

CoaST: The Ambassador Effect

ICRT, London, January 2011

CoaST:
Cornwall Sustainable Tourism Project
& the One Planet Tourism Network

Manda Brookman, Director

One Planet Tourism
www.coastproject.co.uk



CoaST : a small, independent social enterprise

Our job: to help ensure tourism contributes to a resilient future

Our reach: now over 1,180 members



One of the fastest growing networks of its kind...



Not just Cornwall.
Not just tourism.





One Planet Tourism
www.coastproject.co.uk



So: tourism is a big deal in Cornwall:

-
- 25% of our GDP
- employs one in five of our population
- brings in £1.5b pa

One Planet Tourism
www.coastproject.co.uk



A photograph of a person walking a dog on a beach at sunset. The person is on the right, walking away from the camera. The dog is on the left, walking towards the camera. The sun is low on the horizon, creating a bright glow and long shadows. The background shows a range of mountains under a clear sky.

Plus significant impacts on our communities, our environment...
- and the potential for improved return?.

One Planet Tourism
www.coastproject.co.uk



Question:

How best to reduce environmental impact...

Improve social impact....

And increase economic benefit?

(we only speak Triple Bottom Line, as we reckon that economic profit which causes social or environmental damage is not a profit.

One plus plus two minuses is definitely a minus.)

One Planet Tourism
www.coastproject.co.uk



So we have a simple idea. A networking idea.

Engage.

Inspire.

Expand.

One Planet Tourism
www.coastproject.co.uk





GOLD



One Planet Tourism
Engage www.coastproject.co.uk

coast | One Planet Tourism
www.coastproject.co.uk

Environmentally Friendly Hotel In Cornwall - Primrose Valley, St Ives - Windows Internet Explorer

http://www.primroseonline.co.uk/environmentally_friendly/index.php

primrose valley st ives

AVG Search Active Surf-Shield Search-Shield AVG Info

Environmentally Friendly Hotel In Cornwall - Primrose ...

Tools

Primrose Valley Hotel
Our Hotel & Rooms
The REN Therapy Room
Out & About in St Ives
Hotel Rates & Info
Contact Us in St Ives
Our Cornish Suppliers
Environmentally Friendly
What the Press Say
TripAdvisor Reviews
Receive Newsletter
Reservation Enquiry

Primrose Valley Hotel
Porthminster Beach
St Ives
Cornwall
TR26 2ED

+44 (0) 1736 794939
info@primroseonline.co.uk

Be honest - you're trying hard. You're not perfect. But you really ARE working on it:..

Environmentally Friendly Hotel

We tried to pretend, but it just didn't work. We pretended that all the water, energy and fuel we use replenishes itself by magic. We also tried pretending that all the carbon we kick out rises skywards then miraculously turns into refreshing, life-giving showers.

Obviously we were wrong, so now we don't pretend any more.

A hotel - even a fairly small one like ours - has quite an impact on the environment. We all sit here and use stuff up, and we think part of our job is to take more care, and find ways to use less stuff. None of this will have much impact on your holiday, but we think it's important and, if you agree, you'll find plenty more information on these pages about how we go about reducing that impact...

So here's what we're doing, and why

© 2008 Primrose Valley Hotel

Done

start Microsoft PowerPoint ... Environmentally Frien... Power Surge On Hub ... EN 10:18

Inspire.

[Home](#)

[About CoaST](#)

[Member Resources](#)

[Maps!](#)

[Information and support](#)

[The Network](#)

small steps... big impacts!

[«previous page](#)

[Home](#)

Expand.

You made it! Welcome!

We're a Network of Everyone (from cake-makers to photographers, campsites to recycling collectors, community groups, hotels, colleges, universities, beach cafes, designers and beer brewers) to help tourism create social, economic and environmental benefit for all, as well as a fantastic holiday for all our visitors. We started in Cornwall; and we've gone viral, with members collaborating on our on-line One Planet Tourism network from across more than 50 counties..join in!



Which I'll come back to in a moment.

In the meantime...visitor demand is changing...

