

Sustainable **Tourism2030** Pledge Campaign Toolkit

 **GreenStep**

Sustainable Tourism

in partnership with

tiao 
Tourism Industry
Association of Ontario

Making Ontario a Leader in Sustainable Tourism

An invitation to take the Sustainable Tourism 2030 Pledge

To support the objectives of this province-wide initiative, tourism businesses and destinations are invited to take the free Sustainable Tourism 2030 Pledge, with a goal of engaging 250+ organizations by March 31st, 2023.

The Tourism Industry of Ontario (TIAO) has partnered with GreenStep to help Ontario businesses remain competitive in a changing tourism landscape. GreenStep Sustainable Tourism is a globally-recognized assessment and certification program for tourism businesses, operators, and destinations.

We can improve the social, economic, cultural, and environmental sustainability performance in our communities and within our industry, through the use of Sustainable Tourism criteria, developed in alignment with the UN Sustainable Development Goals and the UN 2030 Agenda for Sustainable Development.

Having a sustainability strategy for your organization is not only good for the future of humanity and the planet, it is also a sound business approach with proven financial benefits.

We have created a marketing campaign toolkit to help communicate this important opportunity with Ontario's tourism sector.

Who Is This Toolkit For?

This document is intended for DMOs, RTOs, and industry associations who work with tourism businesses. Think of this document as a **Campaign In a Box**, providing messaging, assets, and a suggested calendar to help you communicate to businesses throughout the promotional period.

Our Audience

We want to invite the Ontario tourism industry to take the Sustainable Tourism 2030 Pledge. This includes tourism businesses from all sectors, as well as Destination organizations representing communities of all sizes. Join this province-wide initiative, in hopes of making progress towards the broader objective of seeing our industry identify and tackle important sustainability challenges.

Campaign Goals

Our objective for the campaign is to **raise awareness** about and **drive participation** in the Sustainable Tourism 2030 Pledge. Our goal is to have **250 Ontario tourism businesses and organizations** sign the pledge by March 31, 2023. Let's get started!

Background: Why Sustainability Matters And Why Now

Our industry is evolving due to climate change, the pandemic, and socio-economic shifts. Aside from making the world a better place, sustainability is good for business. Organizations have seen profits increase between 51% and 81% when factoring in reduced employee turnover, reduced waste and materials, and increased clientele. Here are a few reasons why a sustainability strategy is an important business practice for every tourism business.



Consumer Demand

The research is clear. Travellers are seeking to visit destinations and support businesses that give back to the planet and their communities. Tourism providers must showcase their sustainability efforts to remain competitive in the marketplace.



Attract Employees

With labour shortages impacting every sector, businesses must embrace sustainability to attract and retain top talent. Research reveals that employees are more likely to work for companies that share their personal values for sustainability and social responsibility.



Cost Savings

There are many positive economic impacts to reducing energy usage, waste, and consumption. While an initial investment may be required, in the long-term financial gains are tangible.



Take Climate Action

The tourism industry accounts for 8% of the world's greenhouse gas emissions, which means we have an inherent responsibility to do our part to mitigate climate change.

Tourism businesses must begin their sustainability journey now. It all begins with the Sustainable Tourism Pledge 2030.

How to Take the Pledge

Visit the [Sustainable Tourism 2030 Pledge](#) website and follow these three easy steps.

- 1 Make a public commitment to measure and improve your sustainability performance between now and 2030 by publishing a statement on your website. Submit your published statement for verification.
- 2 Be recognized as a Sustainable Tourism 2030 Pledge Signatory and join a community of like-minded industry leaders who are all committed to doing their part to address the global issues facing our communities and the planet.
- 3 Access the free GreenStep Sustainable Tourism assessment for your business or destination to begin measuring your performance. Your assessment must be completed within 12 months of your public commitment.

All pledge signatories will be featured on the Sustainable Tourism Pledge website and through various GreenStep marketing channels.



▶ TAKE THE PLEDGE ◀

Campaign In a Box

We have created a marketing and promotions package to help you promote the campaign to Ontario tourism businesses in your network. This tool kit includes:

- Invitation to attend one of three upcoming webinars
- Real life case studies of businesses that are tackling sustainability and seeing the benefits
- Blog Posts - includes insight into the [Business Case for Sustainability](#)
- Suggested messaging and social media posts
- Graphic assets for social media, web, and email

▶ VISIT TOOLKIT ◀

Follow our step-by-step guide to support the Sustainable Tourism 2030 Pledge campaign.



