

CLIMATE ACTION IN TOURISM Across The Capital



Dublin City Council has increased the promotion of the UNESCO Bay Biosphere.

Dublin City Council's new tourism strategy, with a core focus on climate action and sustainability in tourism, represents DCC's strong statement of intent to develop the capital city as a human, sustainable and innovative destination for locals and visitors alike in the years ahead.

The new tourism strategy recognises that what is good for the local is also good for the visitor. This strategy aligns with our broader objectives to become a smarter and more resilient city where events, active mobility, greening strategies and other innovations will enhance the opportunity to experience a wealth of unique attractions in a sustainable way."

The new strategy has a core focus on climate action and sustainability in tourism, and she added: "DCC recognises that enabling a more sustainable tourism industry is a key action toward achieving the goals of

Dublin City Council's new Tourism Strategy 2023-2028, was officially launched at the United Cities and Local Governments (UCLG) Global Culture Summit, in Dublin in late November. The council has identified three goals that have shaped the new strategy:

- **Human:** people-centered and community-based growth agenda.
- **Sustainable:** proactive, accountable and measurable toward Dublin's climate goals.
- **Innovative:** future-facing, creative, collaborative and digitally advanced.

The strategy has also been founded on several UN Sustainable Development Goals.

"In order to connect our tourism strategy to the UN Sustainable Development Goals and the 2030 Agenda for Sustainable Development, we have connected each tourism pillar to a specific Sustainable Development Goal," according to Mary MacSweeney, DCC's Acting Executive Manager for Culture, Recreation and Economic Services.

These SDGs include No. 9 Industry, Innovation and Infrastructure; No. 11

Sustainable Cities and Communities; No. 12 Sustainable Consumption and Production Patterns, No. 13 Climate Action and No. 17 Partnerships for the Goal. "We have also adopted the UNWTO (United Nation's World Tourism Organisation) definition of sustainable tourism to underpin this work," she added.

"The core principle of Dublin city's



The Peoples' Park in the Phoenix Park



UN Glasgow Declaration on Tourism Climate Action was signed by DCC's CEO Richard Shakespeare in September, (seated) pictured with Anthony Flynn, Assistant Chief Executive Barry Rogers, Head of Dublin City Tourism Unit, and Mary MacSweeney, Acting Executive Manager for Culture, Recreation and Economic Services.

our National Climate Action Plan. The council will also ensure that its tourism ambitions serve the broader climate aims and obligations within Dublin's City Development Plan 2022-2028, which are to develop a city that is low carbon, sustainable and climate resilient."

To achieve this, Dublin City Council will:

***Embed** the UN Sustainable Development Goals and the UNWTO Sustainable Tourism definition within its tourism development strategies and frameworks. Dublin has become the first Irish city signatory of the UN Glasgow Declaration on Sustainable Tourism Development. This will create a structured roadmap and reference point for achieving DCC's sustainable tourism goals as follows

***Prioritise** new tourism initiatives towards locals and domestic visitors, which will have a lower environmental impact and distribute visitors throughout the breadth of the city.

***Implement** the local authority actions of the new National Tourism Policy 2023-2033.

***Promote** the success of existing sustainable tourism experiences, parks, venues and sustainable visitor movement and transport options. DCC will work towards recognised sustainability accreditation for venues and visitor experiences operated by the council, thereby reducing the carbon footprint of the city's tourism spaces.

REDUCING TOURISM CARBON FOOTPRINT

DCC's Acting Executive Manager pointed out that the council has made meaningful progress in reducing its tourism carbon footprint in line with climate objectives and goals as stated in the Dublin City Development Plan 2022-2028.

"We will create new tourism initiatives to attract a mix of local and domestic visitors with the least impact on the environment and city resources. We will increase promotion of our sustainable tourism products, such as our UNESCO

Bay Biosphere as well as sustainable experiences and modes of transport through co-operation with national tourism and transport agencies and international tourism marketing bodies.

"We will also certify our cultural venues and visitor experiences with a recognisable and standardised sustainable tourism accreditation. To support the climate action ambitions of the new tourism strategy, Dublin was the first Irish city to become a signatory of the Glasgow Declaration on Tourism Climate Action."

The Declaration was signed by DCC's CEO Richard Shakespeare at the end of September. The Glasgow Declaration signatories have agreed on the following five shared pathways to ensure climate action is aligned across the tourism sector: • Measure • Decarbonise • Regenerate • Collaborate • Finance.

"Dublin City Council and the other signatories have committed to deliver plans aligned with these pathways to cut tourism emissions in half over the next decade and to reach net zero emissions as soon as possible before 2050," she concluded.



EUROPEAN CAPITAL OF SMART TOURISM 2024

Dublin City has won the European Capital of Smart Tourism Award for 2024, with the announcement made by the European Commission in Brussels at the end of November.

"Over the past year, this city has actively engaged people in decision-making, creating a destination that resonates with its people and embraces innovation at the same time. The city's networking efforts with previous winners reflect a dedication to collaboration, leadership and innovation and a beating European heart," noted the European Commission judging panel.

The judging panel recognised that Dublin has embedded best Smart Tourism practices from across Europe through its collaborations with other cities and the publication of its first five-year tourism strategy with a strong focus on innovation.

DCC's Chief Executive Richard Shakespeare said that their Smart Tourism programme, which was established in 2019, "has been sharing, collaborating, and learning from some of the best cities in Europe and embedding this best practice in our own work through our new Tourism Strategy 2023-2028".