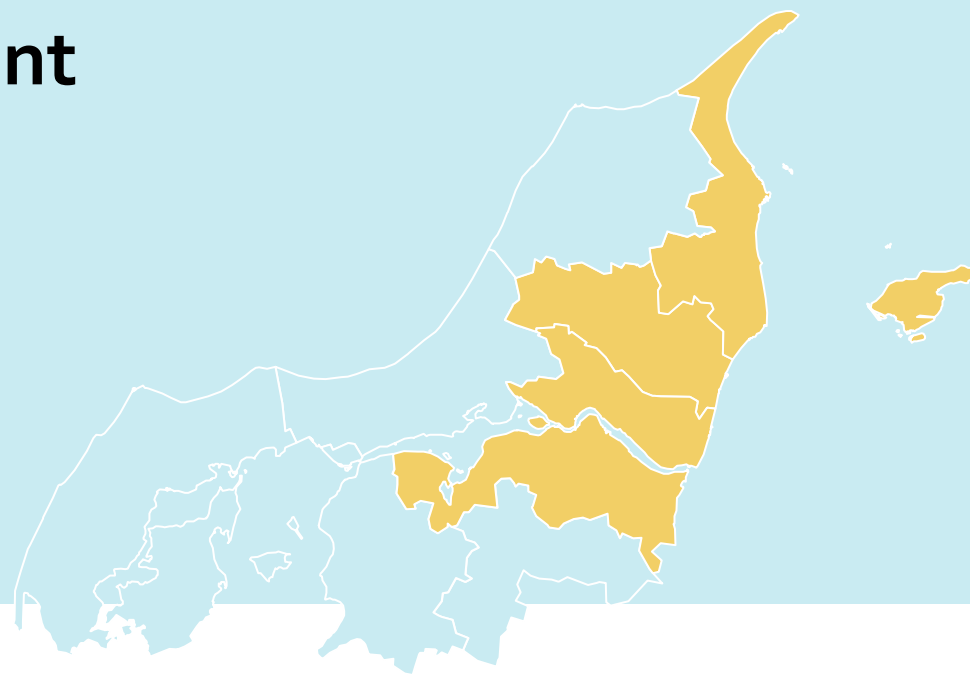DESTINATION NORD

Measurement and reporting
Sustainable tourism development

Sustainable Development Goal 8: Decent work and economic growth

Tourism, as services trade, is one of the top four export earners globally, currently providing one in ten jobs worldwide. Decent work opportunities in tourism, particularly for youth and women, and policies that favor better diversification through tourism value chains can enhance tourism positive socio-economic impacts.

Sustainable Development Goal 11: Sustainable cities and communities

Tourism can advance urban infrastructure and accessibility, promote regeneration and preserve cultural and natural heritage, assets on which tourism depends. Investment in green infrastructure (more efficient transport, reduced air pollution) should result in smarter and greener cities for, not only residents but also tourists.

Sustainable Development Goal 17: Partnerships for the goals

Due to its cross-sectoral nature, tourism has the ability to strengthen private/public partnerships and engage multiple stakeholders – international, national, regional and local – to work together to achieve the SDGs and other common goals. Public policy and innovative financing are at the core for achieving the 2030 Agenda.

Goal 3

Goal 9

Goal 6

Goal 1

Goal 5

Goal 12

Goal 4

Goal 7

Goal 8

Goal 13

Goal 14

Goal 10

Goal 11

Goal 2

…

…

…

"We take the lead and help companies to innovate and to strengthen their businesses with a focus on sustainability, green solutions and digitization"

- Strategy: Much more than just tourism 2021 – 2023

DESTINATION NORD

Sustainable Development Goal 13: Climate action

Tourism contributes to and is affected by climate change. Tourism stakeholders should play a leading role in the global response to climate change. By reducing its carbon footprint, in the transport and accommodation sector, tourism can benefit from low carbon growth and help tackle one of the most pressing challenges of our time. (source: https://tourism4sdgs.org/)

Sustainable Development Goal 12: Responsible consumption and production

The tourism sector needs to adopt sustainable consumption and production modes, accelerating the shift towards sustainability. Tools to monitor sustainable development impacts for tourism including for energy, water, waste, biodiversity and job creation will result in enhanced economic, social and environmental outcomes.

