

## **Final 2013 Carbon Neutral Action Report**

### **Executive Summary**

Destination BC Corp. (“Destination BC” or “the corporation”) is committed to supporting efforts to achieve environmental sustainability and carbon neutrality through responsible and conscientious business practices. British Columbia’s natural environment is one of our tourism industry’s key competitive advantages and Destination BC is committed to environmental stewardship.

Destination BC is a provincially owned Crown corporation, which began operations on April 1, 2013. The corporation currently has 130 FTEs, with just over 100 positions filled. There are approximately 30 positions in Victoria, 94 in Vancouver and 3 each in offices in London, England and Tokyo, Japan. There is also in-market representation in Germany, Korea, China and Australia.

The offices in Vancouver and Victoria are managed by Shared Services BC (“SSBC”) and the offices in Victoria and London are shared with government ministry staff. In addition, Destination BC provides funding to 6 properties which are used as BC Visitor Centres – four are managed by SSBC; one is managed by BC Parks; and one is at the Vancouver International Airport. SSBC also manages a warehouse where publications and merchandise are stored. Prior to April 1, 2013, tourism programs were managed through the Tourism Division of the Ministry of Jobs, Tourism and Skills Training, and there have been no changes in operations during 2013/14 that have impacted our greenhouse gas emissions since that time.

As the managers of Destination BC buildings, SSBC is the primary source of information regarding greenhouse gas emissions, and we are not in a position to substantially influence decisions regarding the use of these properties. However, as of April 1, 2014, the corporation has reduced the office space utilized in its Vancouver location by consolidating a program area into one of the other floors. The impact of the overseas offices on Greenhouse Gas emissions is minimal as Destination BC has such a small presence there.

Otherwise, as Destination BC does not operate any corporate vehicles, the main sources of emissions that Destination BC is responsible for are paper products. The corporation’s use of paper products is primarily in the production of the BC Magazine, and various guides and other printed material used in the promotion of British Columbia as a tourism destination. These products are an integral component of our business and they provide information to the traveling public by increasing awareness of British Columbia and the tourism experiences that we can offer to visitors and potential visitors.

As this is the first full year of operations, we have established a baseline measure of the corporation’s environmental impact, against which we can measure our future performance. During 2013/14, we conducted a comprehensive corporate strategy and marketing plan in which we assessed our business model and we are considering various measures which will have a positive impact on our greenhouse

gas emissions in the future. In particular, one area that is being given careful consideration is a reduction of printed matter as we expand our use of technology over print recognizing that consumers are placing a greater reliance on the web for information (e.g. self-planning their vacations through the internet and the general increase in the use of social media).

Destination BC will work to reduce travel by employees where possible by implementing greater use of technology. As part of our culture, we encourage employees to make sustainable choices inside and outside the workplace.

## Overview

This report on behalf of Destination BC Corp. was prepared in accordance with the requirements of the 2007 *Greenhouse Gas Reduction Targets Act* (the "Act") and as prescribed by the Climate Action Secretariat.

## 2013 Greenhouse Gas (GHG) Emissions

As required under the Act, Destination BC's total GHG emissions for the 2013 Calendar Year from all sources covered by the Act are 152 tCO<sub>2</sub>e. Sources which contribute to Destination BC's GHG emissions include paper supplies amounting to 485,000 units (approximately 70 tonnes of paper) for the Vacation Planner, Outdoor Adventure Guide and Approved Accommodation Guide and 155,000 copies of the BC Magazine (approximately 46 tonnes of paper).

