

**Interreg
Europe**



Co-funded by
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TOURBO

From paper to practice Interregional Workshop

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Bremen Tourism

02 December 2025 | Bremerhaven

Introduction

- Climate change is THE topical issue of our decade
- Monthly heat records have increased 8-fold
- There is enough ice left to raise global sea level by 65 metres
- Irreversible tipping points

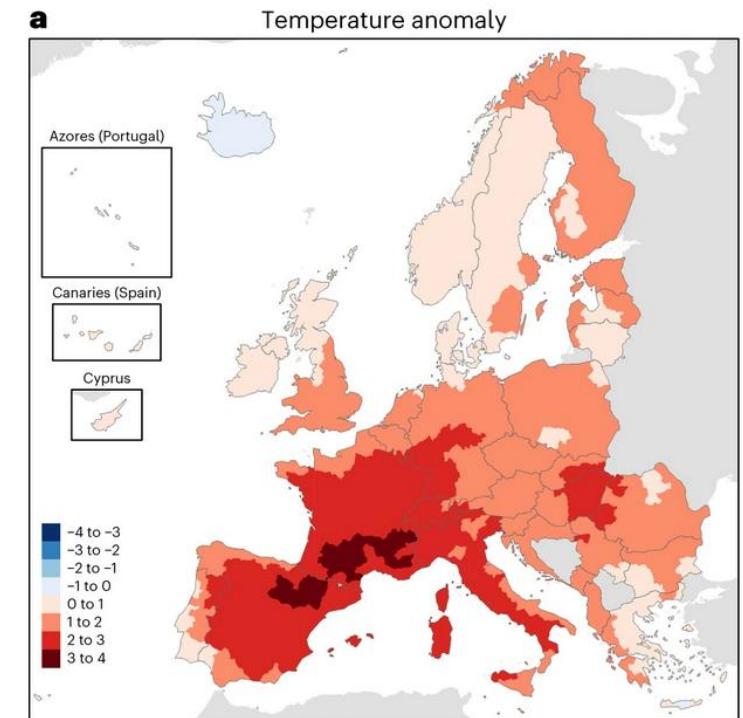


© National Geographic 2023

Hottest summers in Europe since AD 1500:

2024
2022
2021
2010
2018

Barriopedro et al. (2011) with update from 2025



Ballester et al. (2023) in Nature

Tourism is not only a contributor to but also a sufferer of climate change



Consequences of climate change

- Types of activities in a destination (temperature, rainfalls, water quality, water levels in water bodies, biodiversity, spread of jellyfish or algae etc.)
- Length and quality of the season
- Cost (water supply, heating and cooling systems, snowmaking, upkeep of touristic infrastructure)
- Sensitive ecosystems, such as oceans, lakes, wetlands and forests and mountain landscapes are impaired and endangered by climatic changes
- Customer expectation (green meadows, vineyards, golden sandy beaches etc.)



© CHRISTOF STACHE/AFP

Paris Agreement

- UN Climate Conference in 2015 in Paris
- Agreement on a limit to average global warming to well below 2° C compared to pre-industrial levels



PARIS2015
UN CLIMATE CHANGE CONFERENCE
COP21·CMP11

COP 30 in Belém

Conference of the Parties of the UNFCCC

- 10 November – 21 November 2025 in Brasil, Belém



The Glasgow Declaration

- COP 26 in Glasgow in 2021
- Outcome: Glasgow Declaration for Climate Action in Tourism



Glasgow Declaration
Climate Action in Tourism

The Glasgow Declaration



The Glasgow Declaration

Pathway 1 - Measure

- Measuring GHG emissions in tourism
- Emission calculation standards
- Compensation / Carbon-offsetting

Pathway 2 - Decarbonise

- Reducing carbon emissions
- Transport, infrastructure, accommodation, activities, food, waste

Pathway 3 - Regenerate

- Resilience, risk and vulnerability
- Restoration and protection of ecosystems
- Climate change adaptation

Pathway 4 - Collaborate

- Multinational stakeholder initiatives
- Destination management
- Collaboration with guests / communication

