilst this approach could be applicable to all business sectors, start to think about the general risks and challenges and then apply to Travel & Tourism.

Table 1: Key Impacts Scoping Framework

This example covers the key themes and associated risks. This is not a complete list, as there are more likely impacts to consider, add more to help gain a complete picture.

<table>
<thead>
<tr>
<th>Key Themes e.g.</th>
<th>Risk Areas</th>
<th>Impact drivers</th>
<th>Impact</th>
<th>Mitigation options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land use</td>
<td>• Habitat destruction &amp; degradation</td>
<td>• Infrastructure</td>
<td>• Habitat fragmentation</td>
<td>• Environmental impact assessment</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>• Protected Areas</td>
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<tr>
<td>Water use</td>
<td>• Water availability</td>
<td>• Water extraction</td>
<td>• Reduced water quality</td>
<td>• Water recycling</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>• Increased efficiency</td>
</tr>
<tr>
<td>Food</td>
<td>• Unsustainable consumption and production</td>
<td>• Over-use</td>
<td>• Biodiversity loss</td>
<td>• Sustainable supply chain</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Bycatch</td>
<td>• Greenhouse gas emissions</td>
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<tr>
<td>Carbon emissions</td>
<td>• Climate change</td>
<td>• Global warming</td>
<td>• Acidification</td>
<td>• Decarbonisation</td>
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<td></td>
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<td></td>
<td>• Ecosystem collapse</td>
<td>• Natural Climate Solutions</td>
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<tr>
<td>Single-use plastics</td>
<td>• Pollution</td>
<td>• Plastic debris</td>
<td>• Biodiversity loss</td>
<td>• Reduce use</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Microplastics</td>
<td>• Direct harm</td>
<td>• Waste control &amp; management</td>
</tr>
<tr>
<td>Wildlife souvenirs</td>
<td>• Wildlife exploitation</td>
<td>• Illegal wildlife trade</td>
<td>• Ecosystem collapse</td>
<td>• Communications</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Disease</td>
<td>• Contractual agreements</td>
</tr>
</tbody>
</table>
Resources to guide and support Nature Positive scoping and approach development:

- ANIMONDIAL (https://animondial.com/)
- Adventure Travel Trade Association & ANIMONDIAL e-training – Protection of Animals and Nature in Tourism (Exclusive 10% discount for WTTC members)
- Business for Nature (https://www.businessfornature.org/)
- Capitals Coalition (https://capitalscoalition.org)
- Global Goal for Nature (https://www.naturepositive.org)
- We Value Nature (https://wevaluenature.eu/)
- World Business Council on Sustainable Development (https://www.wbcsd.org/)
- World Wildlife Fund for Nature (A Blueprint for Corporate Action)

**Step 2 – Assess Dependency and Impacts on Nature**

The next step is to identify the business’s dependency and impacts on nature and to define the assessment procedures and outputs. Dependencies are the services that nature provides to the business, while impacts are the ways that business operations affect nature. Using Table 1 (above) as a guide, create a further table that maps out the nature-related dependencies and impacts of your business. Remember to include business operations, the value chain and in-destination operations in the assessment for the most effective of outcomes.

**Table 2: Assessing Travel & Tourism Dependencies and Impacts**

An example to follow – note that there are more themes and associated risks to add. The contents aim to provide a supportive tool to help Travel & Tourism professionals consider an organisation’s dependency and impacts on biodiversity, and consider the necessary mitigating actions.

<table>
<thead>
<tr>
<th>5 Drivers of Biodiversity Loss</th>
<th>Upstream T&amp;T supply chain - from source</th>
<th>Downstream T&amp;T supply chain - to end customer</th>
<th>T&amp;T Negative Impacts (risk areas)</th>
<th>T&amp;T Positive Solutions &amp; Resources (risk mitigators)</th>
<th>SDG alignment across all drivers (Sub-Targets &amp; Indicators)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Changing use of sea and land</strong></td>
<td>• Food sourcing and production&lt;br&gt;• Furniture &amp; soft furnishing sourcing and production&lt;br&gt;• Construction of T&amp;T facilities (accommodation, airports, resorts, offices)&lt;br&gt;• Supplier selection of tourism products or services</td>
<td>• Food catering (sustainably sourced)&lt;br&gt;• Hospitality, accommodation, furnishings, bedding&lt;br&gt;• Holiday offerings and excursions</td>
<td>• Habitat destruction / fragmentation&lt;br&gt;• Deforestation&lt;br&gt;• Loss of coastal habitats including coral reefs &amp; mangroves&lt;br&gt;• Unsustainable food sourcing&lt;br&gt;• Unsustainable farming and agriculture&lt;br&gt;• Animal welfare concerns&lt;br&gt;• Species decline&lt;br&gt;• Destabilise local communities &amp; indigenous cultures&lt;br&gt;• Local economic decline</td>
<td>• Creation of Nature Tourism strategy, to include:&lt;br&gt;• Leaving undisturbed wildlife areas in sensitive parts of a site choosing locations carefully to avoid significant impact on nature is crucial for new developments&lt;br&gt;• Sustainable and local food sourcing&lt;br&gt;• Supplier selection criteria&lt;br&gt;• Consultation of local and indigenous communities</td>
<td>1.4, 1.1, 2.3, 4.4, 4.7, 6.3, 6.4, 6.6, 8.5, 8.9, 11.4</td>
</tr>
<tr>
<td><strong>2 Direct exploitation of organisms</strong></td>
<td>• Food sourcing and consumption&lt;br&gt;• Sourcing of animal-based furnishings&lt;br&gt;• Supplier selection of tourism products and services</td>
<td>• Food catering (sustainably sourced)&lt;br&gt;• Animal-based furnishings and decorations e.g. fur, hunting trophies, ivory&lt;br&gt;• Captive animal tourism experiences&lt;br&gt;• Wildlife viewing experiences&lt;br&gt;• Tourist nature-based purchases, artifacts &amp; photography</td>
<td>• Over-tourism&lt;br&gt;• Over-hunting and over-fishing&lt;br&gt;• Over-use of tourist paths and roadways&lt;br&gt;• Harm to individual animals and species&lt;br&gt;• Human-wildlife conflict&lt;br&gt;• Disease transfer&lt;br&gt;• Customer &amp; nature over-interaction e.g. photography, direct animal contact&lt;br&gt;• Expanding local tourism facilities and resource use&lt;br&gt;• Sourcing of building materials e.g. timber and clay</td>
<td>• Select Nature Positive product/experiences and support suppliers to improve standards&lt;br&gt;• Conduct local biodiversity surveys to monitor and reduce impacts and restore nature&lt;br&gt;• Nature Positive customer guidance supporting food selection, tour selection, nature-based photography, souvenir purchasing&lt;br&gt;• Adopt Wildlife Trade Zero Tolerance policy and guidance (see WTTC report “Preventing Illegal Wildlife Trade Guidelines”)</td>
<td></td>
</tr>
</tbody>
</table>
### 5 Drivers of Biodiversity Loss

<table>
<thead>
<tr>
<th>Upstream T&amp;T supply chain - from source</th>
<th>Downstream T&amp;T supply chain - to end customer</th>
<th>T&amp;T Negative Impacts (risk areas)</th>
<th>T&amp;T Positive Solutions &amp; Resources (risk mitigators)</th>
<th>SDG alignment across all drivers (Sub-Targets &amp; Indicators)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3 Climate change</strong></td>
<td></td>
<td></td>
<td></td>
<td>12.1, 12.2, 12.3, 12.4, 12.5, 12.6, 12.7, 12.8, 12.b</td>
</tr>
<tr>
<td>• Transportation supply chain</td>
<td>• Air travel and transport provider(s)</td>
<td>• High-emissions of greenhouse gases</td>
<td>• Net carbon reduction plan (WTTC report “A Net Zero Roadmap For Travel And Tourism”)</td>
<td>13.2</td>
</tr>
<tr>
<td>• Fuel (energy) supply</td>
<td>• Road travel and transport provider(s)</td>
<td>• Climate alteration and extreme weather - natural disasters</td>
<td>• Sustainable energy and fuel sourcing</td>
<td>14.1, 14.2, 14.3, 14.4, 14.7</td>
</tr>
<tr>
<td>• Food sourcing and production</td>
<td>• Fuel emissions and energy consumption</td>
<td>• Ecosystem imbalance and habitat destruction</td>
<td>• Investment in Nature-based Solutions that both offset to support carbon capture, and proactively restore nature in local destinations</td>
<td>15.1, 15.2, 15.4, 15.5, 15.6, 15.7, 15.8, 15.9, 15.a, 15.b, 15.c</td>
</tr>
<tr>
<td>• Furniture &amp; soft furnishing sourcing and production</td>
<td>• Food catering (sustainably sourced)</td>
<td>• Species decline</td>
<td>• Natural pest deterrents</td>
<td>16.7</td>
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<tr>
<td></td>
<td>• Hospitality, furnishings (sustainably sourced)</td>
<td>• Forest fires</td>
<td>• Artificial light and noise reduction protocols</td>
<td>17.1, 17.2, 17.3, 17.4, 17.5, 17.6, 17.14, 17.19</td>
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<tr>
<td></td>
<td></td>
<td>• Rising sea levels and coral-reef destruction</td>
<td>• Protected beaches and grounds to support animal and plant life</td>
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</tbody>
</table>
Table 3: Sub-sector specific priority challenges and actions

This table considers impacts and risks in relation to the different types of businesses in Travel & Tourism. Includes subsector-specific reference to Nature Positive priority challenges and actions (refer to the Key below).

