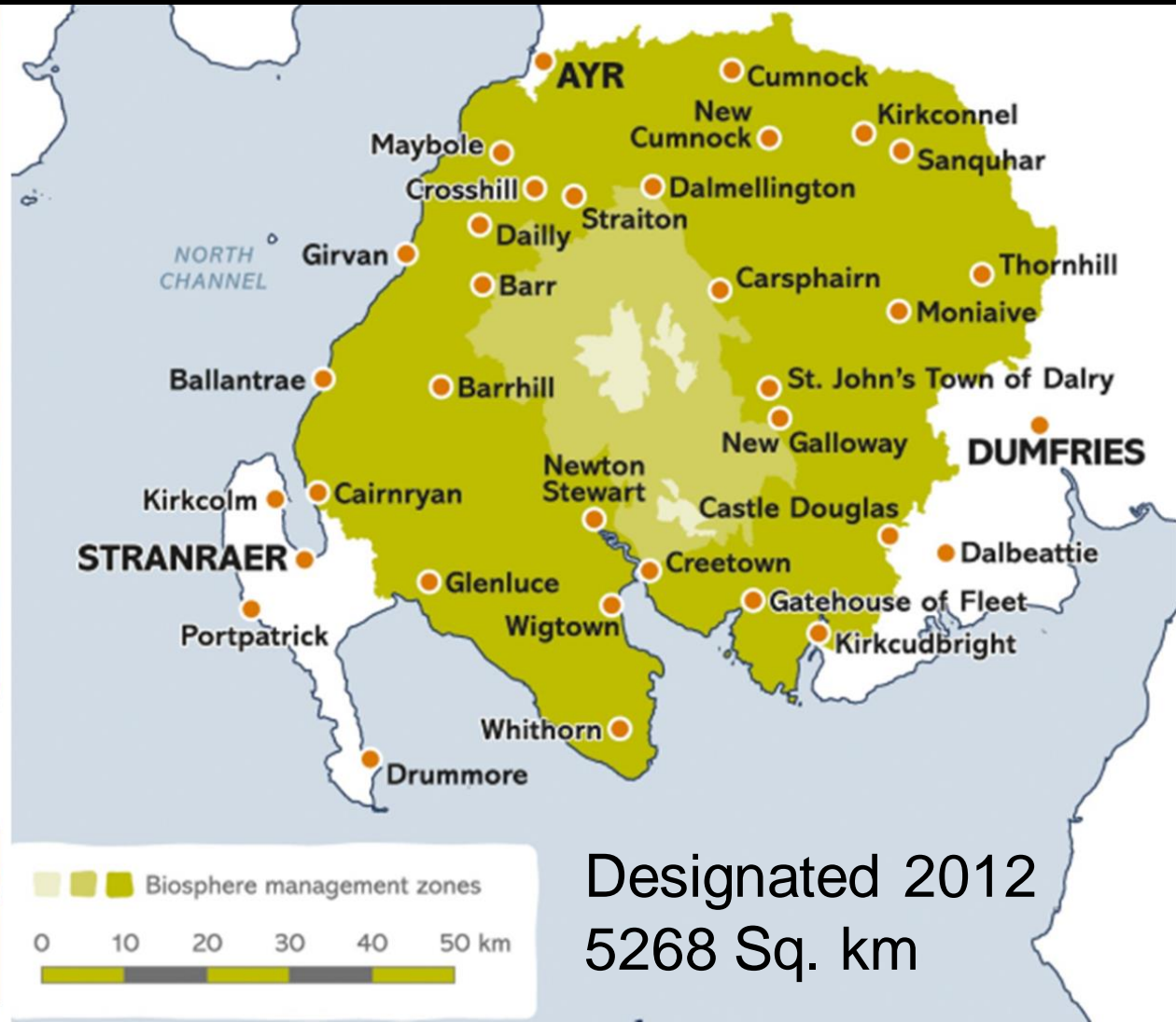


GALLOWAY AND
SOUTHERN AYRSHIRE
BIOSPHERE

Sustainability: Good for Business

Marie McNulty & Esther Tacke





What is the Biosphere?

- Biospheres are the **only internationally recognised 'badge' for demonstrating excellence in sustainable development.**
- The Biosphere brings us an **opportunity to brand and market** the businesses and communities of SW Scotland under the **international banner of being a UNESCO Biosphere**

