

# Climate action CO2rism

UNWTO INSTO-network

28.September 2021

# **Innovation Norway**

**The Governments most important instrument for supporting trade and industry**

**Focus industries;  
tourism and creative industries, bio economy, ocean space, health and welfare, smart societies, energy**

**Includes the National NTO with marketing mandate (VisitNorway)**

# National tourism strategy 2030

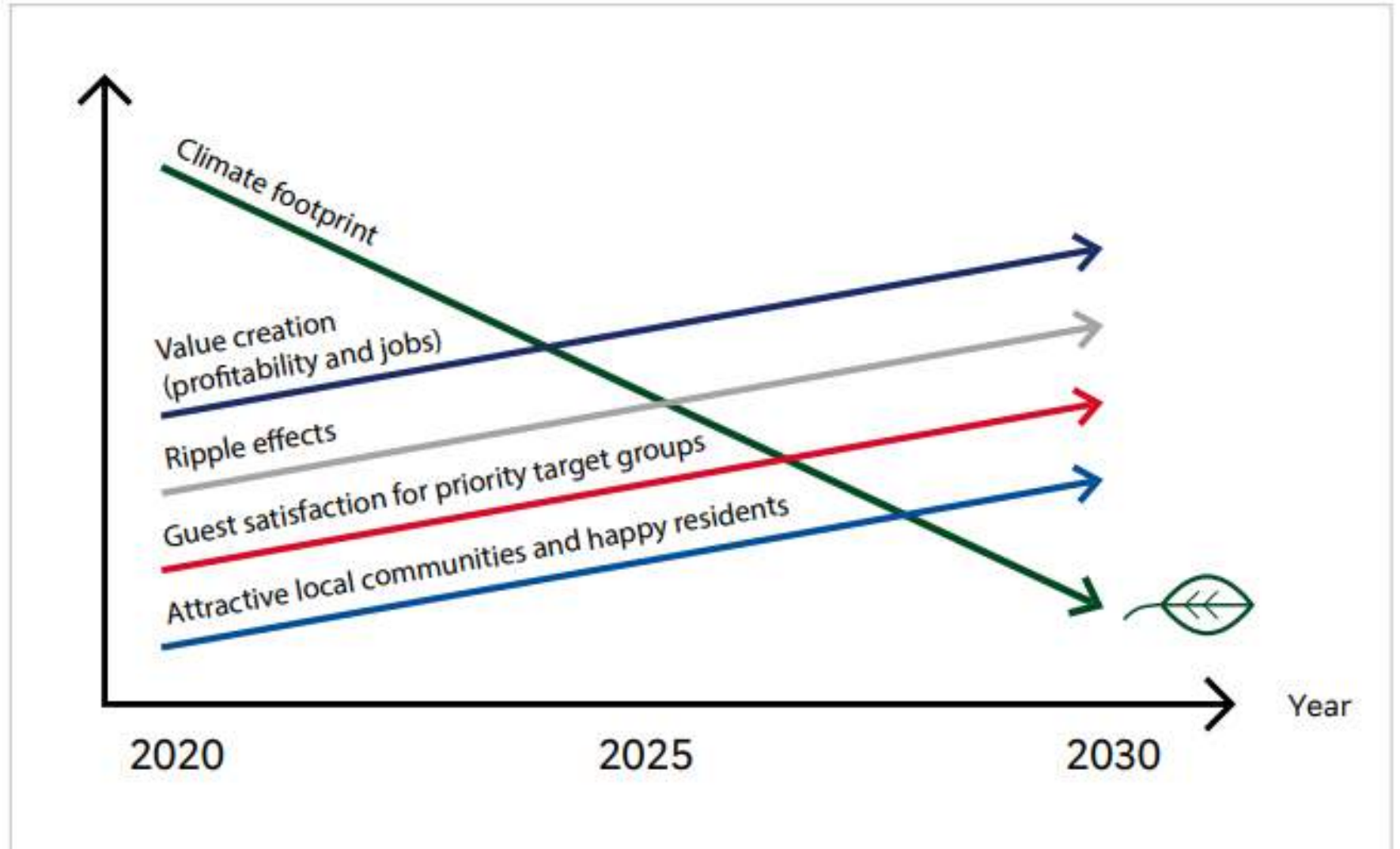
**Big impact,  
small footprint**

# National Tourism Strategy 2030

Big impact, small footprint



# Goals for 2030



# Sustainable destination

(National report on SDG 12b)

