Glasgow Declaration

Climate Action in Tourism - mission : net zero commitment statement

In October 2023, mission : net zero signed the Glasgow Declaration, joining hundreds of stakeholders from the tourism industry, all committed to climate action. Below is our commitment statement:

We want acting responsibly and sustainably to become second nature to our clients. It's our mission to help the hospitality and other real estate sectors decarbonise quickly, credibly, and consistently to meet their net zero commitments. By working with our expert team, clients are supercharging their business operations to demonstrate environmental, sustainability and social impact credentials through internationally recognised ecolabel certification.

Hospitality at heart.
We understand the complexities involved in running a hospitality business with many of our team having worked on the front line and rising through the ranks. This motivates us and gives us a unique approach to solving our clients' pain points.

Make a difference.
To help the planet for future generations; we will be agents of change for the better, acting in an environmentally responsible way and encouraging others to do the same.

Promote a partnership approach.
Our business ethos is to work with like-minded clients and other partners who see the value in acting sustainably. We act to facilitate networking, sharing business opportunities and best practice.

Keep it simple.
Some aspects of acting green are very straightforward, others are highly complex. The mission : net zero approach is to take the complex and make it simple for our clients and partners.

Love what we do.
We are on a mission and aim to demonstrate this through an enthusiastic, creative, personal, and friendly approach. We think this influences, and motivates our clients and partners to make a real difference to the environment.

Monitor, measure, report
Having recently received Planet Mark sustainability certification that verifies and measures our carbon data, we are able to accurately monitor, measure and report on our target. We pledge to:

· Reduce our emissions by 5% by 2025
· Support the global commitment to halve our absolute greenhouse gas emissions before 2030
· And achieve net zero emissions as soon as possible before 2050

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