One Planet Tourism
www.coastproject.co.uk



Indications of Demand

- 11% actively seeking green
- 53% will respond positively if come across it – like for like
- Most say willing to pay more for it
- Some willingness to take UK holidays



increasing association of green with higher quality

One Planet Tourism
www.coastproject.co.uk

 **coast** | One Planet Tourism
www.coastproject.co.uk

Which means we can start communicating ever more effectively...

inspiring, generating, fanning that flickering flame of green demand...

One Planet Tourism
www.coastproject.co.uk



Wherever we go and whatever we do, we have an impact. Make positive choices, and you can help us care for Cornwall and make that impact a positive one.

Have a fantastic holiday!

CoaST is working with everyone to keep the South West special.

www.coastproject.co.uk
www.futurefootprints.org.uk
www.visitcornwall.com



1 Reduce, Reuse, Recycle

In Cornwall we recycle! You can help us by refusing packaging and bags you don't need, and using the recycling banks you'll find in many places across the county. And if you can recycle where you're staying - please do. Even better!

www.recycleforcornwall.org.uk



2 Get out of the car!

Walking, cycling and riding are great ways to see the area without adding to traffic. Use public transport if you need to travel to your start point, but try exploring near to where you are staying - there are some fantastic places to see right on your doorstep...just ask! www.sustrans.org.uk



3 Stay Local, Eat Local, Buy Local, See Local

Buy local - and you'll see what Cornwall can offer, and benefit the communities of Cornwall. Visit farmers' markets, farm shops, village stores, pubs and cafes. Our distinctive culture shines through the hundreds of community events that happen throughout the year - and the food and drink are simply fantastic... www.tasteofthewest.co.uk



4 Chill out - Switch Off!

You can see the stars at night in Cornwall! Help us reduce light pollution, energy use and CO₂ emissions by switching off lights and all those standby buttons when you don't need them. Help us reduce water consumption by using just the water you need; and then sit back and enjoy that view... www.cep.org.uk



5 When in Rome...

To enjoy Cornwall at its best, we can help you get to know all the nooks and crannies in the Cornwall Area of Outstanding Natural Beauty (AONB). It's one protected area, split into 12 diverse and distinct parts - all chosen for their special qualities. They represent Cornwall's finest landscape and we want you to experience and love it as we do... www.cornwall-aonb.gov.uk

small steps...big impacts

CoaST is working with everyone to keep the South West special.

www.coastproject.co.uk
www.futurefootprints.org.uk
www.visitcornwall.com

Printed in the South West on 100% post consumer recycled paper using vegetable based inks. Created by Leap - design for change. www.leapmedia.co.uk



Visitor's Site



5 WAYS TO BE THE BEST SORT OF VISITOR • SMALL STEPS... BIG IMPACTS

Home

1 Reduce, Reuse, Recycle

2 Get out of the car!

3 Stay Local, Eat Local,
Buy Local, See Local

4 Chill out – Switch Off!

5 When in Rome...

All content © 2007, Cornwall
Sustainable Tourism Project

5 ways to Be the Best Sort of Visitor to Cornwall....

Welcome to CoaST's brand new website - still being added to - for visitors! CoaST - the Cornwall Sustainable Tourism Project - has been working for some time with tourism businesses in Cornwall to help make tourism as sustainable as possible - benefitting the environment, the economy and the people of Cornwall. And now we're working to help you - our visitors - to have a fantastic, low impact holiday that keeps Cornwall as beautiful and healthy as she is now!

Our work is based on that fact that wherever we go and whatever we do, we have an impact. Make positive choices, and you can help us care for Cornwall and make that impact a positive one.

Check out our suite of [Green Maps](#) for info on what is happening in Cornwall ...constantly updated so it's as useful as possible!

And if you want to support CoaST in what it's doing, you can even make a donation. Your money will go to supporting the work we do to help tourism be as sustainable as it can and even lead the way towards a more sustainable future. Donations can be sent to CoaST, Penstraze Business Centre, Truro, Cornwall, TR4 8HY. If you do so - thank you! We'll put it to good use.