<table>
<thead>
<tr>
<th>CHANGING USE OF SEA &amp; LAND</th>
<th>All</th>
<th>Tour Operator</th>
<th>Travel Agent</th>
<th>Destination Management Company (DMC)</th>
<th>Cruise Company</th>
<th>Airline</th>
<th>Accommodation Provider</th>
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</thead>
<tbody>
<tr>
<td><strong>Key Challenges</strong></td>
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<td>Wildlife Trade (awareness)</td>
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<td>Animal welfare in wild/captivity (awareness)</td>
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<td>Upstream value chain (supplier operations)</td>
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<td>Downstream value chain (supplier operations)</td>
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<tr>
<td>Destination commitments</td>
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<tr>
<td>Product/offering selection</td>
<td>1, 6, 8</td>
<td>1, 6, 8</td>
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<tr>
<td>Local community involvement</td>
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<tr>
<td>Impacts on natural areas</td>
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<tr>
<td>Exploitation of protected areas</td>
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<tr>
<td>Supplier operations, especially water usage</td>
<td>1, 6, 8</td>
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<thead>
<tr>
<th>DIRECT EXPLOITATION OF ORGANISMS</th>
<th>All</th>
<th>Tour Operator</th>
<th>Travel Agent</th>
<th>Destination Management Company (DMC)</th>
<th>Cruise Company</th>
<th>Airline</th>
<th>Accommodation Provider</th>
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<tbody>
<tr>
<td><strong>Key Challenges</strong></td>
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<tr>
<td>Wildlife Trade (awareness)</td>
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<tr>
<td>Animal welfare (especially product offerings)</td>
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<tr>
<td>Upstream value chain (sustainability)</td>
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<tr>
<td>Downstream value chain (supplier operations)</td>
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<td>Destination commitments</td>
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<tr>
<td>Product/offering selection (see relevant sub-sector priorities)</td>
<td>1, 6, 8</td>
<td>1, 6, 8</td>
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<tr>
<td>Animal welfare (especially in products/ offerings)</td>
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<tr>
<td>Exposure to wildlife trade (especially in products/ offerings)</td>
<td>1, 6, 8</td>
<td>1, 6, 8</td>
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<td>1, 6, 8</td>
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<tr>
<td>Supplier operations, especially wildlife products</td>
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<td>Client behaviour</td>
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<table>
<thead>
<tr>
<th>CLIMATE CHANGE</th>
<th>All</th>
<th>Tour Operator</th>
<th>Travel Agent</th>
<th>Destination Management Company (DMC)</th>
<th>Cruise Company</th>
<th>Airline</th>
<th>Accommodation Provider</th>
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<tbody>
<tr>
<td><strong>Key Challenges</strong></td>
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</tr>
<tr>
<td>Energy supply and use</td>
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<td>1, 5, 8</td>
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<tr>
<td>Supplier operations</td>
<td>1, 6, 7</td>
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<td>1, 5, 8</td>
<td>1, 5, 8</td>
<td>1, 5, 8</td>
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</tr>
<tr>
<td>Transport carbon minimisation/ offset</td>
<td>1, 6, 7</td>
<td>1, 5, 8</td>
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<tr>
<td>Transport carbon offset opportunities</td>
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<td>1, 5, 8</td>
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<tr>
<td>Product/offering selection (see relevant sub-sector priorities)</td>
<td>1, 6, 7</td>
<td>1, 5, 8</td>
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<td>1, 5, 8</td>
<td>1, 5, 8</td>
<td>1, 5, 8</td>
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</tr>
<tr>
<td>Product/offer supplier engagement (engage with issue)</td>
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<td>1, 5, 8</td>
<td>1, 5, 8</td>
<td>1, 5, 8</td>
<td>1, 5, 8</td>
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<tr>
<td>Emissions from fuel</td>
<td>1, 6, 7</td>
<td>1, 5, 8</td>
<td>1, 5, 8</td>
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<td>1, 5, 8</td>
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<tr>
<td>Efficient production and use of consumable items and durable equipment</td>
<td>1, 6, 7</td>
<td>1, 5, 8</td>
<td>1, 5, 8</td>
<td>1, 5, 8</td>
<td>1, 5, 8</td>
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<tr>
<td>Transport carbon minimisation/ offset</td>
<td>1, 6, 7</td>
<td>1, 5, 8</td>
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</tbody>
</table>
### POLLUTION

<table>
<thead>
<tr>
<th>Key Challenges</th>
<th>All</th>
<th>Tour Operator</th>
<th>Travel Agent</th>
<th>Destination Management Company (DMC)</th>
<th>Cruise Company</th>
<th>Airline</th>
<th>Accommodation Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Waste management (origin and disposal)</td>
<td>1, 6, 7</td>
<td>1, 6</td>
<td>1, 6</td>
<td>1, 6</td>
<td>1, 6</td>
<td>1, 6, 7</td>
<td></td>
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<tr>
<td>• Upstream value chain (sourcing)</td>
<td>1, 6</td>
<td>1, 6</td>
<td>1, 6</td>
<td>1, 6</td>
<td>1, 6, 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Supplier operations</td>
<td>1, 6, 7</td>
<td>1, 6</td>
<td>1, 6</td>
<td>1, 6</td>
<td>1, 6, 7</td>
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</tr>
</tbody>
</table>

#### Key Actions

1. Incorporate risk mitigating actions in company policy/action plan
2. Follow product procurement criteria to ensure appropriate* nature-based activities / products
3. Create an animal protection policy / adopt industry guidelines / audit suppliers for compliance
4. Sign up to the WTTC Zero Tolerance Policy on Illegal Wildlife Trade & help to reduce demand
5. Sign up to the Glasgow Declaration on Climate Change & commit to decarbonisation
6. Engage upstream & downstream suppliers & encourage / require a Nature Positive approach
7. Provide information to clients about respecting and protecting animals and nature
8. Partner with community non-profits / NGOs / institutions to protect, restore and regenerate nature

* Non-harmful to animals, species, biodiversity or nature

Source: Created by ANIMONDIAL for the Report: Nature Positive Travel & Tourism

### INVASIVE NON-NATIVE SPECIES

<table>
<thead>
<tr>
<th>Key Challenges</th>
<th>All</th>
<th>Tour Operator</th>
<th>Travel Agent</th>
<th>Destination Management Company (DMC)</th>
<th>Cruise Company</th>
<th>Airline</th>
<th>Accommodation Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Movement of live animals/plants (awareness)</td>
<td>1, 2, 3, 6, 7</td>
<td>1, 6</td>
<td>1, 6</td>
<td>1, 6</td>
<td>1, 6, 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Introducing non-native species (awareness)</td>
<td>1, 6</td>
<td>1, 6</td>
<td>1, 6</td>
<td>1, 6</td>
<td>1, 6, 7</td>
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</tr>
</tbody>
</table>

#### Key Actions

1. Exposure to opportunities to transport live animals/plants
2. Supplier operations (introducing non-native species)
3. Client behaviour (collecting animals and seeds)
4. Exposure to opportunities to transport live animals/plants from/to destinations
5. Supplier operations (introducing non-native species)
6. Transport of live animals/plants from/to destinations in ballast water
7. Planting non-native plant species

#### Key Actions:

1. Incorporate risk mitigating actions in company policy/action plan
2. Follow product procurement criteria to ensure appropriate* nature-based activities / products
3. Create an animal protection policy / adopt industry guidelines / audit suppliers for compliance
4. Sign up to the WTTC Zero Tolerance Policy on Illegal Wildlife Trade & help to reduce demand
5. Sign up to the Glasgow Declaration on Climate Change & commit to decarbonisation
6. Engage upstream & downstream suppliers & encourage / require a Nature Positive approach
7. Provide information to clients about respecting and protecting animals and nature
8. Partner with community non-profits / NGOs / institutions to protect, restore and regenerate nature

* Non-harmful to animals, species, biodiversity or nature

Source: Created by ANIMONDIAL for the Report: Nature Positive Travel & Tourism

These assessments are designed to support the scoping phase of a Nature Positive approach. For best results, it will need to be a fluid and collaborative process that is constantly developed and refined — requiring regular monitoring and review to ensure that ongoing activities continue to produce the desired outcomes and additional opportunities are identified.

**Actions must prioritise the most harmful impacts – consider how your business can eliminate animal exploitation in your supply chain**

**Illegal Wildlife Trade.** The illegal trade in wild animals and plants for commercial use is a significant driver of biodiversity loss. Animals and plants may be taken from the wild and sold onto attractions, hotels or directly to travellers, for instance as food, souvenirs or jewellery. This can include the collection of wild plants, corals and shells, as well as the illegal capture and killing of wild animals for fur, feathers, skins, ivory, horn, teeth and eggs. All these
activities have the potential to threaten the survival of species, in addition to the welfare impacts associated with their collection. Often unwittingly, travellers may buy animals, plants and seeds to take home, or purchase them on their return. This proliferates the illegal trade in wildlife and could result in the spread of invasive species. The WTTC report “Preventing Illegal Wildlife Trade Guidelines” (2021) explains the connections between Travel & Tourism and the illegal trade in wildlife. It shows how the availability of wildlife curios is depleting natural capital and threatening inbound tourism and provides a list of illegal and unsustainable products to avoid.

Animals In Captivity. Safeguarding animal welfare. The use of captive wild animals in tourism is highly controversial and is declining in its more conventional and damaging forms. Few captive facilities can provide an environment that meets a wild animal's welfare needs, resulting in poor quality of life and often premature death. In many cases the animals are treated badly – they may be kept in highly unsuitable conditions, trained aggressively or even violently and drugged or maimed to make their handling easier. Often the conditions in which the animal is seen performing or on display are better than the conditions in which it spends the rest of its time being caged and/or transported. In some cases, wild animals are captured from the wild, with more mature or aggressive individuals possibly being killed, and this can be a major threat to wild populations. Seeing wild animals in captivity can also create demand for them as pets or displays, leading to more capture from the wild. Even if animals seem to be in good condition and are not taken from the wild (for instance, if they were bred in captivity) using them for performances or display can give the impression that keeping them in captivity is acceptable and that they do not need their natural habitat. Some captive animal facilities operate as sanctuaries, only taking in rescued animals, returning them to the wild wherever possible and protecting the animals’ welfare. Provided they are genuine, sanctuaries can help educate visitors about the concerns over their exploitation and ensure those animals are cared for. How to identify an animal sanctuary.

