Sustainable Development Goals (SDGs) Contribution FORM for Tourism Events & Experiences

This template is designed to allow event/experience planners and operators to highlight their unique contributions to the United Nations Sustainable Development Goals (SDGs). This can be attached with your grant application and used for marketing and storytelling purposes.

Accountability:

In the spirit of accountability and authenticity we ask that you complete this form with honesty. If you are not actively tracking your baseline, progress, and impact with the SDGs that is ok. We ask that you acknowledge that with the check mark below:

☐ At this time, our event/experience does not track any SDG contributions.

Not tracking your SDG impact yet? No problem - we have included the *Appendix: SDG Baseline & Progress Checklist for Tourism Events/Experiences* for your consideration. This can be used as a starting point for this year's event/experience.

If you choose to use this tool please acknowledge so, and include it during the reporting period:

☐ I will use this tool (or another resource) as a commitment towards integrating the SDGs into the event/experience.

How to complete the form:

Step 1: Add your business information in Section 1.

Step 2: Read over Section 2 and determine which SDG goals align with the event/experience you are seeking funding for. Respond with as much detail as possible.

Step 3: If there are additional SDG goals that you contribute towards, write them down in Section 3.

Step 4: Add any additional information in Section 4 that relates to awards, accreditations or partners you work with.

Step 5: Utilize the Appendix checklist to support your tracking and progress with the SDGs, this will be helpful during the reporting period. *Note: This tool is optional, and other tracking methods can be used*

Step 6: Attach this document with your application submission.

Section 1: Introduction

Organization Name:

Date Completed:

Business Overview: Provide a brief introduction to your organization (e.g. history, mission, services, and target markets). *Max. 150 words.*

Your Response:

Are you interested in building an Events/Experiences Sustainability Plan to support your initiatives and impact?

- ☐ Yes
- ☐ Not now, ask again in 2025
- ☐ No

Are you interested in learning more about how your business/organization (beyond your event/experience) can contribute to the SDGs and align operationally?

☐ Yes
☐ No

Section 2: SDG Contribution

Identify the specific SDGs your event/experience contributes towards, and how your actions align with the goals.

Below is a list of common SDGs relevant to the tourism sector with space for examples. Respond to the SDG that makes sense for your event/experience, and keep in mind that there is a section to add additional SDGs you might be contributing to in Section 3.

Goal 8: Decent Work and Economic Growth

- **Action Ideas:**
  - Job creation for local residents, including Indigenous community members.
  - Supporting local suppliers and businesses.
  - Highlighting local social enterprises, providing information on ethical shopping and sustainable products and/or vendors.

Example:
"We prioritize hiring locally and have created 3 full-time positions within the community. We also source 80% of our food supplies from regional farmers and artisans."
Bonus: Listing the vendors and artisans you use!

Your Response:

Goal 12: Responsible Consumption and Production

- **Action Ideas:**
    - Implementing waste reduction strategies and conducting a post event waste audit.
    - Sourcing sustainable materials and minimizing single-use plastics.
    - Promoting eco-friendly activities and tours.

Example:

"We've reduced our plastic waste by 50% in the last two years by eliminating single-use plastics and partnering with local refill stations for biodegradable products."
Bonus: If you can share or link to the measured waste reduction over time!

Your Response:

Goal 13: Climate Action

- **Action Ideas:**
    - Reducing carbon emissions through energy-efficient infrastructure.
    - Promoting low-impact transportation options, such as biking, carpooling, walking
    - Supporting carbon offset initiatives.
    - Tourists participate in local climate action, such as planting native trees or restoring natural habitats.

Example:

"We've implemented solar energy at our facilities, reducing our carbon footprint by 30%, and encouraged guests to participate in carbon-offset programs for the event."

Your Response:

Goal 14: Life Below Water

- **Actions Ideas:**
    - Protecting marine ecosystems by adhering to responsible tourism practices.
    - Supporting conservation initiatives for local marine wildlife (e.g. donating a portion of your profits to conservation or research).