Step 1: Identify Your Marketing Channels

Every organization has a different marketing channel mix. Incorporate this message in a way that is authentic and relevant to your brand. Select the most appropriate marketing channels below:

- Email Newsletter** - Incorporate messaging about the upcoming webinars and the pledge campaign goals into your existing e-newsletter or send out a special email to your list. Visit the toolkit to access pre-formatted assets to use in your emails.
- Website** - Use our assets to create a promotional banner on your website linking to [Sustainable Tourism 2030 Pledge](#)
- Social Media** - Use the suggested sample posts or create your own and publish to your relevant social media channels.
- Print** - Print a copy of the included info sheet with QR code to share with your contacts at upcoming industry networking events.
- Partners** - Share this message with your affiliates and partners to spread the word within their networks.
- Events** - If you plan to attend any networking events or have event listings on your website or affiliate sites, add the webinars to the listings.





Step 2: Plan Your Content

This marketing calendar has a variety of suggested tactics to promote the Pledge. Please feel free to adapt to your business needs.

11-Week Marketing Calendar

JAN

Week 1 (Jan 16)

- Add webinars to event listings
- Promote Jan. 31 webinar
- Pledge campaign announcement on social media and email

Week 2 (Jan 23)

- Promote Jan. 31 webinar
- Share Blog Post

Week 3 (Jan 30)

- Promote Jan. 31 webinar
- Pledge Proof Point Post #1

FEB

Week 4 (Feb 6)

- Promote Feb. 22 webinar
- Case Study #1

Week 5 (Feb 13)

- Targeted email blast
- Pledge Proof Point Post #1

Week 6 (Feb 20)

- Promote Feb. 22 webinar
- Case Study #2

Week 7 (Feb 27)

- Promote Mar. 21 webinar
- Pledge Proof Point Post #2

MAR

Week 8 (Mar 6)

- Promote Mar. 21 webinar
- Pledge Proof Point Post #3

Week 9 (Mar 13)

- Promote Mar. 21 webinar
- Pledge Proof Point Post #4

Week 10 (Mar 20)

- Promote Mar. 21 webinar
- Pledge Proof Point Post #5

Week 11 (Mar 27)

- Last Pledge sign up push social media and email



Webinar Schedule

GreenStep will be hosting three webinars to educate tourism businesses about the Pledge and benefits of developing a sustainability strategy.

- **Jan. 31, 2023 - 4:30-5:30** PM EST
- **Feb. 22, 2023 - 3:00-4:00** PM EST
- **Mar. 21, 2023 - 12:00-1:00** PM EST





Step 3: Choose Assets to Accompany the Message

We have created a number of visual assets to suit your marketing needs, including social media graphics (formats: 16:9, 9:16, 1:1), case studies, and blogs. We have also created an info sheet with QR code to share at industry events that can be printed and used as a hand-out. You can download them from the [shared Google folder](#). Please see the asset inventory below:

Asset Description

Pledge announcements:

Digital graphic assets to promote pledge



Webinar Promos:

Digital graphic assets to support the 3 webinars (1 for each)



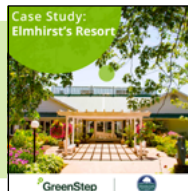
Pledge Proof Point Post:

Digital graphic assets to promote the pledge with specific facts/stats/info



Case Studies

[Elmhirst's Resort](#)
[Eagle Wing Tours](#)



Blog Post:

[The Business Case for Sustainable Tourism.](#)



Print Promo:

Graphic asset to promote the pledge in print



Sizing Guide:

- **16:9** Best for Twitter and LinkedIn
- **1:1** Best for Facebook and Instagram newsfeed
- **9:16** Best for Instagram and Facebook Stories



Step 4: Customize Your Messaging

Key Messages

- Having a sustainability strategy is important to remain competitive in today's tourism landscape.
- Businesses can learn more about the Pledge in our upcoming webinars.
- Taking the Pledge is a small, easy first step on the journey of sustainability.
- Becoming a Pledge signatory is free for tourism businesses and destinations and includes access to globally recognized sustainability criteria.
- Signatories will join a community of like-minded organizations that are committed to advancing sustainability within the industry

Messaging Boilerplates

Use the copy below to fulfill your various marketing needs. Copy, paste and adapt the messaging according to the channel. We recommend the following longer-form boilerplates for emails and blogs.

164 Words

(Recommended use: email and blogs)

The world is changing, climate change is here, and we must all step up to become part of the solution. Help us make Ontario a leader in sustainable tourism by taking the Sustainable Tourism 2030 Pledge.

The Tourism Industry Association of Ontario (TIAO) has partnered with GreenStep to support the industry with measuring its sustainability performance, based on internationally-recognized standards for sustainable tourism.

The data proves that developing a sustainability strategy isn't just good for people and the planet—it's good for your bottom line. Having a sustainability strategy is necessary in today's economy, where both consumers and employees demand that businesses have strong social and environmental responsibility practices. Businesses that embrace this approach are seeing increased profits and decreased costs.

Take the Sustainable Tourism 2030 Pledge, then commit to measuring and improving your business' sustainability score between now and 2030. GreenStep will provide tools and resources to gently guide you along the way.

