

EXPLORE THE SOUTH: THE NET ZERO WAY

BUSINESS AWARENESS PROGRAM



WHAT IS NET ZERO?

- It means cutting net greenhouse gas emissions to as close to zero as possible
- Scottish Government's target is to achieve Net Zero by 2045
- South of Scotland aims to be UK's first Net Zero region
- Net Zero helps businesses cut costs, attract eco-conscious guests, and boost their reputation
- SOSE offers guidance and support to businesses to transition to Net Zero

WHAT IS THE NET ZERO PATHWAY?

- Outlines practical steps for businesses to start their Net Zero journey
- Involves 5 stages, 17 themes, 2 action categories and 55 actions
- The stages are: 1) Getting Started, 2) Understanding where I am, 3) Seeking support, 4) Taking action and 5) Measuring, Improving and Sharing progress



STAGE 1 & 2

- **Stage 1:** Focuses on deepening Net Zero knowledge and engaging visitors and employees in the strategy
- **Stage 2:** Involves selecting priority themes based on current carbon emissions or, if unavailable, using criteria like energy-intensive areas, billing insights, feasibility, or compliance needs

STAGE 3 - SEEKING SUPPORT

- This stage will provide all the information you need to find financial, certification, and technical support to support for your Net Zero efforts



STAGE 4 - TAKING ACTION

- Based on the priority themes from Stage 2, seek guidance from a SOSE advisor to develop your action plan
- This stage provides a detailed plan for energy, water and waste management
- With 26 actions, it offers tailored strategies for every step of your Net Zero journey

STAGE 5 - MEASURING PROGRESS

- This stage is all about identifying areas of opportunity, continuing to take action, and sharing experiences and achievements within the responsible tourism community
- This stage also involves learning from each other



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VISITOR AWARENESS PROGRAM



TRAVEL SUSTAINABLY

- Use public transport where possible
- Choose walking or cycling to explore local attractions
- If driving, opt for a hybrid or electric vehicle and car-share when possible
- Look for accommodation with EV charging stations

STAY ENERGY & WATER CONSCIOUS

- Turn off lights and unplug devices when not in use
- Set heating at a comfortable but efficient level, and avoid excessive use
- Take shorter showers and use water responsibly
- Reuse towels and linens instead of requesting daily replacements



SUPPORT SUSTAINABLE BUSINESSES

- Choose local, seasonal, and plant-based foods when dining or shopping
- Book accommodation and activities that support local communities and conservation
- Buy handmade and sustainable souvenirs from local artisans

REDUCE WASTE & USE REUSABLES

- Bring a reusable water bottle, coffee cup, and shopping bag
- Sort and dispose of waste properly using recycling bins
- Plan meals wisely in self-catering stays to reduce food waste



RESPECT & PROTECT NATURE

- Stick to marked trails and follow "leave no trace" principles
- Observe wildlife from a distance and avoid feeding animals
- Support local conservation efforts like tree planting or peatland restoration

CHOOSE LOW-CARBON ACTIVITIES

- Explore by bike or on foot instead of using cars
- Visit heritage sites, eco-museums, and local markets
- Take part in eco-friendly outdoor experiences like wildlife spotting or sustainable farm tours



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EMPLOYEE AWARENESS PROGRAM

WHY DO YOU NEED IT?

- **Retains Talent** – Engaged employees stay longer
- **Builds Brand Loyalty** – Sustainability boosts reputation
- **Inspires Customers** – Eco-conscious brands attract followers
- **Drives Innovation** – Green ideas fuel growth
- **Ensures Compliance** – Stay ahead of regulations



LAUNCH AWARENESS SESSIONS

- Kick off with a 15-min talk using Zero Waste Scotland's free recycling posters to explain net zero
- Use Sustainable Hospitality Alliance training to teach waste and energy basics

SPARK FUN CHALLENGES

- Run a Switch Off campaign using fun Business Energy Scotland posters and display them around your property
- Pass it on! Campaign: Encourages reusing items through activities such as swap shops and donation drives.
- Join Earth Hour - a global switch-off to cut carbon from 8:30-9:30 PM



CELEBRATE AND GROW

- Spotlight recycling heroes in meetings with CIPD recognition tips (e.g., public praise), boosted by Sustainable Hospitality Alliance leadership training for managers
- Organise a clean-up or planting day for team bonding, using the Sustainable Hospitality Alliance's employee engagement toolkit for planning and local compost

MEASURE & SHINE

- Track monthly energy savings with Sustainable Hospitality Alliance audit tools and celebrate progress with a team event
- Encourage staff to use Home Energy Check to monitor energy use at home, fostering workplace awareness



WHAT'S THE REWARD?

