

Fair Tourism Badge (as part of work package 3).

V3 13 May 2024

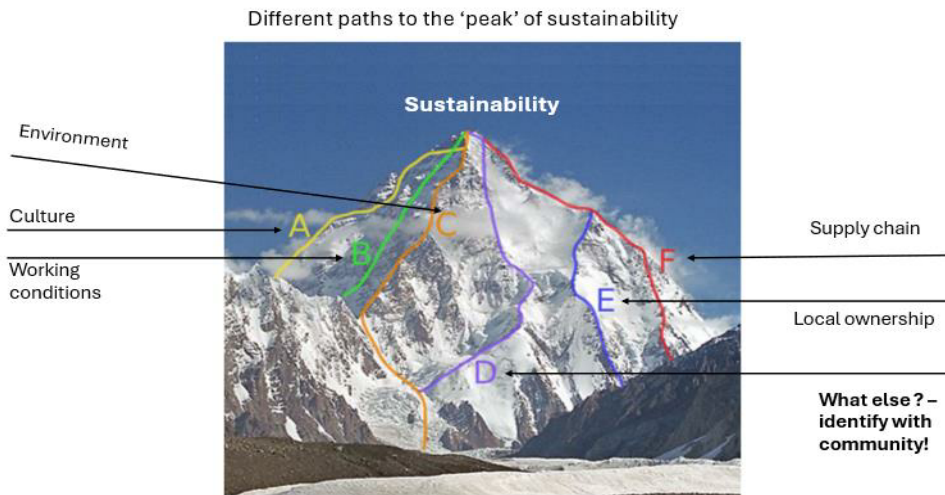
1. Overview: what we want to achieve and do

- The aim of the Fair Tourism Badge in WP3 is to reward individual micro and SMEs (private for profit and socially owned) that support more sustainable/responsible tourism and build a tourism ecosystem of mutual support (initially in the Slate Valleys) and thereby contribute to shifting mainstream tourism towards more responsible tourism practices.
- At the core of the work package is a process of co-design with community and then piloting and implementation of a Fair Tourism Badge which will be awarded to individual micro and SMEs who commit to improvement (i.e. more social and ecological responsible practices) in one or more dimensions: culture, environment, supply chain, working conditions etc.
- The Fair Tourism Badge will work as catalyst to get individual micro and SMEs thinking collectively and networking around social and ecological sustainability, sharing best practices, identifying limits and place-specific challenges and supporting each other in initiating/nurturing processes of improvement within and between firms.
- By the project's conclusion, the ambition is to have a model/toolkit that can be adopted nationally and internationally as a lever to encourage more responsible tourism and non-exploitative business models in small tourism enterprises.

2. Framework: assumptions that frame the scheme and direct effort

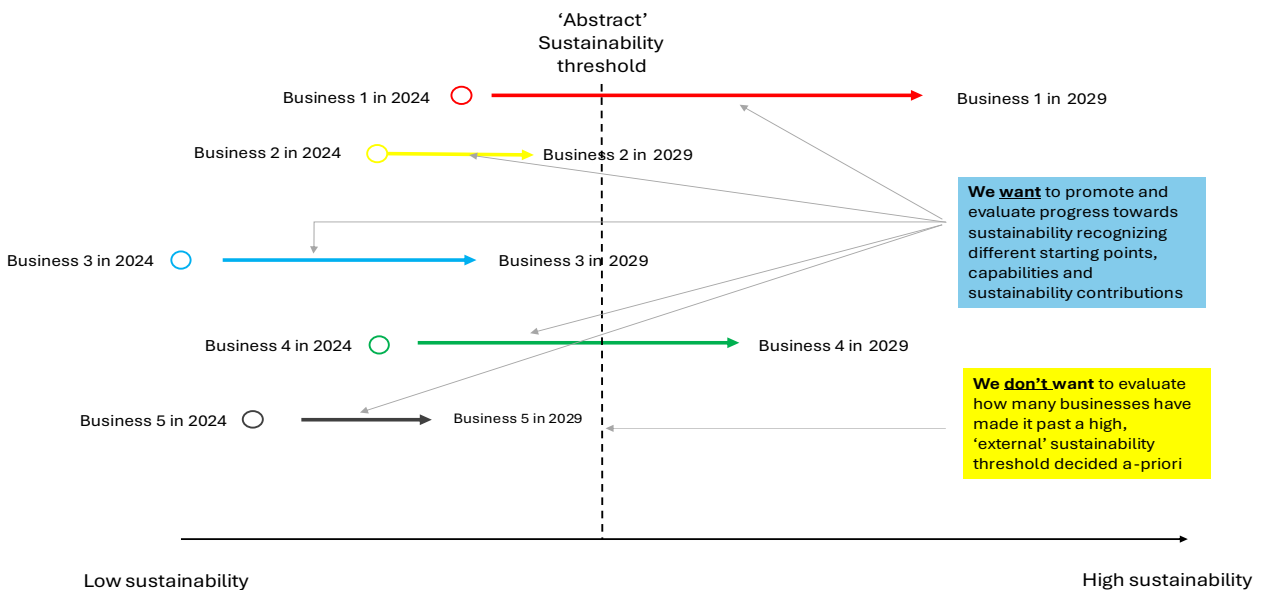
- Independent, locally owned Micro and SMEs are eligible (but not corporates or corporate subsidiaries). Because grounded small firms are the economic backbone of community, yet face greater difficulties than large businesses in promoting sustainability objectives because of lack of skills, knowledge and tight finances We want to support micro and SMEs in a journey of transition/improvement in exchange for the marketing recognition and boost which comes with the Fair Tourism Badge
- The Badge should recognise that different place-based constraints and paths to sustainability exists and that local businesses will contribute in different ways based on their capabilities and constraints. Individually, what matter is what the firm can do for sustainability given the constraints in which it operates. Collectively, what matters is not the single businesses but the local micro and SME community, which we aim to develop as a portfolio of sustainability projects.

