



A global paradigm shift is happening...

“Just as we can’t continue to use yesterday’s energy to exhaust tomorrow’s resources, neither can we allow ourselves to continue to export emissions and injustices for the sake of our worry-free consumption.”

*The perfect timing for the Latvian and Lithuanian tourism sectors to start the journey to become part of the solution is **now!**”*



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Unsustainability



Climate change now a reality for all



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Water is a global challenge



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The inequity results in terror and war

World's eight richest people have same wealth as poorest 50%

A new report by Oxfam warns of the growing and dangerous concentration of wealth



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From a Linear society to a Circular

2.12 Billion Tons

...of waste Globally each year

99 percent of the stuff we
buy is trashed within 6
months...

WorldSquats



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Avia polution



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MANUFACTURING BY 2050 ENORMOUS



Enormous increase!

- +65% in OECD
- +725% in BRIICS
- +370% in developing countries
- +410% globally

The share of water withdrawals for manufacturing increase from 7% to 22%, equalling an additional demand of 960 km³!



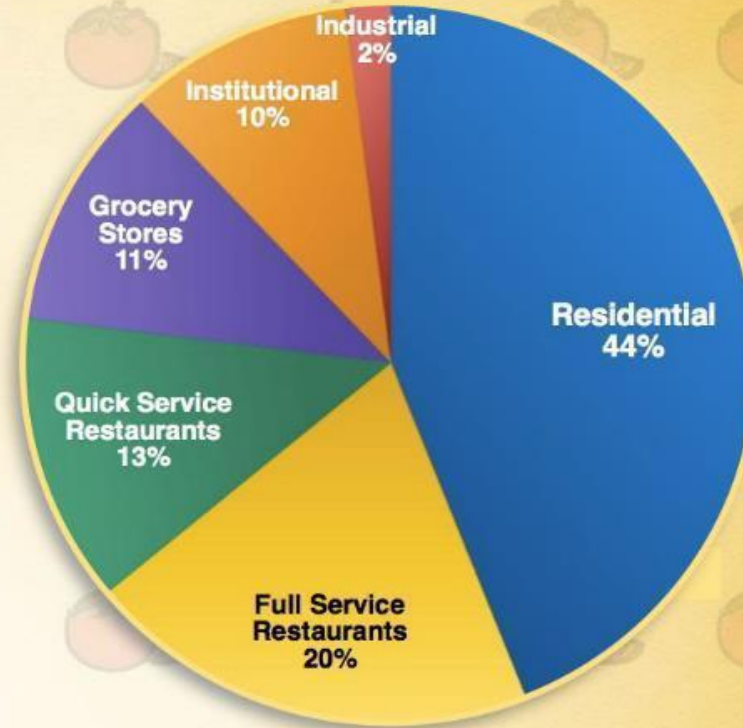
WASTE. RESOURCES IN THE WRONG PLACE



FOOD WASTE

20% - 40%
of all food
grown and
processed

US Food Waste Disposal Data



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OVERTOURISM

Shanghai - 1990



Shanghai - 2010



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The SDGs adopted world wide



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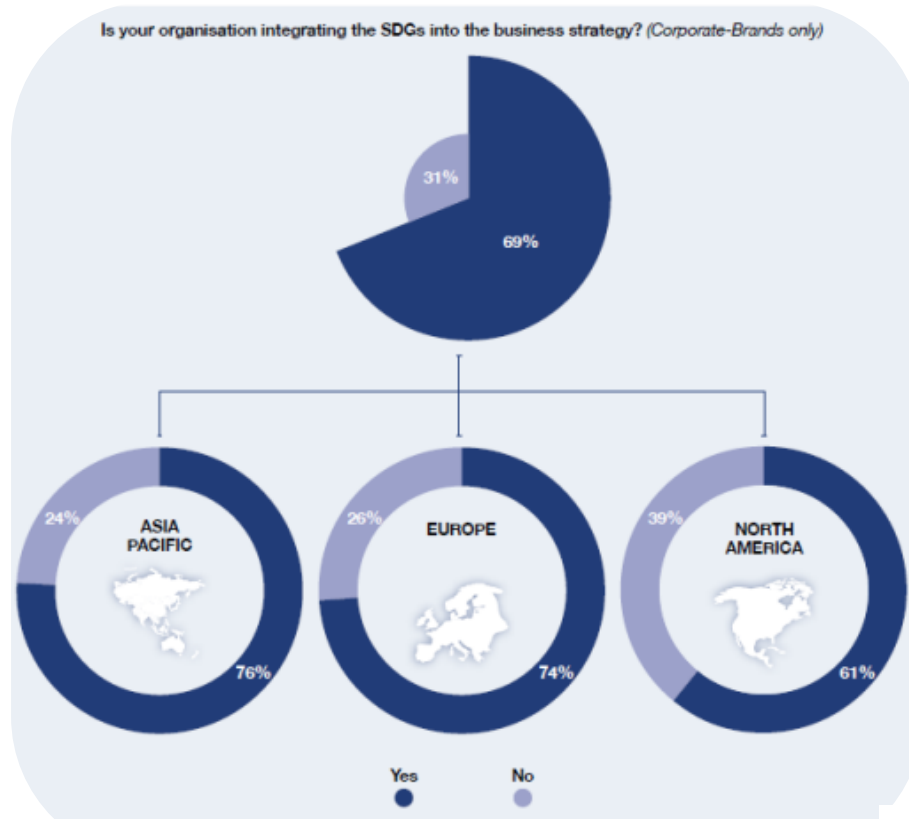
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Sustainability is becoming part of strategies



