



THE SUSTAINABLE TRANSITION GUIDE

Inspiration for your work with sustainability



Dear CEO,

This guide is based on the UN's 17 Sustainable Development Goals (SDG), and the intention is to make it easier for you to determine which subsidiary goals are relevant to the sustainability work taking place in your particular tourism business.

We at Destination Fyn are working strategically and systematically to make Fyn a truly sustainable destination, following an approach that is founded firmly on working relationships and the cultivation of innovative the solutions.

We have therefore prepared a special version of the SDG Value Scan sustainability tool intended specifically for Fyn-based tourism businesses. In the guide, we have selected the subsidiary goals we consider relevant to your company and other tourism businesses, reformulating them in a language we believe is easier to understand and relate to. We also provide examples of “oven ready” initiatives for each subsidiary goal. These examples are simply intended to provide an additional explanation of why the goals may be relevant to you. It is important to emphasise that the examples in no way constitute an exhaustive list; there are many more initiatives, activities and measures that may be relevant to the separate subsidiary goals.

We hope that you will find the guide simple to use, easy to understand and packed with useful inspiration for how to work with the UN Sustainable Development Goals, and how to continue your journey towards becoming an even more sustainable tourism business than you already are today.

Wishing you the best of luck with your work – we look forward to making Fyn a sustainable destination together!

1 NO POVERTY



GOAL 1 ELIMINATE ALL FORMS OF POVERTY IN THE WORLD

1.2.1. Poverty – initiatives that help socially vulnerable people out of poverty. Figures from Statistics Denmark indicate that 250,532 people are living below the poverty line in Denmark. And that 61,185 of them are children.

Inspiration

- Develop a social product. For example, you could offer summer stays at favourable prices to socially disadvantaged families, or make a Christmas donation to a charitable organisation.
- Buy Fairtrade-labelled goods.
- Raise your minimum wage.
- Support national collections, associations, etc. that combat poverty.
- Employ, train and help to integrate refugees who are fleeing from war, persecution and/or poverty.

2 ZERO
HUNGER



GOAL 2

PUT AN END TO HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION, AND PROMOTE SUSTAINABLE FARMING

2.1.1. Hunger – initiatives that put food on the tables of socially disadvantaged groups.

2.2.1. Nutrition – initiatives that support correct nutrition.

2.4.1. Sustainable food production – initiatives that reinforce productive and sustainable agriculture.

Inspiration

- Establish working relationships with local associations for homeless people whereby you donate left-over food.
- Organise events for homeless people.
- Make donations to relevant organisations.
- Focus on healthy, nutritious food when making dietary recommendations.
- Buy foods labelled with the Keyhole and/or the Meal symbol.
- Buy foods in season and from local producers.
- Consciously choose organic ingredients, fill in the “eco-accounts” from the Danish Veterinary and Food Administration, and apply for accreditation under the Organic Cuisine Label (OCL) scheme.
- Grow your own sustainable foods.



GOAL 3

ENSURE A HEALTHY LIFE FOR EVERYONE AND PROMOTE WELL-BEING FOR ALL AGE GROUPS

3.4.1. Lifestyle – initiatives that stimulate health and well-being, both physical and psychological.

3.5.1. Alcohol – initiatives that prevent the abuse of alcohol and other substances.

3.a.1. Smoking – initiatives that help reduce the use of all forms of tobacco.

3.d.1. Health risk – initiatives that minimise the risk of infection, improve standards of hygiene, and increase warnings of potential threats.

Inspiration

- Make fitness, exercise and spa facilities available to employees and guests.
- Make equipment available for outdoor activities – bicycles, canoes, kayaks, rubber boots, etc.
- Plan sports and outdoor activities for employees and guests.
- Serve smaller portions or give diners the option to ask for smaller portions.
- Have information available about sugar and calorie content.
- Offer employees health insurance, crisis assistance, etc.
- Support national collections, associations, etc. that combat illnesses.
- Offer the choice of alcohol-free beer, wine and cocktails.
- Offer employees help with alcohol issues.
- Clearly signal a zero tolerance approach to drinking and driving.
- Establish a smoking policy for employees.
- Reduce your sales of tobacco products.
- Establish no-smoking zones.
- Offer employees stop smoking courses and similar.
- Establish a policy for handling health crises.
- Offer courses in first aid for everyone.
- Clearly communicate your hygiene initiatives.



GOAL 4

ASSURE EQUAL ACCESS TO QUALITY EDUCATION AND OPPORTUNITIES FOR LIFE-LONG LEARNING.