Join this global movement and see results within your organization.

115 Words

(Recommended use: email and blogs)

The world is changing, climate change is here, and we must all step up to become part of the solution. Help us make Ontario a leader in sustainable tourism by taking the Sustainable Tourism 2030 Pledge.

The Tourism Industry Association of Ontario (TIAO) has partnered with GreenStep Sustainable Tourism resources a globally recognized sustainable tourism certification that is guided by the United Nations sustainable development framework.

The data proves that having a sustainability strategy isn't just good for people and the planet—it's good for your bottom line. Take the Sustainable Tourism 2030 Pledge, then commit to measuring and improving your business' sustainability score between now and 2030. Join this global movement and see results within your organization.





Social Media Posts

Copy and paste the suggested social media posts and share on your channels. Please consider tagging our social handles and using the **#SustainableTourism2030** hashtag in your social media posts:



facebook.com/GreenStepSolutions

twitter.com/GreenStepInc

instagram.com/greenstepsolutions/

linkedin.com/company/greenstep-solutions-inc-/



facebook.com/TIAONTARIO/

twitter.com/TIAOtweets

instagram.com/tiaogram/

linkedin.com/company/tiaontario/

Pledge Announcement Posts:

- 1 Help us make Ontario a leader in sustainable tourism by taking the #SustainableTourism2030 Pledge.

Learn more: sustainabletourism2030.com/pledge/

- 2 The world is changing, climate change is here, and we must all step up to become part of the solution. Take the #SustainableTourism2030 Pledge.

Learn more: sustainabletourism2030.com/pledge/



Case Study Posts:

- 1 Elmhirst's Resort is a year-round retreat based in Ontario. Read the case study to see how they've evolved their sustainability approach in partnership with GreenStep.

Learn more: greensteptourism.com/elmhirsts-resort/

- 2 Eagle Wing Tours is a local, family-run whale watching operation based on Vancouver Island. See how they're paving the way with an award-winning sustainability program.

Learn more: greensteptourism.com/member-spotlight-eagle-wing-whale-wildlife-tours/



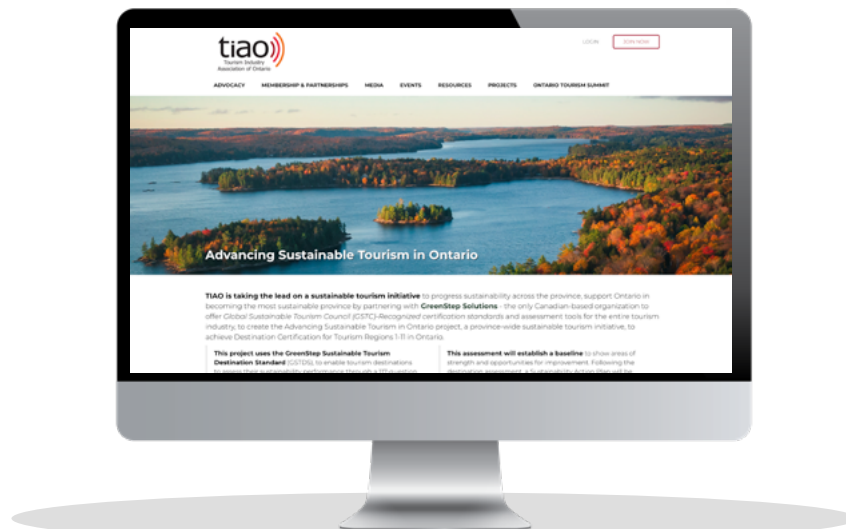
Proof Point Posts:

- 1** The tourism industry contributes to global greenhouse gas emissions. We have a responsibility to do our part. Take the #SustainableTourism2030 Pledge.
Learn more: sustainabletourism2030.com/pledge/
- 2** The data proves that developing a sustainability strategy isn't just good for people and the planet—it's good for your bottom line.
Learn more: sustainabletourism2030.com/pledge/
- 3** Take the #SustainableTourism2030 Pledge in 3 easy steps and begin your sustainability journey today.
Learn more: sustainabletourism2030.com/pledge/
- 4** Businesses that embrace sustainability are seeing increased profits and decreased costs. Take the first step. Take the #SustainableTourism2030 Pledge.
Learn more: sustainabletourism2030.com/pledge/
- 5** Research has shown that committing to sustainability means increased clientele, reduced employee turnover, and reduced energy use, waste, and materials. Take the first step. Take the #SustainableTourism2030 Pledge.
Learn more: sustainabletourism2030.com/pledge/



Webinar Posts:

GreenStep is hosting a free webinar to share more information on the #SustainableTourism2030 Pledge and how you can get involved.
Register now: tiaontario.ca/cpages/sustainable-tourism-in-ontario





Contact Info



Sustainable
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