Pathway 5 - Finance

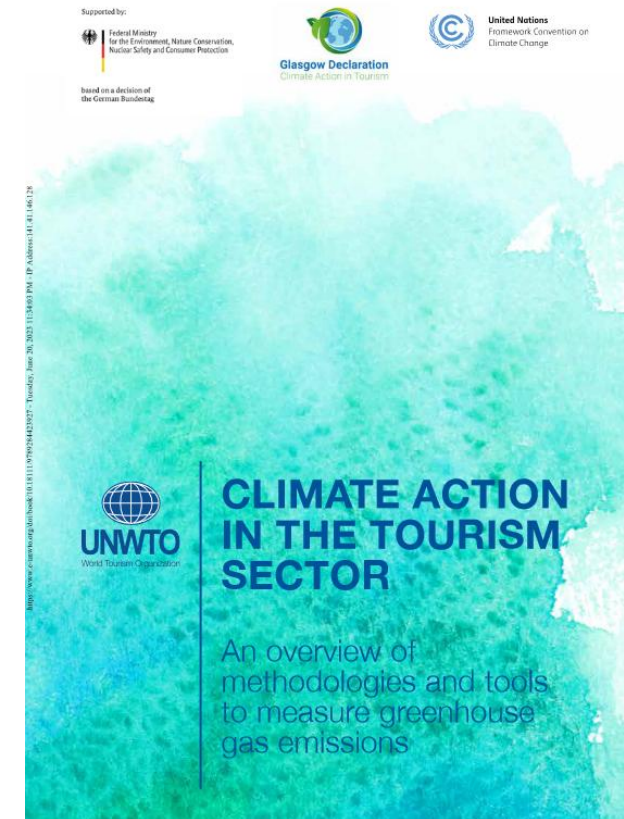
- Supporting climate action financially

The Glasgow Declaration



Pathway 1 - Measure

- There are many different emission calculation standards in tourism
- In 2023 UNWTO has published an overview of methodologies and tools to measure GHG emissions
- Overview of assessment methodologies for
 - Air transport
 - Ground transport
 - Accommodation
 - Tour operators
 - Destinations



© UNWTO (2023)

Pathway 1 - Measure

- CountEmissionsEU Initiative
- Single methodology for calculating GHG emissions from transport services
- ISO 14083 global standard established in 2023
- Calculation of all modes of transport, including passenger and freight
- Greenhouse Gas Protocol (GHG)
- A private, transnational standard for accounting and reporting GHG emissions in companies

BRIEFING
EU Legislation in Progress



CountEmissionsEU

Measuring emissions from transport services

OVERVIEW

In July 2023, the European Commission tabled a package of three proposals for the greening of freight transport. Among them is a proposal for a single methodology for calculating greenhouse gas (GHG) emissions from transport services, referred to as CountEmissionsEU. The initiative covers both freight and passenger transport. It seeks to ensure that GHG emissions data provided regarding transport services are reliable and accurate, to allow fair comparison between transport services. It establishes a methodological framework but does not govern where it has to be used. Nonetheless, if an organisation decides to calculate and disclose information on GHG emissions from transport services it needs to use the methodology provided. To avoid extra red tape for small and medium-sized enterprises, the proposal exempts these companies from mandatory verification of adherence to the rules.

In the European Parliament, the file has been dealt with through the joint committee procedure,

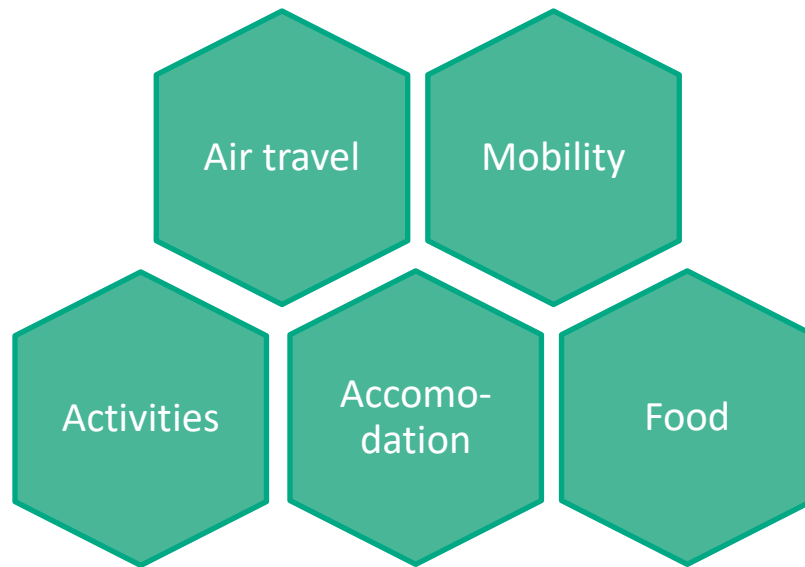


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Pathway 2 - Decarbonise

- How can we reduce carbon emissions?
- How can we decarbonise the following segments of the tourism value chain?



Pathway 2 - Decarbonise

- Compensation a temporary solution
- Airlines to be obliged to add a growing proportion of alternative but more expensive fuels: Sustainable Aviation Fuels (SAF)
- Alternative fuel (SAF) from used fats and biowaste already in use in small quantities
- In the future synthetic fuel are to be added, which can be produced from existing CO₂ and hydrogen
- Synthetic fuel is scarce and expensive
- Airbus wants to present a hydrogen-powered aircraft by 2035 (limited range and passenger numbers)



Pathway 2 - Decarbonise

- Climate-friendly arrival and departure options
- Alternative mobility options on site (e.g. electric vehicles, bike rental, car sharing)
- Promotion of public transport
- E-charging stations for customers



Pathway 2 - Decarbonise

- The Zell am See-Kaprun Mobility Card allows visitors to use public transport free of charge from May 1st until October 31st.
- More than 100 public and private E-Car and E-Bike charging stations across the region set a high standard for promoting the growth of e-mobility and active transportation.