4.4.1. Skills – initiatives that boost competence levels among young people and adults, helping them to obtain relevant technical and commercial skills to secure them employment.

4.5.1. Inequality in education – initiatives that reduce inequalities between men and women and in relation to disadvantaged groups, such as people with disabilities, people with different ethnic backgrounds, etc. with regard to places on study programmes/internships.

4.7.1. Knowledge in the company – initiatives that increase knowledge and skills in the areas of sustainable development, sustainable tourism, sustainable lifestyles, human rights, equal opportunities, global citizenship, cultural diversity, etc.

Inspiration

- Work with education institutions on the content of their study programmes.
- Establish work placements, internships and apprenticeships.
- Offer employees supplementary training.
- Offer employees the opportunity to participate in networks and trade fairs.
- Become involved as an examiner, inspecting master, member of a professional committee, etc.
- Give employees the chance to participate in Chef of the Year/Waiter of the Year, apprentice competitions, Bocuse d'Or and/or Skills events.
- Offer work placements/apprenticeships to people from disadvantaged groups.
- Work with associations to find places on study programmes for disadvantaged people, and to secure work placements.
- Highlight and communicate the good examples.
- Prepare internal courses on sustainability.
- Prepare internal communication about sustainability.
- Organise events on the theme of sustainability.



GOAL 5

ACHIEVE EQUALITY BETWEEN THE SEXES AND REINFORCE THE RIGHTS AND OPPORTUNITIES OF WOMEN AND GIRLS

5.1.1. Unequal opportunities for women – initiatives that promote equality between the sexes and combat all types of discrimination.

5.5.1. Women in management – initiatives that increase the proportion of women in management positions.

GOAL 5: 5.c.1. Equal opportunities policy – policies that assure and highlight equal opportunities between the sexes and promote women's rights and opportunities at all levels.

Inspiration

- Maintain a gender-appropriate balance among the staff.
- Make sure to include both men and women in the management team.
- Formulate an equal opportunities policy for the employee handbook or similar.

6

CLEAN
WATER AND
SANITATION



GOAL 6

ENSURE SUSTAINABLE ACCESS TO AND ADMINISTRATION OF WATER AND SANITATION FOR EVERYONE

6.3.1. Water pollution – initiatives that reduce pollution, minimise emissions and ensure correct processing of wastewater.

6.4.1. Water utilisation – initiatives that reduce water consumption.

6.6.1. Protect water-related ecosystems – initiatives that protect and, where necessary, help to re-establish water-related ecosystems such as hills, woods, wetlands, lakes, rivers, etc.

Inspiration

- Establish and use purification facilities, filtration facilities, circular operation.
- Principally use eco-labelled cleaning products.
- Monitor your water consumption with a view to ensuring ongoing optimisation.
- Use aerators on taps and shower heads.
- Install dual-flush toilets.
- Install sensor-controlled sinks and urinals.
- Use eco-labelled products in aquatic areas.
- Become involved in the protection of local aquatic areas.
- Prepare information signs for visitors to aquatic areas.
- Install rubbish bins in aquatic areas.
- Implement measures to lessen the impact of guests/tourists on urban and natural environments.



GOAL 7

ENSURE THAT EVERYONE HAS ACCESS TO RELIABLE, SUSTAINABLE AND MODERN ENERGY AT AN AFFORDABLE PRICE

7.2.1. Sustainable energy – initiatives that increase the proportion of sustainable energy in the total amount of energy consumed.

Inspiration

- Monitor and measure your energy consumption.
- Reduce energy consumption through the use of energy-friendly lighting, machinery, devices, etc.
- Commission an energy inspection or have your buildings energy labelled.
- Buy green electricity.
- Establish your own source of sustainable energy such as a wind turbine, solar panels, a woodchip-fired boiler, etc.

8**DECENT WORK
AND ECONOMIC
GROWTH**

GOAL 8

PROMOTE CONSISTENT, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT, AND DECENT WORK FOR ALL

- 8.1.1. Annual economic growth – reinforce economic growth.
- 8.2.1. Productivity – enhance economic productivity and innovation.
- 8.3.1. More jobs – prioritise productive activities, generate jobs, entrepreneurship, etc.
- 8.4.1. Resource efficiency – reduce consumption of material resources
- 8.5.1. Equal pay & work – assure equal pay for equal work, as well as more employment irrespective of sex, ethnicity, disability, etc.
- 8.6.1. Youth employment – work to boost employment among 15–24-year-olds
- 8.7.1. Child labour – make sure that subcontractors and others do not use or condone child labour.
- 8.8.1. Working conditions – prioritise working conditions designed to reduce industrial injuries, etc.
- 8.9.1. Local culture & products – support sustainable tourism so as to create jobs and promote local culture and products.