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Durabilité Sustainability
Sustentabilidade 可持續性發展
Bæredygtighed Sostenibilità
HÅLLBARHET Sustentabilidade
Houdbaarheid 可持續性發展
Zrównowazony rozwój SÜREKLILIK
カーリーの牛争い Nachhaltigkeit
SÜREKLILIK Potrajnost
Sustainability Durabilité
可持續性發展 Sustentabilidade
Sustainability Bæredygtighed

"It's easier to act according to the four system conditions than react on 10.000 effects"



We need a holistic systems view



Source: [FSSD](#)



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The Sustainability Principles

In the sustainable society, nature is not subject to systematically increasing:



concentrations of substances extracted from the Earth's crust (such as fossil carbon or rare metals),



concentrations of substances produced by society (such as nitrogen compounds, CFC's, or endocrine disruptors...),



degradation by physical means (such as large scale clear-cutting of forests, monoculture or over-fishing)



And people in that society are not subject to structural obstacles to...

health, influence, competence, impartiality or meaning making

Source: [FSSD](#)



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 **SUSTAINABLE DEVELOPMENT GOALS**



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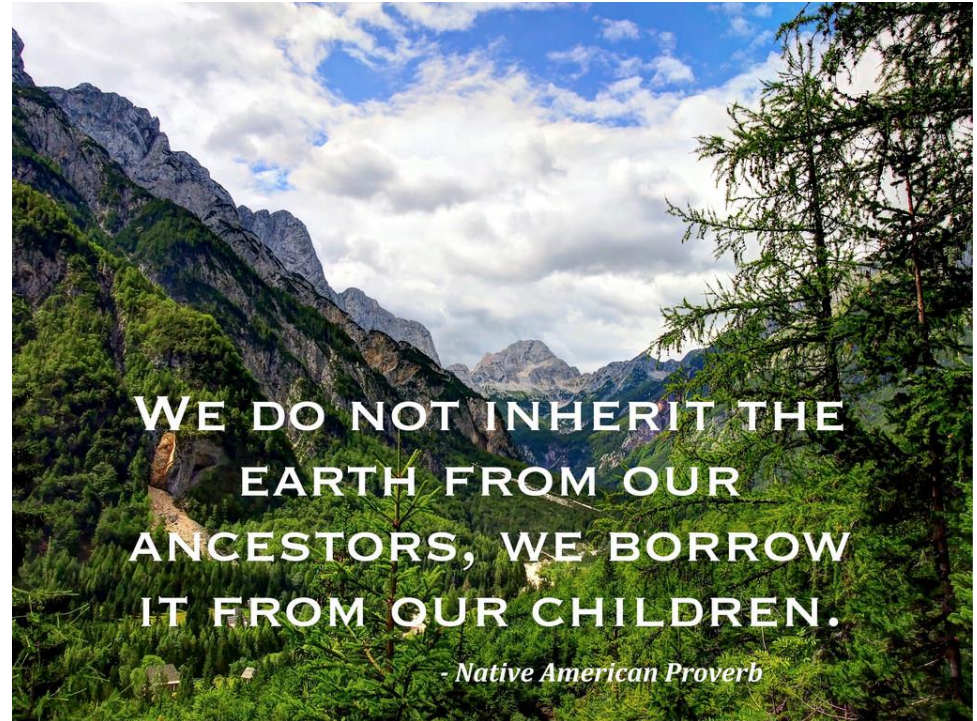
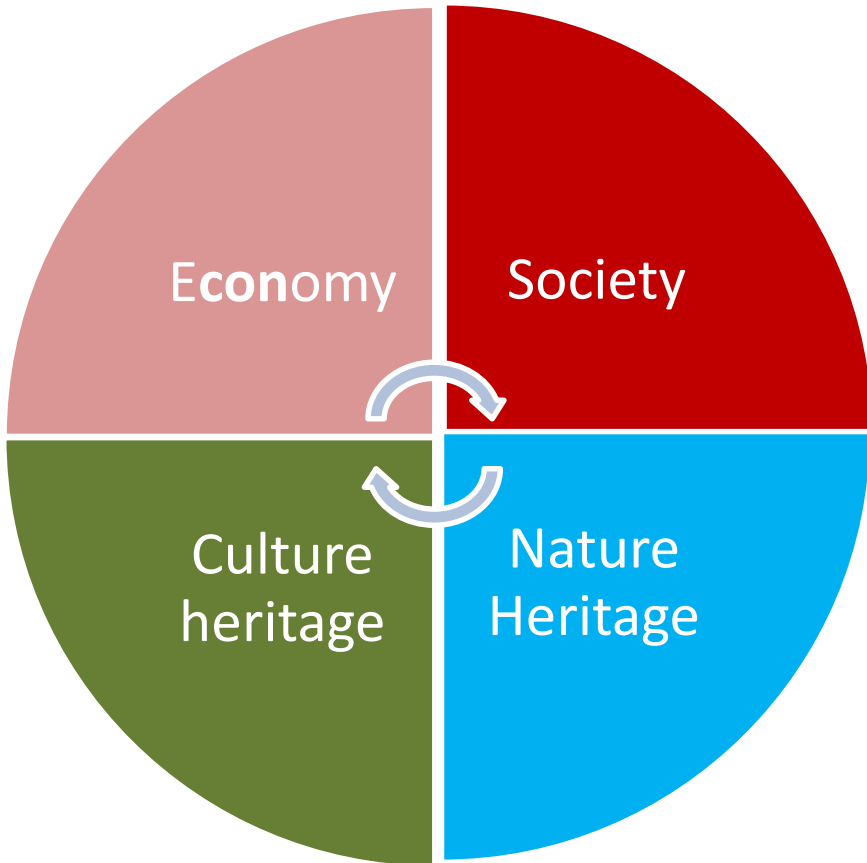
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SUSTAINABLE TOURISM



