

### GO GREEN!

‘Let’s work together on making Scotland a greener destination!’



### What has Hello Scotland got to do with environmental issues?

Hello Scotland offers a corporate gateway into a luxurious discovery of Scotland’s finest produce, highest standard hotels, her exciting and dynamic cities and, most importantly, the friendly and hospitable Scots.

We offer handcrafted incentive packages for corporate groups of 15 to 300 people with programmes that offer elite, exclusive and highly individual experiences. Whilst we want to promote these unique opportunities to the corporate traveller, we also have concerns about the environmental impact of corporate breaks as measured against the business they bring to Scotland.

The means by which our groups travel, the waste produced as a result of them being here, the way in which our suppliers operate and, most importantly, the way in which we operate as a company, are becoming imperative in making Hello Scotland an environmentally aware DMC in a somewhat controversial corporate environment.

Hello Scotland is one of the leading destination management companies (DMC) in the country and, while catering for around 2500 people annually, we are continually aware of the need to be responsible for educating our guests, improving our own practices and promoting Scotland as a top sustainable tourism destination.

# Hello... to a Greener Scotland

## KEY OBJECTIVES

### How to:

- Reduce commuting
- Reduce electricity use
- Reduce paper use
- Reduce stationery
- Buy Green
- Sell Green
- Educate on Green issues
- Promote sustainability

## How can we work together?

As a company that sits between you the supplier and the corporate consumer, Hello Scotland is working towards creating a “sustainable” package for our clients.

We began this effort more than a year ago with a carbon-offsetting scheme through The CarbonNeutral Company. With climate change becoming a greater threat to Scotland’s wildlife, and the likelihood of erratic weather, Hello Scotland has recognised that this will ultimately become a threat to our product.

We realise that we still have time to take control of our product, and therefore, over the past two years, we have collated data on the carbon emissions of our company’s activities. We are fully aware that by adhering to sustainable practices we shall be able to deliver a sustainable business plan for Hello Scotland.

## What has Hello Scotland done so far?

In our efforts to marry Hello Scotland with the country’s aspiration to become one of the most sustainable destinations in the world, we have created a rigid Green Business Plan founded on setting and achieving progressive individual objectives. This not only helps the company measure its achievements, but also set goals for the future.

Alongside these objectives for sustainable practice, Hello Scotland has evaluated the importance of carbon offsetting, not just because of its environmental implications but as a way of increasing the awareness of clients, employees and suppliers. In order to establish Hello Scotland’s carbon footprint, statistics were drawn from every minute part of the company’s activities, such as vehicle specification, distance travelled on each incentive, employee commuting practices, the vehicles and accommodation used for groups, as well as in-house waste policies and carbon emissions from our office.

With this in mind, we have begun “at home” by offsetting our collective carbon footprint for the whole of 2006 and into 2007. We were recently recognised as the first UK DMC to be awarded CarbonNeutral® operations status by The CarbonNeutral Company for our work towards both reducing our carbon footprint and indeed donations toward carbon offset schemes, including sustainable energy production and a methane capturing project in Germany, one of Hello Scotland’s main markets.

## Hello... to a Greener Scotland

### MORE INFO

You can find out more about Hello Scotland 'Green Credentials' on our website:

**Green Credentials:**

<http://www.helloscotland.com/meet-the-team/Green-Credentials/>

**Carbon Offset Tree Planting:**

<http://www.helloscotland.com/meet-the-team/Green-Credentials/Carbon-Offset-Tree-Planting/>

**Green Tourism Award:**

<http://www.helloscotland.com/meet-the-team/Green-Credentials/Green-Tourism-Award/>

**The Green Scheme:**

<http://www.helloscotland.com/meet-the-team/Green-Credentials/The-Green-Scheme/>

Or if you have questions, please contact our Green Champion, Claire, on:  
[gogreen@helloscotland.com](mailto:gogreen@helloscotland.com)

### Product Sustainability

While the environmental implications for Scotland as a destination are paramount, Hello Scotland also uses sustainability as a key marketing tool for selling its programmes to the corporate traveller.

With big budgets come big demands. It is becoming increasingly more important for our clients to be offered something an "individual traveller" cannot source or afford.

Therefore we are now, more than ever, offering elite travel experiences with "locally sourced", "rich in heritage", "authentic experiences" and "Scottish tradition" as the prominent selling points for our incentive packages. Each and every one of our incentives is handcrafted, both to suit the client's budget and to meet the desire for exclusivity and creativity.

For Scotland to be established as the leader in sustainable tourism would no doubt strengthen Hello Scotland's already renowned position as selling the "real Scotland" to the corporate market and provide a role model for similar businesses.

### Going Green with Hello

You may not have begun looking into the environmental side of your business, or perhaps you have already done a lot – either way **"Going Green with Hello"** is a new project we are undertaking in an effort to recognise those for ongoing green efforts and to support those just starting their journey.

This project will offer an accreditation that will allow you to use the **"Going Green with Hello"** stamp of approval and marketing material where appropriate, at no cost to you. The main benefit to Hello Scotland is that Hello Scotland may use your answers to help us promote effectively to our clients what you are doing in support of our green efforts to date.