Step 3 – Define Approach and Collect Data

To define a business' Nature Positive approach, it may be necessary to collect new data on metrics not previously used, such as the biodiversity in given sites, or specific information from the local community, to fulfil the required assessment. Metrics can differ depending on which part of the value chain is being assessed. The key factor is that the metrics should serve as meaningful indicators for the relevant impacts or outcomes.

Examples of tools to help measure natural capital and biodiversity:

- **ENCORE, Exploring Natural Capital Opportunities, Risks and Exposure.** Enables a qualitative assessment of Impact and dependencies at economic sector level (https://encore.naturalcapital.finance/en)
- **IBAT, Integrated Biodiversity Assessment tool.** A one-stop-shop for obtaining biodiversity data including protected sites and endangered species for a chosen area and Species Threat Abatement and Recovery (STAR) (https://www.ibat-alliance.org/?locale=en)
- **Natural Capital Tool Kit.** A database of useful tools for carrying out Natural Capital assessments (https://shift.tools/contributors/55)
- **NatureMetrics.** eDNA monitoring – enables detection and identification of species via DNA traces in easily-collected water or soil samples. Particularly useful in identifying threatened or key species of fauna and flora in a given location and mapping change. (www.naturemetrics.co.uk)
- **Organeco Ltd.** A field specialist providing rapid biodiversity data acquisition and assessment to gain information on the species and habitats in a given destination. (https://www.organeco.ltd/) Similar consultancies are also available.

Examples of tools to help measure operational impact and define priority outputs:

- **Animal Footprint.** Devised for Travel & Tourism. The evaluation tool assesses operational impact on animals, species and nature. Enables priority mapping and supports businesses in identifying nature-related opportunities in the supply chain. (https://animondial.com/animalfootprint)
- **Biodiversity Input-Output for Supply Chain & Operations Evaluation (Bioscope).** Tool that provides businesses and financial institutions with a simple and fast indication of the most important impacts on biodiversity arising from their supply chain. (https://bioscope.info/)
- **Biodiversity Footprint Calculator.** Useful tool for calculating the biodiversity impact of your supply chain, operations, or transport. (http://biodiversity-footprint.herokuapp.com/#/calculator)
- **Endangered Wildlife OÜ.** The Biodiversity Valuator, a disruptive solution that allows its users to calculate and understand the financial value of their impact through biodiversity (https://endangeredwild.life)
- **Shift Tools.** This is a database of online tools and other resources that can be used to calculate biodiversity impacts and is useful for other studies including stakeholder engagement, GHG reporting etc. (https://shift.tools)
Phase 2 – Reduce & Restore

Step 1 – Prioritise Impacts

Once the data has been collected and assessment has been undertaken, the business can start to look at how to reduce impacts on biodiversity and take action to restore nature. The most established process for deciding on a response to identified impact is to follow the Mitigation Hierarchy (Refer to 5.2.2).

There are some standards and frameworks to help businesses manage their impacts (not an exhaustive list):

Standards and frameworks for evaluating, managing, monitoring and reporting environmental impacts:

- **Capitals Coalition – Biodiversity Navigation Tool**, Natural Capital Assessment – Designed to guide users through a biodiversity-inclusive natural capital assessment: Frame, Scope, Measure and Value and Apply.
- **The Climate, Community and Biodiversity Alliance (CCBA) – Climate, Community and Biodiversity standards** – To promote land management activities that credibly mitigate global climate change, improve the well-being and reduce the poverty of local communities, and conserve biodiversity.
- **ISO 14001: Environmental Management Systems** – For companies and organisations of any type that require practical tools to manage their environmental responsibilities.
- **IUCN Guidelines for planning and monitoring corporate biodiversity performance**
- **United Nations Sustainable Development Goals** - Targets and actions to achieve a better and more sustainable future for all.
- **World Business Council for Sustainable Development (WBCSD) – WBCSD Guide to Corporate Ecosystem Valuation**. A framework that enables companies to consider the benefits and value of the ecosystem services they depend upon and impact.

Value chain risk mitigation tools:

- **Cool Farm Tool** - reducing environmental impact for farmers
- **Ecologybydesign** - guidance for building developers
- **Seafish Seafood Guide** - sustainable and responsible seafood sourcing
- **Marine Conservation Society - Good Fish Guide**
- **Sustainable Food Purchasing Guide**
- **Change the Flow of Food** - toolkit to help cut food waste in hospitality
- **Sustainable Hospitality Alliance - Biodiversity**
- **WBCSD Food and Agriculture Roadmap**
- **WBCSD Assessment of freshwater impacts by food and agriculture sector companies**
- **WTTC A Net Zero Roadmap for Travel & Tourism**
- **WTTC Preventing Illegal Wildlife Trade**
- **WTTC UNEP Rethinking Single-Use Plastic Products in Travel & Tourism**

Step 2 - Identify opportunities to restore nature

Achieving your Nature Positive goal goes beyond just impact mitigation. Businesses should also ensure that their activities have an overall net benefit - identifying positive contributions and opportunities to restore nature.

Common terms to become familiar with:

**Nature-based Solutions** (NbS) are actions to protect, sustainably manage and restore natural or modified ecosystems. They address societal challenges effectively and adaptively, simultaneously providing human wellbeing and biodiversity benefits (IUCN, 2022). These should form an integral part of a Nature Positive Tourism approach.

**Natural Climate Solutions** (NCS) are Nature-based Solutions that specifically address climate change mitigation through natural sequestration and storage of carbon or avoidance of greenhouse gas emissions from natural areas. Actions to protect forests, tundra grasslands, saltmarsh, mangroves and seagrass meadows are of particular relevance. The NCS Investment Accelerator initiative aims to promote NCS-based emission reductions and removals credits: [https://www.wbcsd.org/Programs/Climate-and-Energy/Climate/Natural-Climate-Solutions](https://www.wbcsd.org/Programs/Climate-and-Energy/Climate/Natural-Climate-Solutions)
Table 4 – Identifying Nature-Enhancing Opportunities

The contents aim to inspire tourism professionals to identify and adopt nature-enhancing opportunities in their activities and destinations, as part of an organisation’s Nature Positive Tourism commitment and strategy. For effective results, combine with product offerings, a destination your business already visits, and always aim to support local initiatives with the greatest impact. Incorporate nature-enhancing action(s) to complete your business’ Nature Positive approach.

NB. While there are many local, community-based approaches that vary by location, there are international membership groups that can be a valuable resource to identify appropriate projects in required locations. For instance, the Animal Protection Network proactively identifies the most suitable destination-based project to suit your needs. Due diligence to ensure that projects are genuine.

<table>
<thead>
<tr>
<th>Category</th>
<th>Opportunity</th>
<th>Possible actions</th>
<th>Examples*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protect / Restore</td>
<td>Protect more land and sea. At least 30% of land &amp; sea must be protected according to the IUCN, Campaign for Nature and the 70+ governments in High Ambition Coalition.</td>
<td>• Encourage the greater protection of land and sea. Supporting the 30x30 global initiative and encouraging governments to commit.</td>
<td>• The Wyss Campaign for Nature is an example of a nonprofit that invests in local communities, Indigenous Peoples, and nations to conserve 30% of natural land by 2030.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• The Whale Heritage Site (WHS) programme is an initiative created by the World Cetacean Alliance* to formally recognise and accredit global destinations that are important to cetaceans and their ocean habitats, encouraging respectful human-cetacean coexistence.</td>
</tr>
<tr>
<td>Protect / Restore</td>
<td>Protect fragile or important natural habitats. Including Protected Areas, OECMs (Other Effective Area-based Conservation Measures - usually land adjacent to protect area) and identified locations of high biodiversity value.</td>
<td>• Support nature conservation projects • Participate in the eBioAtlas project - gathering biodiversity data • Connect people with nature - provide local communities and travellers the opportunity to experience wild places and understand the importance of their protection</td>
<td>• IUCN runs community-based projects around the world • ANIMONDIAL’s Animal Protect Network provides an international list of approved projects and can search for suitable partners for specific needs • eBioAtlas* gathers biodiversity data to support species and habitat conservation • Many nonprofits and society support groups provide opportunities for both local people and visitors to experience wild places, and understand the need for their better protection. In some cases, people can get actively involved. (e.g. <a href="http://www.fuze-ecoteer.com">www.fuze-ecoteer.com</a>*, <a href="http://www.alnitak.org">www.alnitak.org</a>* &amp; <a href="http://www.tacugama.com">www.tacugama.com</a>*)</td>
</tr>
<tr>
<td>Protect / Regenerate</td>
<td>Prevent deforestation / habitat degradation. Identify opportunities to invest in nature or in products and processes that ensure minimised impacts.</td>
<td>• Finance tropical forest protection • Supply chain regeneration - supporting work to overcome challenges &amp; ensure greater efficiency</td>
<td>• The LEAF Coalition aims to halt deforestation by financing tropical forest protection • Earthworm aims to make supply chains resilient and regenerative</td>
</tr>
<tr>
<td>Regenerate</td>
<td>• Habitat restoration / rewilding - enabling natural processes to shape land and sea, repair damaged ecosystems and restore degraded landscapes • Promoting and accelerating the global transition to regenerative food.</td>
<td>• Support relevant community-based nonprofit(s) / project(s) • Supporting subsistence farming</td>
<td>• This could range from organisations with multiple projects and partners (e.g. Rewilding Europe) to individual, destination-based groups (e.g. WIRRED* in Barbados - creating systems to increase biodiversity, enhance ecosystem services, and improve the well-being of local Bajan communities) • Regeneration International accelerates the transition to regenerative food, farming and land management</td>
</tr>
</tbody>
</table>
## DIRECT EXPLOITATION