Example:
"Through collaboration with local marine conservation groups, we educate visitors on sustainable whale-watching practices and have adopted a code of conduct to minimize disturbances to marine life."

Your Response:

Goal 15: Life on Land

- **Action Ideas:**
    - Conserving natural ecosystems surrounding your event/experience space.
    - Promoting biodiversity through reforestation or wildlife protection efforts.
    - Supporting pollinator species by planting flowers and plants that support their health and wellbeing at the venue.

Example:
"We designed an event layout plan and built infrastructure to minimize soil erosion and other environmental disturbances. Temporary stages, tents, and pathways were set up to prevent trampling of delicate vegetation."

Your Response:

Section 3: Additional SDGs

In this form we identified the main SDGs that tourism experiences, products and services could focus on, but there are a total of 17 SDGs. All of them are important, and we would love to hear if you contribute to more than one! If so, please describe below.

1. **No Poverty:** End poverty in all its forms everywhere.
2. **Zero Hunger:** End hunger, achieve food security and improved nutrition, and promote sustainable agriculture.
3. **Good Health and Well-being:** Ensure healthy lives and promote well-being for all at all ages.
4. **Quality Education:** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

5. **Gender Equality:** Achieve gender equality and empower all women and girls.
6. **Clean Water and Sanitation:** Ensure availability and sustainable management of water and sanitation for all.
7. **Affordable and Clean Energy:** Ensure access to affordable, reliable, sustainable, and modern energy for all.
8. **Decent Work and Economic Growth:** Promote sustained, inclusive, and sustainable economic growth, full and

productive employment, and decent work for all.

9. **Industry, Innovation, and Infrastructure:** Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.

10. **Reduced Inequalities:** Reduce inequality within and among countries.

11. **Sustainable Cities and Communities:** Make cities and human settlements inclusive, safe, resilient, and sustainable.

12. **Responsible Consumption and Production:** Ensure sustainable consumption and production patterns.

13. **Climate Action:** Take urgent action to combat climate change and its impacts.

14. **Life Below Water:** Conserve and sustainably use the oceans, seas, and marine resources for sustainable development.

15. **Life on Land:** Protect, restore, and promote sustainable use of terrestrial ecosystems, manage forests sustainably, combat desertification, and halt and reverse land degradation and biodiversity loss.

16. **Peace, Justice, and Strong Institutions:** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable, and inclusive institutions at all levels.

17. **Partnerships for the Goals:** Strengthen the means of implementation and revitalize the global partnership for sustainable development.

Your Response:

Section 4: Additional Resources

Partnerships: List any partnerships with local organizations, governments, or NGOs contributing to your SDG efforts.

Your Response:

Certifications/Awards: Mention any certifications or sustainability awards received.

Your Response:

Appendix: SDG Baseline & Progress Checklist for Tourism Events/Experiences

Optional checklist to start benchmarking your progress over time

This table structure makes it easy to benchmark each SDG contribution over time. For any item, note progress by marking the "Planning to Implement" or "Already Implemented" columns, and use the "Impact Description" column to detail specific outcomes or contributions.

SDG Goal	Action	Planning to Implement	Already Implemented	Impact Description
Goal 1: No Poverty	Local Economic Support - Source vendors, suppliers, and staff from local communities.	☐	☐	
	Affordable Access - Offer discounted tickets for low-income attendees.	☐	☐	
	Support for Vulnerable Communities - Partner with local organizations to provide resources.	☐	☐	
Goal 2: Zero Hunger	Local and Sustainable Sourcing - Use locally sourced, sustainably produced food.	☐	☐	
	Food Redistribution - Donate excess food to local food banks.	☐	☐	
	Nutritional Education - Offer sessions on sustainable food choices.	☐	☐	

