



Tourism Emissions Reduction Program

An Australian-first opportunity for tourism businesses starting their emissions reduction journey

The Tourism Emissions Reduction program provides businesses with an emissions estimate and a tailored emissions reduction plan. Businesses can demonstrate their waste and emission reduction measures to visitors via a unique link and QR code.

Developed in partnership with ERC Australia, the Tourism Emissions Reduction program is a five-stage program that enables tourism businesses to develop an estimated carbon emissions report and an emissions reduction plan.

With more visitors seeking out sustainable and environmentally responsible tourism businesses, those making a commitment through this program will have another opportunity to distinguish themselves and reach new markets.

1. COMMIT

Start by estimating your emissions

2. REDUCE

Adjust operations to reduce emissions

3. AVOID

Adopt renewables for purchased power

4. SUPPORT

Sponsor emissions-reducing projects

5. SUSTAIN

Sustain actions short and long term



PROGRAM BENEFITS

- No carbon knowledge required
- Simple and easy to follow five stage path
- Be able to connect with other businesses and see how your business compares
- Estimate your business' emissions
- Be able to easily communicate your emission reduction plan to visitors, partners and more via QR code linked to your plan

Ready to get started?

Contact your State or Territory Tourism Industry Council today
Visit <https://bit.ly/ContactTICs>