Jurassic Coast Sustainable Tourism

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Sustainable Tourism on the Jurassic Coast

- I have no answers! Just frameworks.
- How you decide to live, work and be a steward for the coastline and beyond, combined with the invitation you create for visitors, will determine how “sustainable” tourism will come about.
- This talk will hopefully inspire you in your role of creating sustainable tourism and get you to the next step on that journey.
Sustainable Tourism on the Jurassic Coast

Let’s go a bit deeper into...

- What does ”sustainability” mean?
- What role does business have in creating a sustainable world?
- What role do you have in creating a sustainable Jurassic Coast?
What are the BIG issues?

- Climate change
- Poverty
- Bio-diversity loss
- Inequality
- Wellbeing
- Resource depletion
- Reforming Economics
- Population
What are we aiming to sustain?

Quality of life

The challenge:
How 10 billion people can live in harmony and peace, equitably by 2050
What is “sustainability”?

- “…sustainable development is about five key principles:
  - quality of life
  - fairness and equity
  - participation and partnership
  - care for our environment
  - respect for ecological constraints
- recognising there are 'environmental limits'”

*From Making London Work by Forum for the Future's Sustainable Wealth London project*
What is “sustainability”? 

- Enough for everyone forever...
What role does business have in creating a sustainable world?
How does sustainability come about?

- Outcomes of Actions
  - intended & unintended consequences
- Actions result from our Choices
- Choices are shaped by Information, Principles and Values
- Values come from organisations, our society, ourselves: we have the freedom to choose

Being more aware and more conscious results in more **intended, positive** outcomes and fewer **unintended, negative** outcomes
How does sustainability come about?
How does sustainability come about?

- Values
- Information
- Choices
- Actions
- Sustainable Outcomes
- Sustainable Outcomes
What is sustainability?

- Enough for everyone forever...

- ...is the outcome of conscious thinking

- For organisations sustainability applies to two aspects:
  1. How you operate
  2. What you create (products and/or services)
Who is Responsible?

- Each of us!
- We are:
  - Consumers
  - Customers
  - Employees
  - Employers
  - Voters
  - Councillors
  - Members of Parliament
  - Board directors

>>> Us – you and me
Sustainable organisations: Six Stakeholder Model

- Environment
- Community
- Investors
- Clients
- Staff

Business Partners:
- Suppliers
- Competitors
Creating Value:
Environmental Capital

- Environmental capital, also called 'natural capital', is defined as:

  "indispensable resources and benefits essential for human survival and economic activity, provided by the ecosystem, e.g.:
  
  - Clean water
  - Bio-diversity
  - Arable land
  - Clean air
  - Ancient forests"

- Also think of nature’s “services” e.g. pollination, photosynthesis, carbon sequestration
What is a Social Enterprise?

“A Social Enterprise is a business that trades to tackle social problems, improve communities, people’s life chances, or the environment...

...Social Enterprises are businesses set up primarily to benefit people and the planet”

Social Enterprise Explained: SE UK
http://socialenterprise.org.uk
Social enterprise is a way of being that transcends an organisation’s legal form. It’s a values-based, purpose-led way of working.

Success is defined and measured in terms of the benefits and value created for all the stakeholders.

It pervades every aspect of the enterprise and is a fundamental design principle for all activities, products, services, processes and decisions.
Sustainability is...

- ...Enough for everyone forever,
- ... the outcome of conscious thinking,
- ... created through:
  Social enterprise
  Values based, purpose-led organisations that create value for all
Sustainable Tourism on the Jurassic Coast will be created by YOU...

- It will embody “Enough for everyone forever”
- It will be the outcome of conscious thinking
- It’s all about...
  - Discovering what nurtures you
  - Learning how to nurture what nurtures you
How to bring this about

- Be clear about your organisation’s PURPOSE
- Choose the VALUES that inspire you and represent what you STAND FOR
- Determine how your business is dependent upon, and can contribute to, the community and the local environment
- What you STAND FOR and what the sustainable challenges are can be found in the UN’s “Sustainable Development Goals”
What do you STAND FOR?

SUSTAINABLE DEVELOPMENT GOALS

1. NO POVERTY
2. ZERO HUNGER
3. GOOD HEALTH AND WELL-BEING
4. QUALITY EDUCATION
5. GENDER EQUALITY
6. CLEAN WATER AND SANITATION
7. AFFORDABLE AND CLEAN ENERGY
8. DECENT WORK AND ECONOMIC GROWTH
9. INDUSTRY, INNOVATION AND INFRASTRUCTURE
10. REDUCED INEQUALITIES
11. SUSTAINABLE CITIES AND COMMUNITIES
12. RESPONSIBLE CONSUMPTION AND PRODUCTION
13. CLIMATE ACTION
14. LIFE BELOW WATER
15. LIFE ON LAND
16. PEACE, JUSTICE AND STRONG INSTITUTIONS
17. PARTNERSHIPS FOR THE GOALS
You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make.

JANE GOODALL