Mobility

NEWS | 06 March 2025

Salzburg introduces free public transport for tourists

Urban/city tourism

Governance of tourism destinations

Sustainable mobility

+4 more

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Starting 1 May 2025, tourists in Salzburg, Austria, can use all regional public transport for free with the new 'Guest Mobility Ticket,' funded by a mobility fee included in accommodation costs.



Salzburg Verkehr
**GUEST MOBILITY
TICKET**


Pathway 2 - Decarbonise


Promotion of climate-friendly activities

- Walking tours
- Hiking


- Biking
- Canoeing or paddling
- Bike tours

Activities






Sustainable Activities in Bremen



Whether it's a guided tour by bike, a stroll through various second-hand shops or a visit to one of the numerous museums and knowledge worlds - a lot of sustainable experiences await you in Bremen!

Bremen has any number of sustainable experiences to offer, whether it's a guided voyage of discovery by bike, a rummage through various second-hand shops or a visit to one of the many museums and science centres in the city!

Travelling Sustainably



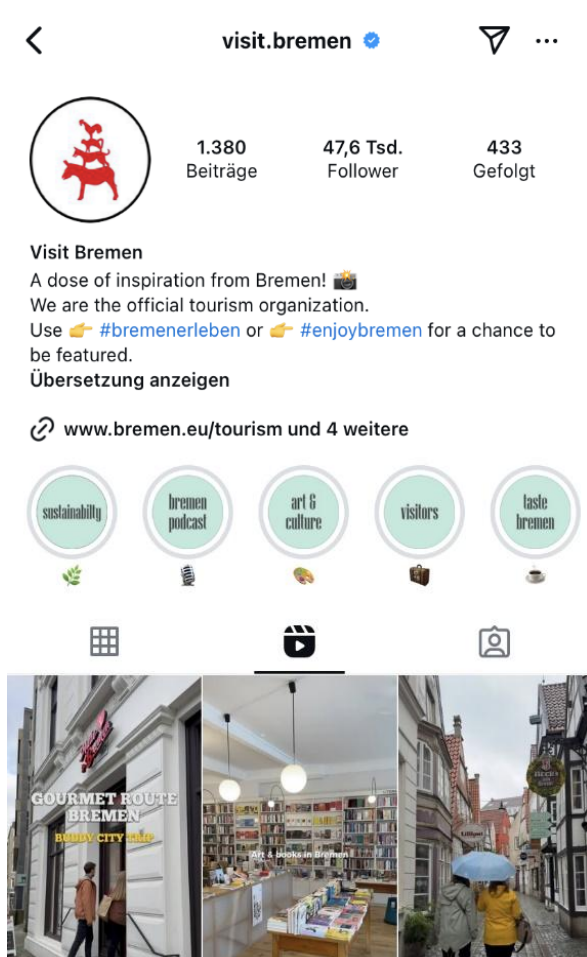
Arriving Sustainably

Travel to Bremen comfortably and in an eco-friendly way, by train! The local trains and long-distance services that bring you to Bremen's main station take you right into the heart of the city, with low environmental impact. At the [main railway station](#), you can step directly onto a tram or a bus.



Weekly Markets in Bremen

Pathway 2 - Decarbonise



Pathway 2 - Decarbonise

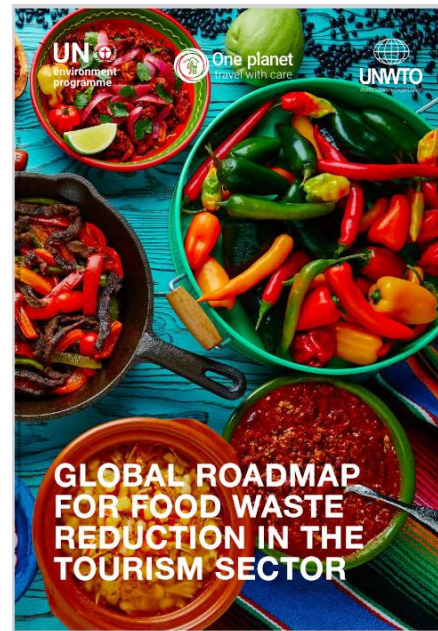
- Heating / cooling of built infrastructure
- Efficient resource use
- Communicating the operational measures to guests
- Create incentives for behavioral change (nudging, rewards, etc.)
- Fundraising for sustainability initiatives
- Raise travelers' awareness of climate impacts
- Local sourcing
- Sustainability certification



Pathway 2 - Decarbonise

- Local, seasonal and organic sourcing
- Offering vegan and vegetarian options
- UN Roadmap: 4 steps showcasing how tourism stakeholders can take action on food waste reduction

