

# **Empowering your business for a low carbon future**

## **West Country Tourism Conference**

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Empowering for a low carbon future

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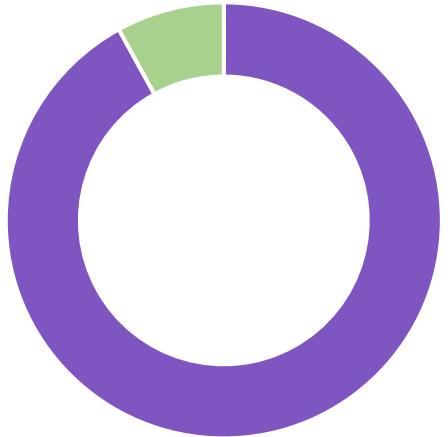
# Why consider a low carbon future?



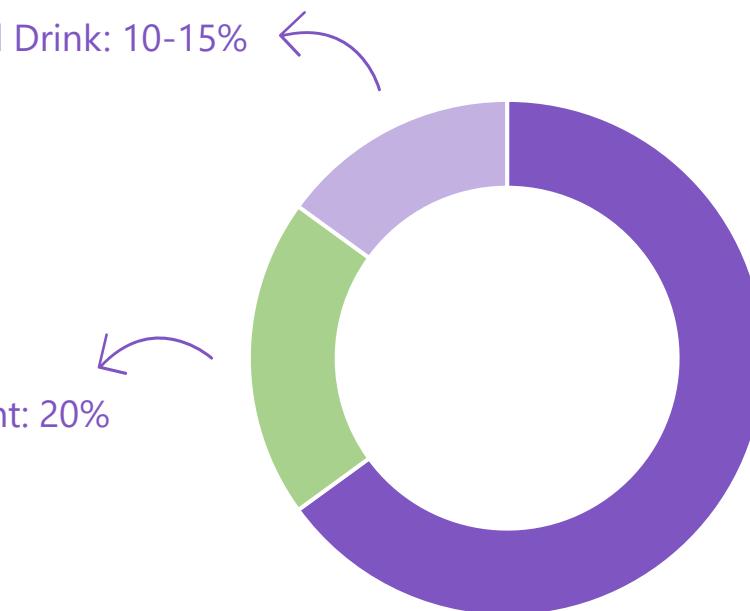
**There's a sector-wide opportunity here, too.** Improving the credentials of the whole sector will attract better investment, and encourage younger populations to consider careers in this space.