- **Save Money:** Cut energy bills by up to 24% (Business Energy Scotland)
- **Boost Morale:** Staff love green action—join 4,000+ trained champions!
- **Lead Scotland:** Hit net zero with community pride (Scotland Climate Week)

Go Beyond – Install a Sustainability Suggestion Box!

CARBON MEASUREMENT TOOL



WHAT ARE CARBON EMISSIONS?

- Emissions from the release of greenhouse gases, mainly from burning fossil fuels
- These emissions trap heat and lead to global warming and climate change
- It is measured in tonnes (tCO₂e)
- Reduction in these emissions helps curb climate change

TRACK , DRIVE SUCCESS!



- Can help lower energy bills by cutting unnecessary consumption
- Helps identify energy waste and fix it
- Supports net zero goals



WHAT IS THE TOOL?

- Simple tool to measure the carbon footprint of your business
- Aligns with global standards (GHG Protocol & ISO 14064)
- Simple & easy, even for first-time users!

WHAT DOES IT MEASURE?



- Scope 1 & 2 Emissions – Direct & purchased energy
- Scope 3 Emissions – Outsourced laundry if applicable
- Total Carbon Footprint
- Emissions per occupied room (daily)
- Emissions per meeting space (hourly)
- Renewable energy usage impact



HOW TO USE IT?

- Collect Data - Rooms, occupancy, energy bills, meter readings, and laundry usage
- Input the data in the HCMi Excel tool
- Calculate Total Emissions and generate your Carbon Footprint Report
- The [HCMi tool example](#) provides detailed instructions on how to complete the Excel sheet

WHEN TO REPORT?



- Annual Reporting (12-month period)
- Calculations - Once per year
- Data Collection - 6 months post-reporting year to collect and process data
- Pro-rating allowed if full-year data is unavailable

Additional Info on: sustainablehospitalityalliance.org

For smaller businesses: Use [SME Carbon Footprint Calculator](#) or [SME Climate Hub Small Carbon Business Calculator](#)

FINANCIAL SUPPORT

WHY DO WE NEED IT?



- Investment in Sustainable Infrastructure such as EV chargers, renewable energy sources, and energy-efficient upgrades
- Workplace development and training
- Meeting net-zero goals and compliance
- Obtaining certifications and accreditations



WHAT ARE THE TYPES?

- **Equity-based funding:** investor funding, crowdfunding
- **Debt-based funding:** loans, competition-based funding, corporate bonds
- **Government grants**
- **Incentives** and subsidies
- **Others** - Convertible debt, revenue-based financing

HOW DO I PREPARE?



- Look for funding options where you fit the criteria
- Consider the type of funding you're interested in
- Go to their website and check for the application form
- Send your expression of interest to the point-of-contact
- Follow their selection process



SMALL SCHEME LOANS

- Funds established and supported by the Scottish Government
 1. [Scottish Venture Fund](#)
 2. [Business Energy Scotland](#)

OTHER FUNDING OPTIONS

- Government Grant - [Funding Scotland](#)
- Tax Relief - [Hospitality Relief 2025](#)
- Find available list of current support schemes on [Find Business Support website](#)
- Use [Funding Scotland's Decision making tool](#) to help you secure funding



CONTACT YOUR SOSE ADVISOR

SOSE offers grants and loans to support business improvement, innovation, and Net Zero goals, assessing proposals based on job creation, local economic impact, and Fair Work opportunities, with advisers helping businesses access relevant funding schemes

CERTIFICATION SUPPORT

WHY GET CERTIFIED?



