



CAST/CHTA Action Plan to Meet Glasgow Agreement Commitment *Helping to Shape a More Sustainable Future for Caribbean Tourism*

**Adopted by CAST Board of Trustees, September, 2022
Status Report Submitted to the UNWTO, January 27, 2023**

Background and Overarching Objectives

Building upon its long-standing history of advancing sustainable practices within the Caribbean tourism industry and with Caribbean Governments and regional and international organizations, the Caribbean Alliance for Sustainable Tourism's activities for 2022-2023 identify the priorities which CAST's Board of Trustees and the Caribbean Hotel and Tourism Association place on helping to shape a more sustainable future for Caribbean Tourism.

This '*action-oriented*' plan focuses on:

- Strengthening CAST's and CHTA's capacity to facilitate the Caribbean tourism industry's commitments to a sustainable future
- Broaden industry's representation and engagement in sustainability activities
- Build and expand partner relationships, and
- Align CAST and CHTA's work with the sustainable goals identified in the 2022 Glasgow Agreement, with which CHTA and CAST are recognized global partners. These goals focus on the following:
 - Supporting the global commitment to halve emissions by 2030 and reach Net Zero
 - Delivering climate action plans within 12 months from becoming a signatory
 - Aligning with 5 pathways: measure, decarbonize, regenerate, collaborate, finance
 - Reporting publicly on an annual basis on progress against targets and actions
 - Working in a collaborative spirit, share good practices and solutions

Glasgow Commitment:

Priority Goals, Activities and Areas of Focus

A. RECOGNIZE AND PROMOTE BEST PRACTICES AND OUTSTANDING LEADERSHIP ON SUSTAINABLE MATTERS

- 1. *Activate CHTA/CAST Awards for Sustainability and Recognize Industry Best Practice***
Status: Activated in July, 2022. Recognitions given to top small and large sized companies. Best practices shared with industry.
- 2. *Advance the Caribbean tourism industry's participation in the World Travel and***

Tourism Council's Basic Sustainability Program

Status: Advanced to industry June, 2022 and ongoing

3. *Update and Promote Sustainability-Oriented Recognition and Certification Programs on CHTA's CAST Website*

Status: Updated July, 2022 and ongoing

4. *Identify, Recognize and Promote Sustainable Practices and Best Practices by the Industry through Profiling in Webinars, Publications, Websites, Quarterly Newsletter and Other Mediums*

Status: Commenced June, 2022 and ongoing in all abovementioned areas.

5. *Create and Disseminate a Quarterly Publication, CAST Currents, to Share Sustainable-Related Information and Recognize Best Practices*

Status: First quarterly issue published and disseminated fall, 2022

B. BROADEN INDUSTRY AWARENESS ON SUSTAINABILITY MATTERS

1. *Annually Conduct at Least Four Virtual Learning Sessions for the Industry and Stakeholders*

Status: Commenced in June, 2022 and continuing quarterly. Sessions held in 2022 focused on hurricane readiness and response and sargassum seaweed management and mitigation

2. *Update and Expand the CAST/CHTA Online Knowledge/Resource Center and Promote its Use*

Status: Commenced November, 2022. Currently seeking grant support to organize, expand, manage and promote a regional tourism network and knowledge center on sustainability matters relevant to the tourism industry and Caribbean

3. *Provide Information, Training and Technical Support to Assist Companies Towards a Path to Net Zero Carbon Emissions*

Status: Profiled successful hotel operation in the Caribbean during CHTA's October, 2022 annual forum. Posted and promoted support material to assist the industry on website. Webinar planned for Q1 2023. Incorporating aggressive region-wide training and support initiative through grant being sought.

C. EXPAND UPON EXISTING PARTNERSHIPS AND BUILD NEW PARTNERSHIPS TO SUPPORT RESEARCH, EDUCATION AND TRAINING, ADVOCACY, AND LEVERAGE PARTNER AND CAST/CHTA IMPACT AND VALUE

1. *National Hotel & Tourism Associations – Engage. Assess and catalogue their sustainability efforts.*

Status: Have invited and encourage participation and dissemination locally of information and training resources. In 2023 we aim to conduct an assessment thru the local associations of the range of sustainability-related activities they are engaged in.