# Enabling destination management



## Standard



## Management

Local project manager  
External process leaders  
External audits



## Process

Involve  
Plan  
Implement  
Measure  
Monitor



## Tools

Portal  
Surveys  
Manuals  
Training  
Network



## Visibility

Visitnorway.com  
Presentations  
Press  
Awards



# The standard

5 themes  
42 criterias  
104 indicators

Covers destination management in culture and society, climate and environment, social economy and resilience

**Revised standard 3.0 by 2022,  
stronger climate indicators due to  
new measurement tool, CO2rism**





# Measurement indicators

## Sustainable destination 3.0 (destinations)

- Total CO2 emissions caused by tourist transport to Norway
- Total CO2 emissions caused by tourist transport at destination
- Actions implemented for reducing tourist transport emissions to/from the destination
- Actions implemented for reducing transport emissions at the destination
- No. and share of enterprises eco certified (emissions part of certification)
- Existence of climate and climate change plans involving tourism at the destination

## National Strategy (in progress)

- Total emissions (CO2) from tourism transport (10% reduction annually)
- National actions for reducing emissions from tourism eg. ClimateSmart marketing



# CO2rism

(in line with UNWTO methodology and sources)

## UTSLIPPSKALKULATOREN CO2RISM

- FOR BEREGNING AV CO2-UTSLIPP FRA TURISTERS TRANSPORT TIL OG I NORGE

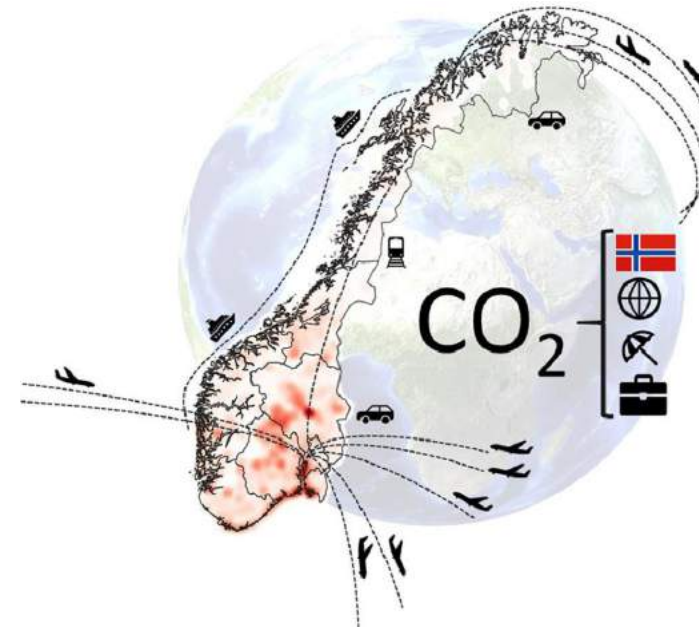
Verktøyet er laget for aktører i reiselivet som ønsker kunnskap om transportrelaterte CO2-utslipp inn i sin strategiske planlegging.  
Brukeren er en enkeltbedrift, en destinasjon, eller en hel landsdel.

[Visit Norway Innsikt](#) → Utslippskalkulator



# Basic content calculator

- Choice to incl business travel
- Region in Norway
- No. Business/Leisure (by choice)
- Length of stay (default or by choice)
- Market (default or by choice)
- Transport modes (default)