<table>
<thead>
<tr>
<th>Category</th>
<th>Opportunity</th>
<th>Possible actions</th>
<th>Examples*</th>
</tr>
</thead>
</table>
| Protect / Restore | Protect key species. Focus can be on those that are highly endangered, important for the functioning of the ecosystem, important for local communities, or important for tourism. | • Support a relevant NGO/nonprofit/project  
• Support conservation collectives (supporting numerous projects) | • There are many specialist local NGOs/projects that focus on specific species from turtles to tigers, usually actions that provide wider environmental benefits and positive impacts for communities.  
• Various alliances or coalitions that support numerous species conservation projects (e.g. Animal Protection Network*, World Cetacean Alliance*, Conservation Collective*, etc.) |
| Protect | • “Protect species threatened by wildlife trade. Focus on those plant and animal species that are facing extinction in the wild due to over-exploitation”  
• Safeguard animal welfare. Ensure wild, captive and domestic animals are in a good welfare state, treated with respect and have a life worth living | • Support anti-poaching patrols/rangers in protect areas/national parks to safeguard wildlife  
• Support a campaign to engage travellers/suppliers to encourage responsible purchasing  
• Prevent the sourcing of wild species from the wild for display and entertainment purposes  
• Ensure high animal welfare standards throughout the supply chain with specialist auditing services to guarantee compliance  
• Support lifetime care for rescued/confiscated animals (from illegal trade)  
• Support solutions to overcome industry challenges, such as cetacean captivity, or elephant ‘camps’. | • ‘The Brave Ones’ and ‘Black Mambas’ are both all-female anti-poaching ranger groups who physically protect African wildlife from poachers.  
• The U.S. Wildlife Trafficking Alliance has created a toolkit to inform travellers on responsible purchasing.  
• Consider the recommendations of the WTTC Buenos Aires Declaration.  
• The ABTA Animal Welfare Guidelines state that there should be no “acquisition of any CITES Appendix I, II or III listed [protected] species [from the wild] except for demonstrable conservation or rescue / rehabilitation purposes: (ABTA 2019)”  
• Some auditing services specialise in animal welfare audits that are aligned with the animal welfare principles and industry standards. (e.g. preverisk.com)*  
• Ape Action Africa* engages local communities and provides life-long refuge and care for primates rescued from the illegal pet trade.  
• Examples include: the Ape Action Africa (supporting numerous projects)  
| Regenerate | Advocate sustainable and responsible animal-based food production | • Support sustainable fishing practices  
• Support organic farming practices which focus less on intensive food systems and manage land to provide habitats for wildlife. | • Various projects to help with sustainable and responsible seafood sourcing (e.g. Highland & Islands Environmental Foundation* & www.seafish.org)  
• Many initiatives to encourage sustainable and regenerative farming (e.g. timbaktu.org*, terra-genesis.com, soilandfood.org) |
| CLIMATE CHANGE | • Focus on ‘Blue Carbon’ conservation. Invest in marine ecosystems that store large quantities of ‘blue carbon’ in both plants and sediment (Natural Climate Solutions). A combined solution for a combined problem.  
• Focus on ‘Green Carbon’ conservation. Target resources towards terrestrial ecosystems that store large quantities of ‘green carbon’ in both plants and soil (Natural Climate Solutions). A combined solution for a combined problem.” | • Support a local relevant project/NGO  
• Support an international collective that support numerous projects | • Various community-based projects focused on seagrass planting (archipelago.org*), kelp forest (kelpforestfoundation.org), coral reefs and mangroves (barbadosenvironment.org)*  
• The Blue Carbon Initiative is a global programme focused on mitigating climate change through the conservation and restoration of coastal and marine ecosystems.  
• Various community-based projects focused on protecting forests and other carbon-rich habitats in specific countries and regions (Africa - rippleafrica.org & apeactionafrica.org, Latam - ecologi.com, SE Asia - aseanpeat.net, UK - woodlandtrust.org.uk etc)  
• Stand for Trees and Partnerships for Forests are two examples of global/regional programmes that support other projects. |
<table>
<thead>
<tr>
<th>Category</th>
<th>Opportunity</th>
<th>Possible actions</th>
<th>Examples*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regenerate</td>
<td>Advocate for sustainable and responsible food production without the use of pesticides and fertilisers that impact on biodiversity and nature.</td>
<td>• Support organic farming practices which do not tend to use harmful chemicals.</td>
<td>• Many initiatives to encourage sustainable and regenerative farming (e.g. timbaktu.org*, terra-genesis.com, soilandfood.org, barbadosenvironment.org*)</td>
</tr>
<tr>
<td>Protect</td>
<td>Educate on the importance of the removal of litter that negatively impacts on wildlife and people.</td>
<td>• Support local projects to reduce or remove litter, plastic waste, etc. Great opportunity to get your guests involved too!</td>
<td>• Many locations, especially those with a significant tourist presence, have local anti-littering initiatives, especially beach cleans (in the UK the Marine Conservation Society has a directory.</td>
</tr>
<tr>
<td>Regenerate /</td>
<td>Highlight water pollution in the sea or in lakes and rivers - can lead to negative tourist experiences as well as being harmful to biodiversity.</td>
<td>• Engage with water quality issues</td>
<td>• Many local groups will have projects relating to this issue and for some it is a primary focus (e.g. sas.org.uk/)</td>
</tr>
<tr>
<td>Regenerate</td>
<td>Prevent or control the spread of invasive species</td>
<td>• Ensure your suppliers do not introduce invasive or non-native species into the local environment • Support local NGOs and community groups, or national authority activities such as clearing of invasive plants in national parks.</td>
<td>• This includes non-native animal species, perhaps kept as a pet, or the planting of non-native plants, that may have the chance to escape, invade and negatively impact the local environment.</td>
</tr>
</tbody>
</table>

*Indicates projects and non-profits recognised by, and in partnership with ANIMONDIAL.

committed and effective, is essential.

Source: Adapted from ANIMONDIAL support services.

*Indicates projects and non-profits recognised by, and in partnership with ANIMONDIAL.
Useful resources to identify positive contribution opportunities:

- **Animal Protection Network.** Supporting Travel & Tourism businesses identify genuine, impactful community-based projects that protect animals and nature in global destinations. ([https://animondial.com/animal-protection-network](https://animondial.com/animal-protection-network))
- **Birdlife International.** Regional Partners. Help to protect Important Bird and Biodiversity Areas (IBAs) for the conservation of birds and other biodiversity, BI create practical tools for conservation and a wider integrated approach to conservation. ([www.birdlife.org/regions-and-partners/](https://www.birdlife.org/regions-and-partners/))
- **Earthworm** aims to make supply chains resilient and regenerative to serve people and regenerate nature. ([https://www.earthworm.org/](https://www.earthworm.org/))
- **eBioAtlas.** Join the global community to gather biodiversity data to support conservation, identify species presence and range, and inform world biodiversity policy. ([https://ebioatlas.org/](https://ebioatlas.org/))
- **IUCN.** Regional offices. IUCN has offices in more than 50 countries and runs projects all around the world. ([www.iucn.org/regions](https://www.iucn.org/regions))
- **The Lower Emissions by Accelerating Forest finance (LEAF) Coalition** aims to halt deforestation by financing large-scale tropical forest protection, with members that show commitment to science-based emission reductions in their own value chains. ([https://leafcoalition.org/](https://leafcoalition.org/))
- **PASA.** Pan-African Sanctuary Association. The largest association of wildlife rescue centres in Africa, which seek to secure a future for Africa’s great apes, monkeys, other primates, and their habitat. ([https://pasa.org/](https://pasa.org/))
- **Regeneration International.** Promoting and accelerating the global transition to regenerative food, farming and land management for the purpose of restoring climate stability and rebuilding deteriorated social, ecological and economic systems. ([https://regenerationinternational.org/](https://regenerationinternational.org/))
- **RESTOR.** A science-based open data platform to identify and support global ecosystem restoration and nature protection projects ([www.restor.eco/](https://www.restor.eco/))
- **Rewilding Europe.** Bringing the benefits of wilder nature to Europe through the rewilding of diverse landscapes, and to inspire and enable others to engage in rewilding by providing tools and practical expertise. ([https://rewildingeurope.com/](https://rewildingeurope.com/))

**Step 3 - Create a Nature Positive Strategy**

Please refer to the main report for guidance
Phase 3 – Monitor & Report

Step 1 - Set SMART Objectives and KPIs

Please refer to the main report for guidance

Step 2 – Integrate Throughout the Business

Success is dependent on your Nature Positive objectives being fully implemented throughout the business with designated roles and responsibilities. Seek to engage and inspire relevant colleagues, suppliers, and destination partners to help your business achieve its Nature Positive goals.

Table 5 – Nature Positive Tourism Integration Checklist

This can be used as a quick reference guide to help Travel & Tourism businesses integrate a Nature Positive Tourism commitment. The numbers in the ‘Section’ column relate to the Section in the main report. Why not print off and tick as you go?