2. *Multi-Lateral Orgs – Engage, Collaborate, Seek New Opportunities for Collaboration*

Status: Partnered with the Organization of American States to support SMTE's capability to better manage threats from crisis including hurricanes and health threats. Partnered with the Caribbean Public Health Agency on range of activities to manage and recover from the pandemic and future health crisis. Recommended to CARICOM (membership comprised of most Caribbean governments to work on common matters) a collaborative effort regionally to address climate change related problems – i. e. coral reef deterioration, sargassum management). Currently working with several multi-lateral organizations with intention to broaden engagement and influence their areas of grant

support.

3. Companies – Build Database of Companies Engaged in Sustainable Matters

Status: Commenced, expanding CHTA’s existing database to include several hundred additional SMTEs, and businesses with interests in coastal activities (i.e. dive operators, attractions, marinas). Engaged these categories of businesses in research, training and webinars, and dissemination of information in support of sustainable activities.

4. Collaborate with Other Nonprofit Organizations

Status: Significantly broadened CHTA/CAST partnerships with NGOs working on information sharing, training, advocacy. We currently have partnerships with the Caribbean Tourism Organization (public sector counterpart organization), the Caribbean Public Health Agency, the Caribbean Institute for Meteorology and Hydrology, The Nature Conservancy, the Center for Responsible Tourism, and have established working relationships with the Caribbean Community (CARICOM), the World Travel and Tourism Council, the Organization of American States, the Inter-American Development Bank, the Foundation for Environmental Education and a range of other regional and international groups. In 2023 we plan to formalize several additional collaborations thru MOUs and shared partnerships in grants and special projects.

D. Support and Strengthen Industry’s Contingency Planning and Crisis Readiness, Mitigation and Response Efforts

1. Update Crisis Communication Guide

Status: Aiming to commence and complete second quarter, 2023 then broadly distribute

2. Support OAS/CHTA Small Tourism Enterprises Crisis Readiness Action Plan

Status: Conducted study with Organization of American States and advanced series of recommended policy and program initiatives in October, 2022. Working with OAS on implementing additional strategies in 2023 and beyond.

E. Undertake Special Projects Which Align with CAST Priority Objectives and CHTA’s Sustainability Efforts

1. Coral Reef Management/Restoration Project with TNC and UNEP – Release and Promote Guidelines; Develop Phase II Project

Status: Guide released at World Travel and Tourism Conference’s Global Sustainable Investment Summit in June 2022, then broadly circulated. Planning training webinars around the report’s findings and recommendations in 2023 and 2024. Working with The Nature Conservancy on a possible Phase II grant which will be sought in 2023.

2. Renewable Energy – Seek partner to develop, promote and implement pilot energy efficiency project.

Status: Identified and working with potential partner. Collaborated with them in the development of a plan in Q4 2022 which is being considered by CHTA. Seeking to commence implementation in Q2 2023.

3. Achieving Net Zero Carbon Emissions –Research subject matter and gather support information, identify resources and seek partners to promote. Identify and recognize best practices. Create strategies to support and promote participation. Commence training.

Status: Commenced research, recognition and initial profiling of best practice in September, 2022. Accelerating efforts with webinar in Q1 2023. Grant application made to allow for significant expansion of efforts.

F. Implementation: Leadership and Support

1. Support from CHTA and CAST Trustees develop and implement sustainability strategies, in part

to guide the implementation of actions related to our Glasgow declaration.

Status: CHTA commits to supporting CASTs work with admin and leadership support. This includes leadership commitments from the President and Acting CEO/Director General and consultancy support to CAST. Significant volunteer support from CAST Trustees is also being made to guide and support efforts in the key activity areas within the Action Plan.

Note: Plan/Report submitted to the UNWTO as part of our Glasgow declaration, January 27, 2023.