TAILOR MADE TRIPS



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SOCIAL MEDIA



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TOURISTS WITH LOCALS



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INNOVATION AND COOPERATION



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AUTHENTICITY AND IMMERSION



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GENUINE EXPERIENCE



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NO TOURIST ZONES



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Value of Sustainable Tourism

Messaging your socially and environmentally responsible practices will drive revenue and increase traveler length of stay

WHAT IS SUSTAINABLE TOURISM?



The Sustainable Traveler

VS

All Other Travelers

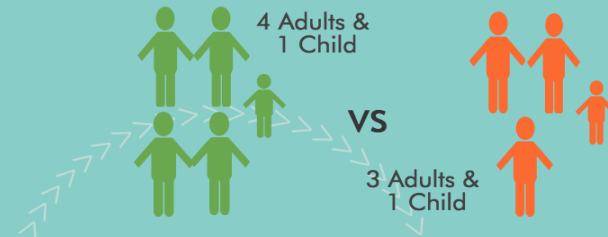
Significantly more sustainable travelers purchase something from a travel company because that company engages in sustainable practices, like:



Sustainable travelers are significantly more likely to stay 7 or more days, whereas the most recent trip of all others was less than 3 days.



Sustainable travelers are far more likely to travel with friends than all others.



2016 Role of Sustainability in Travel and Tourism, conducted by Mandala Research with support from Destination Better and Sustainable Travel International. More info at www.DestinationBetter.com.