Total Emissions:	152 tCO <sub>2</sub> e
Change to previous years emissions:	0
Offsets Applied to Become Carbon Neutral in 2013:	
Total Offsets Purchased:	152 tCO <sub>2</sub> e
Total Offset Investment:	\$3,800 (excluding applicable GST)
Emissions Not Requiring Offsets:	0.0

## Actions taken to Reduce Emissions in 2013

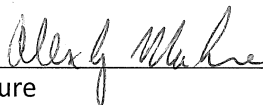
As this is the first year of operations for Destination BC, no specific action was taken to reduce Greenhouse Gas emissions, but enabled us to establish a baseline against which we will be able to measure our future performance. However, the corporation reduced its reliance on printed materials (by producing fewer copies of the BC Magazine and various guides than in prior years). In addition, the corporation introduced various initiatives to reduce our emissions, such as: use of video- and teleconferencing on a regular basis to conduct business between its offices; using portals for the dissemination of information to the Board and committees; introduction of composting bins; and posting signs in the workplace encouraging energy saving practices such as turning off lights.

## Action Plans to Reduce Greenhouse Gas Emissions 2014 – 2016

Destination BC has developed a corporate strategy and marketing plan during 2013/14. This plan will be rolled out during the 2014/15 fiscal year and beyond and any impact of this plan on emissions will be reflected in future Carbon Neutral Action Reports. Specific steps we are considering, which we anticipate will reduce our footprint overseas, are the potential of co-locating our overseas offices with the Canadian Tourism Commission and/or the tourism marketing organizations of other Canadian provinces.

As part of our strategic planning exercise, the corporation has reviewed the use of printed guides by our visitors, and we will further reduce the number and volume of guides printed in the province over the next three years. Reinforcing underlying consumer trends, visitors will be provided with enhanced online resources for their travel information needs as an alternative or supplement to printed guides. To facilitate this process, in 2013/14 Destination BC upgraded its consumer websites to feature responsive design, allowing greater ease of access to travelers using tablets, smartphones and other mobile devices while travelling in the province.

Destination BC will continue to promote the use of video conferences and conference calls rather than in-person meetings, and encourage the use of online webinars and WorldHost's new online learning modules rather than face-to-face workshops.

	<u>MAY 31, 2014</u>
Signature	Date
<u>Alex MACKIE</u>	<u>ACTING CHIEF FINANCIAL OFFICER</u>
Name (please print)	Title

# 2013 Carbon Neutral Action Report (CNAR) - Part 2 ACTIONS

Created Tuesday, May 27, 2014

<https://fluidsurveys.com/surveys/cas-z/2013-cnar-form-bps-actions/dbd9af0e1213fa32fc34b85c86fb9b25/>

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## Page 1

Please complete the following sections of the 2013 Carbon Neutral Action Report form. Save your work frequently to prevent it from being lost. You can also save a copy for your own use as either a WORD or PDF file using the buttons at the bottom of each page.

This is Part 2 of the Carbon Neutral Action Report form. This section reports on actions taken to reduce emissions during the 2013 calendar year. This information will be included in your final Carbon Neutral Action Report posted on the Ministry of Environment website.

When the form is complete press the submit button on the last page to automatically submit the information to the Climate Action Secretariat (CAS). Do not press submit before you are ready – this may result in a loss of work.

In addition to completing this survey (Part 1 2), you are required to submit your completed Overview (Executive Summary) and Self-Certification Checklist. The 2013 Overview template was included in the email sent and can also be found on the LiveSmart leaders Community.

Please ensure you meet the following reporting deadlines:

A DRAFT 2013 CNAR is due to CAS by March 31, 2014. The draft is comprised of the Overview ONLY (no executive sign-off required).

The FINAL 2013 CNAR is due to CAS by May 30, 2014. The final 2013 CNAR includes Part 1 Part 2 survey form and Overview.

The Self-Certification Checklist is due to CAS by May 15, 2014.

For more information about the Carbon Neutral Government process, please refer to *Becoming Carbon Neutral 2013*, or should you have any questions please contact [climateactionsecretariat@gov.bc.ca](mailto:climateactionsecretariat@gov.bc.ca).

Organization Name

*DestinationBC Corp.*

**Actions Taken to Reduce Emissions**

1) Stationary Fuel Combustion, Electricity (Buildings):

Indicate which actions were taken in 2013:

Performed energy retrofits on existing buildings

*No*

Built or are building new LEED Gold or other "Green" buildings.

*No*

Undertook an evaluation of overall building energy use.

