



Accelerator

**Sustainability
Standards:
Collaborative
Discussions on
Certification
Programs**

ADVENTURE TRAVEL
WORLD SUMMIT.

PANAMA
7-10 OCTOBER • 2024



ANDRES DIAZ

Country Manager
ATTA



LEANA BERNARDI

BLUE FLAG & GREEN
KEY BRAZIL

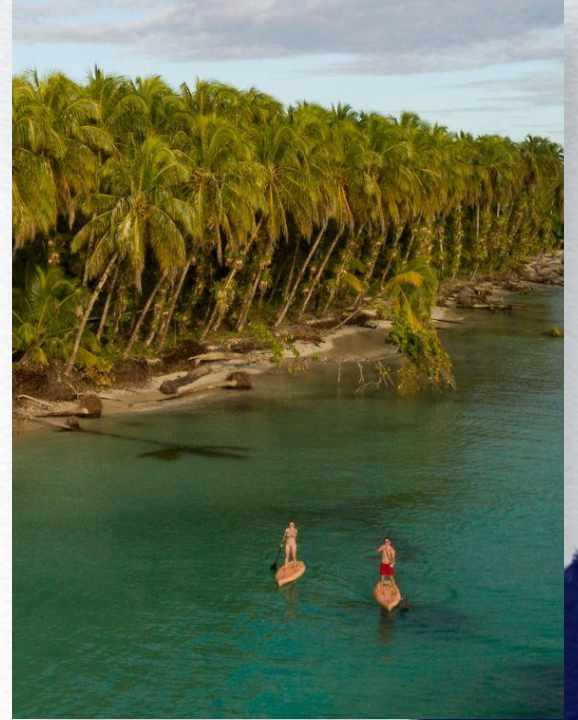


GUSTAVO TIMO

Sustainability and
Impact, VP - ATTA

Session Style

- **Dynamic and Casual**
- **Conversation of industry leaders**
- **Tech as support - Slido**
- **Respect air space**
- **Yes, and**

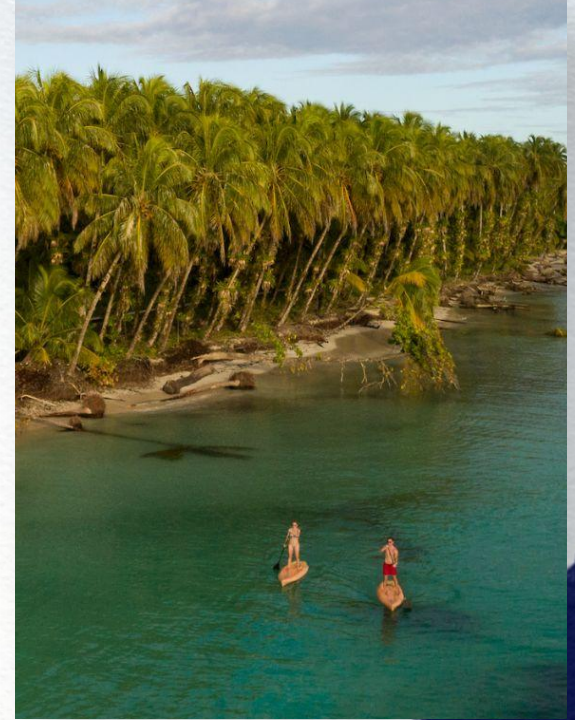


Session goals

- **Membership Sustainability Commitment Context**
- **Discuss the Sustainability Journey - challenges and opportunities**
- **Talk about Sustainability Standards and Certifications Programs**
- **Share real life, hands on experiences**

Session Flow

- **Membership Sustainability Commitment**
 - quick intro
- **Slido questions to spark conversation**
- **Group conversation and discussion**



Introducing Membership Sustainability Commitment



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SUSTAINABILITY

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Enabling the Largest Sustainable Travel Community in the Globe!!!



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Making Sustainability easier, faster and more accessible.



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Why

Addressing two major pain points:

Navigating sustainability implementation madness

Supporting members to tell their sustainable travel stories

Why

Driving ATTA mission forward:

Tourism as a force for good

Growth with Purpose

How

We will deliver this with focus in two main pillars:

Implementation

Marketing and Promotion

How

Implementation:

Sustainability Resource Center

Strategic Partners

The Hub

How

Marketing and Promotion:

Adventure.Travel - Sustainable Travel Storytelling Platform

ATTA Events and comms channels

B2B2C Partnerships

What

So, what is the commitment?

Business members adopt a Sustainability Framework and provide a proof of commitment

Certifications programs and other frameworks that includes a third party assessment will be accepted

ATTA will work to recognize credible frameworks

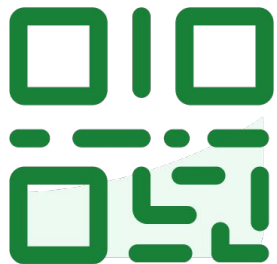
What

Existing members and new members send proof of commitment or make the implementation of commitment

Starting now with a 24 month timeframe to send proof of commitment

Rolling target - always welcoming new members committed or that want to commit

slido



Join at slido.com
#4864910

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What is your company type?