**Fritid/inkl forretning**

**Landsdel** Nord-Norge

**Gjester fritid** 0

**Oppholdstid fritid** 1

**Legg til marked**  [Legg til alle](#)

Fritid/inkl forretning



Landsdel

Nord-Norge

Gjester fritid

280000

Oppholdstid fritid

7,5

Legg til marked

Legg til

NULLSTILL

Marked	Fritid: Gjester	Fritid: Overnattinger	Kg/gjest	Kg/gjest/dag	Tonn/Totalt	
Sverige	8400	7,5	376	50	3 156 (t)	▼
Danmark	5600	7,5	450	60	2 519 (t)	▼
Tyskland	36400	7,5	588	78	21 415 (t)	▼
Nederland	8400	7,5	612	82	5 141 (t)	▼
Belgia	0	7,5	562	75	0 (kg)	▼
Sveits og Østerrike	11200	7,5	591	79	6 623 (t)	▼
Storbritannia	5600	7,5	474	63	2 655 (t)	▼
Frankrike	8400	7,5	551	73	4 626 (t)	▼
Italia	5600	7,5	586	78	3 281 (t)	▼
Spania	2800	7,5	697	93	1 950 (t)	▼
USA	8400	7,5	1374	183	11 542 (t)	▼
Australia	2800	7,5	3639	485	10 191 (t)	▼
Kina, Hong Kong, Taiwan og Macao	8400	7,5	1752	234	14 720 (t)	▼



### Internasjonal

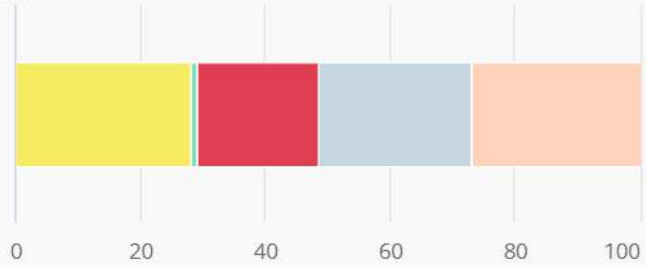
% av utslipp

**43.32%**

Av gjestene fra Tyskland

CO2(g/p)

Fritid



- air
- car
- train
- bus
- ferry
- camping

### Regional

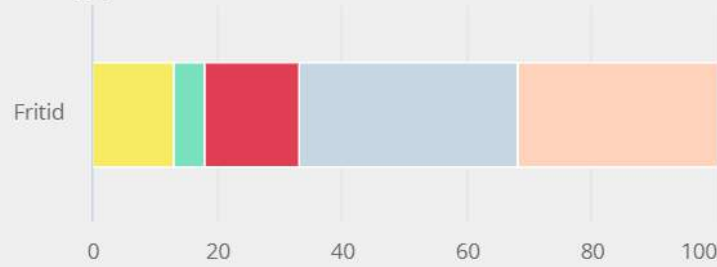
% av utslipp

**50.65%**

Av gjestene fra Tyskland

CO2(g/p)

Fritid



- air
- car
- train
- bus
- ferry
- camping

### Lokal

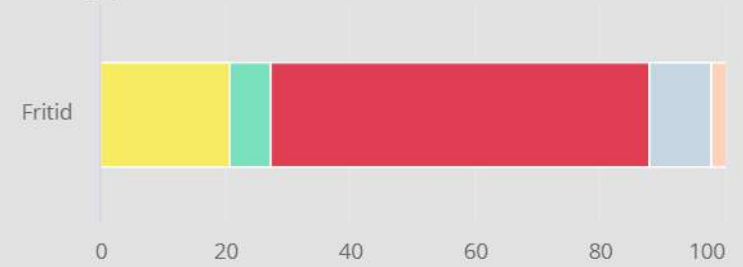
% av utslipp

**6.03%**

Av gjestene fra Tyskland

CO2(g/p)

