



**TOURISM DECLARES
CLIMATE EMERGENCY**

Climate Emergency Plan 2020-2030



We declare climate emergency!

For 18 years mascontour has been offering sustainable tourism consulting services to destinations, tourism companies, development cooperation and governmental authorities. With around 180 projects in more than 60 countries, we have been working primarily in **emerging and developing destinations**, which are often the ones that comparatively contribute less to global warming, but are **the first to suffer from the impacts of climate change** in terms of scarceness of resources, higher likelihood of extreme weather events, health and safety risks and loss in biodiversity, among others. As part of our work in those destinations, it has always been our commitment to encourage pro-active, long-term oriented and sustainable planning procedures, helping to build resilient structures in tourism.

Today, we are finding ourselves at a crossroad, where we can no longer operate in a business-as-usual approach. The tourism industry as we know it, measuring success on indicators of growth and striving for short-term profits, needs urgent changes and we need to come up with long-term strategic approaches to ensure that tourism development does not compromise the health of our planet, but **takes active part in finding solutions to protect and care for our finite resources**.

We are therefore proud to stand among other forward-thinking tourism organizations and individuals in the industry **to declare a climate emergency**.

We join our colleagues and partners in vowing to drastically cut our carbon emissions by **minus 55% between 2017 and 2030**. Declaring this emergency means that mascontour is committing to a concrete plan of meaningful, transparent actions to be taken this year and in the years to come.

Since our early beginnings, mascontour has been operating with a very lean, efficient, and decentralized team structure. All members of our consultant network work from their respective home offices and we have a virtual set-up, which connects us internationally and allows us to have less travels by securing internal processes.

All team members within their home office structure strive towards an energy-efficient set-up, trying, as much as possible, to use renewable energy sources, recycle their waste and applying energy saving measures.

Travel is part of our work as consultants. Especially as we are working in often remote, developing destinations, travelling by plane is often unavoidable. We do however try and reduce our air travel wherever possible e.g. by working with our network of consultants in key regions and have adopted a “no flight within Germany” policy. Since many years we have been in a partnership with atmosfair and offset all project related travel emissions (flights, accommodation and local transport) into one of their climate protection projects, e.g. introducing energy-efficient stoves in developing countries such as Rwanda. By using these stoves, the need for wood for cooking is reduced by up to 80%, which has a positive effect on the protection and preservation of the forests. We keep detailed track of all our business trips and offset the overall amount annually, publishing the certificate and detailed report on our [website](#).

In signing the climate emergence declaration, the mascontour team agrees to these **five** [‘Tourism Declares’](#) commitments:

1. Develop a ‘Climate Emergency Plan’
2. Share our commitment and progress publicly
3. Cut our carbon emissions in line with [IPCC advice](#) (stating the need to cut global carbon emissions to 55% below 2017 levels by 2030 to keep the planet within 1.5 degrees of warming).
4. Work with others in the travel industry
5. Advocate for change throughout the travel industry

mascontour Climate Emergency Plan 2020-2030

1. Reducing the environmental footprint of our business trips

We commit to reducing the environmental footprint of our travels by further strengthening our digital services.

We try to reduce the average CO2 flight emissions per project.

We will start by assessing the need for air travel at the beginning of each new project (phase).

We will continue with our “no flights within Germany” policy and will actively challenge ourselves to no longer use air travel to any destination within reach of a night train connection between 0:00 and 6:00.

If air travel cannot be avoided, we will do everything possible to opt for the fastest route and to reduce stopovers.

We will try as much as possible to combine project trips in nearby destinations.

We will continue to offset all of our business travel related emissions (incl. accommodation and in-country transportation, e.g. rental car).

2. Putting climate change high on the agenda within our projects

We will try as much as possible to address climate change in all project proposals.

We will actively work on innovative formats and solutions for climate change adapted to our different target groups from public and private sector.

We will address and tackle climate change in all of our projects, by choosing suitable formats for each project partner and destination.

3. Being active agents of change in the wider industry

We will actively address the climate emergency within our networks and membership bodies.

We will actively search for solutions for the climate crisis within our industry and make our voice heard.

We will participate in industry exchange, debates and solution finding around reducing the emissions of tourism globally.

We will share lessons learnt and best practices from our projects regarding climate change adaptation and mitigation in tourism.

We will review, update and report on this plan every year.