

Purpose

- 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

- 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

Sustainability
Management
System &
Ecosystem

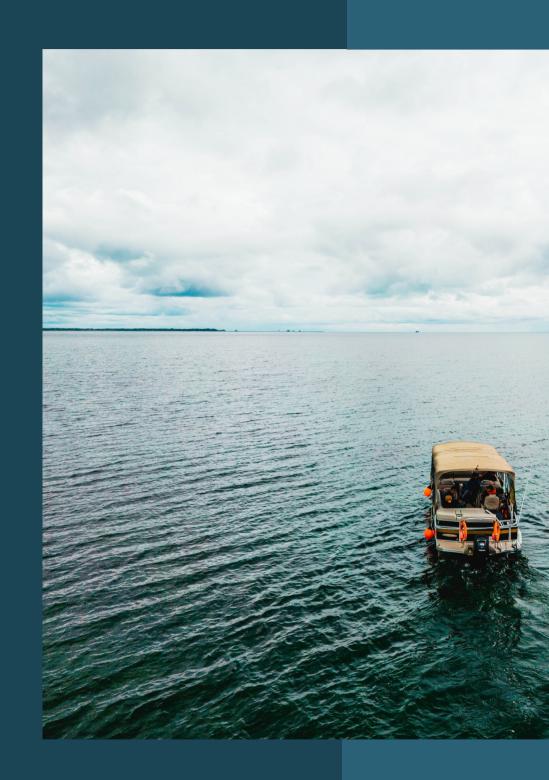
Business,
Resident & Visitor
Engagement,
Education and
Appreciation



Targets: Goal Area 1

Sustainability Management System & Ecosystem

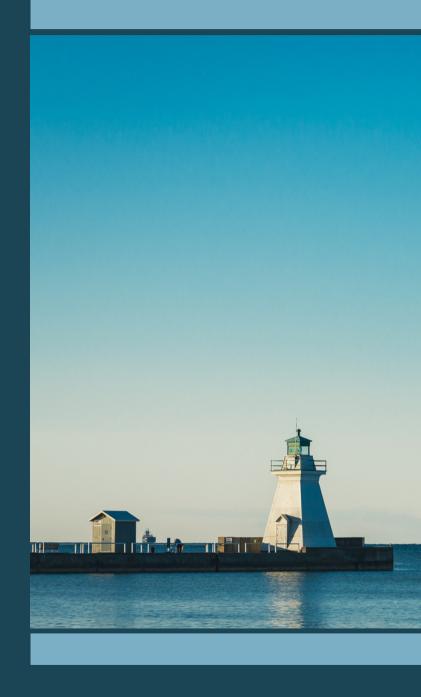
- 100% of our partners (e.g., signed MOUs and financial recipients) know our region's sustainability values by 2025
- Reduce the carbon footprint generated internally by the OSW organization by 25% by 2026 with the goal to reduce the carbon footprint by at least 50% by 2030
- Incrementally develop and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



Targets: Goal Area 2

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

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
 - o (e.g., EV vehicles, cycling, walking, carpooling, etc.)



Next Steps

- 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