Fritid



- air
- car
- train
- bus
- ferry
- camping

Pr Person / Totalt

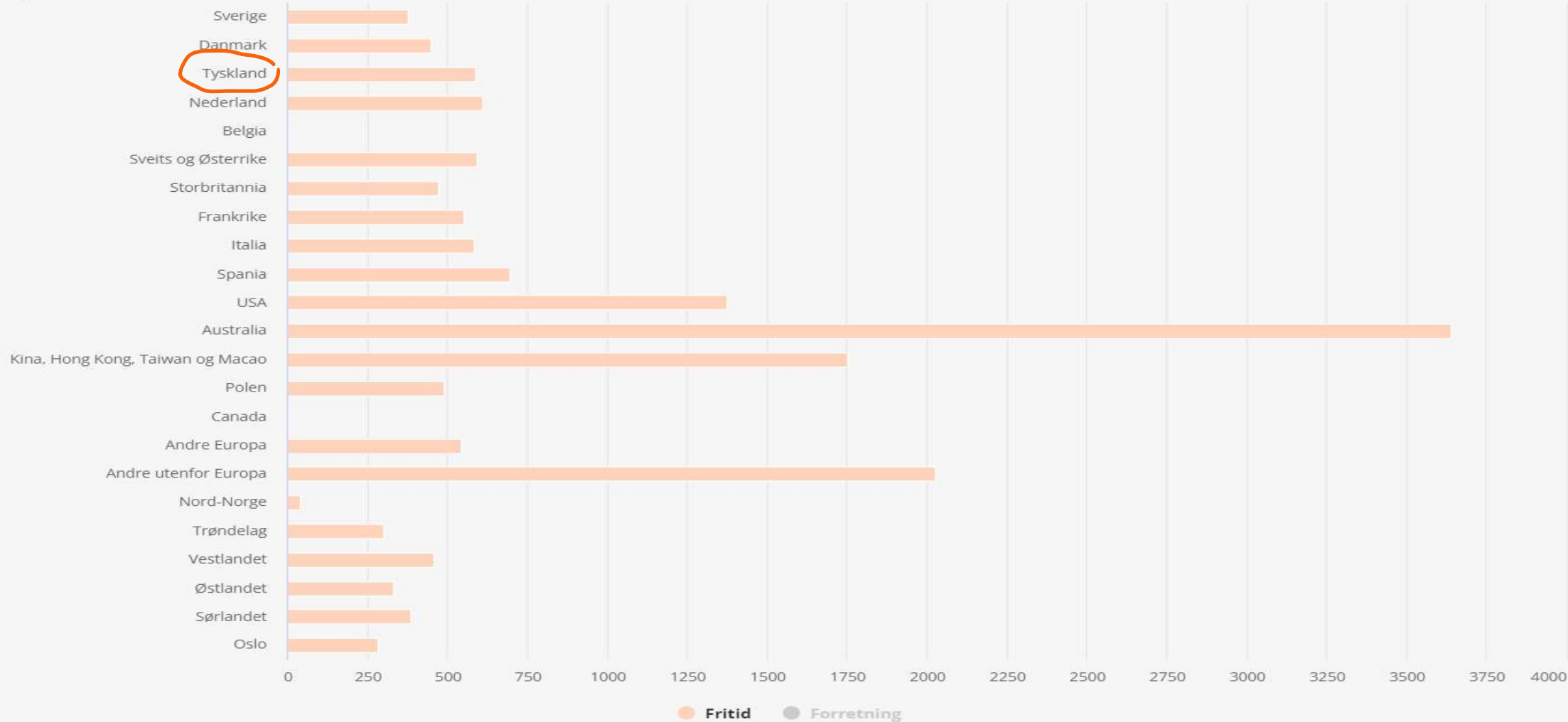


Gjennomsnitt pr person

**804 (kg)**

Fra alle markeder

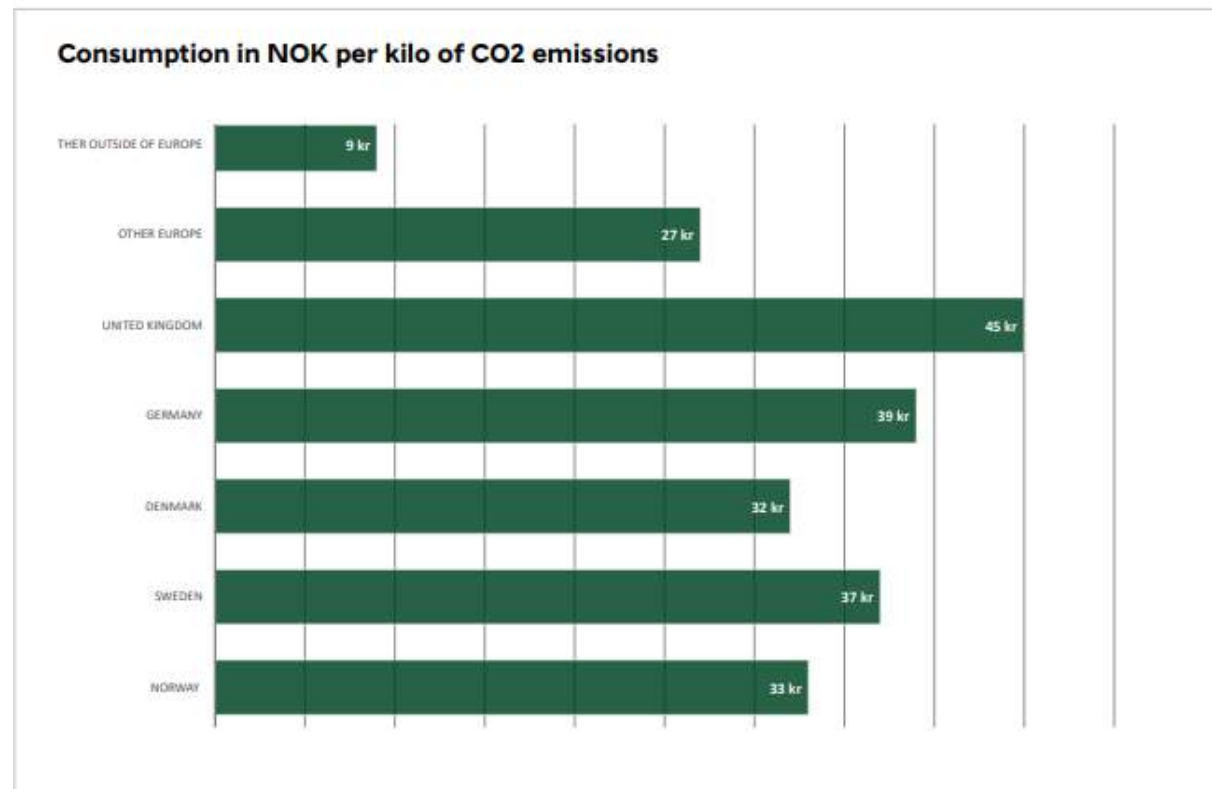
Gjennomsnitt pr person



# High yield



# Low impact





# Opportunities and challenges

# Challenges both at national and local level

## Official reporting

As a country's obligations are to report emissions within its boundaries, **emission reduction generally focus on its territory**, and can make it insufficient to target tourism sector as a whole

**Tourism (as a whole) are not part of any official accounting and reporting systems on emissions, but rely on internal strategies and engagement**

## Sector vs tourist

The effects of tourism-related transport can be understood by **analysing the emissions** associated with transport according to purpose (holiday and business), and country or region of origin (markets)

**Tourism passenger based accounting could inspire the industry to a responsible shift towards strategies for low emission tourism**

## Market considerations

The advantage of **tourism passenger based accounting** is that tourism stakeholders can build more informed considerations also in their market priorities

**Low emission tourism could be to design targeted marketing strategies that balance the socio-economic benefit against low emissions**

## Opportunities national

1. Building national data on tourist transport through CO2rism
2. ClimateSmart market planning, combining existing consumption calculator and CO2rism (funded by Government september 2021)