Inspiration

- Make use of digitalisation and/or robots to develop new products and services.
- Work with education institutions on innovation.
- Give guests the opportunity to choose less energy-intensive service by not having linen and towels changed daily.
- Use energy-saving machinery and lighting.
- Use tap water rather than bottled water.
- Work to obtain environmental certification such as Green Key, Swan Label or Green Restaurant.
- Make requirements on suppliers to reduce consumption of packaging.
- Prepare and/or introduce new, innovative and energy-efficient solutions/building methods.
- Establish a collective agreement with unions.
- Have the management actively work with possible differences in pay levels.
- Offer jobs to unemployed people and people on the periphery of the labour market.
- Focus on taking on young people to bring them into the labour market.
- Support NGOs that focus on combating child labour.
- Implement initiatives to ensure a good working environment, such as employee satisfaction surveys.
- Provide training for employees in the use of hazardous substances.
- Buy local ingredients, products and services.
- Organise arrangements, events and special offers for local citizens, too.
- Invest in the development of the local area.
- Give guests tips about local sights and attractions other than the usual “Top 5”.

9

INDUSTRY,
INNOVATION AND
INFRASTRUCTURE



GOAL 9

BUILD ROBUST INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALISATION AND SUPPORT INNOVATION

9.4.1. CO₂ emissions – initiatives that reduce CO₂ emissions, for example through more efficient utilisation of resources, and increased use of clean, eco-friendly technologies and industrial processes, etc.

Inspiration

- Purchase CO₂ compensation.
- Map your company's carbon footprint.

10 REDUCED
INEQUALITIES



GOAL 10

REDUCE INEQUALITIES WITHIN AND BETWEEN COUNTRIES

10.3.1. Discrimination – initiatives that reduce harassment, discrimination and differential treatment in general.

10.7.1. Migration – initiatives that improve conditions for and the use of foreign labour.

Inspiration

- Support human rights organisations and events such as Pride.
- Abide by Danish regulations concerning the use of foreign labour.
- Maintain focus on increasing the share of foreign labour and integration on the labour market.
- Prepare an employee handbook and a policy on discrimination and diversity with regard to new appointments.



GOAL 11

MAKE TOWNS, CITIES, COMMUNITIES AND RESIDENCES INCLUSIVE, SECURE, ROBUST AND SUSTAINABLE

11.2.1. Transport – initiatives that boost the use of public and sustainable transport.

11.4.1. Cultural and Natural heritage – initiatives that promote the protection and preservation of the world’s cultural and natural heritage.

11.7.1. Access conditions – initiatives that promote universal access to green areas and public spaces, especially for children and elderly and disabled people.

Inspiration

- Establish charging stations for electric vehicles.
- Make bicycles available for guests.
- Provide guests with information about arrival/departure by public transport.
- Advise guests about eco-friendly forms of transport.
- Communicate local culture to guests.
- Work with local artists.
- Organise events that showcase local cultural and natural heritage.
- Become involved in local nature development projects.
- Make sure to provide access for wheelchairs.
- Establish a sensory garden.
- Implement measures to assist visually impaired people.



GOAL 12

ENSURE SUSTAINABLE CONSUMPTION AND FORMS OF PRODUCTION

- 12.2.1. Natural resources – ensure efficient and sustainable utilisation of natural resources.
- 12.3.1. Food waste – reduce food waste.
- 12.4.1. Chemicals – improve the handling of chemicals and chemical waste.
- 12.5.1. Waste management – reduce the amount of waste generated, and promote recycling.
- 12.6.1. Reporting – reinforce the company’s public reporting with regard to sustainable initiatives.
- 12.7.1. Purchasing – prioritise sustainable purchases.
- 12.8.1. Make guests and others more aware of sustainable development and lifestyles in harmony with nature.
- 12.b.1. Preparation of a sustainability strategy and action plans.

