

# Our Environmental and Sustainability Policy

Natural Discovery is committed to developing and providing sustainable tourism breaks that are enjoyable for guests, positive for local people, healthy for the environment and sustainable & business-like.

We will achieve this by working with local tourism accommodation and businesses who sign up to our environmental and sustainability policies for "Positive" action – ideally accommodation will already include healthy environmental and sustainability practice or is committed to do more and move in that direction.



## Enjoyable for guests

- We will offer good quality comfortable guest accommodation that in turn accommodates inspiring ideas promoting sustainable living.
- We will provide access to the best a local area has to offer – whether it is relaxing in attractive settings, discovering local attractions, facilities and activities, or just enjoying the accommodation.
- We will ask guests about their breaks to help enhance our overall service and performance and to provide independent feedback to accommodation owners and other suppliers.

## Positive for local people

- We will work with and promote local suppliers, wherever possible.
- We will manage and develop our activities to be small-scale, human and integrated within the local community.
- We will get involved with local projects that maintain and enhance the diversity of the local environment.
- We will focus on short holiday breaks to support an all year round, local sustainable tourism industry –welcoming visitors and enhancing the local economy and services.

## Healthy for the environment

- We will offset the carbon emissions of guest travel and stay by investing in energy efficiency and environmental measures in guest accommodation and local community projects.
- We will help make accommodation 'Positive' by providing Discovery Information that will be the Natural Heart for each accommodation property and accommodating inspiration – giving guests the opportunity to discover the ideas and value of sustainability, providing easy steps to be greener and encouraging guests to take-home the experience and make a real difference everyday.

## Sustainable and businesslike

- We will support accommodation owners and other suppliers to identify opportunities to manage and improve their own environmental performance and service to enhance value and business profitability.
- We will promote the experiential benefit of environmental features of accommodation and other local initiatives to provide additional marketing and business benefit.
- We will regularly critically review our policies and approach so to achieve maximum value of innovation and sustainability for all our stakeholders.

### **Natural Discovery - Offsetting guest carbon emissions**

Breaks booked through Natural Discovery include investments to offset the impact associated with guest travel and stay. Current projects include donating energy efficient lightbulbs to accommodation and working with the EcoSchools Initiative - a programme that encourages children and teachers alike to improve their local environment in areas such as waste, water, energy and transport.

# NaturalDiscovery

UK Short Breaks • Sustainable Tourism • Home Products



## A sustainable future

A sustainable future is about achieving a good standard of living for all in a more efficient way. This is indeed a challenge for us all...

Many environmental approaches are just common sense and many people have already been doing many good things for a long time. Quite often it's a question of simply asking 'Why?'... Why do we do it that way? Are we prepared for the longer-term consequences and risks? How else can I do it?

Looking around at our natural and cultural heritage often shows us how to achieve things in a simple and more sustainable way. Imagine if we also designed our packaging so it could be thrown away to help the garden grow!! Waste in nature becomes food for something else. Wonderfully simple!

If our guests are interested in finding out how they can make more of a difference, Natural Discovery will help them discover the local environment, local heritage and environmental ideas – giving them the opportunity to innovate and think about what they can do themselves.

### James Brittain

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#### Our Aims

To provide sustainable tourism that is enjoyable for guests, positive for local people and healthy for the environment, enhancing quality of life for all.

#### Discovery Breaks

Short breaks that give guests a chance to discover a local area all year round.

#### Discovery Accommodation

Allowing guests to discover and live with inspiring new ideas in a stylish, comfortable and innovative way.

#### The Take-home Experience

Taking home environmental products, technologies and ideas so we can make a big difference in our everyday lives.

## Some thoughts for all of us...

"When my parents were growing up the world's population was under three billion. During my children's lifetime, it is likely to exceed nine billion. You don't need to be an expert to realise that sustainable development is going to become the greatest challenge we face this century." **Tony Blair 2001**

"We must treat the planet as if we are going to live here forever and not as though we have dropped in for a weekend break." **Jonathan Dimbleby, 2001**

"Treat the Earth well. It is not inherited from your parents, it is borrowed from your children" **old Kenyan proverb**

"It is poverty to decide that a child must die so that you may live as you wish." **Mother Teresa**

"If you think you are too small to have an impact, try going to bed with a mosquito!" **Anita Roddick, Founder of the Body Shop**



If everyone on our Earth lived as we do in developed countries, we would require 3 planets of resources to sustain us. **(source: WWF 2000)**

# Global Warming – the run down!

Greenhouse gases existing naturally in the upper atmosphere, notably carbon dioxide (CO<sub>2</sub>) and water vapour, trap the sun's heat and keep the planet warm. This is called the Greenhouse Effect. Our human activity has been increasing this accumulation of greenhouse gases, unnaturally, and we believe this is causing greater Global Warming.

It is widely believed that temperatures are rising faster now than for 10,000 years. Carbon dioxide (CO<sub>2</sub>) levels, for example, have increased by 25% in the last 100 years. The risks to us include rising sea levels, increased frequency of extreme weather and greater incidence of tropical diseases.



## So what are we doing...?

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It makes sense to slow down this increase in greenhouse gases – just in case!

Under the international Kyoto Agreement, us in the European Union have committed ourselves to reducing our emissions of the main greenhouse gases by 8% by 2008 – 2012, compared to what we were emitting in 1990 (or in 1995 for some gases). As part of this, the UK target is to reduce our greenhouse gas emissions by 12.5%.

In the UK, we have also gone a step further and pledged that we will reduce our carbon dioxide emissions (one of the main greenhouse gases) by 20% by 2010, compared to our 1990 levels.