3. Adding reference values on accommodation and adventure to transport to get a broader picture

## Opportunities at local destination

1. Work on indicators in Sustainable destination to build competence and visualise emission reductions – and implement actions, ex longer stays
2. Mobility projects (soft mobility, public transport solutions, green routes, electrification of boats/ferries and road etc)
3. Testing solutions where local mobility for tourism also benefits local inhabitants (case Norefjell) incl new surveillance systems for effective transport planning

But operational tourism climate actions demands (new) **competence** and knowledge, a **broad perspective** in planning, bringing **new stakeholders** and **knowledges** together

## More information:

CO2rism (norwegian only):

<https://business.visitnorway.com/no/utslippskalkulator/>

Methodology (english):

[https://assets.simpleviewcms.com/simpleview/image/upload/v1/clients/norway/CO2RISM\\_method\\_NILU\\_8251f1fd-526b-4812-8f1f-0d60c60e7a1f.pdf](https://assets.simpleviewcms.com/simpleview/image/upload/v1/clients/norway/CO2RISM_method_NILU_8251f1fd-526b-4812-8f1f-0d60c60e7a1f.pdf)

Scientific article on climate calculation/tourism (english):

[The who, why and where of Norway's CO2 emissions from tourist travel - ScienceDirect](#)

## Methodology behind the CO2RISM calculator

Henrik Grythe and Susana Lopez-Aparicio





**Paddle on and keep the goal in sight!**

# Thank you!

Ingunn Sørnes

Innovation Norway

[www.innovationnorway.no](http://www.innovationnorway.no)