Inspiration

- Establish measures to support the environment and energy saving on an ongoing basis.
- Focus on minimising food waste by using labelling schemes or apps, for example.
- Be innovative with regard to using left-over food.
- Obtain environmental classification via the Green Key, Swan Label or other eco-labelling scheme, with the emphasis on saving water and reducing the use of chemicals.
- Focus on reducing the amount of waste generated – particularly plastic.
- Sort waste.
- Draw up plans for waste.
- Prepare an annual sustainability report.
- Prepare and apply a purchasing policy.
- Make demands on suppliers – in partnership with others, if appropriate.
- Publish information about your environmental and energy-saving measures.
- Prepare and apply a sustainability policy/strategy.
- Prepare and apply a Corporate Social Responsibility (CSR) policy/strategy.
- Prepare and apply a policy/strategy for eco- and climate-friendly operation.

13 CLIMATE
ACTION



GOAL 13

ACT QUICKLY TO COMBAT CLIMATE CHANGE AND ITS CONSEQUENCES

13.2.1. Climate policy – initiatives that support national climate policies and strategies.

Inspiration

- Stay informed about national policies and strategies, and work actively with them.
- Help to achieve national goals – to reduce greenhouse gas emissions by 70 percent by 2030, for example.



GOAL 14

MAINTAIN AND ENSURE SUSTAINABLE UTILISATION OF THE SEAS AND THEIR RESOURCES

14.1.1. Sea pollution – initiatives that reduce sea pollution.

14.2.1. Coastal ecosystems – initiatives that boost coastal ecosystems.

14.4.1. Fishery – initiatives that combat overfishing, unregulated fishery, etc.

Inspiration

- Install rubbish bins by the sea.
- Introduce measures to reduce waste that risks ending up in the sea.
- Contribute to the work to keep the countryside and the coasts clean.
- Buy fish labelled with the Skånsomt Kystfiskeri (Association for Sensible Coastal Fishing) symbol.
- Buy MSC- and ASC-labelled fish.
- Support the new label for sustainable coastal fishing.
- Buy products free from microplastics (clothes, dishcloths, aprons, etc.).





GOAL 15

PROTECT, RESTORE AND SUPPORT THE SUSTAINABLE USE OF ECOSYSTEMS ON LAND, PROMOTE SUSTAINABLE FORESTRY, COMBAT DESERTIFICATION, STOP EXHAUSTION OF SOIL AND THE LOSS OF BIODIVERSITY

15.1.1. Wooded areas – initiatives that preserve and restore areas of woodland, etc.

15.2.1. Deforestation – initiatives that boost sustainable forestry and reduce deforestation, etc.

15.5.1. Biodiversity – initiatives that promote biodiversity and which protect endangered species and help prevent their eradication.

Inspiration

- Protect local areas with woodland.
- Participate actively in the development of local areas of countryside.
- Be aware of your purchases – for example, check whether furniture and other inventory is FSC-labelled.
- Plant new trees.
- Promote biodiversity by leaving green areas to grow naturally.
- Plant flowers to create favourable conditions for bees and other creatures.
- Publish information about any endangered species in the immediate area.



16

PEACE, JUSTICE
AND STRONG
INSTITUTIONS



GOAL 16

JUSTICE AND STRONG INSTITUTIONS. SUPPORT PEACEFUL AND INCLUSIVE SOCIETIES. ENSURE EVERYONE HAS ACCESS TO DUE PROCESS AND BUILD EFFICIENT, RESPONSIBLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS

16.5.1. Undeclared work – initiatives that combat corruption, bribery, undeclared work, etc.

16.7.1. Inclusion – initiatives that involve and include employees in decision-making processes.

Inspiration

- Be aware of suppliers who buy/use products from countries where corruption is rife.
- Say no to undeclared work.
- Establish an employee committee.
- Ask for input from employees in connection with the launch of new initiatives.
- Set up an ideas box.



GOAL 17

REVITALISE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT AND REINFORCE THE MEANS TO REACH THE GOALS

17.17.1. Partnerships – initiatives that promote partnerships and working relationships between businesses, local authorities, associations, etc.

17.19.1. Measurement – initiatives that increase data collection and regularly monitor and measure the development in sustainability.

Inspiration

- Work with other businesses/public sector bodies to tackle sustainability issues.
- Become involved in partnerships centred on the development of new and innovative measures.
- Participate in networks and share knowledge.
- Set goals, perform measurements and follow up on data.
- Share experience with others.

We hope this guide prove useful in your ongoing work with sustainability. For additional information, contact Mark Hauge Østergaard, Business Developer at Destination Fyn. Tlf. 20 51 27 28 eller mhoe@destinationfyn.dk

The best destination partnership in the world is putting sustainability on the agenda.

DESTI
NATION **FYN**
Part of **Business Hub Fyn**

Interreg
North Sea Region
Circ-NSR
European Regional Development Fund