Food



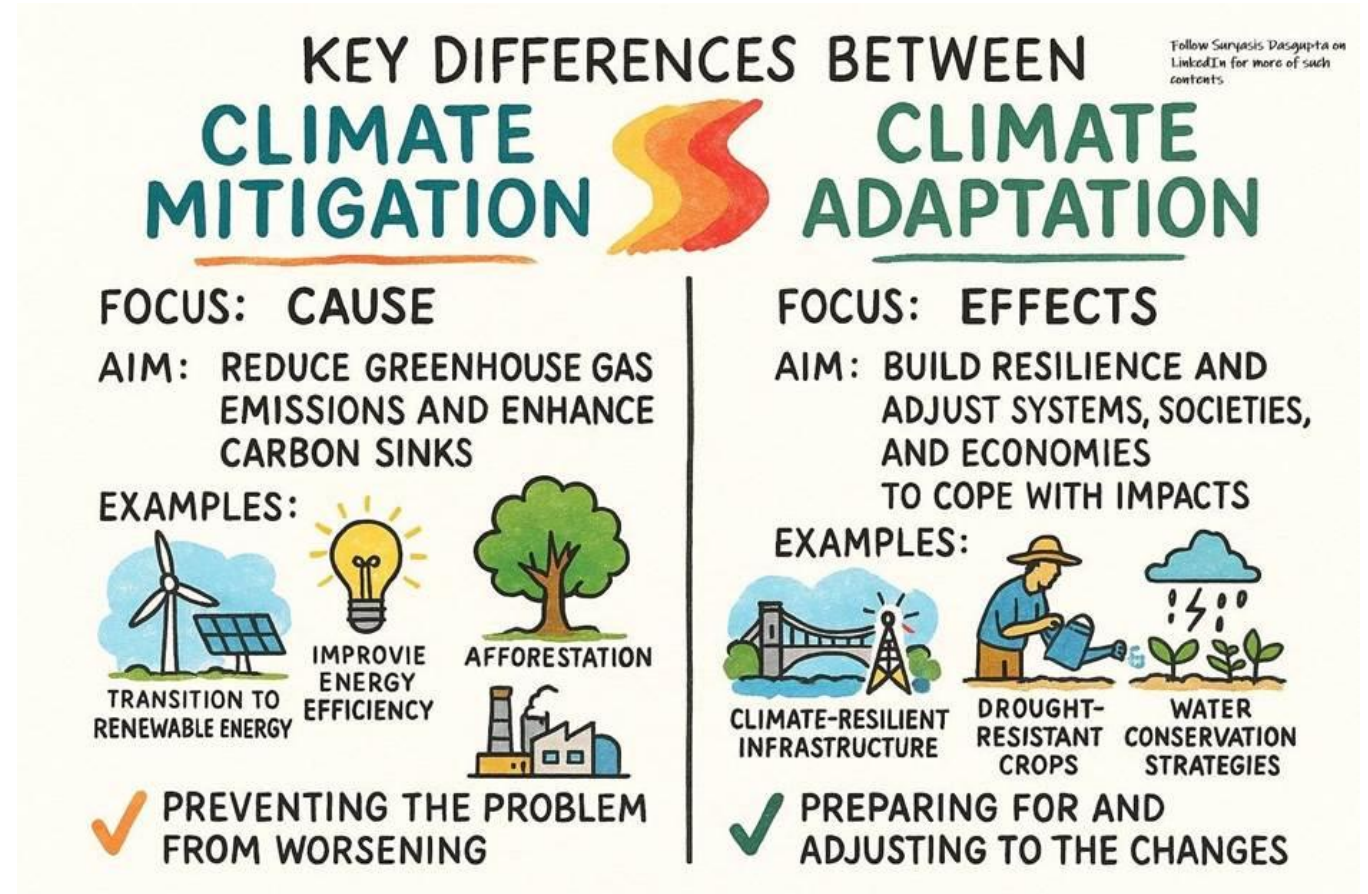
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Pathway 3 - Regenerate

- Restoration and protection of ecosystems
- Climate change adaptation



Pathway 3 - Regenerate

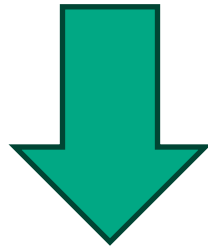
Climate change induced risks for the tourism industry

- Storm surges and cyclones
- Heavy rains and floods
- Heat waves and droughts
- Forest fires
- Coastal erosion
- Loss of biodiversity

