

Name of the speaker:

Organisation:

About you

Include here a short biography/presentation of the speaker or presenting organisation. In 3rd person. Max. 100 words.

The Klimapatenschaft Tourismus GmbH supports tourist businesses such as destinations, hotels, holiday apartments and tour operators in developing and implementing sustainable strategies and practical projects. The objective is the establishment of sustainable tourism by means of feasible and innovative concepts.

After having finished her Master studies in International Business and Sustainability at the University of Hamburg, Dominika Mazurkiewicz gained her job experience in a tourism consultancy in Japan, where she supported a region in a sustainability certification process. At Klimapatenschaft Tourismus GmbH she is responsible for analysis and assessment of destinations' sustainability as well as development of sustainability strategies.

LinkedIn profile

If you agree to share your profile with other participants, please copy/paste your url here (optional)

<https://www.linkedin.com/in/dominika-mazurkiewicz-706874160/>

Theme

Choose the theme that was attributed to your presentation from the dropdown list

Facing the carbon & climate challenge in tourism, incl. soft mobility.

Title

Insert the title for your presentation, 2 lines max.

Climate neutral guest arrivals and departures

Summary

Describe here the main content of your presentation. Max. 220 words

According to the studies by the UNWTO, the proportion of climate-damaging emissions attributed to tourism ranges between 4-9%, depending on the method of accounting. 75% of all CO₂-emissions attributed to tourism come from transportation, whereby the arrival and departure to and from the holiday destination accounts for the majority of them.

We want the CO₂-compensation to become a standard, not only an option! Therefore, the main aims of the project are: raising awareness about emissions related to traveling and reaching more climate-friendly modal split.

Process: While booking a holiday stay at the official destination's website, the guest provides the information needed to calculate the carbon footprint of her or his arrival and departure. In the second step, all caused emissions are offset by investments in Gold Standard certified climate-related projects. The costs of offsetting is borne by the destination. Additionally, a fix contribution per booking is donated to a local nature conservation organization.

In this way, we have managed to offset over 1.000 tones of CO₂-emissions and support the local organization Schutzstation Wattenmeer e.V. with a significant donation in the first year. The project continues and spreads to other destinations in Germany in 2019.