<table>
<thead>
<tr>
<th>Focus</th>
<th>Action steps</th>
<th>Explanation</th>
<th>Report Chapter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topic Introduction and Understanding</td>
<td>Importance of Nature for Sustainable Development</td>
<td>Ensure an understanding of the bigger picture. Consider the critical importance of nature protection in the private sector as the foundation to the sustainable development of global societies and economies.</td>
<td>1 &amp; 2</td>
</tr>
<tr>
<td>Topic Introduction and Understanding</td>
<td>The Value of Nature for Travel &amp; Tourism</td>
<td>Ensure an understanding of the interrelated impacts and dependencies of nature and Travel &amp; Tourism and their relevance to your business. Negative – Identifying impacts on nature Positive – Opportunities to protect and restore nature Dependent – How the business relies on nature</td>
<td>3</td>
</tr>
<tr>
<td>Practical Steps to a Nature Positive Approach</td>
<td>Understanding current efforts</td>
<td>Ensure an understanding of the current status quo of the Travel &amp; Tourism sector including current efforts taking place to strengthen Nature Positive initiatives in Travel &amp; Tourism, challenges and solutions.</td>
<td>4</td>
</tr>
<tr>
<td>Practical Steps to a Nature Positive Approach</td>
<td>Setting a Nature Positive Roadmap</td>
<td>Identify how to set a Nature Positive framework and integrate actions through the business  See below for more details of this</td>
<td>5</td>
</tr>
</tbody>
</table>
**Phase 1: Assess & Define**

### Step 1 – Scope the Nature Positive approach

Create a scoping framework document to decide upon the breadth of the business commitment and work with colleagues and external experts to help define boundaries.

### Step 2 – Assess dependency and impacts on nature

Involves senior team to conduct a thorough review:

- Identify business touchpoints with nature - from HQ to regional hubs, the supply chain, and all destinations visited.
- Consider direct and indirect business impacts on nature. Including (see Tables 2 & 3 in this Annex):
  - 5 drivers of biodiversity loss (Chapter 3.1 in main report) and how the business and value chain may contribute.
  - Locations visited, how business operations and activities directly impact on the destination, its natural resources and biodiversity.
  - Value chain, from raw materials and food, to tourism products and tourist conduct.
  - What actions are already being taken to mitigate those risks?
  - What further actions could be adopted that provide cost-effective solutions to address identified impacts?
  - What current activities have a positive effect on the natural world, and how could they be expanded or optimised? (see Table 4)
  - What opportunities are there to undertake new activities to conserve or enhance nature and lessen climate change? (see Table 4)

### Step 3 – Define commitment and source data

Define approach and collect data:

- Identify data to measure
- Consider methods for measuring biodiversity
- Set metrics and KPIs
- Consider local restrictions and regulations, as well as cost, logistics and other practical issues
- Consider external evaluation tools, and external expertise such as consultants, academic institutions, and NGOs

**RESOURCE: ANIMAL FOOTPRINT**

Nature Positive evaluation and reporting tool, created for Travel & Tourism businesses.
<table>
<thead>
<tr>
<th>Phase 2: Reduce &amp; Restore</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Step 1 – Prioritise impacts</strong></td>
</tr>
<tr>
<td>Identify actions to reduce impacts on biodiversity.</td>
</tr>
<tr>
<td>Apply the Mitigation Hierarchy to identify priority actions: avoid, minimise, rehabilitate/restore, and regenerate.</td>
</tr>
<tr>
<td><strong>Step 2 – Identify opportunities to restore nature</strong></td>
</tr>
<tr>
<td>Identify positive contributions to restore nature:</td>
</tr>
<tr>
<td>- Assess business dependencies on nature in the supply chain and ‘touch points’ where improvements can be made.</td>
</tr>
<tr>
<td>- Identify Nature-based Solutions including Natural Climate Solutions and partnerships with Nature Positive projects, community efforts, and NGOs.</td>
</tr>
<tr>
<td>- Set a budget for financial contributions.</td>
</tr>
<tr>
<td>RESOURCE: ANIMONDIAL's ANIMAL PROTECTION NETWORK. To support identification of Nature Positive community projects and NGOs.</td>
</tr>
<tr>
<td><strong>Step 3 – Create a Nature Positive Strategy</strong></td>
</tr>
<tr>
<td>Create a Nature Positive Tourism Strategy - a set of business activities to reduce impact and restore nature. Include:</td>
</tr>
<tr>
<td>- Specify animal and nature protection commitment / policies.</td>
</tr>
<tr>
<td>- Create a management plan (colleagues and supplier/partners involved).</td>
</tr>
<tr>
<td>- Draft internal implementation strategy, identifying key actions by team.</td>
</tr>
<tr>
<td>- Align animal and nature-based product and identify new product.</td>
</tr>
<tr>
<td>- Engage and encourage suppliers and partners.</td>
</tr>
<tr>
<td>- Consider committing to existing local and global initiatives.</td>
</tr>
<tr>
<td>- Educate customers and engage communities.</td>
</tr>
<tr>
<td>- Build relationships with destinations to identify opportunities.</td>
</tr>
</tbody>
</table>
### Step 1 – Set SMART Objectives and KPIs
Support a Nature Positive business strategy with an aligned measurable monitoring plan to ensure clear reportable actions across the business.

Use the SMART framework to set achievable objectives and KPIs to monitor individual actions and evaluate success.

RESOURCE: IUCN Biodiversity Monitoring Plan for Businesses (2021) to support the process.

### Step 2 – Integrate throughout the Business
Create a plan for internal communication and feedback:
- Involve colleagues and be clear on who is responsible for what actions, and who collects which data and when.
- Conduct periodic evaluations and assessments to encourage learning and continued improvement.
- Ensure senior management / C-suite reporting and oversight.
- Ensure suppliers and ground agents are appropriately informed about Nature Positive commitments and their role in achieving the objectives.
- Identify any auditing needs with support of a reputable third-party auditing company.

### Step 3 – Effective Reporting
Publish Nature Positive Tourism Strategy results within an annual report.
- A credible report should be honest, evidenced and accountable.
- Performance should be clearly displayed against set metrics.
- Metrics should be clear and use consistent units as much as possible.
- Include qualitative data alongside quantitative, such as success stories and outcomes from NGO community partnerships.
- Use an ESG framework to set out a report in line with investor preferences.

RESOURCE: Taskforce of Nature-related Financial Disclosure (TNFD) recommendations to support the process
## Step 1 – Partnerships of Shared Purpose

Identify partners of shared purpose to support the delivery and achievement of Nature Positive objectives and KPIs and provide reporting evidence.

- Undertake stakeholder mapping to identify partners of shared purpose.
- Consider: Other T&T businesses, local communities & NGOs, educational institutions, suppliers and destination authorities.
- Consider establishing or joining a multi-stakeholder partnership for greater impact on shared goals.

## Step 2 – Know your Audiences

Effective, transparent communication of a Nature Positive business commitment should happen once the background steps above have taken place.

- Map key audiences (internal and external) to communicate with.
- Consider secondary audiences such as suppliers and partners.
- Identify key comms channels for both internal and external comms.
- Draft a Key Messaging Guide to ensure alignment in communications and support PR and media enquiries.
- Include animal and nature-based policy (internal and external).
- Incorporate relevant KPIs in comms activities to support reporting.
- Integrate actions within annual communications plan.
- Include aligned international awareness dates.
- Offer basic guidance to support the handling of customer complaints, NGO or PR challenges.

### Source:
Created by ANIMONDIAL for the Report: Nature Positive Travel & Tourism

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### Step 3 – Effective Reporting

Reporting on the business’s Nature Positive priorities, actions, achievements and needs for improvement, is likely to become mandatory. Find some useful resources and tools to help you and your business.

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### Regulatory Requirements for Environmental Standards and Reporting

Policymakers are responding to growing public concern about the implications of climate change and biodiversity loss (EIU, 2021), increasingly by introducing regulations concerning sustainable and responsible business operation. These can include obligations to factor nature impact considerations into financial and business decisions as well as requirements to measure and report on biodiversity impacts. Examples include:

The EU taxonomy for sustainable activities, introduced in July 2020, is a classification system that encourages businesses to invest in sustainable activities under any of the following six objectives: climate change mitigation; climate change adaptation; sustainable use and protection of water and marine resources; transition to a circular economy; pollution prevention and control; and the protection and restoration of biodiversity and ecosystems. It also requires that none of the other objectives be compromised. The benefits for businesses include the ability to attract investment, enhanced company reputation and eligibility for sustainability certifications. More information: EU taxonomy for sustainable activities | European Commission [europa.eu]
The EU Corporate Sustainability Due Diligence Directive is applicable to larger companies, requiring sustainable and responsible corporate operations including identifying, ending, preventing, mitigating and accounting for negative human rights and environmental impacts throughout business and value chains. The directive also requires company directors set up and implement due diligence processes that acknowledge human rights, climate change and the environmental consequences of their decisions. Compliance with the regulations is expected to benefit businesses through better access to investment and public contracts, a harmonised legal framework and improved risk management. More information: Corporate sustainability due diligence | European Commission (europa.eu)

The International Financial Reporting Standards (IFRS) are required for domestic public companies in over 140 countries. In November 2021 the IFRS established an International Sustainability Standards Board (ISSB) which, on March 31st 2022, launched a consultation on proposed sustainability standards designed to form a comprehensive global baseline of sustainability disclosures.

In 2008 Buenos Aires City Council passed the Corporate Social Responsibility (CSR) Law 2594 requiring companies to produce annual sustainability reports in line with the Global Reporting Initiative standards. It applies to all local and international companies with more than 300 staff operating within the city.

