



# Sustainability Strategy Report

Ontario's Southwest



# Purpose

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- Tourism is powerful
- Should truly benefit all stakeholders
- Being a destination dependent on the natural beauty and sense of community, it must be protected
- An increasing number of visitors value sustainability





# Process

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1. Workshop with Team OSW to establish a common language
2. Two workshops with the Sustainability Team to:
  - a. Create a sustainability vision
  - b. Action plan and prioritize
3. Discussions occurred and evidence was collected to determine the best areas of focus
4. Development of a draft action plan that was shared with Team OSW and the Sustainability Team for review
5. Final targets and actions were chosen





# Goal Areas

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Sustainability  
Management  
System &  
Ecosystem



Business,  
Resident & Visitor  
Engagement,  
Education and  
Appreciation



Land Use and  
Infrastructure  
Planning



# Targets: Goal Area 1

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## Sustainability Management System & Ecosystem

- 100% of our partners (e.g., signed MOUs and financial recipients) know our region's sustainability values by 2025
- Reduce the carbon footprint generated internally by the OSW organization by 25% by 2026 with the goal to reduce the carbon footprint by at least 50% by 2030
- Incrementally develop and nurture 30 new mutual relationships across a diverse range of tourism and non-tourism stakeholders by 2025 (e.g., Ministry and other government employees, City Councils, entrepreneurs, organizations, etc.)





# Targets: Goal Area 2

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## Business, Resident & Visitor Engagement, Education and Appreciation

- 50 businesses participating in third-party sustainability certifications by 2025
  - (e.g., Feast On, B Corp, LEED, Certified Living Wage, Rainbow Registered, Sustainable Tourism Certifications, etc.)
- Develop and nurture 50 meaningful, mutual relationships with tourism businesses and organizations by 2025
- 75% of surveyed residents are satisfied with tourism in our destination primarily using the community feedback survey and annual engagement survey sent to visitors
- 1000 visitors have signed the Travel Pledge by 2024





# Targets: Goal Area 3

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## Land use and Infrastructure Planning

- Active involvement in developing 5 new amenities, publicly available to residents and visitors by 2027
  - (e.g., new public washroom facility, a water refill station, new cycling/walking trails or parks, new public transit route, EV charging infrastructure, etc.)
- Results from the annual OSW survey show that 50% of surveyed visitors and residents use climate-friendly transportation to, from, and within the destination by 2028
  - (e.g., EV vehicles, cycling, walking, carpooling, etc.)





# Next Steps

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- Work towards achieving targets and actions in Sustainability Strategy Report
- Share our sustainability journey with the industry by being transparent
- Educate stakeholders about the application of sustainability in the tourism industry