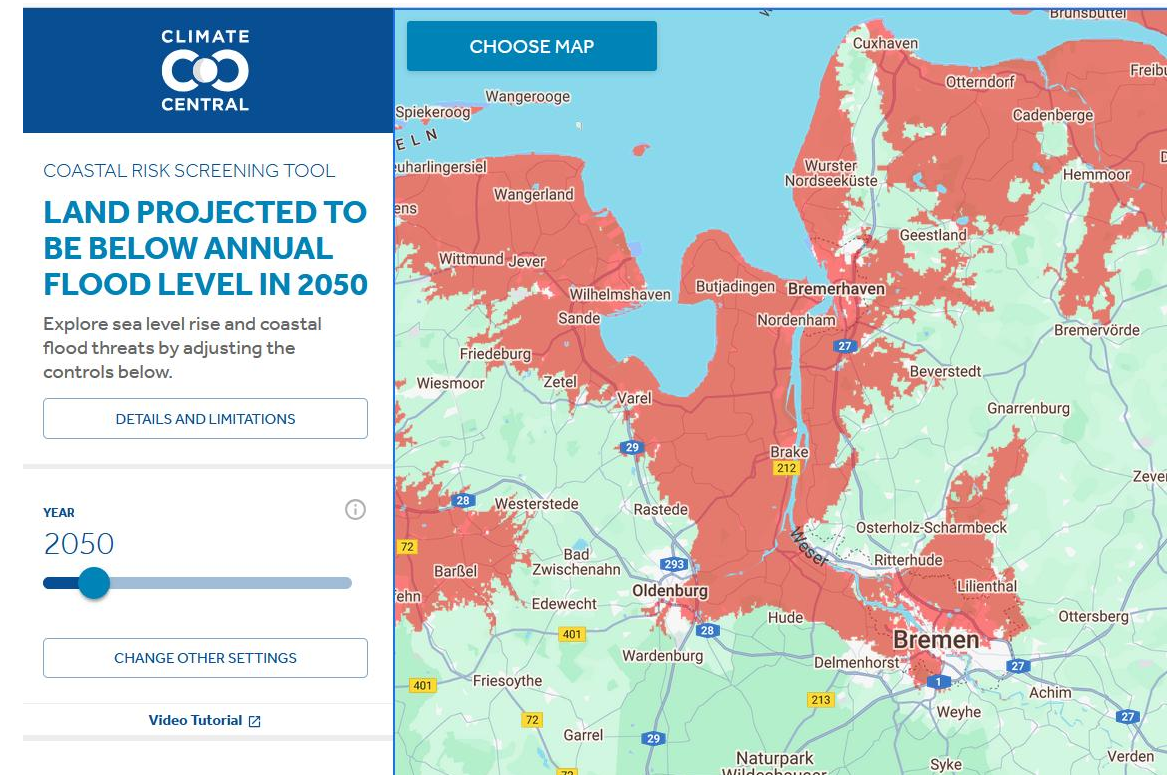


Pathway 3 - Regenerate

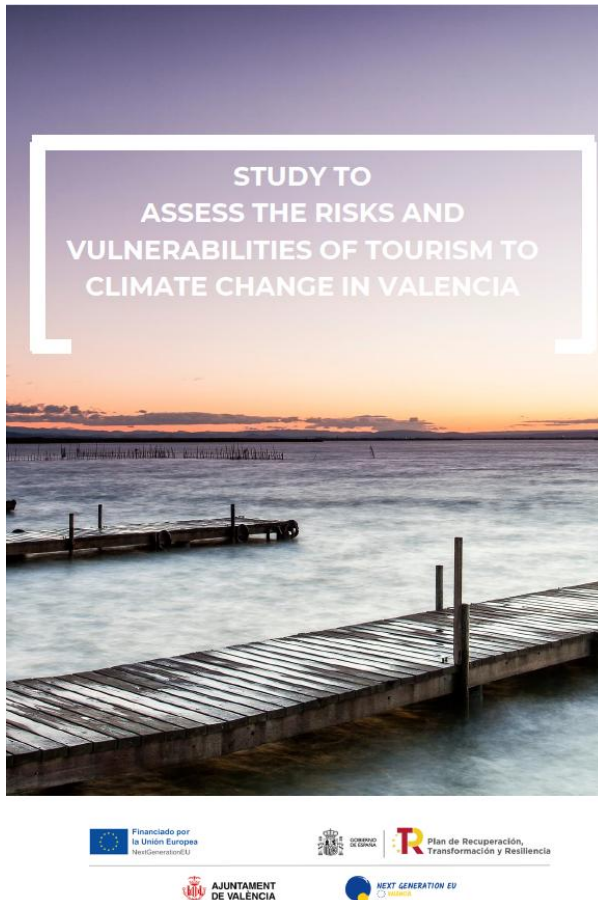
- Climate Central



- Increase the resilience of the tourism system
- Strengthen ability to take action in the face of uncertainty
- Increase coping capacities and adaptive capacities



Pathway 3 - Regenerate



Zentrale Werkzeuge zur Klimaanpassung im niedersächsischen Tourismus:

Hier finden Sie alle relevanten Dokumente, Werkzeuge und Ergebnisse aus dem Projekt „Klimawandel anpacken – Anpassungsstrategien für den Tourismus in Niedersachsen“.