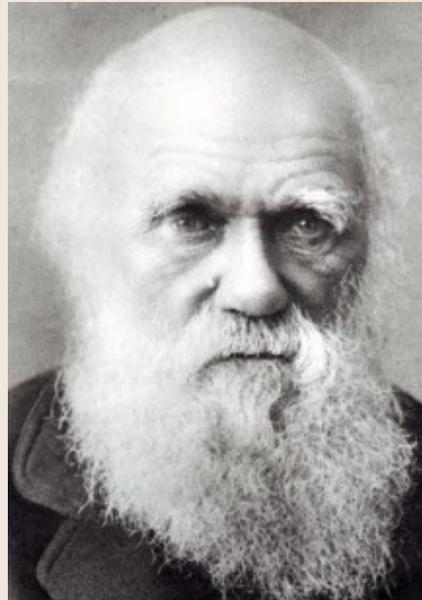
Coming back to that network thing...

So – 6,000 businesses; where to start?

You start with the ones who want to change.



Passion and Reason.



Survival of the fittest...is
actually survival
of the most fitting.
Not the biggest.

Enlightened self interest.

One Planet Tourism
www.coastproject.co.uk

 **coast** | One Planet Tourism
www.coastproject.co.uk



**Cue – The
Ambassador
Programme..the
early adopters.**

**Because they're the
game changers.**

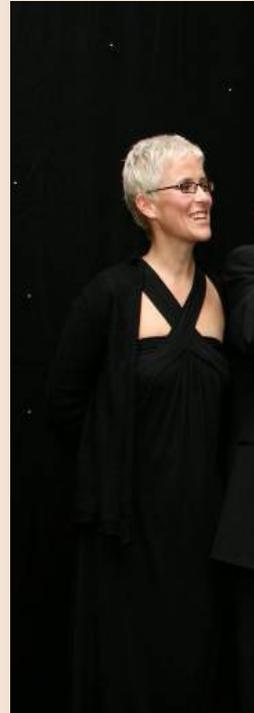
**One Planet Tourism
www.coastproject.co.uk**

 **coast** | One
Planet
Tourism
www.coastproject.co.uk

...big ones...little ones...

...two person bands and a dog, or big multilingual green teams...

...giving presentations, writing articles, running stands, inspiring other businesses, winning awards, provoking their supply chains to change..



One Planet Tourism
www.coastproject.co.uk

 **coast** | One Planet Tourism
www.coastproject.co.uk

Encouraging a change:

**increasing local benefits
of spend;**

**decreasing leakage
through waste;**

**...increasing awareness,
so improving impacts...**

***promoting green and
gorgeous as the new
black.***

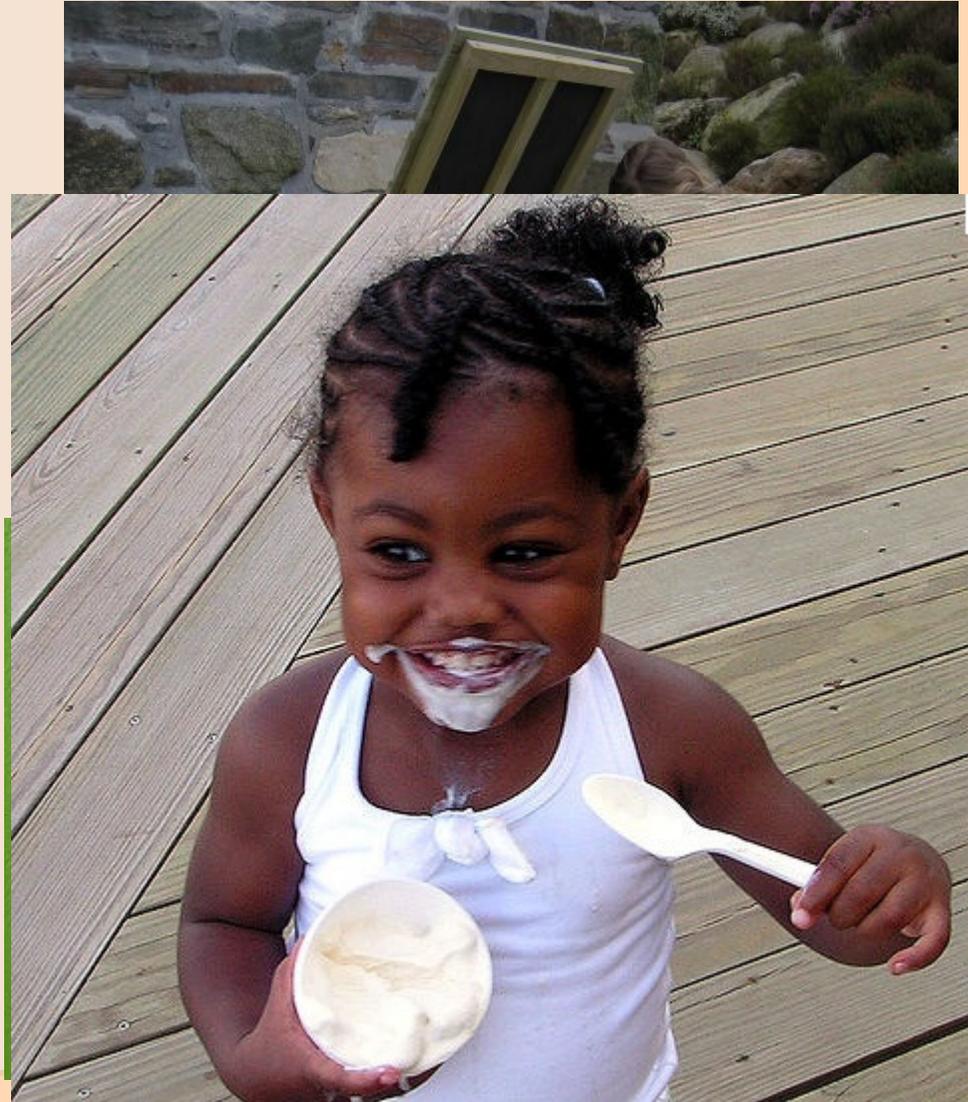


**One Planet Tourism
www.coastproject.co.uk**

 **coast** | One Planet Tourism
www.coastproject.co.uk

..and we realised that our Ambassador business weren't just influencing and inspiring other tourism businesses...

they were *changing the way our visitors behave:*



One Planet Tourism
www.coastproject.co.uk

 **coast** | **One Planet Tourism**
www.coastproject.co.uk

We can't Predict and Provide any more.

We have to provide what works for us as a destination.

So when there's the flicker of a demand for The Good Stuff – we deliver in spades. We don't provide the bad. And energy for change, that passion for the Good Stuff, is what the Ambassadors engineer.

(it's a bit like raising children.

Rod. Back.)



One Planet Tourism
www.coastproject.co.uk

 **coast** | One Planet Tourism
www.coastproject.co.uk

Fowey's very own Visitor Charter



Keeping Fowey Special

How to be Fowey's favourite sort of visitor!

This leaflet gives you information about our beautiful town, which is in an Area of Outstanding Natural Beauty (AONB), and how we are taking responsibility for our own environment and community. We would love your help in keeping Fowey such a special place!

Help us reduce, reuse and recycle!

Please help us recycle! To reduce the amount that's thrown away, please try and use as little packaging as possible, particularly plastic bags. Reusable carrier bags can be obtained from several outlets in the Town, or if you have brought your own, even better!

If you are staying in self-catering accommodation, you will no doubt be made aware of the procedure and timing for dealing with your rubbish. Please ensure that you put rubbish out on the appropriate collection day either in a bin or covered with an old sheet or blanket to stop the seagulls and crows having fun spreading it over the streets! There are also recycling facilities in Fowey in the following locations:

- Glass, paper, cans, textiles and books**
Squires Field, Park Road, Fowey.
- Glass and used engine oil**
Berrill's Yard (near the Lifeboat).
- Kerbside recycling collections**
Every two weeks.

Photograph courtesy of www.coastproject.co.uk - A new Coast Image Library.