SUSTAINABLE TRAVELERS SEARCH FOR



COTTARS SAFARI LODGE, NAIROBI, KENYA



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SUSTAINABLE HOTELS. WHITEPOD



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SUSTAINABLE HOTELS. CAMPI YA KANZI.



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SUSTAINABLE HOTELS. HIX ISLAND HOUSE



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SUSTAINABLE HOTELS . JUMEIRAH VITAVELI



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Scandic

- Built with natural materials **since 1996**
- No disposable packaging **since 1994**
- Key card controlled electricity **since 2004**
- Waste baskets with sorting compartments **since 1996**
- Renewable electricity in all rooms **since 2011**



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Scandic

With the best tap water in the world,
why have someone else to tap it?



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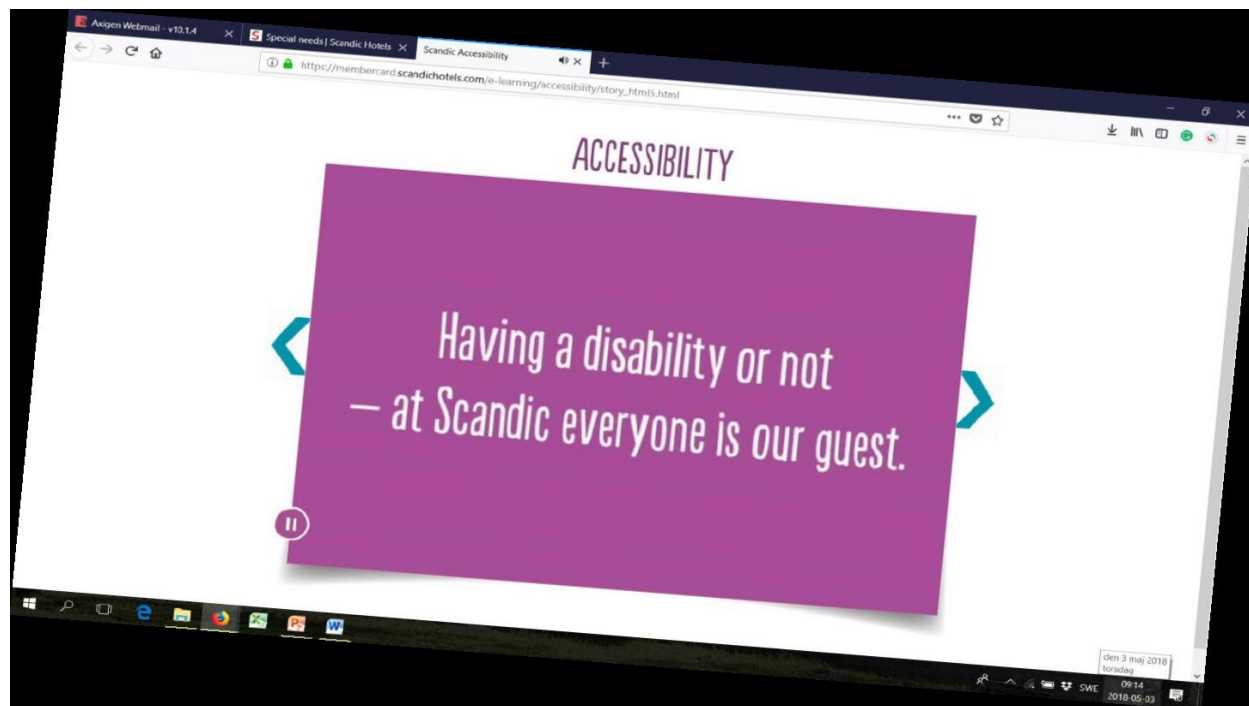
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Scandic



Scandic



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Scandic

ZERO CO2 from fossil fuels by 2025



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Project „Joint eco sign for Lithuania’s and Latvia’s restaurants and hotels in cultural objects“, Nr. LLI-064 (JESLL). The project is carried out according to the Interreg V-A Latvia – Lithuania Programme 2014-2020 to contribute to the sustainable and cohesive socio-economic development of the Programme regions by helping to make them competitive and attractive for living, working and visiting.

The amount of project ERDF support is EUR 43437.27. The total budget is EUR 51102.67.

Leading partner- Lithuanian Hotel and Restaurant Association, Project Partner - Latvian Hotel and Restaurant Association.

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Programme website: www.latlit.eu

Official EU website: www.europa.eu



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