Ein erster Überblick zum TMN-Projekt „Klimawandel anpacken“ mit allen wichtigen Informationen und Projektergebnissen in einer kompakten Zusammenfassung.



Zehn zentrale Erkenntnisse aus dem Projekt „Klimawandel anpacken“.



Der Anpassungskompass bietet eine wichtige Navigationshilfe, um im komplexen Prozess der Klimawandelanpassung die Orientierung zu behalten.



Die Ideenbörse zeigt anhand konkret ausgewählter Beispiele unterschiedliche Maßnahmen, um eine Anpassung des Tourismus an die verschiedenen Veränderungen durch den Klimawandel aktiv zu gestalten.



Mit der Natur für den Menschen – seit mehr als 185 Jahren.

Klimafolgenanpassung für den Tourismus in Brandenburg – Kick-off-Veranstaltung

Prof. Dr. Wolfgang Strasdas
24. April 2024

Prof. Dr. Wolfgang Strasdas, Dominika Mazurkiewicz, 24.04.2024

Gutachten zur Klimafolgenanpassung in Brandenburg

Kickoff

www.bte-tourismus.de

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Pathway 4 - Collaborate

- Multinational stakeholder initiatives
- Cooperation with destination partners
- Sustainability communication with guests

**THE
LONG
RUN**

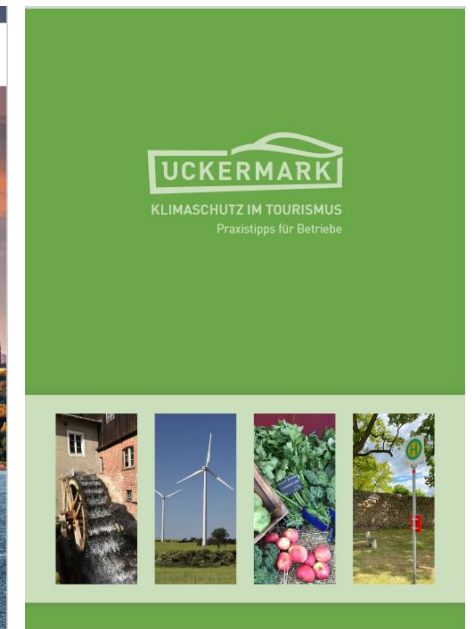


**FUTURE
OF TOURISM**



Pathway 4 - Collaborate

- Cooperation with destination partners
- Collaboration with guests



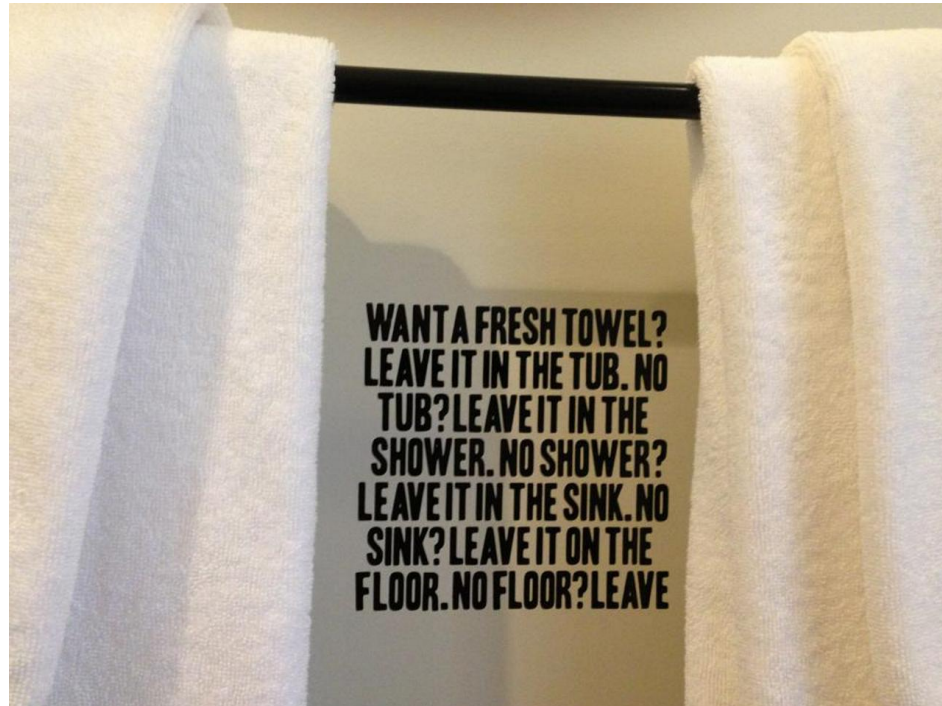
Pathway 4 - Collaborate

- Sustainability communication with guests

What can I
communicate?

Where can I
communicate?

How can I
communicate?