The UK Companies Act 2006 (Strategic Report and Directors’ Report) Regulations 2013 requires all quoted companies to prepare an annual Strategic Report which includes the impact of the company’s operations on the environment, using key performance indicators where appropriate. The UK Government has issued guidelines to support these requirements, which cover reporting on carbon emissions, water, waste, resource efficiency, pollution and biodiversity and ecosystem services. The guidelines also encourage companies that are not legally obliged to report in this way to do so voluntarily. More information: https://www.gov.uk/government/publications/environmental-reporting-guidelines-including-mandatory-greenhouse-gas-emissions-reporting-guidance

Some useful resources to guide on nature-related disclosure:

- Global Reporting Initiative
- Taskforce of Nature-related Financial Disclosure (TNFD) recommendations
- WTTC Reporting Guidelines for Travel and Tourism Business

Phase 4 – Collaborate & Communicate

Step 1 – Know Your Audiences

On defining the Nature Positive Tourism commitment, effective communication is key to its success and how it is received. This section provides additional guidance to support internal and external communication of the commitment.

Internal Communications Tips

Once the business is clear on its commitment to animal and nature protection, it’s extremely important that the information is disseminated throughout all departments, to all colleagues in all destinations.

- Draft a Key Messaging Guide to act as an internal resource outlining the Nature Positive commitment, policy and approved messaging and imagery use, which provides all teams with a valuable reference point for consistent communications needs.
- The Guide can include customer Q&As to support the answering of any related queries, so they can be armed with all the information they need — what they can say, what to avoid, and how to handle difficult questions.
- Ensure all colleagues, new and existing, are informed of the commitment to begin with, know their team/individual goals and actions, and the process of reporting upon these.
- Offer periodic ‘Lunch & Learns’ to update colleagues about the commitment and to share actions that are taking place, and don’t forget to use intranet systems and email.
- Devise an internal steering committee to direct efforts and support cohesion throughout teams and destinations.
• For large businesses it can be helpful to elect departmental champions to take responsibility for the individual actions required of that department or team, and report back to the steering committee.
• Don’t forget to inform your partners and suppliers, as they will also need to align with your commitment. Consider including a clause for their alignment within all contracts.
• Devise a ‘feedback loop’ to ensure all colleagues, of all levels of seniority are allowed the opportunity to feedback on the commitment and its goals. This includes investors.

External Communications Tips

Below are some Top Tips to support the successful external promotion of a Nature Positive business commitment:

• Integrate the Nature Positive message into existing communications planners, or create a new one so that specific actions can be associated.
• The planner could also include International Awareness dates, or other main aligned business or partnership campaigns, to ensure maximum integration. These dates are publicly available online, and can include such highlights as ‘World Biodiversity Day’, on or around May 22nd, or ‘World Tourism Day’ on Sept 27th each year.
• Use multiple channels to generate a ‘Media Multiplier Effect’ whereby market awareness is increased by promoting the same message on many different platforms, and with many different hooks, simultaneously.
• Add the Nature Positive commitment to all external communications mediums, including email footers, customer booking forms, retail POS.
• Blog! Businesses that promote blogs from their leadership team have been reported to generate up to 67% more leads than peers who do not. Connecting these to your website also increases a flow of traffic.
• Press releases can be shared with reputable journalists and media titles to improve reputation, and connect a Travel & Tourism business with wider markets and potential investors.
• Offer speakers for live seminars and conferences to build awareness and reputation. There are few actions more effective than face-to-face interaction, particularly on a subject matter as important and interesting as nature protection.
• Use the Nature Positive approach to engage social media influencers, ambassadors and celebrities.

Tips for Handling Customer Complaints or Media Enquiries

The following tips can support teams in managing difficult communications with customers, the general public, NGOs and media enquirers:

• Act immediately to address the situation.
• Explain the business approach to animal and nature protection.
• Record the information as accurately as possible.
• Thank the informer and confirm the organisation’s commitment to address the concern. Use statements about intent rather than outcome, e.g., ‘we will do our best to ensure’.
• Prepare some typical customer Q&As that can be hosted on your website and intranet as a point of reference for customers and colleagues. Escalate more serious concerns.
• Ensure any responses are delivered in a positive, professional and informative manner that inspires the enquirer, rather than leaving them with more doubts or frustrations.
• Be sure to explain the reasons behind decisions - for example, if a company has stopped selling donkey rides, what is the reason behind this, and what is offered instead?
• Don’t forget the imagery you share - be careful not to include stock photos that could be in conflict with your commitment and messaging. It is advised that all discontinued tours, products, or experiences should be deleted from the website, social channels, and shared media libraries to avoid them resurfacing.
• Always consider cultural and destination-based sensitivities that could attract negative attention or social challenges.
• Take a transparent, positive and proactive approach, and be prepared to investigate allegations - you may not know everything about all the products you offer, but you can try to find out.
GLOSSARY

**Animal Welfare Principles** - Animal welfare describes the individual and subjective mental state of an animal, exemplified by the general welfare aims of good nutrition, good physical environment, good health, appropriate behavioural interactions, positive mental experiences.¹

**Anthropogenic** - Caused by humans or their activities.²

**Atmospheric CO₂** – Carbon dioxide present in the Earth’s atmosphere.

**Biodiversity** - The variety of plant and animal life in the world or in a particular habitat, a high level of which is usually considered to be important and desirable.³

**Biosphere** - The part of the earth’s surface and atmosphere in which plants and animals can live.⁴

**Blue Carbon** - Carbon captured by the world’s ocean and coastal ecosystems.⁵

**Carbon Capture** - The process of trapping carbon dioxide... and storing it in such a way that it is unable to affect the atmosphere, with the aim of mitigating the effects of global warming.⁶

**Carbon Sequestration** - the process of storing carbon dioxide that has been collected and removed from the atmosphere, in solid or liquid form.⁷

**Climate** - The weather conditions prevailing in an area in general or over a long period.⁸

**Climate Change** - Long-term shifts in temperatures and weather patterns. These shifts may be natural, such as through variations in the solar cycle. But since the 1800s, human activities have been the main driver of climate change.⁹

**Climate Change Mitigation** - efforts to reduce or remove emissions of greenhouse gases such as carbon dioxide (CO2) and methane (CH4) which are causing our planet to warm.¹⁰

**Climate Change Adaptation** - refers to the actions taken to manage the unavoidable impacts of climate change.¹¹

**Convention of Biological Diversity Conference of the Parties 15 (CBD COP15)** - A conference for countries to come together and make cast iron nature positive commitments to halt and begin to reverse the loss of the world’s biodiversity by 2030.¹²

**Corporate Social Responsibility (CSR)** - The idea that a company should be interested in and willing to help society and the environment as well as be concerned about the products and profits it makes.¹³

**Decarbonise** - Reduce or eliminate carbon dioxide emissions from a process such as manufacturing or the production of energy or in an environment.¹⁴

**Deforestation** - The act of cutting down or burning the trees in an area.¹⁵

**Ecosystem** - All the living things in an area and the way they affect each other and the environment.¹⁶

**Ecosystem Collapse** - Where an ecosystem suffers a drastic, possibly permanent, reduction in carrying capacity for all organisms, often resulting in mass extinction. Usually, an ecological collapse is precipitated by a disastrous event occurring on a short time scale.¹⁷

**Ecosystem Services** - Beneficial things contributed directly and indirectly by nature (especially by healthy natural ecosystems) to human life, such as oxygen, food, clean water, and temperature regulation.¹⁸

**Endangered Species** - a type of animal or plant that might stop existing because there are only a few of that type alive.¹⁹

**Environment** - The surroundings or conditions in which a person, animal, or plant lives or operates.²⁰

**Extinction** - the dying out or extermination of a species.²¹

**Fossil Fuels** - Fuel such as coal or oil that was formed over millions of years from parts of dead animals or plants.²²
Global Warming - The increase in temperature of the earth's atmosphere that is caused by the increase of particular gases, especially carbon dioxide.23

Governance - The way that organisations or countries are managed at the highest level.24

Green Carbon - The carbon sequestered by land ecosystems.25

Greenhouse Effect - The problem of the slow steady rise in temperature of the earth's atmosphere, caused by an increase of gases such as carbon dioxide in the air surrounding the earth, which trap the heat of the sun.26

Greenhouse Gas (GHG) - A gas that causes the greenhouse effect, especially carbon dioxide.27

Habitat - The natural environment in which an animal or plant usually lives.28

Habitat Fragmentation - When parts of a habitat are destroyed, leaving behind smaller unconnected areas. A simple example is the construction of a road through a woodland.29

Habitat Restoration - The process of assisting the recovery of an ecosystem that has been degraded, damaged, or destroyed.30

Illegal Wildlife Trade - Trade in wildlife or wildlife parts, derivatives, or by-products that violates either international legal frameworks or the national legislation of affected countries.31

Invasive Species - An invasive species is an introduced, non-native organism (disease, parasite, plant, or animal) that begins to spread or expand its range from the site of its original introduction and that has the potential to cause harm to the environment, the economy, or to human health.32

Microplastic - Extremely small pieces of plastic debris in the environment resulting from the disposal and breakdown of consumer products and industrial waste.33

Nature - The physical world and everything in it (such as plants, animals, mountains, oceans, stars, etc.) that is not made by people.34

Natural Capital - the stock of renewable and non-renewable natural resources (e.g., plants, animals, air, water, soils, minerals) that combine to yield a flow of benefits to people.35

Natural Climate Solutions - Actions to protect, sustainably manage and restore natural and modified ecosystems in ways that mitigate climate change, while also addressing other societal challenges.36

Nature-based Solutions - Actions to protect, sustainably manage, and restore natural and modified ecosystems that address societal challenges effectively and adaptively, simultaneously providing human well-being and biodiversity benefits.37

Nature-based Tourism - Leisure travel, undertaken largely or solely for the purpose of enjoying natural attractions and engaging in a variety of nature (based) activities.38