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**How many years have you
been working in tourism?**

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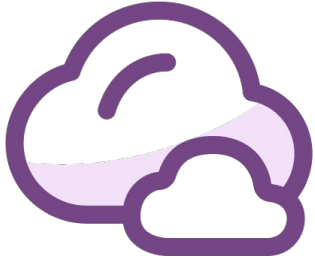
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**From which country do you
come from?**

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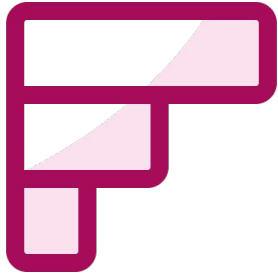
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**Which Region(s) of the
Globe do you current work?**

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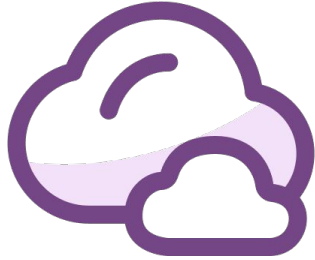
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Where are you in the sustainability implementation journey?

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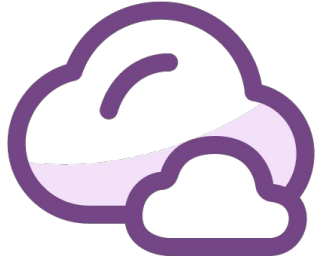
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What are the biggest drivers for sustainability implementation?

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What are the biggest challenges for sustainability implementation?

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QUESTIONS?



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What are the key insights you gained from the discussions on this workshop?

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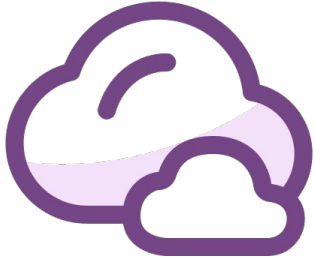
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Share a word about how the session went.

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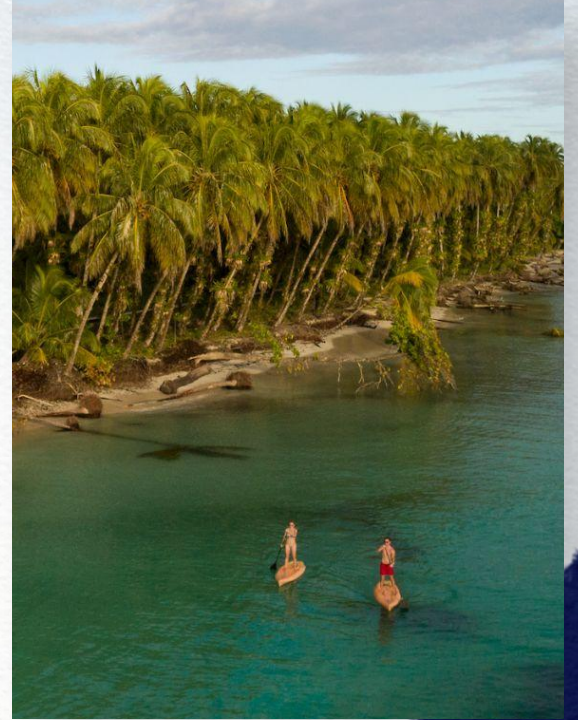


What action can I take when I return to the office?

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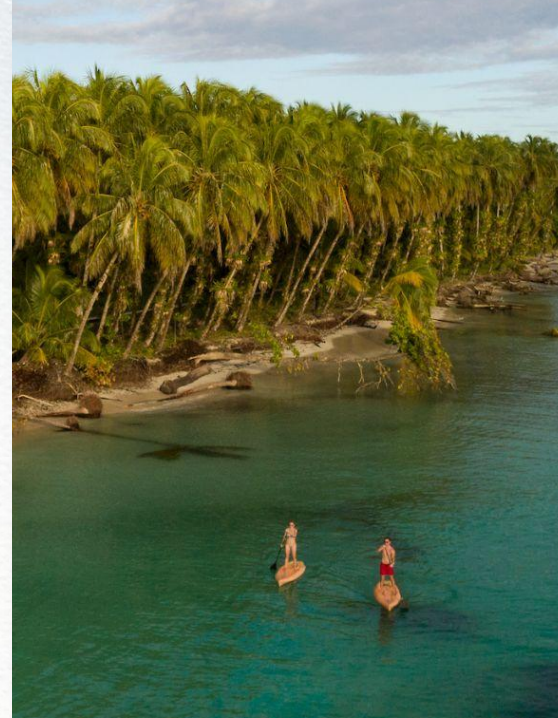
What is coming next?

- More of this dedicate sessions to Sustainability implementation:
 - Elevates and ATWS
 - The Hub - download and engage



Pulse of the Industry

Members Only - Business sentiment and Trends
Quarterly Survey



THANK *You*

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