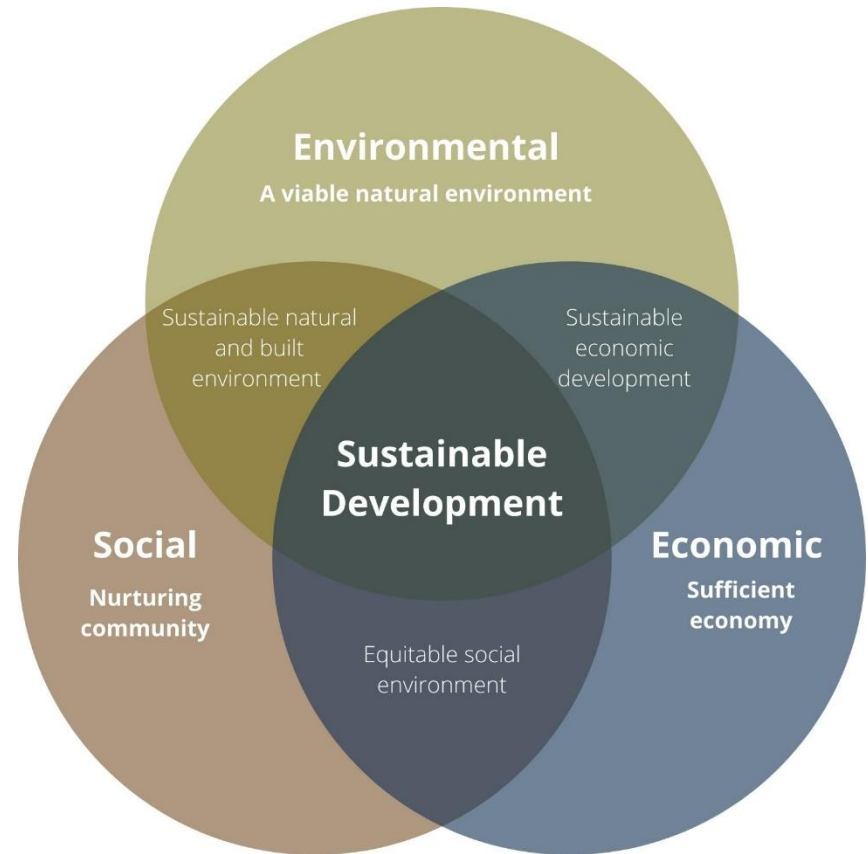


unesco

Galloway and Southern
Ayrshire
Biosphere Reserve
since 2012
Man and the Biosphere
Programme

Sustainability and Biosphere Goals

- **Conservation** – promoting the preservation of wildlife, habitats and landscape
- **Learning** – supporting a better understanding of nature and global issues
- **Sustainable Development** - fostering sustainable economy and society
- **Climate Change**



Tourism landscape

Changes since 2019

- Climate crisis announcement
- Biosphere receives recognition through SOSE
- Scotland's Tourism strategy : "Responsible Tourism Strategy"
- VisitScotland UNESCO Trail, 2021

- South of Scotland Destination Alliance 2020, Ayrshire and Arran Destination Alliance 2022
- SSDA - clear strategy with re-defined market segment (Metropolitan Adventurer)
- Several new social enterprises and DMOs



GSAB Responsible
Tourism

The value of being a sustainable business

Growing demand for **sustainable products and services**, good corporate governance and social responsibility

51% say that if two hotel were the same, they would choose the one with the green award

Sustainability Consumer Research, Visit England



The value of being a sustainable business

Your sustainability credentials can give you the edge over other businesses with a similar price and location, in both the business and leisure markets. It's all about being noticed and giving a bit more.



www.gsabiosphere.org.uk



Scotland's UNESCO Trail

- Promotion of responsible tourism businesses and their communities
- Focusing on Scotland's 13 UNESCO place-based designations
- Highlighting them as globally significant sites and demonstrating Scotland's unique contribution in the world
- Promoting "World Class Scotland"



<https://youtu.be/H-UcRVZARSg>

Tell your Green Story - Examples

Nithbank Country Estate:

<https://nithbank.co.uk/about-us/environment/>



ROOMS ABOUT US GET IN TOUCH

BOOK NOW & SAVE



ROOMS

TO RETREAT - TO EXPLORE - TO REMEMBER

Tell your Green Story - Examples

Low Auldgirth:

<https://www.outdoorhotel.co.uk/green-policy>



LOW AULDGIRTH

ABOUT FARM SHOP SHEEP PIGS EVENTS CONTACT BLOG

- Since 2015 -

WORKING WITH NATURE

REGENERATIVE / FREE RANGE / PASTURE FED

Biosphere Proud Supporter

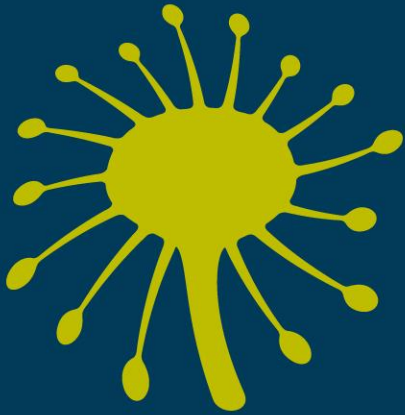


- Help to conserve the natural resources of the Biosphere
- Support the economy to benefit local people and nature
- Promote cultural heritage and local products
- Contribute to the health and wellbeing of the community
- Develop knowledge, understanding and promote research
- Raise awareness of the Galloway and Southern Ayrshire Biosphere

Finally...

"Sustainability is a political choice, not a technical one. It's not a question of whether we can be sustainable, but whether we choose to be"

By Gary Lawrence.



GALLOWAY AND
SOUTHERN AYRSHIRE
BIOSPHERE

Demonstrating
our passion for
living in a way
that benefits
people and nature