- **Stand Out:** 70% of travelers seek eco-stays (visitscotland.com/eco)
- **Save Money:** Cut costs with efficient practices (greenkey.global)
- **Lead Scotland:** Join the 33% waste reduction goal by 2025 (visitscotland.org/green-certification)



EARN LOCAL BADGES

- Apply for [Keep Scotland Beautiful's Green Key](#) certification
- Apply for [Soil Association's organic certification](#)
- Apply for [Greena World](#) and use their tools!

CONNECT & JOIN THE COMMUNITY



- Sign up as a Proud Supporter (free!) to conserve resources and boost the local economy
- Upgrade to the Certification Mark if eligible in Dumfries, South, or East Ayrshire



MEET GLOBAL STANDARDS

- Review recommended sustainable certifications based on your intended outcomes from the [Sustainable Hospitality Alliance](#)
- Use [EarthCheck](#) training tools and aim for certification
- Use [Green Tourism](#) step-by-step support to get certified

SHOWCASE YOUR WINS



- Display your certifications on your website, preferably on your homepage
- Inform your guests through social media posts
- Highlight your certifications with on-site placement in common areas



EXPLORE GREEN OPTIONS

- Check [VisitScotland's](#) eco accommodation guide and Green Key for starters
- Use [online tools](#) for assistance with sustainable data management, reporting and certifications

STAYING ENERGY CONCIOUS

WHY SAVE ENERGY?



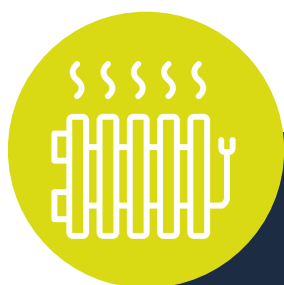
- Implementing energy-efficient practices can significantly lower utility bills
- Reducing energy consumption decreases greenhouse gas emissions
- Reduces pollution and improves outdoor air quality

START WITH LIGHTING



- Label switches clearly to promote a conscious use
- Switch to LED Bulbs to reduce energy usage
- Maximise natural light where possible
- Use sensors for automatic lighting
- **Pro tip:** Smart controls reduce energy waste by switching off unused services, with a payback period of just 1–3 years

SAVE MONEY ON HEATING



- Lowering the thermostat by 1°C can cut heating costs by up to 8%
- Using smart meters to monitor your consumption
- Enhancing insulation reduces heat loss, improving overall efficiency

MONITOR AND IMPROVE



- Regularly check bills and read meters to prevent overcharging
- Use energy monitors for real-time energy usage
- Conduct energy audits of your systems to identify waste opportunities
- Set realistic saving goals and engage your staff

CONSIDER RENEWABLE



- Renewable energy sources emit little to no greenhouse gases
- Diversifies energy supply and dependence on fossil fuels
- Available sources - Solar, Wind, Biomass

RENEWABLE OPTIONS



- Install Solar Photovoltaic (PV) Systems for lighting and heating
- Use biomass boilers for heating and hot water
- Use Ground Source Heat Pumps (GSHP) for efficient heating and cooling
- Use Battery Energy Storage Systems to improve energy efficiency and reduce costs

Reach out to businessenergyscotland.org
advisors for specific needs

EV CHARGING INSTALLATION

WHY IT SPARKS CHANGE!



- 25% of new vehicles were fully electric or plug-in hybrids by the end of 2023
- Demand for overnight charging will increase
- EV owners seek EV charging as part of their destination's offering



WHO TO CONTACT?

Email both

- RAW Charging (EV Destination Charging Partner): sales@rawcharging.com
- David Hope-Jones (SSDA): davidhj@ssdalliance.com

AM I ELIGIBLE?



- SSDA members who own more than ten private car parks (for footfall requirements)
- Do not currently have an existing EV charger partnership



HOW TO SIGN UP?

- Send an email to point-of-contact
- There will be an initial eligibility check
- If appropriate, there will be an in-person site visit

WHAT'S FREE?