One Planet Tourism
One Planet Tourism
www.coastproject.co.uk
www.coastproject.co.uk

 **coast** | One Planet Tourism
www.coastproject.co.uk



Dolbeare Park Caravan & Camping



- FAQ
- Contact Us
- How To Find Us
- Prices

[Home](#) [Dolbeare Park](#) [Availability](#) [Location](#) [Gallery](#) [Reviews](#) [Things to Do](#) [Environment](#) [Newsletter](#)

[Site Tools](#)

[Events 2008](#) [Food and Drink](#) [Walks](#) [Beaches](#) [2-20 Mins](#) [40 Mins](#) [Eden Project](#) [60 Mins](#)

Awards



Park Facilities



[Discover more about the caravan & camping facilities at Dolbeare Park.](#)

You are here: [Home](#) ▶ [Things to Do](#) ▶ [Food and Drink](#)

Food and Drink

[PDF](#) [PRINT](#) [EMAIL](#)

Pubs, restaurants and takeaways a short distance from Dolbeare Park

Walking distance from Dolbeare Park - one mile, about 20 minutes walk

The Bullers Arms Pub

The Square

Landrake PL12 5DY

Tel: 01752 851283

Local pub serving good food. Tuesday nights is 'Steak Night' - a steak for £5. Wednesday nights is 'Quiz Night'. Thursday nights is 'Curry Night' - a curry for £5.

Tuesday to Friday - buy one adult meal and get one child meal free. A good pub for children.

Walking distance from Dolbeare Park - 1.5 miles 30-40 minute walk (steep hill on the return journey)

The Notterbridge Inn

Notter Bridge

PL12 4RW

Tel: 01752 842259

Local pub and restaurant renowned for its cuisine. Good lunches. Pleasant seating alongside river. This is a lovely walk from Dolbeare Park along one of the very quiet country lanes. The return journey is up a steep hill. A pleasant walk can be taken along the river - good for dog walking. For evening dinner, booking recommended.

**Doing it right, and thereby, so simply,
encouraging their visitors to do the same...**



...making it easy...

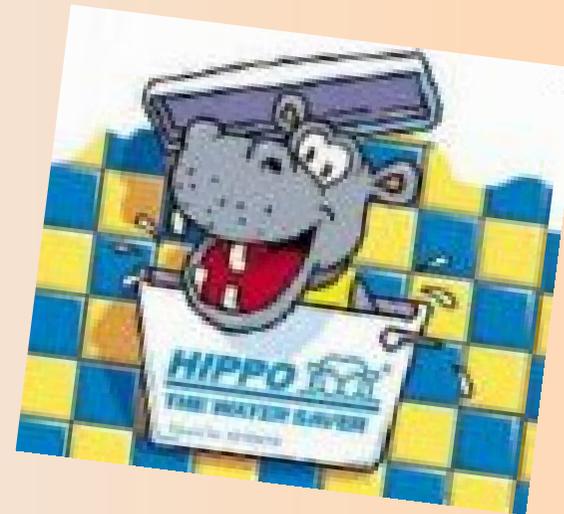


... "edited choice" ...

CAUTION WE HAVE
HIPPOS IN OUR TOILETS



Hippos are simple, proven and low cost water saving devices which help conserve water in toilet cisterns. Every time a toilet is flushed the Hippo saves approximately 3 litres of water. Many toilets will flush just as effectively with less water. By putting Hippo's into your cisterns you can reduce the amount flushed away. Install a Hippo Water Saver in your cistern and help mitigate the effects of climate change.



and explaining
why, whilst saving
money..

One Planet Tourism
www.coastproject.co.uk

 **coast** | One Planet Tourism
www.coastproject.co.uk

MINCARLO



Tel. +44 (0)1720 422513

Email manager@mincarlo-ios.co.uk

View across St. Marys Harbour from Mincarlo

Carbon Offset

- [Home](#)
- [Winter Breaks](#)
- [News](#)
- [The Guest House](#)
- [Group Bookings](#)
- [Tariff](#)
- [Vacancies](#)
- [Maps](#)
- [Webcam](#)
- [Green Tourism](#)
- [Contact Us](#)
- [About Scilly](#)



Your journey to Scilly will inevitably emit some carbon dioxide into the atmosphere. We are working with co2balance.com so that you can offset the carbon produced.