We are doing this by improving our energy efficiency, increasing our use of renewable energy technologies, using systems that generate combined heat and power and fuel-switching to use less coal and oil and more gas. Many of our power stations now run on natural gas which have produced significant savings to date and which has, in turn, meant we have been meeting our interim targets - but these opportunities are now limited and more savings are needed.

The UK also has a target to generate 5% of our electricity from renewable energy sources by 2003 and 10% by 2010. We currently generate approximately 3% from renewable energy. Renewable energy is considered to be energy from clean and free energy sources that are continuously available in our environment, such as wind and solar.

## What are we each responsible for...?

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Currently the UK consumes 1.8 billion kWhs of energy every year, responsible for over 550 million tonnes of CO<sub>2</sub> emissions pollution into the atmosphere. That is approximately 10,000 kg per UK citizen per year, equivalent to the weight of a full grown African elephant!!

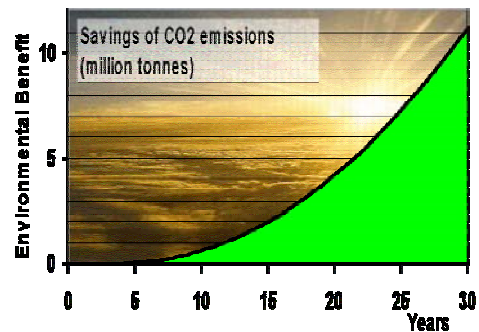
Any savings we can achieve as individuals will help to reduce the overall UK figures and so help to reduce the risk of unpredictable global warming for the future.

## The Natural Discovery Vision - accommodating inspiration

We believe it is possible for us to live more comfortably yet sustainably. Tourism holds a unique opportunity, not yet realised, to demonstrate how easy this is to do in our everyday lives.

Our Discovery Breaks will aim to *accommodate inspiration* and enable guests to discover and take-home the experience in an enjoyable and interactive way for all.

Our long-term aim is to inspire and work with our customers, suppliers and other stakeholders so that we can together help achieve positive long-term environmental benefit, saving over 10 million tonnes of carbon dioxide emissions together over the next 30 years.



## Saving CO<sub>2</sub> - Travelling to your holiday destination

**Travelling by train** – for a round trip of 250 miles – will save 65 kg of CO<sub>2</sub> emissions per trip compared to driving by car – that is 195 kg of savings for 3 trips. This is equivalent to savings that would fill a balloon 5.9m in diameter. Car sharing will also help to reduce the environmental impact of car travel.

**Holidaying in the UK** – say by train on a 250 mile round trip – saves 700 kg of CO<sub>2</sub> emissions per trip compared to flying short-haul to central Europe for a round-trip of 2,500 miles – enough to fill a balloon 9m in diameter. It is also believed that aeroplanes release other emissions in the upper atmosphere such as ozone created from water vapour.

## Saving CO<sub>2</sub> - Some easy measures you can try

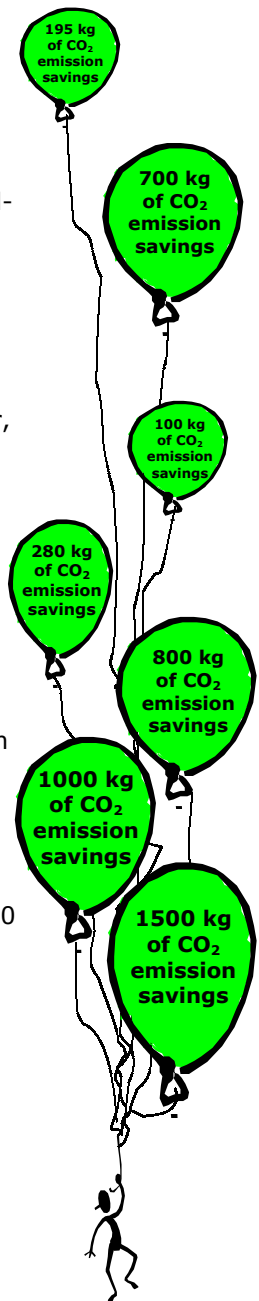
**Installing 3 low energy light bulbs** can save 100 kg of CO<sub>2</sub> emissions in a year, paying back financially in typically less than 1 year – savings that would fill a balloon 4.7m in diameter.

**Buying an energy efficient fridge-freezer** can save 280 kg of CO<sub>2</sub> emissions a year, compared to a typical model – enough to fill a balloon 6.6m in diameter. Energy labelling on fridges, freezers, washing machines and other domestic appliances promotes how energy efficient models are and so indicate how much they cost to run. 'A' rated appliances are the best and 'G' rated are the worst.

**Installing loft insulation** can save 800 kg of CO<sub>2</sub> emissions a year – filling a balloon 9.4m in diameter – with financial savings typically paying back in less than 4 years.

**Driving an efficient car** can save 100g of CO<sub>2</sub> emissions per mile, that is 1000 kg of CO<sub>2</sub> emissions over 10,000 miles – filling a balloon 10.1m in diameter.

**Buying green tariff electricity** means that you have helped save typically 1500 kg of CO<sub>2</sub> emissions each year – filling a balloon 11.6m in diameter. Each kWh of electricity saved in the UK saves 0.43 kg of CO<sub>2</sub> emissions.



These figures are approximate and are used for illustrations purposes only. They are based on statistics published by the government, particularly from the Department of Environment, Food and Rural Affairs (DEFRA).

For more information on how to become more energy efficient at home, contact the Energy Savings Trust or your local Energy Efficiency Advice Centre.