Goal 3: Good Health and Well-being	Health and Safety Measures - Communicate health protocols clearly.	☐	☐	
	Promote Wellness - Include activities like yoga or nature walks.	☐	☐	
	Emergency Preparedness - Ensure medical support on-site.	☐	☐	
Goal 4: Quality Education	Educational Content - Host workshops on sustainability, culture, etc.	☐	☐	
	Youth Involvement - Involve local schools and youth organizations.	☐	☐	
	Cultural & Environmental Awareness - Share information on local biodiversity.	☐	☐	
Goal 5: Gender Equality	Equal Opportunities - Ensure fair pay and equal opportunity for all.	☐	☐	
	Diverse Programming - Highlight women's voices and local contributions.	☐	☐	
	Inclusive Policies - Develop gender-inclusive policies.	☐	☐	

Goal 6: Clean Water & Sanitation	Water Conservation Measures - Install water-saving facilities.	☐	☐	
	Pollution Prevention - Treat and manage wastewater responsibly.	☐	☐	
	Access to Clean Water - Provide water stations to minimize waste.	☐	☐	
Goal 7: Affordable & Clean Energy	Renewable Energy Sources - Use solar or renewable energy.	☐	☐	
	Energy Efficiency - Use energy-saving lighting/appliances.	☐	☐	
	Carbon Neutral Goal - Offset emissions through clean energy.	☐	☐	
Goal 8: Decent Work & Economic Growth	Fair Employment Practices - Prioritize local hiring & safe working conditions.	☐	☐	
	Support for Local Economy - Engage local vendors and suppliers.	☐	☐	
	Diverse and Inclusive Hiring - Hire from marginalized communities.	☐	☐	

Goal 9: Industry, Innovation & Infrastructure	Sustainable Infrastructure - Use eco-friendly, temporary structures.	☐	☐	
	Local Innovation Support - Showcase local eco-friendly businesses.	☐	☐	
	Digital Engagement - Offer hybrid/online participation to reduce travel.	☐	☐	
Goal 10: Reduced Inequalities	Inclusive Access - Ensure affordability for all income levels.	☐	☐	
	Support for Underrepresented Groups - Partner with supportive organizations.	☐	☐	
	Barrier-Free Facilities - Ensure accessibility for all attendees.	☐	☐	
Goal 11: Sustainable Cities & Communities	Cultural Preservation - Highlight local heritage responsibly.	☐	☐	
	Community Involvement - Involve residents in event planning.	☐	☐	
	Green Transportation - Promote eco-friendly transportation options.	☐	☐	

Goal 12: Responsible Consumption & Production	Waste Reduction - Implement a zero-waste program.	☐	☐	
	Eco-Friendly Supplies - Use sustainable materials for merchandise.	☐	☐	
	Sustainable Procurement - Prioritize sustainable suppliers.	☐	☐	
Goal 13: Climate Action	Carbon Footprint Tracking - Measure emissions and identify reductions.	☐	☐	
	Climate Education - Offer resources on climate action to attendees.	☐	☐	
	Adaptation & Resilience - Create plans for climate-related emergencies.	☐	☐	
Goal 14: Life Below Water	Marine Protection Awareness - Educate on ocean conservation.	☐	☐	
	Plastic-Free Initiatives - Eliminate single-use plastics.	☐	☐	
	Marine Conservation Partnerships - Partner with conservation groups.	☐	☐	

Goal 15: Life on Land	Biodiversity Conservation - Participate in reforestation projects.	☐	☐	
	Responsible Land Use - Avoid sensitive ecological areas.	☐	☐	
	Educational Initiatives - Offer tours on local flora and fauna.	☐	☐	
Goal 16: Peace, Justice & Strong Institutions	Community Ethics - Uphold transparency and ethics in practices.	☐	☐	
	Conflict-Free Zones - Ensure welcoming and safe spaces.	☐	☐	
	Respect for Indigenous Protocols - Acknowledge local lands respectfully.	☐	☐	
Goal 17: Partnerships for the Goals	Collaborative Partnerships - Partner with local government/NGOs.	☐	☐	
	Shared Resources and Knowledge - Exchange best practices for sustainability.	☐	☐	
	Public-Private Collaboration - Engage private and public sectors in support.	☐	☐	