We realise that carbon offsetting isn't perfect and it's much better to reduce your emissions in the first place. To help you choose your method of transport co2balance.com have calculated the emissions for each route to Scilly.

| Route | Emissions (kg) |
|-----------------------|----------------|
| Penzance (ferry) | 6 |
| Lands End (plane) | 18 |
| Newquay (plane) | 22 |
| Exeter (plane) | 42 |
| Bristol (plane) | 50 |
| Penzance (helicopter) | 60 |
| Southampton (plane) | 64 |

[Offset your journey](#)

(more about [carbon offsetting](#))



Mincarlo is a non-smoking guesthouse.

...from fish n
chip shops...

Home

Sam the Sustainable Cod

Sam the Sustainable Cod welcomes you to the Harbour Lights Restaurant in Falmouth Cornwall.

Enjoy a meal from our huge variety of award-winning *fish & chips* dishes for all the family, whilst taking in the wonderful views of Falmouth harbour

We are passionate about the taste of our *fish & chips*, and as equally passionate about the environment. This is why ALL our fish comes from **sustainable stocks**.



Harbour Lights Restaurant, Arwenack Street, Falmouth, Cornwall, TR11 3LH.
For bookings telephone 01326 316 934

HARBOURLIGHTS
traditional fish & chips

Newsletter
Letter: Harbour lights Restaurant Updates
Name: Email:

Home ► The Environment

[Environmental Policy](#) * [Sustainable Fish](#) * [Bio Packaging](#) * [Palm Oil](#) * [Future Projects](#)

Environmental Policy   

Our reason for existence is to provide top quality traditional fish and chips in a professional fun manner to the locals and visitors of Falmouth. However we simultaneously make a commitment to minimise the negative effects of our operations on the environment. In meeting the needs of the present, the ability of future generations to meet their own needs should not be compromised.



Harbour Lights is committed to:

- only sell fish from sustainable fish stocks
- only use bio-degradable packaging
- maximise re-cycling and re-using opportunities
- work with the local community to minimise litter problems
- train all staff on the importance of protecting the environment
- encourage other participants in the Fish and Chips industry to consider the negative effects of their own operations
- being open about its environmental performance in dealings with its customers, employees and public authorities

Webcam 



The Environment 

We at the Harbour Lights are actively controlling the effect we have on the environment, bit locally and globally. Find out more... 

The Experience 

Check out The Harbour lights experience with some great views of Falmouth... 

Fish Invaders 

Fish Invaders is finally here, help Sam Cod fight off High Street upstarts ... 

wherever we go and whatever we do, we have an impact on the environment.



NEWQUAY BAY HOLIDAYS

Booking Enquiries Tel: 01637 859595

GREEN TOURISM

Welcome to Newquay Bay Holidays. By making positive choices during your visit, you can help to look after Cornwall and this special area ensuring that it retains everything that is special about it for your next visit.

1 Reduce, Reuse, Recycle

In Cornwall we take our recycling very seriously, as we hope you do at home! Say no to packaging where possible, especially plastic bags. You will find recycling banks in most main car parks across the area. In Cornwall we work hard to recycle all we can. Please help us by making use of the recycling system in your accommodation, and asking for one if you can't find it.

2 Reduce traffic: walk, cycle or use public transport

Walking and cycling are great ways to see the area without adding to traffic. Use public transport if you need to travel to your start point, but try exploring near to where you are staying - there are some fantastic places to see right on your doorstep! There are more and more fully accessible routes becoming available, ensuring access for all, too.

3 Stay Local, Eat Local, Buy Local, See Local

Support local producers and services - this way your visit has a real benefit to the communities of Cornwall. And you get to see and taste the real quality that Cornwall offers. Visit Farmers Markets, farm shops, village stores, pubs and cafes. Much of our distinctive culture is evident in the hundreds of community events that happen throughout the year and are well worth supporting - and the food and drink is simply fantastic.

