



**mas|contour**  
Sustainable Tourism  
Consulting & Communication

*Simply sustainable!*

# Our Climate Action Plan & Report 2022

**Half Emission by 2030  
and net zero by 2050.**

mascontour GmbH, January 2023



# Foreword

Since 2020, mascontour declares climate emergency. We joined other 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.

- In 2021, on the eve of CoP26 in Glasgow, mascontour became one of the launch partners of the United Nations Glasgow Declaration on Climate Action in Tourism. This represents a great commitment for mascontour, to update and implement our Climate Action Plan.
- In 2022, within the framework of the UN Biodiversity Conference (CoP15), mascontour joined the global coalition Business for Nature, to demonstrate credible business leadership on nature and calling for governments to adopt policies now to reverse nature loss this decade.



# Introduction

## About mascontour

For 18 years mascontour has been offering sustainable tourism consulting services to destinations, tourism companies, development cooperation and governmental authorities.

With around 160 projects in more than 50 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.



# Why we are taking action

- 🌀 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-terms 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 also concerned with the aspect of climate justice and are therefore looking for ways to support societies in developing countries in the area of our competences.
- 🌀 That's why we have developed a resilience roadmap, to support destinations, tourism companies, tourism policy makers and development cooperation in thinking holistically about tourism and making it fit for the future!

Being sustainable  
is good, being  
resilient is  
better!

# RESILIENT TOURISM





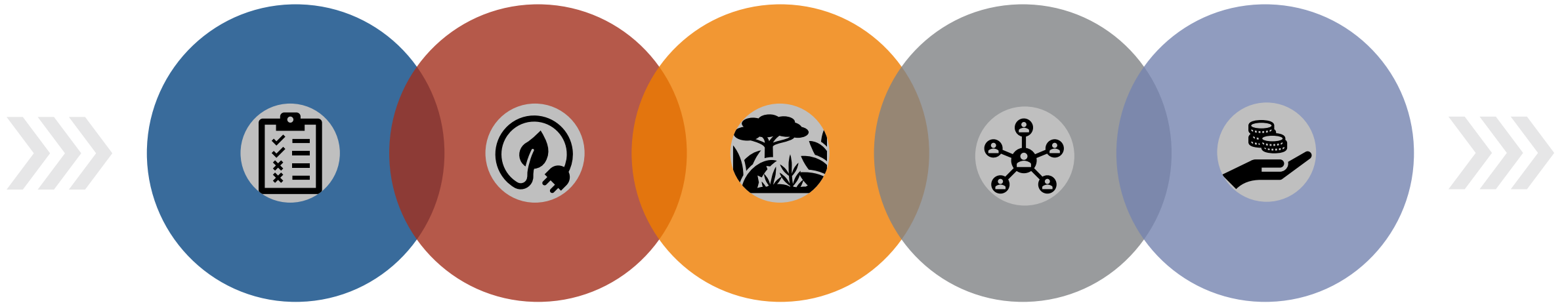
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# Our actionable goals

2022-2030

# Five Shared Pathways (Aligned with Glasgow Declaration)



## 01 Measure

Measure and disclose all travel and tourism-related carbon emissions identified by scope 1, 2 and 3.

## 02 Decarbonise

Set and meet targets aligned with climate science to accelerate the decarbonization of tourism, through real emissions reductions and offsetting as a subsidiary activity.

## 03 Regenerate

Restore and protect ecosystems, supporting nature's ability to draw down carbon, as well as safeguarding biodiversity, food security, and water supply prioritizing vulnerable regions.

## 04 Collaborate

Share evidence of risks and solutions with all stakeholders and guests. Strengthen governance and capacity for action at all levels.

## 05 Finance

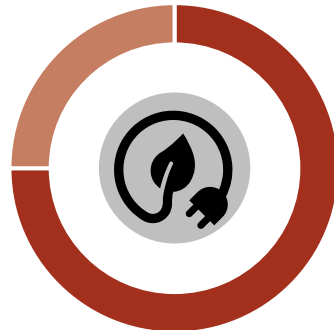
Assure resources and capacity are sufficient to meet objectives set out in climate plans (financing of training, research and implementation).

# Our Actionable Goals

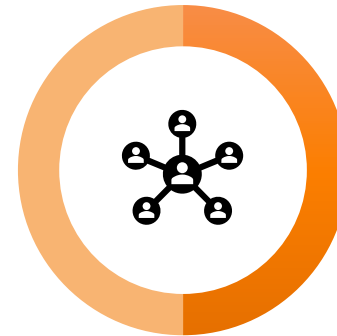
*Based on the five common pathways for climate action in the tourism sector, we have set ourselves the following objectives, which we will measure and update periodically.*



Measuring and publishing our carbon emissions from our office and business travel.



Offset 100% of our carbon emissions from our office and business travel.



We address and tackle climate change in our projects and trainings, raising awareness and sharing experiences with our counterparts and clients.



mascontour makes investments for the implementation of the climate action plan.

# Our Actionable Goals

*Based on the five common pathways for climate action in the tourism sector, we have set ourselves the following objectives, which we will measure and update periodically.*

## Measure



Measuring and publishing our carbon emissions from our office and business travel.

- Annually, we will report on the emissions produced directly, such as: heating generator (scope 1).
- Annually, we will report on the emissions produced indirectly, such as: electricity (scope 2).
- We will report emissions from our value chain, such as: purchased goods and services, business travel, commuting, etc. (scope 3).