Nature-positive - Halting and reversing damage to nature so that the whole living world can recover from its current depleted state. This involves minimising ongoing harm and taking positive action to restore nature to produce an overall benefit to biodiversity and to help achieve Net Zero.39

Net Zero - A country, city, business, etc. removing as many emissions as it produces.40

Nutrient Cycling - A continuous process in which dead plant material decomposes and provides nutrients to the soil that are absorbed by plant roots, so that plants grow.41

Ocean Acidification - Refers to a reduction in the pH of the ocean over an extended period of time, caused primarily by uptake of carbon dioxide (CO2) from the atmosphere.42

Over-exploitation - the act of using too much of something, especially a natural resource.43

Overfishing - Catching too many fish in an area of the sea, so that there are not many fish left there.44

Overhunting - Hunting to excess; unsustainable hunting, especially of a population or species of animal.45

Photosynthesis - The process by which a plant uses carbon dioxide from the air, water from the ground, and the energy from the light of the sun to produce its own food and oxygen.46
Pollination - The process in which pollen is taken from one plant or part of a plant to another so that new plant seeds can be produced.47

Protected Areas - A clearly defined geographical space, recognised, dedicated and managed, through legal or other effective means, to achieve the long-term conservation of nature with associated ecosystem services and cultural values.48

Social Impact – How organisations, businesses or individuals’ actions affect the surrounding community.49

Species - A set of animals or plants in which the members have similar characteristics to each other and can breed with each other.50

Sustainability - the quality of causing little or no damage to the environment and therefore able to continue for a long time.51

Sustainable Development Goals (SDGs) - The United Nations Sustainable Development Goals (UN SDGs, also known as the Global Goals) are 17 goals with 169 targets that all UN Member States have agreed to work towards achieving by the year 2030.52

Water Purification - The removal of impurities from water to render it suitable for human use, especially as drinking water.53

Wildlife Tourism - Wildlife tourism refers to the observation and interaction with local animal and plant life in their natural habitats.54

Wildlife Trafficking - Refers to the commerce of non-domesticated animals or plants, usually extracted from their natural environment or raised under controlled conditions, either as living or dead animals or their body parts.55

Zoonotic - A disease able to spread from animals to humans.56
NATURE POSITIVE CASE STUDIES
Other Industries

Reporting upon biodiversity protection for Net Zero is becoming more commonplace in the corporate world, across a variety of industries. According to the IUCN, the business sectors with a significant impact on nature include large ‘footprint’ industries such as mining, oil and gas; biodiversity-dependent industries including fishing, agriculture and forestry; and, financial services and “green” enterprises such as organic farming, renewable energy and nature-based tourism. Other industries that follow closely are fashion and lifestyle products.

The following case studies are intended to provide examples of biodiversity commitments and actions from a variety of industries, including many that have interconnections with Travel & Tourism, or that can be considered co-dependent industries.

**Sustainable Finance**

**HSBC - ‘Net Zero’ bank**

In 2020, Euromoney named HSBC The World’s Best Bank for Sustainable Finance, and The Banker magazine also recognised them as the Investment Bank of the Year for Sustainability.

One of their four sustainability pillars is ‘Transition to Net Zero’. HSBC are committed to transforming their own operations and supply chain to Net Zero by 2030 and are asking their suppliers to do the same. They also aim to align the financed emissions from their portfolio to Net Zero by 2050 or sooner. They know that this can only be achieved in partnership, and through acceleration of new climate investment solutions and customer engagement.

As an action to demonstrate this commitment, HSBC has led a world-first financing deal that will pay for sectors including utilities and construction to reduce emissions in China and beyond.

Further steps were announced in April 2022 to progress their ambitions, including:

- Publishing a Climate Transition Plan in 2023: To explain how they intend to implement the climate strategy and deliver on 2030 and 2050 science-based targets.
- Committing to phasing down fossil fuel financing: A science-aligned approach for the two most carbon-intensive sectors, in line with requirements to seek to limit global temperature rise to 1.5°C.
- To review and update wider financing and investment policies: Including consultation with leading independent scientific and international bodies. This review will include environmentally critical areas, such as the Arctic, the Amazon, and UNESCO World Heritage sites.

Further reading:

- https://www.hsbc.com/who-we-are/purpose-values-and-strategy/our-strategy

**Barclays - Investment in biodiversity**

Barclays state their belief that biodiversity should be an integral part of the investment process, and that exposure to initiatives related to environmental preservation not only improve a company’s risk profile, they can also serve as an investment opportunity. They base this on the estimation by the World Economic Forum that addressing biodiversity issues could create 395 million jobs and unlock new business opportunities worth $10.1 trillion each year by 2030. They also state that no single step can reverse the decline of biodiversity, but a combination of measures can improve the sustainable use of the planet’s resources — and in the process unlock significant investment opportunities across many industries.

Barclays research analysts highlight the need for more stringent certifications as a critical tool for improving biodiversity, as they confirm that goods have been grown or produced in a sustainable manner. Certification is poised to play an even greater role as products fall under increasing scrutiny by consumers, corporations and regulators. However, current certification methods rely on physical inspections and audits, which are inefficient and not always reliable. They believe the answer could lie in tech-enabled certification to meet the growing demand for sustainable commodities. The Covid-19 pandemic has strengthened the case for virtual monitoring, potentially
accelerating the use of technology in the certification process. The bank advises that biodiversity protection will become an important factor in evaluating a company’s risk profile, encompassing physical, legal and transitional risks, among others. And with environmental impact disclosures on the rise, investors can use a company’s commitment to biodiversity as one of many measures by which to gauge its approach to sustainability.

Further reading:

**Furniture Retail**

**IKEA - Sustainable living**

IKEA are striving towards 100% renewable energy in their operations and those of their direct suppliers. They are also focusing on using more sustainable materials in products, and have committed to only using renewable and recycled materials by 2030 and to reducing the total IKEA climate footprint by an average of 70% per product.

Single-use plastic products are also being phased out completely from all IKEA stores worldwide, and they have converted their complete lighting range to energy-efficient LEDs. Further actions include reducing furniture assembly parts. This significantly reduces water and energy usage and packaging, therefore reducing the number of transport containers and trucks. This, in turn, means reduced emissions and lower environmental impact.

Commitments include:
- Designing all IKEA products with new circular principles, with the goal to only use renewable and recycled materials in products by 2030.
- Removing all single-use plastic products from the IKEA range globally and from customer and coworker restaurants in stores by 2020.
- Reducing the total IKEA climate footprint by an average of 70% per product by 2030.
- Expanding the offer of affordable home solar solutions to 29 IKEA markets by 2025.

Further reading:
- [https://www.ikea.com/gb/en/this-is-ikea/about-us/were-all-in-this-together-pubc8331c51](https://www.ikea.com/gb/en/this-is-ikea/about-us/were-all-in-this-together-pubc8331c51)

**Information Technology**

**Microsoft - Planetary Computer**

Microsoft is building a Planetary Computer to help better understand and manage biodiversity. Recognising that changing land use is the biggest driver of biodiversity loss, Microsoft have committed to protecting more land than they use by 2025 through partnering with global organisations that can guide their data and a science-driven approach to prioritising the protection of ecosystems most at risk.

They aim to use the Planetary Computer to aggregate environmental data from around the world and put it to work through analysis and Artificial Intelligence. Achievements so far include:
- Grew the AI for Earth community to over 700 AI for Earth grantees in more than 100 countries around the world, including 17 strategic partnerships with key platforms to provide conservation and sustainability services.
- Established partnerships with The Nature Conservancy and the National Fish and Wildlife Foundation to fulfill their commitment to protect more land than they use by 2025.
- On-boarded 10 petabytes of environmental and Earth observation data that is now freely available for use by the conservation community.
- Became founder partners of the UNEP Playing for the Planet Initiative.

In addition, Microsoft has committed to being carbon negative by 2030, and by 2050 to positively restore nature by removing from the atmosphere all the carbon dioxide they have emitted since they were founded in 1975.

Further reading:

World Travel & Tourism Council
Playing for the Planet Alliance

The gaming industry reaches 3.5 billion people globally, so its influence to support the UN SDGs is unprecedented. As such the Playing for the Planet Alliance was launched in UN Headquarters during the UN Secretary-General’s Climate Action Summit in September 2019. The initiative is being facilitated by UNEP with the support of Playmob and GRID-Arendal.

‘Games have the reach, engagement and power to make effective and long-lasting change. The Alliance was founded with the dual objective that both industry and individuals can influence change - the industry by working hard to reduce our carbon footprint and the individuals to activate green nudges. Collectively all actions will make a huge impact. So far we have seen players raise funds for vital environmental projects, speaking up on topics they care about, pledging for change, learning and changing behaviours because of green game content and studios creating models to become carbon neutral/negative and rethinking packaging on physical goods. And it is just getting started!’

The initiative facilitates collaboration and achievements for the environment by the 49 most-influential video game companies in the world including Sony, Microsoft, Google Stadia, Rovio, Supercell, SpaceApe, Sybo and Ubisoft. In joining the Alliance, members have made commitments ranging from integrating green activations in games to reducing their emissions and supporting the global environmental agenda. The collective aims to harness the power of their platforms to take decisive action in response to the climate crisis. This also includes a focus on exploring the opportunity of their massive reach to young people.

Further reading:
- https://playing4theplanet.org/about

Hospitality

Relais & Chateaux - Sustainable Food Sourcing

The not-for-profit association focuses on three interlocked sustainability pillars. These are Environmental Conservation (water, energy, wildlife, etc.), Sustainable Cuisine (biodiversity, food waste, food sourcing, etc.), and People Empowerment (local community, HR, NGOs, etc.).