4 Chill out – switch off...

Enjoy a fabulous, light touch holiday... switch off lights and dripping taps; use the voluntary laundry card scheme where you see it, so that only towels that need washing are laundered; every single effort helps protect and enhance our beautiful environment. It takes a moment and it's all worth it!

5 When In Rome...

To enjoy Cornwall at its best, we can help you get to know all the nooks and crannies of local knowledge - like beach safety, local cultural events, and the Countryside Code which reminds visitors to protect plants and animals; take litter away; leave gates and property as you find them; keep dogs under close control; consider other people and users when visiting the countryside.

Enjoy your holiday! Thank you!



This article has been produced in partnership with CoaST, for further information on their work, please visit: www.coastproject.co.uk

This brochure is printed on recycled paper using vegetable based inks.

...resort holiday providers ...



More of this...



Less of that



Do your bit...

Reduce your footprint
 so your children can enjoy King Harry's Cornwall as much as you have !

Set in an Area of Outstanding Natural Beauty, King Harry's Cornwall represents unspoilt Cornwall at its best. We invite you to discover for yourselves and while you're here we ask you to think, as you do at home, about reducing your environmental impact as much as possible.

From turning off your bedside light when you leave the hotel to picking up litter on the beach, there is plenty you can do that will help us keep our bit of Cornwall as unspoilt and untouched as it deserves to be.

On the following page you will find some TOP TIPS to help you have GREEN DAYS OUT while you're on holiday.

To take this a step further we have put together our own 'GREEN VISITOR PASSPORT'. This simple idea encourages you to think about all aspects of your holiday and the ways in which you can reduce your impact on Cornwall during your stay.

Please complete the form honestly and for every completed form we receive we will donate 50p to the SILVANUS TRUST, a local charity who are involved in sustainable tree planting projects and woodland management in Cornwall and across the South West.

Green.
 One Planet Tourism
And Very, Very Gorgeous.
www.coastproject.co.uk

..combined with our teaching them about the golden rules of communication through our Ambassadors for Change programme



..how to sell the *sizzle* of triple bottom line benefits.....



One Planet Tourism
www.coastproject.co.uk

futura
sustainability
communications

**So bearing in mind that this is all about change...
and that :**

***"The most significant direct impacts made by
successful behaviour change campaigns were as a
result of the role of leaders and champions..."
(DEFRA "Selling Sustainability", 2008:)***

**One Planet Tourism
www.coastproject.co.uk**



"Dear Dave and Leza

Thank you so much for the most fantastic break we have just had !



I feel somewhat inspired by your "green" attitude and carrying each bottle and mostly plastic tray outside individually made me realise just how much rubbish we produce. We have the "Green Shop" in Bisley by us and I shall purchase more cleaning material etc from there in the future. Also seeing your fabulous grass roofs made Jason see sense and we hope to have one on our extension when we come to it.."...

One Planet Tourism
www.coastproject.co.uk

 **coast** | One Planet Tourism
www.coastproject.co.uk

Inspired businesses = inspired visitors = resilient destination.

One Planet Tourism
www.coastproject.co.uk



(my final favourite quotation for the day)

The Darwin Awards for efforts for self-extinction...

Named in honor of Charles Darwin, the father of evolution, the Darwin Awards commemorate those who improve our gene pool by removing themselves from it.

“By the way - we assume you operate sustainably and ethically from your local menu and purchasing - what else do you do by way of environmental commitment? It's definitely one of the things we look for in accommodation!”

One Planet Tourism
www.coastproject.co.uk



“

“I'm afraid life is a bit too short for us to get involved in proving by email our green credentials to potential future b&b guests.

I think it would be best if you looked for somewhere else to stay for that weekend. We have therefore cancelled your reservation. If you have already sent a deposit cheque then we shall destroy it.

Regards

XXXXXX”

One Planet Tourism
www.coastproject.co.uk



So I guess that's the opposite....





I'd go for the inspiration option every time.

(with thanks to *Margaret Mead.*)

Thank you!

CoaST: Tel 01872 562 057

manda@coastproject.co.uk

www.coastproject.co.uk

www.oneplanettourism.co.uk