# Our Actionable Goals

*Based on the five common pathways for climate action in the tourism sector, we have set ourselves the following objectives, which we will measure and update periodically.*

## Decarbonise



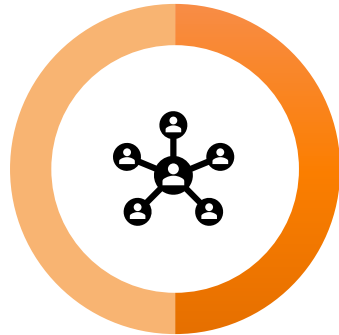
Offset 100% of our carbon emissions from our office and business travel.

- We will further strengthen our digital services to reduce (long haul travels).
- We will reduce the average of CO<sub>2</sub> flight emissions per project.
- We will assess the need for air travel at the beginning of each new project (phase).
- We do not take air travels for trips within Germany.
- If air travel cannot be avoided, we will do everything possible to opt for the fastest route and to reduce stopovers.
- We will combine project trips in nearby destinations.
- We will continue to offset all of our business travel related emissions.
- For final destinations within a radius of 700 km we do not use air transport.

# Our Actionable Goals

*Based on the five common pathways for climate action in the tourism sector, we have set ourselves the following objectives, which we will measure and update periodically.*

## Collaborate



We address and tackle climate change in our projects and trainings, raising awareness and sharing experiences with our counterparts and clients.

- We will try as much as possible to address climate change in all project proposals and implementation by providing solutions adapted to our different target groups from public and private sector and suitable formats for each project partner and destination.
- We will be an active member in the working groups of the Glasgow Declaration, sharing our advances and experiences.

# Our Actionable Goals

*Based on the five common pathways for climate action in the tourism sector, we have set ourselves the following objectives, which we will measure and update periodically.*

## Finance



mascontour makes investments for the implementation of the climate action plan.

- We invest resources in training our team on sustainability and emission reduction issues.
- We will invest in digitisation to make climate change and emissions reduction information more accessible to the tourism sector through our E-learning platform Confetti.
- We will invest resources to reduce our environmental footprint of our travels by further strengthening our digital services (digital consulting packages and E-learning platform Confetti).



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# Our accomplishments to date

mascontour GmbH, January 2023

# Our accomplishments to date

## Measure



Measuring and publishing our carbon emissions from business travel, energy and purchase.

- Since 2021 we measure the emissions produced directly for the heating generator linked to the functions performed in the local office, that represents 30% of the total consumption of the house. We do not have vehicle. All our team of consultants work from home and use public transport and bikes (scope 1).
- Since 2020 we update our greenhouse gas balance of the company to measure the emissions produced indirectly by the contracting of electricity (scope 2) and from our value chain (scope 3, such as: purchased goods and services, business travel, commuting, etc.).
- Since 2013 we measure the emissions produced during our business travel required to implement our projects. We collect information from flights, car, train, bus and accommodation emissions (scop 3).
- During 2021 and 2022, we obtained the certification as a "Sustainable Enterprise (DIQP)".

# Our accomplishments to date

## Decarbonise

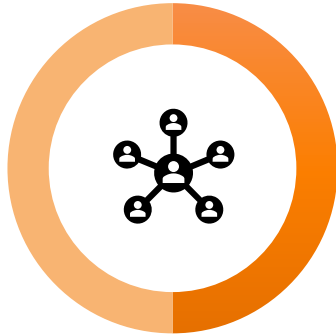


Offset 100% of our carbon emissions from travels, energy and purchase.

- Since 2013, emissions from our business travels (flights, car, train, and accommodation) have been reported to atmosfair, through whom year by year we have been offsetting 100% of our carbon emissions.
- Since 2016 we consume Eco-energy for our local office in Berlin.

# Our accomplishments to date

## Collaborate



We address and tackle climate change in 100% of our projects and share achievements and experiences with our counterparts and clients.

- Since 2017, we are active members of the Global Sustainable Tourism Council (GSTC) and since 2019 of Linking Tourism & Conservation (LT&C), through which we contribute to the application of sustainability criteria and support ecotourism projects in protected areas globally.
- In 2021, we developed a resilience roadmap with the aim to support destinations, tourism companies, tourism policy makers and development cooperation in thinking holistically about tourism and making it fit for the future (Resilient Tourism).
- In 2022, we have established a cooperation with Alianza Mesoamericana de Ecoturismo to develop a Microlearning Module on “measuring and reducing carbon emissions during tours”.

# Our accomplishments to date

## Finance



mascontour makes investments for the implementation of the climate action plan.

- During 2022 mascontour made an investment of around 25.000 Euros to establish an e-learning platform to substitute air travels through online trainings and to take advantage of the platform among others for capacity development in climate change issues.

# References

- [Alianza Mesoamericana de Ecoturismo](#)
- [atmosfair](#)
- [Business for Nature](#)
- [Confetti-hub \(MicroLearning, MicroTeaching, MicroCoaching\)](#)
- [Global Sustainable Tourism Council](#)
- [Linking Tourism and Conservation](#)
- [mascontour Climate Emergency Declaration](#)
- [Tourism Declares Climate Emergency](#)
- [The Glasgow Declaration on Climate Action in Tourism](#)
- [Resilient Tourism-mascontour Resilience Roadmap](#)



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