

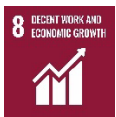


Destination Greater Victoria 2024 Sustainability Report

Introduction

Destination Greater Victoria (DGV) is committed to fostering a sustainable destination through collaboration, capacity building, and action. This report showcases the work completed by DGV relating directly to the goals and objectives set out in the 2024 Destination Greater Victoria Sustainability Strategy document. This report utilized the United Nations (UN) Sustainable Development Goals (SDGs) as a framework for reporting on the progress of these goals. The UN SDGs serve as the guiding framework for current and future sustainability and stewardship efforts by DGV.

Goal:

Maintain Biosphere Certification for Greater Victoria.




SDG Alignment	
	8.9 – By 2023, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products
	12.2 – By 2030, achieve the sustainable management and efficient use of natural resources 12.b – Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products
	16.6 – Develop effective, accountable and transparent institutions at all levels
Target	Progress
Submit Biosphere evidence and actions through the Biosphere platform for our annual audit.	Evidence of actions has been submitted for 2025 as of February 28th, 2025, for review. Notification of re-certification should be provided by summer 2025.

Not Started	Early Stages	Underway	Complete/Ongoing
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DESTINATION GREATER VICTORIA

Goal:




Support DGV members in adopting sustainable business practices and circular business models, including through the Biosphere Certification program.

SDG Alignment	
	<p>8.3 - Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services</p> <p>8.9 - By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products</p>
	<p>9.2 - Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries</p>
	<p>12.2 - By 2030, achieve the sustainable management and efficient use of natural resources</p> <p>12.6 - Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle</p> <p>12.b - Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products</p>
Target	Progress
Track the number of businesses that achieve Biosphere Committed and Biosphere Certified status. In line with our balanced scorecard target, 22 additional members will be assisted in becoming Biosphere Committed in 2024.	14 Member businesses were assisted in becoming newly Biosphere Committed in 2024, bringing our total to 70 members linked under Biosphere. In 2025, our focus has switched towards assisting members through the certification process over onboarding additional members to the program.

Not Started	Early Stages	Underway	Complete/Ongoing

Goal:

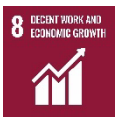



Reduce DGV's corporate carbon footprint and achieve carbon-neutral certification annually.

SDG Alignment	
	9.4 - By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities
	12.2 - By 2030, achieve the sustainable management and efficient use of natural resources
	15.a -Mobilize and significantly increase financial resources from all sources to conserve and sustainably use biodiversity and ecosystems
Target	Progress
Calculate and offset scope 1, 2 and 3 carbon emissions to maintain carbon neutrality. Use these calculations to set corporate carbon reduction targets.	Carbon Neutrality was maintained in 2024, with additional carbon offsets purchased than required through Ostrom Climate. Though discussions around corporate emissions reduction have begun, corporate carbon reduction targets have yet to be set. <i>*DGVs forthcoming Climate Action Plan will work to address carbon reduction*</i>

Future Action	Early Stages	Underway	Complete/Ongoing
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Goal:



Foster a circular economy at scale in an urban destination through the development of a circular economy strategy.

SDG Alignment	
	8.4 – Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation
	9.4 – By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities
	11.3 – By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries 11.6 – By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and other waste management
	12.2 – By 2030, achieve the sustainable management and efficient use of natural resources 12.5 – By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse
Target	Progress
Create a completed Circular Economy Strategy for Greater Victoria's visitor economy by the end of 2024. Develop and launch a pilot project using this strategy in 2024.	The Circular Economy Strategy is in its final draft stage and will be publicly released by mid-2025, with a pilot project launching by the end of 2025.

Future Action	Early Stages	Underway	Complete/Ongoing
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Goal:

Include sustainability targets and KPIs within Balanced Scorecard tracking and report results publicly.

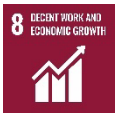


SDG Alignment	
	8.9 – By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.
	16.6 – Develop effective, accountable and transparent institutions at all levels
Target	Progress
Report on and post all balanced scorecard tracking and results to our website on a yearly basis.	Our balanced scorecard results have been posted publicly on the DGV website within the annual report as well as our 2025 Business Plan.

Future Action	Early Stages	Underway	Complete/Ongoing
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DESTINATION GREATER VICTORIA

Goal:

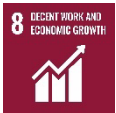



Inspire action for sustainability through sharing best practices, storytelling, and events, including the IMPACT Sustainability Travel and Tourism conference.

SDG Alignment	
	<p>8.4 - Improve progressively, through 2030, global resource efficiency in consumption and production and endeavor to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programs on Sustainable Consumption and Production, with developed countries taking the lead</p> <p>8.9 - By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products</p>
	<p>11.4 - Strengthen efforts to protect and safeguard the world's cultural and natural heritage</p> <p>11.6 - By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management</p>
	<p>12.6 - Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle</p> <p>12.8 - By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature</p> <p>12.b - Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products</p>
Target	Progress
Host the IMPACT Conference Annually. Develop programming to support DGV members in adopting sustainable practices.	DGV has hosted a number of workshops for members and the broader community through the Destination Stewardship workshop series. IMPACT Sustainable Travel & Tourism Conference was held in late January of 2025.