- All management & equipment maintenance
- Electricity bill (covered or reimbursed)
- Planning permission



TO BE DISCUSSED...

The partner will determine:

- Revenue share rates
- Fast / slow charging installation
- Lease length requirements
- Charging rate

Promote your EV Charging facility!

Specific additional promotion of members who sign up on 'Scotland Starts Here'

See more at

<https://www.ssdalliance.com/business-support/raw-charging/>

WATER MANAGEMENT



WHY IS IT IMPORTANT?

- Efficient water use **reduces utility bills**
- Sustainable water practices **reduce environmental impact**
- Increases **guest satisfaction**
- Complies with **water usage regulations**
- Improves overall **efficiency** in laundry and plumbing systems

SPLASH LESS WITH SMART TECH!

- Install **low-flow faucets, showerheads, and toilets**
- Change to eco-friendly **dishwashers and washing machines** while washing in **lower temperatures**
- Install **sensor-based taps** in public restrooms.
- See more info [here](#)

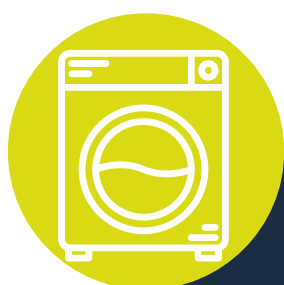


RECYCLE YOUR WATER

- Collect **rainwater** for irrigation and toilet flushing
- Use **greywater** for non-potable purposes
- Reuse **blackwater** by installing advanced filtration systems
- **Where applicable:** Pool water recycling systems.
- See more info on these methods [here](#)

IN-HOUSE LAUNDRY

- Install **high-efficiency** washing machines
- Wash **full loads** and use **cold water** when possible
- Choose **eco-friendly detergents** that require less water



OUTSOURCED LAUNDRY

- Choose an **eco-friendly** and **local** provider
- Send **full loads** to reduce pickup frequency
- Conduct **audits** with your provider to ensure the implementation of sustainability standards

DRIP TIPS FOR STAFF AND GUESTS!

- Provide **training** to employees on **water-saving techniques** in cleaning, kitchen, and laundry operations
- **How:** [Waterwise training](#) on **water efficiency**
- Raise awareness among guests by **displaying signs** about **water conservation**



Advanced: Use the Hotel Water Measurement Initiative tool to measure and communicate water consumption

<https://sustainablehospitalityalliance.org/resource/hotel-water-measurement-initiative/>

WASTE MANAGEMENT



CUT FOOD WASTE

- **What:** Trim buffets, donate surplus, reuse leftovers
- **How:** Weigh scraps monthly, partner with FareShare Scotland, try Scotland's [Love Food Hate Waste recipes](#)
See more ways to decarbonize food systems [here](#)

DIVERT MORE WASTE

- **What:** Compost, recycle smart.
- **How:** Clearly label bins for recycling glass, plastic, paper
- **Use:** Local council services: [Dumfries and Galloway](#) and [Scottish Borders](#) offer commercial waste services for accommodation businesses
- **For advanced:** Install an onsite [biodigester](#) for organic waste



TACKLE TRICKY WASTE

- **What:** Ditch plastics, donate toiletries, cut packaging
- **How:** Choose bulk dispensers, drop soaps at Hygiene Banks, request green packaging

RALLY YOUR CREW

- Educate your team, reward them, and even plant with them!
- Add fun signs, share waste tips, and plant with coffee compost
- Run a [Recycle Week campaign](#) every September to improve staff recycling
- Encourage staff to snoop [Love Food Hate Waste](#) websites to learn about data labels, using leftovers, etc.



TRACK & WIN

- **What:** Measure, for example, aim to reduce waste by 20% in 2 years
- **How:** Weigh bins, use the Guardians of grub calculator, and share goals
- **For advanced:** Use [Utilities Tracker](#)

WHERE TO START?

- Simply follow best practices from the [Sustainable Hospitality Alliance](#).
- **Advanced:** Benchmark waste management using the [Hotel Waste Measurement Methodology](#).
- Happier guests, lower costs, a greener Scotland-lead the 33% charge!



Start your waste management journey today!