Exhibit 1



- 'The journey not the arrival matters' hence with the Badge we want to reward the journey/progress of individual firms given different a) starting positions b) capabilities and c) sustainability contributions. The ultimate objective of the Fair Tourism Badge is creating self-directing firms and a self-sustaining community movement, not to evaluate firms and award stars and rosettes to indicate who is good and who is bad.
- In practice the badge would then be awarded for progress not level of achievement (see exhibit below). We don't expect SMEs to make the same contribution both a) qualitatively (e.g. some can contribute in the areas of culture, and others in the area of supply chain, while some can do both) and b) quantitatively (some can do more and other can do less).

Exhibit 2

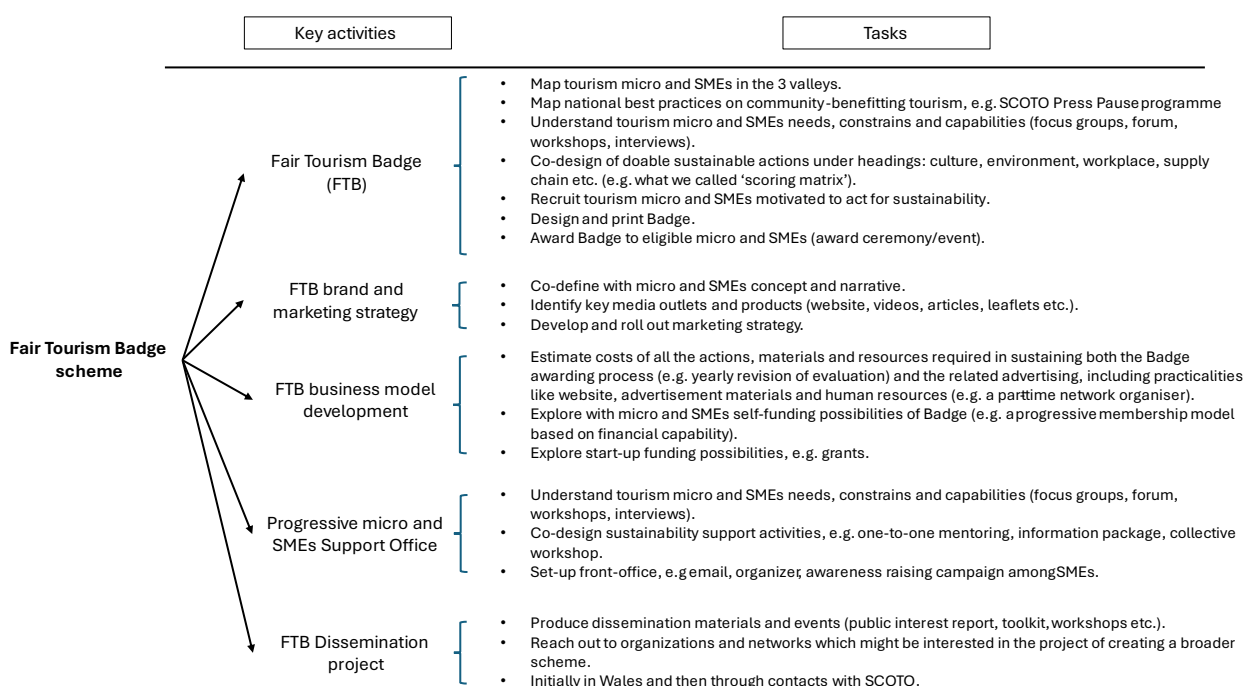


- Recognise that evaluating sustainability improvements across multidimensional pathways is not as mechanical as grading hotels or restaurants based on a standard set of criteria. This is rather about a flexible set of criteria and judgement where reasoning from the ‘evaluator’ will be required.
- The medium outcome will be an improvement which aligns enterprise sustainability (more robust and capable firms in a network) with environmental sustainability (lighter ecological footprint) and community sustainability (citizens living the lives they value).