Future Action	Early Stages	Underway	Complete/Ongoing
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Goal:

Demonstrate global leadership in sustainable business events and conferences, including through the Green Events Guide and an enhanced legacy program.




SDG Alignment	
	8.9 - By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products
	12.5 - By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse 12.b - Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products
	13.3 - Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning
	17.17 - Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.
Target	Progress
Update and enhance the Green Events Guide in 2024. Create and implement an Events Impact and Legacy Program for future conferences and events held at the Victoria Conference Centre by 2025.	The Green Events Guide has been significantly updated and is available on the DGV website. The Impact and Legacy Program was not completed by the end of 2024, but is now complete and will be launched by mid-2025.

Future Action	Early Stages	Underway	Complete/Ongoing
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DESTINATION GREATER VICTORIA

Goal:

Maintain BC Green Business Certification and continually improve the sustainability of DGV's corporate operations, including waste reduction and carbon footprint.

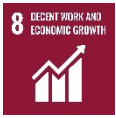




SDG Alignment	
	8.4 - Improve progressively, through 2030, global resource efficiency in consumption and production and endeavor to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programs on Sustainable Consumption and Production, with developed countries taking the lead
	12.5 - By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse
	16.6 - Develop effective, accountable and transparent institutions at all levels
Target	Progress
Improve BC Green Business score by at least 1 point every year.	BC Green Business has changed some criteria. Though we have added new practices this year, which count under BC Green Business, our overall score has reduced by 1 point. We now qualify as a Green Leader, meaning our assessments will only occur every two years starting in 2025.

Future Action	Early Stages	Underway	Complete/Ongoing
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DESTINATION GREATER VICTORIA

Goal:


Support the sustainability objectives and strategies of our government and tourism partners, including the City of Victoria, the District of Saanich, and Destination BC.

SDG Alignment	
	8.3 – Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small-, and medium-sized enterprises, including through access to financial services.
	9.2 – Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry’s share of employment and gross domestic product in line with national circumstances
	11.3 - By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries
	12.8 – By 2023, ensure that people everywhere have the relevant information and awareness of sustainable development and lifestyles in harmony with nature
	17.14 – Enhance policy coherence for sustainable development 17.17 – Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.
Target	Progress
Align DGV’s sustainability strategy with Zero Waste Victoria and Clean BC’s action plans. Inform Members of new opportunities and strategies adopted by government partners to improve social, economic, and environmental sustainability in Victoria through our Newsletter and social media channels.	DGV has ensured alignment with government plans within both the Sustainability Strategy and the Circular Economy Strategy to be released in mid-2025. DGV has created weekly posts in our Member Minutes Newsletter under the “Let’s Talk Stewardship” section to share resources, case studies, and events about social, economic, and environmental sustainability and stewardship within the destination.

Future Action	Early Stages	Underway	Complete/Ongoing
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Goal:



Enhance organizational equity by creating and publicly circulating an EDI policy.

SDG Alignment	
	5.c – Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels.
	10.2 – By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status. 10.4 – Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality.
	16.6 - Develop effective, accountable and transparent institutions at all levels.
Target	Progress
Create, circulate, and implement an EDI policy. Review and update this policy on a yearly basis.	DGV has created an EDIA policy that is available for internal circulation and review. DGV's internal EDIA committee continues to review the policy and update as needed.

Future Action	Early Stages	Underway	Complete/Ongoing
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Goal:





Establish and maintain an EDI committee within the organization.

SDG Alignment	
	10.2 – By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.
	16.6 - Develop effective, accountable and transparent institutions at all levels.
Target	Progress
Create an EDI committee. Track and report on the committee's achievements as they relate to the EDI policy.	DGV has created an internal EDIA Committee, which meets quarterly to review the committee's initiatives and to guide DGV's approach to EDIA work. A report is being drafted and will be released by late 2025.

Future Action	Early Stages	Underway	Complete/Ongoing
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Goal:

Participate in the Global Destination Sustainability (GDS) Index on behalf of Greater Victoria and work towards improving our score.

SDG Alignment	
	8.9 - By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.
	11.6 – By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.
	12.b - Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products
	16.6 – Develop effective, accountable and transparent institutions at all levels.
Target	Progress
Submit evidence to the GDS Index on a yearly basis and improve our GDS Index score year over year.	In 2024, DGV participated in the GDS Index assessment, moving from 47th to 22nd in the world. This improvement also bumped Victoria to the #1 most sustainable destination in North America, according to the GDS Index.

Future Action	Early Stages	Underway	Complete/Ongoing
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