	SDG 8	SDG 11	SDG 12	SDG 13	SDG 17
Goal 1: 20-30 new partnerships between tourism operators in the destination. **Initiative:** Project: *Instant Green Tourism* **Timespan:** 2021	✅	●			●
Goal 2: 90 new sustainable products / processes in the destination. **Initiative:** Project: *Instant Green Tourism* **Timespan:** 2021	✅		●	●	
Goal 3: Increased turnover of 10% in all companies with new products / processes. **Initiative:** Project: *Instant Green Tourism* **Timespan:** 2022	● ✅	●			
Goal 4: Increased knowledge and knowhow regarding sustainable tourism practices and green transition **Initiative:** Project: *Instant Green Tourism* **Timespan:** 2021	✅	●		●	
Goal 5: Establishment of 5-10 partnerships between actors from the business community of the destination, tourism operators, educational and knowledge institutions. **Initiative:** Track 3: *Business experiences based on green technologies* **Timespan:** 2021-2022		●			●
Goal 6: Identification of 3-5 pilot projects that can help bring technologies to life towards Danish and international business tourists. **Initiative:** Track 3: *Business experiences based on green technologies* **Timespan:** 2021-2022	●		●	●	

	SDG 8	SDG 11	SDG 12	SDG 13	SDG 17
Goal 7: Establishment of an internship hub where students from tourism education can work with sustainable destination development and exploitation of local green solutions in cooperation with the business community. **Initiative:** Track 3: *Business experiences based on green technologies* **Timespan:** 2021-2022		●		●	
Goal 8: The project (see initiative) is expected to contribute to an increase in the number of metropolitan and cultural tourists in the destination of 3- 5% **Initiative:** Track 3: *Business experiences based on green technologies* **Timespan:** 2021-2022	●	●			
Goal 9: The project (see initiative) expected to contribute to an increase of turnover among the participants accommodation and meeting / conference venues of 5-10%. **Initiative:** Track 3: *Business experiences based on green technologies* **Timespan:** 2021-2022	●	●			
Goal 10: 10 more tourism operators should obtain a third-party sustainability certification **Initiative:** inspiration, consulting, screenings and connecting certification providers with tourism operators **Timespan**: 2023		●	●	●	
Goal 11: In connection to Destination Nord's new project **"**Growth with experiences", future events in the destination should implement sustainable		●	●	●	

	SDG 8	SDG 11	SDG 12	SDG 13	SDG 17
Goal 12: 6 thematic masterclasses focusing on different aspects of sustainability for destination and tourism development **Initiative:** Project: *Sustainable destination in practice – Sustainable visibility* **Timespan:** 2021-2023	●	●	●	●	●
Goal 13: A common catalog of opportunities for KPIs and indicators for Danish destinations and common goals for Danish destinations is being developed **Initiative:** Project: *Sustainable destination in practice – Destinations with meaning* **Timespan:** 2021-2023					●
Goal 14: Danish destinations develops a manifesto for the destinations' sustainable responsibility and potential to bridge to the national ambition for the area **Initiative:** Project: *Sustainable destination in practice – Destinations with meaning* **Timespan:** 2021-2023				●	●
Goal 15: 6 workshops with different focuses on sustainability with a common theme on **Circular Digital Competencies** **Initiative:** Project: *Competence development* **Timespan:** 2022-2023					

Results

Goal 1: Through the project Instant Green Tourism partnerships between tourism operators, and across business areas, have been formed to support and accelerate sustainable development. These new collaborations have for example emerged more sustainable supply chains, new sustainable tourism experiences and sustainable branding of areas.