3. Research and development programme: five-year plan DRAFT!!!

Exhibits 3 just below sums up key activities and tasks involved in the project.

Exhibit 3: overview of key activities and tasks



These activities – and the related tasks – need to be discussed and refined and assigned to different projects partners with a year-by-year development. Below a draft of the year-by-year road map which shows the kind of exhibit we want here.

5 YEAR ROADMAP



Some key questions:

- Does exhibit 3 exclude any important activity/task? See Appendix at the end of this document .
- How do we integrate in the 5 year roadmap exhibit the partners? Or do we want first to produce a separate exhibit listing which actions each partner

4. Core project partners:

- Social enterprises in the Ardal Llechi: Cwmni Bro Ffestiniog, Partneriaeth Ogwen, Siop Griffiths, Galeri Caernarfon).
- Foundational Alliance Wales, Foundational Economy Research Ltd, People's Economy with academic advisers from Aberystwyth University and the University of Manchester.

Drawing on stakeholders: Croeso Cymru, Gwynedd Council, North Wales Ambition Board, Parc Eryri, NRW, Cyngor Gwynedd, Cymunedoli

APPENDIX- the 5-year programme research proposal in length

Year 1: Sort out preliminaries.

- Establish a working definition of independent local Micro/ SMEs which fits the project's intent and ethos, e.g. 'grounded' social enterprises and locally-owned for profit businesses below a certain employment threshold.
- With stakeholders learn from relevant best practices, e.g Scototourism in Scotland, specifically their "Press Pause" Program.
- Using community researchers supported by FERL consultancy produce a baseline mapping of the tourism/hospitality sector in the three valleys focusing on the current role of independent micros and SMEs.
- Pre publicise the Fair Tourism Badge project, securing the interest of local micros and SMEs and hold meetings for target firms in all three slate valleys with feedback loop into our plans.

Year 2: Start co-design Fair Tourism Badge, business models and support scheme.

- Start co-design with SMEs through focus groups, interviews and workshops again with community researchers. First discuss with tourism SMEs challenges of and contributions to sustainability. Then move to identify a) sustainability dimensions and b) the actions in each dimension required to obtain the Fair Tourism Badge.
- First stage development of a firm support scheme, which can provide support to eligible firms interested in joining the Fair Tourism scheme. Recognise the importance of guidance, resources, and collaboration opportunities in motivating grounded firms to participate.
- First stage development of a financial businesses model for the Fair Tourism Badge. Estimate costs of all the actions, materials and resources required in sustaining both the Badge awarding process and the related advertising, including practicalities like website, advertisement materials, paying for a network organiser etc. Explore with the SMEs self-sustaining funding possibilities, e.g. a membership organisation with contribution from micro and SMEs badge holders plus support from other stakeholders who have pledge to work in partnership.

Year 3: Finalise co-design of Badge and business model/start co-design of marketing

- Based on the learning in Year 1 and 2, finalise the 'Scoring Matrix' through which assess sustainability contributions of tourism SMEs, setting clear objectives and key performance indicators to track progress/improvements.
- Finalise the business model for the future implementation of the Fair Tourism Badge. Probably securing outside grant support in the start-up phase.
- Start co-design of a brand and marketing strategy for the Fair Tourism Badge based on the results around a multifaceted narrative that emphasizes sustainability, inclusivity and community engagement. Identify key medias and products: website, videos, articles, leaflets etc.
- By iterative evaluation, with community researchers leading, make sure the whole strategy (Badge, marketing and business model) is grounded in what the community wants to ensure its longevity and value in the long run.

Year 4: Start the Badge awarding process and collect data and feedbacks.

- Start the Fair Tourism Badge awarding process. Pilot and monitor data setting clear objectives and key performance indicators to track progress.
- Finalise marketing strategy...

Year 5: Award of Badge, assessment of project results and dissemination

- Award the Badge...
- Rollout marketing and advertisement...
- Analyse the data collected, identify areas of improvement and success. advocate for change and support...
- Create dissemination materials...
- What else?...