© Message ACE Hotel NYC from hello yok.com



© hello yok



© Västmanland Tourism (2019)

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Pathway 5 - Finance

- Supporting climate action financially

Public
funding

Organisational
initiatives

Pathway 5 - Finance

- Supporting climate action financially

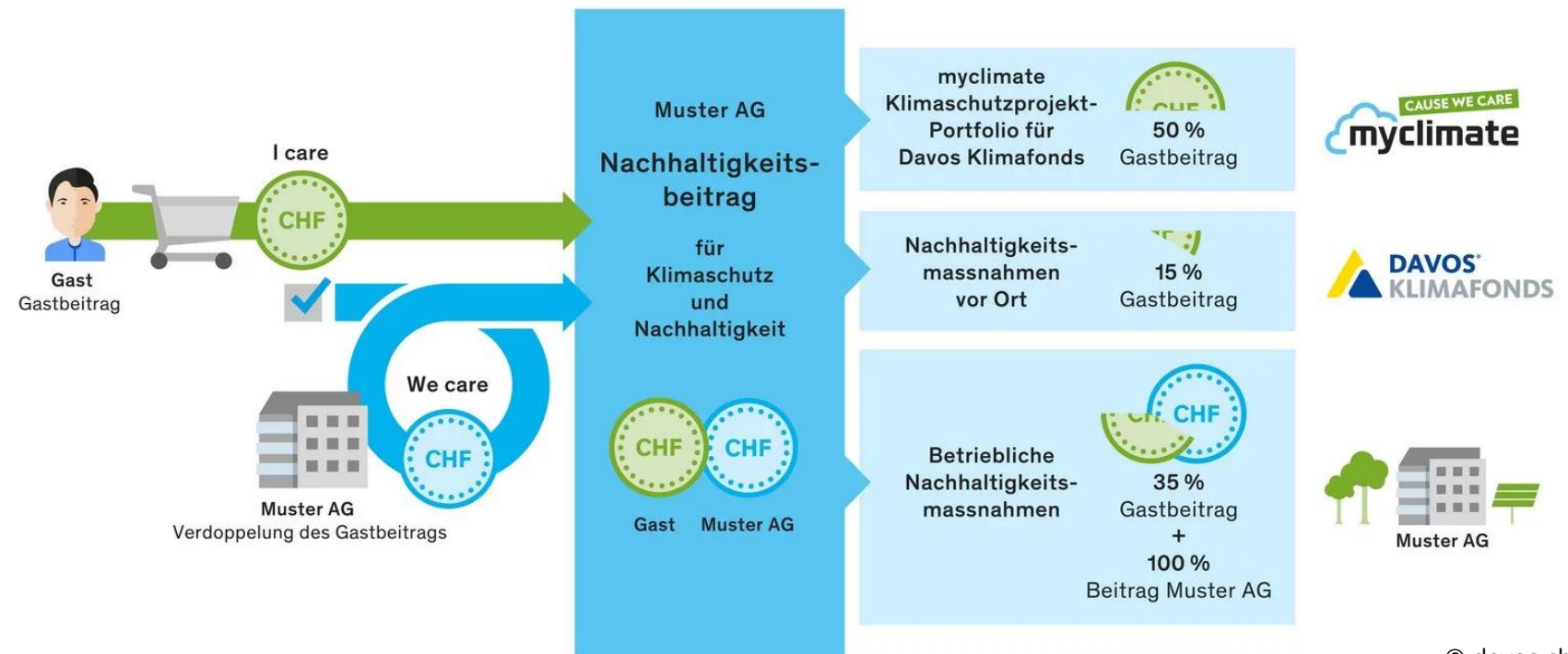
Public
funding



Pathway 5 - Finance

- Supporting climate action financially

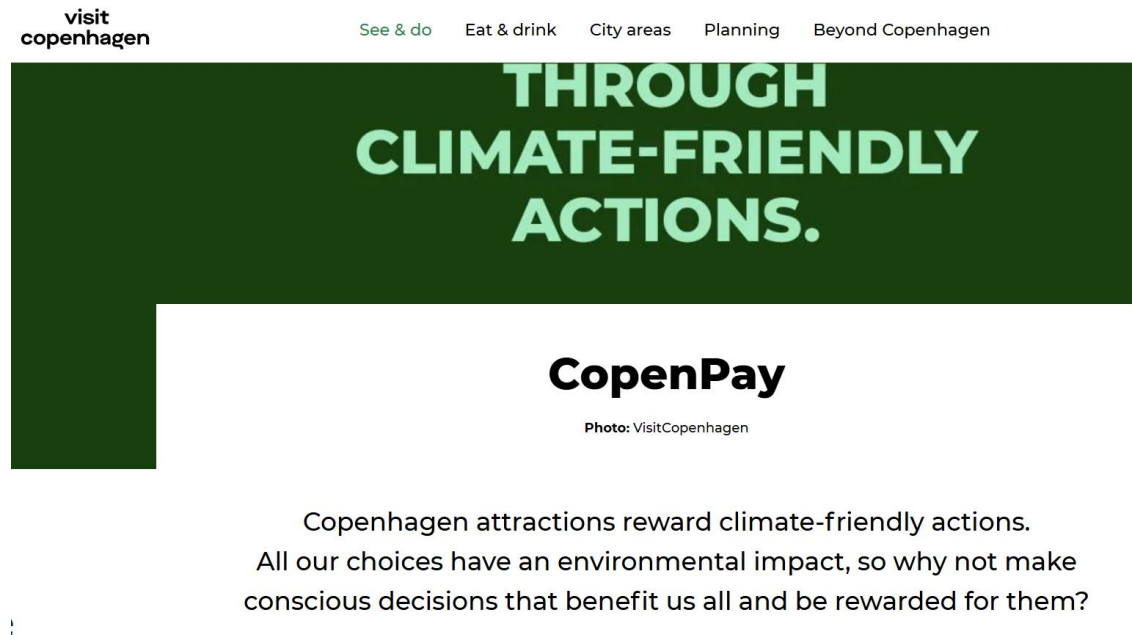
Organisational initiatives



Pathway 5 - Finance

- Supporting climate action financially

Organisational initiatives



The screenshot shows the top of the CopenPay website. At the top left is the 'visit copenhagen' logo. To its right is a navigation menu with links: 'See & do', 'Eat & drink', 'City areas', 'Planning', and 'Beyond Copenhagen'. Below the navigation is a large dark green banner with the text 'THROUGH CLIMATE-FRIENDLY ACTIONS.' in white, bold, uppercase letters. Below the banner is the 'CopenPay' logo in bold black text, with 'Photo: VisitCopenhagen' in smaller text underneath. At the bottom of the screenshot, there is a paragraph