Goal 2: Participants in Instant Green Tourism have created 163 new product ideas, process ideas and collaboration ideas. At the project's completion in June, 72 of the 163 ideas/products/collaborations was realized and we will continue to develop and implement the remaining initiatives together with the tourism operators and partners.

Goal 3: With a realization rate on 47,5% based on 77 new products, processes and collaborations, we almost reach our goal with a turnover of 10% in all companies with new products / processes. The situation with Covid-19 and the whole world was in lockdown, we needed to reconsider the goal. In dialog with Danmark Erhvervsfremmebestyrelse we agreed to reached as many new products, processes and collaborations as we could. We are very surprised to achieve a realization rate on 47,5% and the most important thing, is that we reached our goal.

Goal 4: The following insights were found through an evaluation survey regarding the Instant Green Tourism program:
- 80% completely agree / agree that they have received good and useful inspiration.
- 68% completely agree / agree that they have received useful consulting on sustainability.
- 68% completely agree / agree that they have received useful ideas and experiences from other participants.
- 93% completely agree / agree that they have gained insight into other tourism companies' attitude and wishes regarding sustainability and green transition.

Other sustainable initiatives 2021

TripDoodler
Destination Nord are about to start a collaboration with TripDoodler, which is a new unified travel planning platform, databased with sustainability at its core and transparent in the way sustainability is classified. Dedicated to empower all travelers around the world to create adventures based on more sustainable travel choices - whether our guests want to reduce their carbon footprint while traveling or support local businesses. It will also create the opportunity for the tourism operators in our destination to showcase sustainable products and services on the platform. Read more about TripDoodler here: https://tripdoodler.com/

Fair Festival
Aalborg has paused its Sustainability festival until 2024, which has made us search for alternative experiences that can provide sustainable information, inspiration and knowledge. Therefor, we have teamed up with Green Light, who hosts Fair Festival – a sustainable festival and sales fair. Currently, we are working on facilitating the opportunity for Fair Festival to host a sustainable event in our destination starting in 2022. Read more about Fair Festival here: https://fairfestival.dk/

Bicycling tourism angels
Destination Nord have introduced cycling information staff, who can be found in Aalborg, Hals, Sæby, Skagen and Frederikshavn in the high season. It is an addition to the "old-fashioned" tourist office, which is placed in Skagen. We call them "The bicycling tourism angels" who helps tourists and guests with good local knowledge and tourist information. The initiative is based on our digital focus, also described in Destination Nord's tourism strategy, hence the tourist angels will not be loaded with paper brochures, but armed with tablets so they can help tourists find various information, e.g. via our website: www.enjoynordjylland.dk

Results

Goal 5: In process
Goal 6: In process
Goal 7: In process
Goal 8: In process
Goal 9: In process
Goal 10: In process
Goal 11: In process
Goal 12: In process
Goal 13: In process
Goal 14: In process

Other sustainable initiatives 2022

Bicycling tourism angels
Destination Nord have introduced cycling information staff, who can be found in Aalborg, Hals, Sæby, Skagen and Frederikshavn in the high season. It is an addition to the "old-fashioned" tourist office, which is placed in Skagen. We call them "The bicycling tourism angels" who helps tourists and guests with good local knowledge and tourist information. The initiative is based on our digital focus, also described in Destination Nord's tourism strategy, hence the tourist angels will not be loaded with paper brochures, but armed with tablets so they can help tourists find various information, e.g. via our website: www.enjoynordjylland.dk

Act2Learn
Destination Nord have started a collaboration with UCN in Aalborg, which include a tailor-made competence course for North Jutland companies. On the course Circular Digital Competencies do we offer six workshops with different focuses on sustainability.
Workshop 1: Your business and the future
Workshop 2: The customer journey
Workshop 3: Sustainable and circular service
Workshop 4: Documentation and certifications
Workshop 5: The sustainable narrative
Workshop 6: Management of change
This project is based on a vision of giving the participants concrete tools to documentation, marketing, strategy and business model, relevant certificates, which Sustainable Development Goals will be relevant for the specific companies and being a part of a professional network.