As a collection of 580 independent properties in 60 countries, the group takes proactive action to both deliver and inspire long-term change in accordance with the Relais & Châteaux Vision. In relation to their commitment towards Sustainable Cuisine, the association began to campaign, lobby and deliver initiatives in partnership with NGOs such as Ethic Ocean and Slow Food from 2009 to date.

This includes the annual creation of sustainable seafood guides such as the 2021 edition of ‘Ode to Shellfish’, which responded to that year’s World Oceans Day theme of ‘The Ocean: Life & Livelihoods’. The guide supports Relais & Châteaux properties in manifesting their vision of ‘serving sustainable seafood year-round’. In the case of ‘Ode to Shellfish’, which launched at the height of the pandemic when shellfish farmers suffered economic hardships, the aim of the campaign was to support them and raise awareness of bivalves (oysters, clams, mussels, etc.) as some of the most sustainable seafoods available. In 2022, hundreds of Relais & Châteaux chefs will be celebrating World Oceans Day with a ‘Seaweed Symphony’ to promote algae’s regenerative power to revitalize the ocean.

For further reading:
- 2020: Fish Unknown https://www.instagram.com/tv/CBRbd48BZ6C/
- SlowFood policy brief on biodiversity: https://www.slowfood.com/wp-content/uploads/2022/05/EN_SlowFood-Policy-Brief-on-Biodiversity-.pdf
**Fast Moving Consumer Goods**

**Nestlé Global - Restoration in Supply Chains**

Nestlé has committed to move beyond just protecting forests, to restoring them and helping these ecosystems thrive as part of its efforts to reach Net Zero emissions by 2050.

Nestlé had assessed 90% of key ingredients – palm oil, sugar, soy and meat as well as pulp and paper – as deforestation-free by December 2020. They also pledged to accelerate work to eliminate deforestation in their palm oil, sugar, soy, meat and pulp and paper supply chains by 2022. By 2025, they plan to achieve the same for their coffee and cocoa supply chains.

The company will reward suppliers for environmental efforts by buying greater quantities, entering longer-term contracts, co-investing in programs that promote forest conservation and restoration and by paying a premium for their products.

Nestlé is now also a member of the Taskforce on Nature-related Financial Disclosures (TNFD) which compliments their mission to integrate both climate and nature-based disclosures, due to their recognition of the interconnectivity and dependency between the two issues. For example, in order to reduce their carbon footprint they recognised the breadth of the issue to include factors linked to biodiversity protection, such as soil health and land use. Nature-based solutions are therefore a key area of focus for them.

In addition, Nestlé states that understanding the needs of their supply chain, and how their suppliers will be impacted by climate change and changing ecosystems, is integral to formulating an effective and relevant Net Zero roadmap.

Further reading:
- [https://www.nestle.com/media/pressreleases/allpressreleases/nestle-forest-positive-strategy](https://www.nestle.com/media/pressreleases/allpressreleases/nestle-forest-positive-strategy)

**Unilever - Integrated Climate Action & Nature Protection Commitment**

On their website, the consumer goods leaders state: “Climate change, nature degradation, biodiversity decline and water scarcity are immensely complex and intertwined problems. But they are not just environmental issues: they also have a devastating impact on people’s lives and livelihoods”.

This holistic approach is linked to the UN Food and Agriculture Organization’s report that biodiversity loss threatens the security of the world’s food supplies and the livelihoods of millions. Therefore a focus on biodiversity is deemed a critical component of Unilever’s work. Their Climate Action and Nature Protection commitments link with their food waste goal and includes:

- Plan for Net Zero emissions by 2039.
- Commitment to a deforestation-free supply chain by 2023.
- Beauty & Personal Care Division commitment to protect and regenerate 1.5 million hectares of land, forests and oceans by 2030.
- Unilever brands can also draw from the business €1bn Climate and Nature Fund so they can take meaningful action on landscape restoration, reforestation, carbon sequestration, wildlife protection and water preservation.
- Regenerative soya farming project introducing cover crops as a way of protecting soil. The plants capture carbon in the air and feed it into the soil, where microbes use carbon for energy and keep it underground instead of releasing it back into the atmosphere.

Further reading:
- [https://www.unilever.com/climate-nature/](https://www.unilever.com/climate-nature/)
Meridian Foods – NGO Partnership of shared purpose

In 2020, the nut butter brand began its ongoing partnership with animal and nature protection NGO International Animal Rescue (IAR); working together with a shared vision to have a greater impact on animal and habitat protection. Meridian Foods has provided annual contributions towards funding the rescue of five orangutans and the NGOs re-planting scheme to plant 50,000 trees in Ketapang, West Borneo, and are transparent about their donation amounts.

In addition, Meridian has sponsored and engaged colleagues in IAR’s annual Cake for Apes and Rainforest Run events, raising further funds. Customers have also been given the opportunity to contribute, with the sale of special edition ‘ginger’ nut butters where a donation from each jar sold went towards community orangutan protection work. The partnership has resulted in inspiring case studies, and social media content, and is a great example of positive NGO collaboration to demonstrate both partners’ commitment to species and forest protection.

Further reading:
- https://shop.meridianfoods.co.uk/pages/international-animal-rescue
- https://www.internationalanimalrescue.org/

Colgate Palmolive - Sharing Nature Positive Patents

Colgate Palmolive Australia is attempting to make all of its packaging either recyclable, compostable or reusable by 2025 – in line with Australia’s national packaging targets – and is sharing its success stories with others.

The company has created the world’s first recyclable toothpaste tube, and has shared the patent with its competitors and any other organisation that uses tube packaging for their products. The tube can be processed by Australian recycling centres, and deploys the same type of recyclable plastic used in milk bottles.

It is estimated that more than 50 million toothpaste tubes make their way into landfill each year in Australia, meaning that if Colgate’s competitors do end up implementing their own version of the recyclable packaging, tonnes of plastic could be eliminated from landfill.

Further reading:

Fashion Retail

ADIDAS & Allbirds - Transparent reporting and partnership solutions

The two footwear companies collaborated on a pilot project to lead the way for the footwear industry to measure and reduce their impacts on the planet.

Allbirds is a sustainable footwear label that recognises the effects of the fashion industry as one of the largest contributors to climate change. Their business model is founded on a Sustainability Principles and Objectives Framework and their communications are honest, clear and fun but at the same time convey the clear message that action needs to happen now. They say on their website that businesses need to re-evaluate their priorities and consumers need to hold them accountable.

They have created the Allbirds Flight Plan, a list of sustainability commitments to cut their footprint in half by 2025 ... then reduce it to near zero by 2030. In the meantime, they continue to be 100% carbon neutral and invite businesses everywhere to follow their lead.

They dedicate clear sections of their website to detail exactly what they are doing to progress their plan, and provide regular updates. They focus on a ‘reduce and restore’ model, where they proactively invest in new solutions and NGO partnerships to deliver long-term change. They also collaborate with others to deliver on these projects. One such project is the ADIDAS-Allbirds collection of ultra light running shoes, developed through an innovative process, with the aim to achieve a Net Zero ‘Footprint’ for the creation of each shoe. They clearly state that they are not yet there, but they are getting close and will not stop until they achieve their goal. They also encourage all businesses to adopt a similar transparent approach.

Further reading:
Construction & Building Materials

CEMEX - NGO partnerships

CEMEX is a multinational building materials company, with a presence in over 50 countries. CEMEX recognises that the global challenges of climate change and biodiversity loss have increased constraints on resources for the cement industry; they report that their industry is responsible for 5-8% of global emissions.

CEMEX is committed to creating a Net Positive Impact on biodiversity by balancing all environmental impacts with actions to rehabilitate the affected landscapes and species, and by offsetting any residual damage. For example, by the end of 2020, 97% of the company's active quarries in high biodiversity value areas had biodiversity action plans (BAPs). CEMEX has also extended its biodiversity strategy with third-party conservation certifications and NGO partnerships. They believe that NGOs are key partners in accelerating climate and nature action. They work with partners such as Wildlife Habitat Council and BirdLife International as key stakeholders to help deliver on these solutions and benefits from their platforms and to communicate progress on their climate and conservation efforts.

CEMEX has worked with BirdLife International to carry out a Biodiversity Proximity Study using the IBAT tool to identify quarries in locations with high conservation value. The findings of this assessment have provided a scientific basis to identify CEMEX's biodiversity-related priorities for the coming years.

Another project is their long-term commitment to the protection and restoration of natural areas at the nearby El Carmen Nature Reserve, which comprises five different ecosystems and is home to diverse flora and fauna.

Further reading:

Oil & Gas

EDF Energy - Biodiversity restoration

This multinational oil and gas company recognises their impacts on land use, the biggest driver of biodiversity loss. They are committed to achieving a net positive impact on biodiversity in all their new projects and to enhancing biodiversity around existing major operating sites. As a large organisation with multiple sites, they recognise they have a duty of care. They say: “What we do and how we do it will always have an impact on wildlife, the ecosystem and biodiversity. So, as we transition to a decarbonised future, we need to tackle our own environmental impact and leave nature in a better state than before.”

EDF manages numerous biodiversity and habitat protection projects close to their nuclear sites. This work supports the purpose – Helping Britain Achieve Net Zero – part of which is a commitment to ensure no net loss of biodiversity by 2030 across company sites.

Example projects include:
- Recording biodiversity in action at Dungeness Site. Enhancing the habitat that is home to several protected or endangered species. The key biodiversity receptors present at Dungeness include many rare plants and invertebrates.
- Enhancing biodiversity around Dorenell Wind Farm, their largest onshore wind farm in Europe. This includes monitoring up to 25 golden eagles for five years, creating an education project, and restoring peat bogs to reinstate historic water levels. They also run a ranger programme and a visitor centre at the site. The objective is to continually improve outdoor access in the local area, improve biodiversity, and outreach to local schools.

Further reading:
Endnotes

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