of text: 'Copenhagen attractions reward climate-friendly actions. All our choices have an environmental impact, so why not make conscious decisions that benefit us all and be rewarded for them?'

visit
copenhagen

See & do Eat & drink City areas Planning Beyond Copenhagen

**THROUGH
CLIMATE-FRIENDLY
ACTIONS.**

CopenPay

Photo: VisitCopenhagen

Copenhagen attractions reward climate-friendly actions.
All our choices have an environmental impact, so why not make
conscious decisions that benefit us all and be rewarded for them?

Pathway 5 - Finance

- Supporting climate action financially

Organisational initiatives



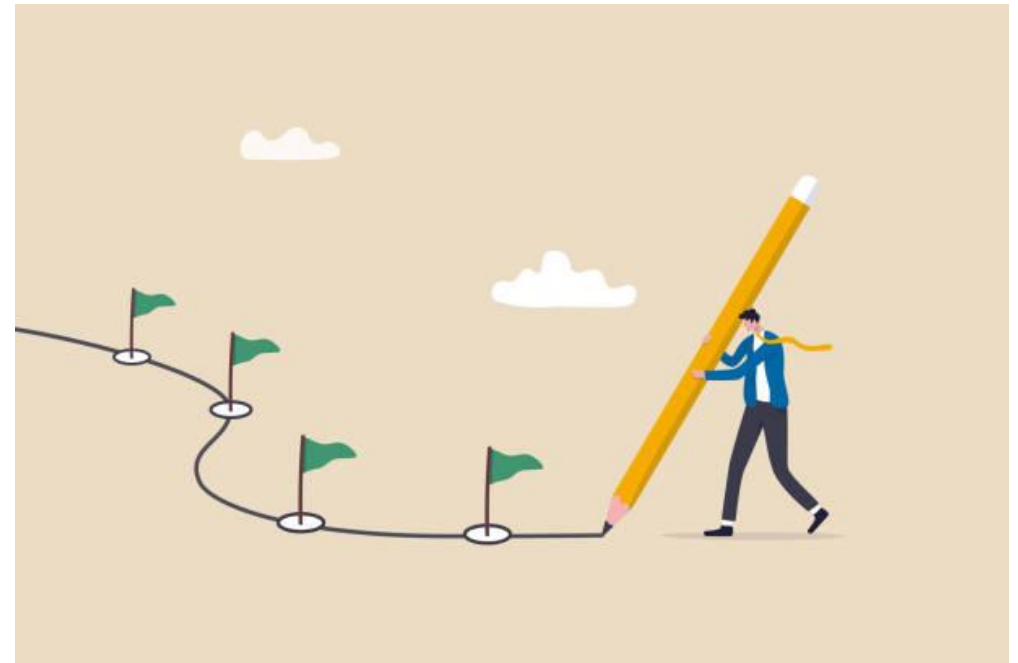
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What's next?

- Where do you have operational control?
- What is one area of sustainability that particularly interests you?
- Who are potential partners you could team up with?
- Consult good-practices
- Set a goal



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Thank you!

www.interregeurope.eu/TOURBO



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Let's continue the conversation...