# Where's the impact?

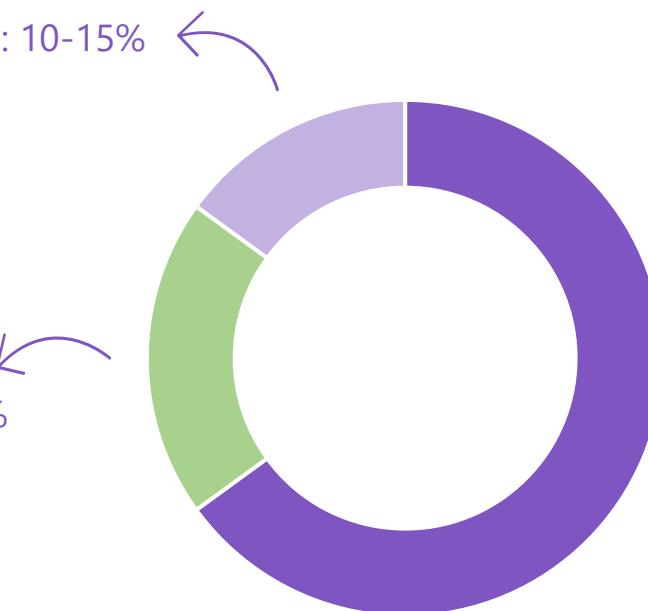
Tourism: 8%



Food and Drink: 10-15%



Built Environment: 20%



Travel: Up to 75%

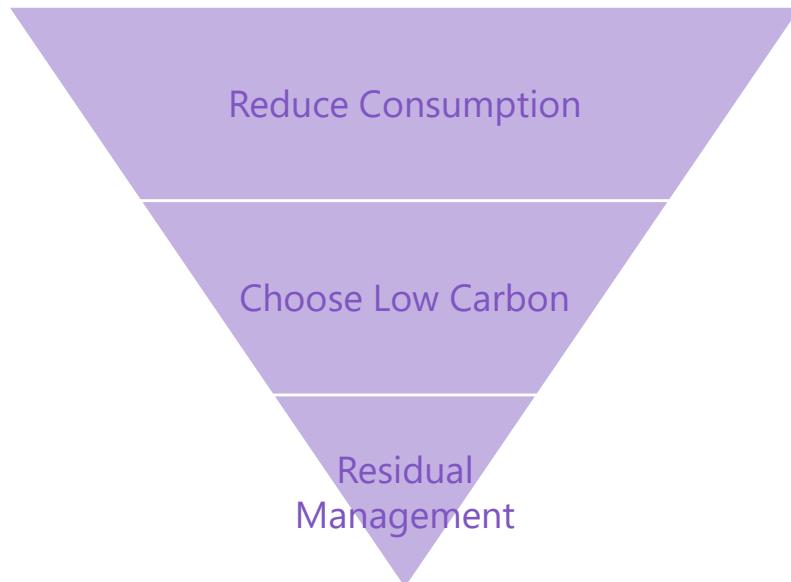


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# What can be done?

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Give the consumer an informed choice.  
Build quality into your business model to reduce replacement intervals.  
Explore technology and innovation for multiple benefits.

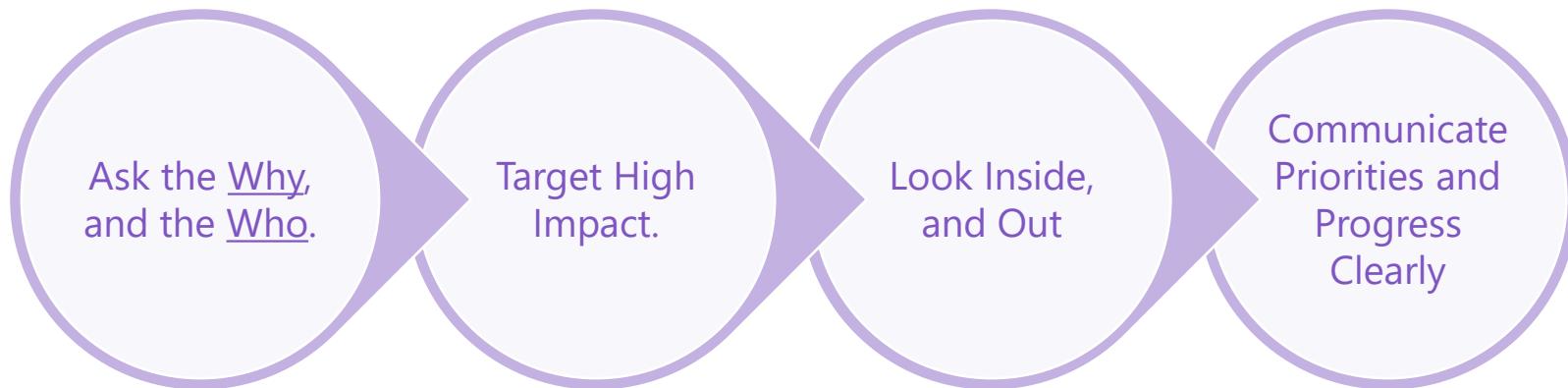
Work with your suppliers to encourage low-carbon solutions.  
Give the consumer an informed choice.

Only when there is a specific opportunity..  
Food and drink manufacturers are now finding innovative ways to take carbon at source and reuse it immediately..  
Land use opportunities are on the up following the recent commitment to a robust carbon market..

Plan effectively, with data.

# What can be done to maximise value?

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