

# SUSTAINABLE TOURISM AND DEVELOPMENT POLICY

ÉCONOMUSÉE® NETWORK SOCIETY (ENS)

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# 01

## PURPOSE

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As an internationally renowned organization, the ENS aims to be a leader in creating tourism concepts focused on sustainable tourism and development practices. This development policy has been created to allow the ENS to achieve this goal.

Through this policy, the ENS is making a concrete commitment to solidify both its internal management and service offer to achieve the following objectives:

- Implement concrete sustainable development practices and processes.
- Support members in implementing concrete, sustainable tourism and development practices in their company.
- To set its members as favourable tourism attractions to receptive tour operators, visitors and tourists looking for companies committed to sustainable tourism.

### MISSION

Operating in Québec and internationally, the ENS helps artisans-entrepreneurs preserve, enhance, and transmit their passion in situ to visitors. It assists in sharing the traditional and contemporary know-how shaped by the artisans' cultural identity and heritage and contributes to the active and sustainable development of local areas.

### VISION FOR SUSTAINABLE DEVELOPMENT AND TOURISM

The ENS aims to boost its recognition internationally as a leader in sustainable tourism and development and use its position to raise its entrepreneurs-members' visibility as a tourism product.

### VALUES

- Respect, listening and courtesy
- Integrity, fairness and pride
- Quality and expertise
- Mutual aid, solidarity and cooperation
- Tradition, heritage and authenticity
- Local development and eco-responsibility
- Preservation, perpetuation and promotion of know-how

# 02

## REFERENCE FRAMES

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The ENS wishes to align its operations and those of its artisans-entrepreneurs with major recognized global and provincial commitments and address them cohesively at a local level through transparency and social and environmental endeavours.

As such, it has relied on three reference frames, with different levels of application, to guide its reflections on this strategic approach to sustainable development and subsequent commitments. They are as follows:

### 1. The United Nations' 17 Sustainable Development Goals (SDGs)

To ensure a dignified life in a healthy environment for all, the UN has established the Sustainable Development Goals (SDGs), defined global priorities and aspirations to achieve by 2030 and called governments, businesses and society to action. The ENS is raising awareness by motivating and guiding its stakeholders as they adopt sustainable practices. From 30 years of experience supporting its members, the ENS knows the importance of their work and their role in sustainable development. The availability of raw materials and the transfer of know-how and traditional trades are at the heart of their concerns.

### 2. Action Plan for Responsible and Sustainable Tourism 2020–2025 of the Québec MTO

The ENS wishes to contribute to implementing the MTO's action plan by raising awareness and supporting its members as they adopt sustainable practices. In doing so, it supports developing and structuring a collaborative tourism offer that will bring positive economic, social and environmental benefits to communities.

### 3. Internationally Recognized Sustainable Tourism Certification Standards

These internationally recognized certification standards aim to build consensus on sustainable tourism. They have proven to be a valuable tool for improving the ENS's sustainable tourism and development practices and represent a quality differential to increasingly cognizant stakeholders.

# 03

## SCOPE

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The ENS intends to apply its sustainable tourism and development Policy to all its practices, operations and decisions.

The ENS commits to act by the main guidelines of the international and provincial reference frames mentioned above. It will do everything possible to share the company's sustainable development approach with its internal and external stakeholders. Any new development and project will also be subject to this Policy.

### ENS COMMITMENTS

In compliance with laws, policies or regulations, and depending on the financial and human resources available, the strategic directions outlined in the ENS' Sustainable Tourism and Development Policy will guide the continuous improvement of its internal and external practices by following sustainability guidelines.

1. Act proactively to reduce risk and respond to stakeholders' needs, interests and concerns.
2. Maintain a firm stance focused on social responsibility, transparency, fairness and commitment throughout its organization.
3. Formally integrate sustainable development into management tools, decision support processes and financial instruments.
4. Develop a continuous improvement culture and encourage team versatility.
5. Promote participation and engage the team to fulfil the ENS's mission.
6. Lead by example by testing and implementing the most responsible environmental management practices.
7. Support responsible development and growth among artisan members.
8. Support members in implementing sustainable development practices and responsible and sustainable tourism.
9. Promote the inclusion and access of disabled visitors in tourism activities.

# 04

## IMPLEMENTATION

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The implementation of this Policy will be ensured by:

- Establish a committee on sustainable development that will meet at least four times a year and an advisory committee composed of artisan members and experts.
- Publishing this Policy (or a summary version) internally and externally (to its members and partners).
- Ensuring consistency and harmonious policy integration with the ENS's strategic plan.
- Integrating this Policy's guidelines into the organization's annual action plan.
- Adopting a strategic plan for sustainable tourism and development, including monitoring tools and specific indicators.
- Acquiring tools for monitoring and steering the sustainable development process, including specific indicators.
- Showing its members the importance of achieving the UN Sustainable Development Goals.
- Seek the ENS's artisan members' commitment to help achieve the United Nations Sustainable Development Goals through a Charter of Sustainable Tourism and Development Commitments (annex).
- Reviewing this Policy every three years or as appropriate.

# 05

## RESPONSIBILITIES

### ENS BOARD OF DIRECTORS

- Adopts and ensures the updating of the Policy.
- Ensures sustainable development commitments and achievements are published in the ENS's annual report.

### MANAGEMENT

- Implements tools and processes to ensure adherence to the Sustainable Tourism and Development Policy.
- Presents a yearly progress report on achieving the objectives set out in the tourism and sustainable development plan 2022- 2025.

### ADVISORY COMMITTEE OF ARTISANS AND EXPERTS

- Brings its expertise in sustainable development.

### INTERNAL SUSTAINABLE DEVELOPMENT COMMITTEE

- Develops an action plan with metrics for measuring the effectiveness and the achievement of the objectives of this Policy.
- Raise employee awareness of the importance of achieving the action plan objectives inspired by this Policy.
- Develops and proposes amendments to this Policy to ensure continuous improvement.

M. Carl-Éric Guertin, ENS executive director, to lead the sustainable development initiative and implement this Policy with the Chair of the Board of Directors.

### EFFECTIVE DATE

This policy goes into effect upon its adoption by the Board of directors on november 16 2022.

*Carl-Éric Guertin*

**M. Carl-Éric Guertin**  
Executive director

*Émilie Gaudreault*

**Mme Émilie Gaudreault**  
Chairman of the Board of directors