*No*

Please list any other actions taken to reduce emissions from Buildings:

*None - majority are leased through SSBC*

2) Mobile Fleet Combustion (Fleet and other vehicles):

Indicate which actions were taken in 2013:

Do you have a fleet?

*No*

Replaced existing vehicles with more fuel efficient vehicles (gas/diesel)

*No*

Replaced existing vehicles with hybrid or electric vehicles

No

Reduced the overall number of fleet vehicles

No

Took steps to drive less than last year

No

Please list any other actions taken to reduce emission from fleet:

N/A

3) Supplies (Paper):

Indicate which actions were taken in 2013:

Used less paper than previous year

No

Used only 100% recycled paper

Yes

Used some recycled paper

Yes

Used alternate source paper (Bamboo, hemp, etc.)

No

Please list any other actions taken to reduce emissions from paper use:

*First year of operations - created benchmark against which future paper usage can be measured*

Actions Taken to Reduce Emissions - continued

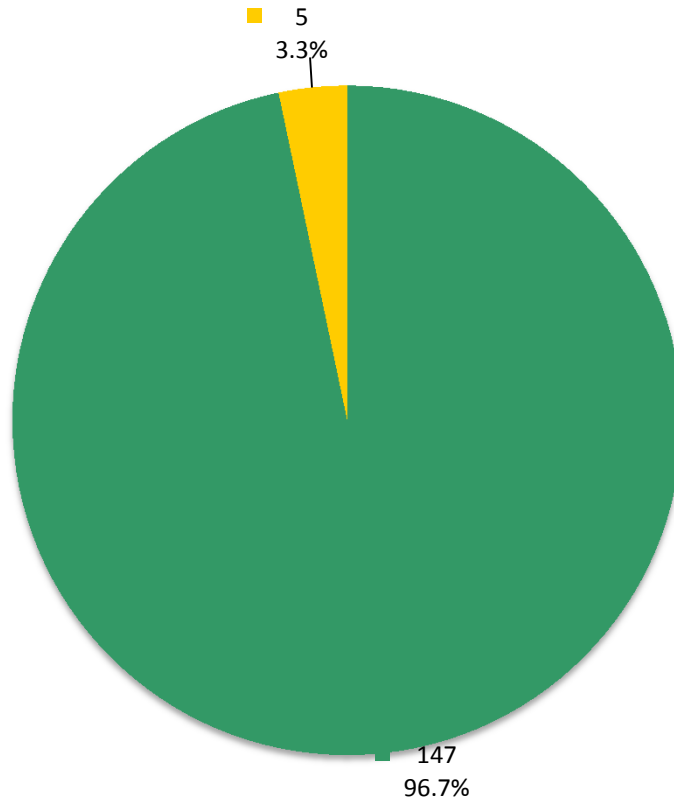
Explain how you plan to continue minimizing emissions in 2014 and future years:

*consolidate one program area within current footprint - one fewer floors in leased building; assess travel needs - use of tele and video-conferencing*

If you wish to list any other "sustainability actions" outside of buildings, fleet, paper and travel check "yes". This reporting is optional.

*No*

**Destination BC  
Greenhouse Gas Emissions by Source  
for the 2013 Calendar Year (tCO<sub>2</sub>e\*)**



**Total Emissions: 152**

■ Stationary Fuel Combustion (Building Heating and Generators) and Electricity ■ Supplies (Paper)

**Offsets Applied to Become Carbon Neutral in 2013 (Generated May 21, 2014 2:03 PM)**

Total offsets required: **152**. Total offset investment: **\$3,800**. Emissions which do not require offsets: **0** \*\*

\*Tonnes of carbon dioxide equivalent (tCO<sub>2</sub>e) is a standard unit of measure in which all types of greenhouse gases are expressed based on their global warming potential relative to carbon dioxide.

\*\* Under the *Carbon Neutral Government Regulation of the Greenhouse Gas Reduction Targets Act*, all emissions from the sources listed above must be reported. As outlined in the regulation, some emissions do not require offsets.