

GALLOWAY AND  
SOUTHERN AYRSHIRE  
BIOSPHERE

# Sustainability: Good for Business

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# Galloway and Southern Ayrshire UNESCO Biosphere



# 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**

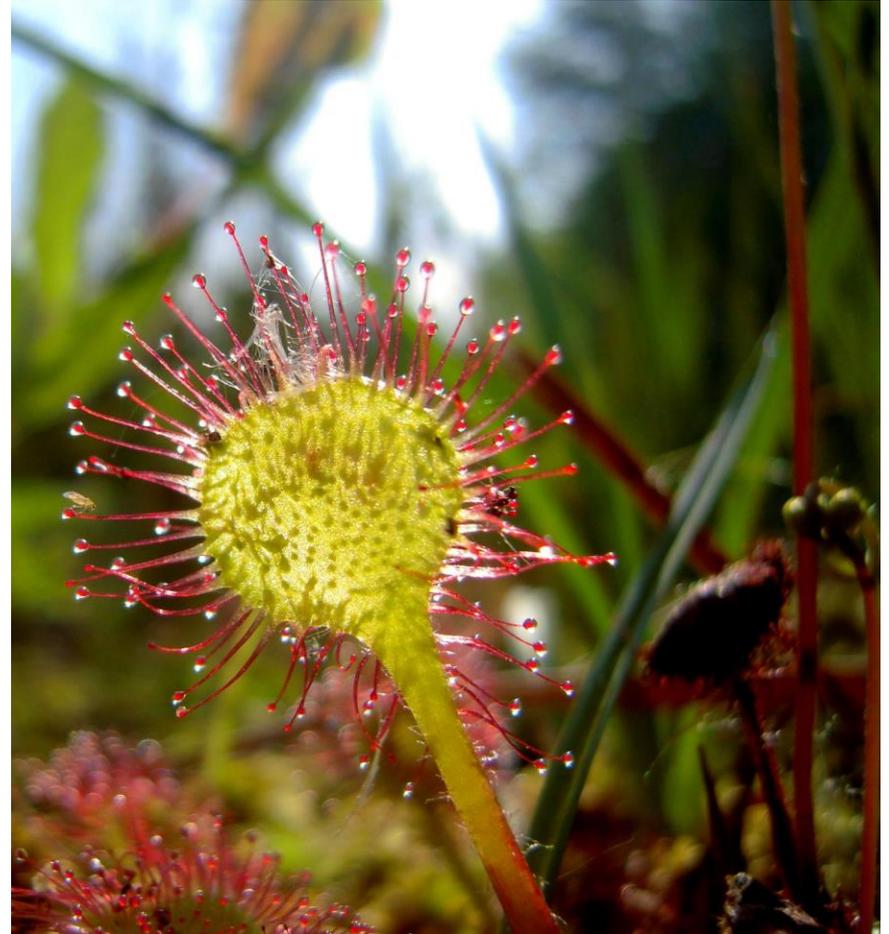


**unesco**

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

# Biosphere functions and Sustainability

- **Conservation:** A commitment to promote the preservation of wildlife, habitats and landscapes
- A commitment to **sustainable development** that will keep people living and working in our Biosphere – a sustainable economy and society
- **Learning:** A commitment to support a better **shared understanding** of local and global social and environmental issues
- A commitment to seek to address the impacts of **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](http://www.gsabiosphere.org.uk)



# 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
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# Biosphere Certification Mark



- IPO Trade marked
- Supporting regulations for use
- Awards Panel
- Business renews every 3 years
- Currently free to businesses

# Businesses with Certification

- 40 businesses received certification
- Network opportunities with like-minded businesses
- Business to Business opportunities
- Highlight on GSAB website



# 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"
- National and International marketing campaign.



<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



# 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

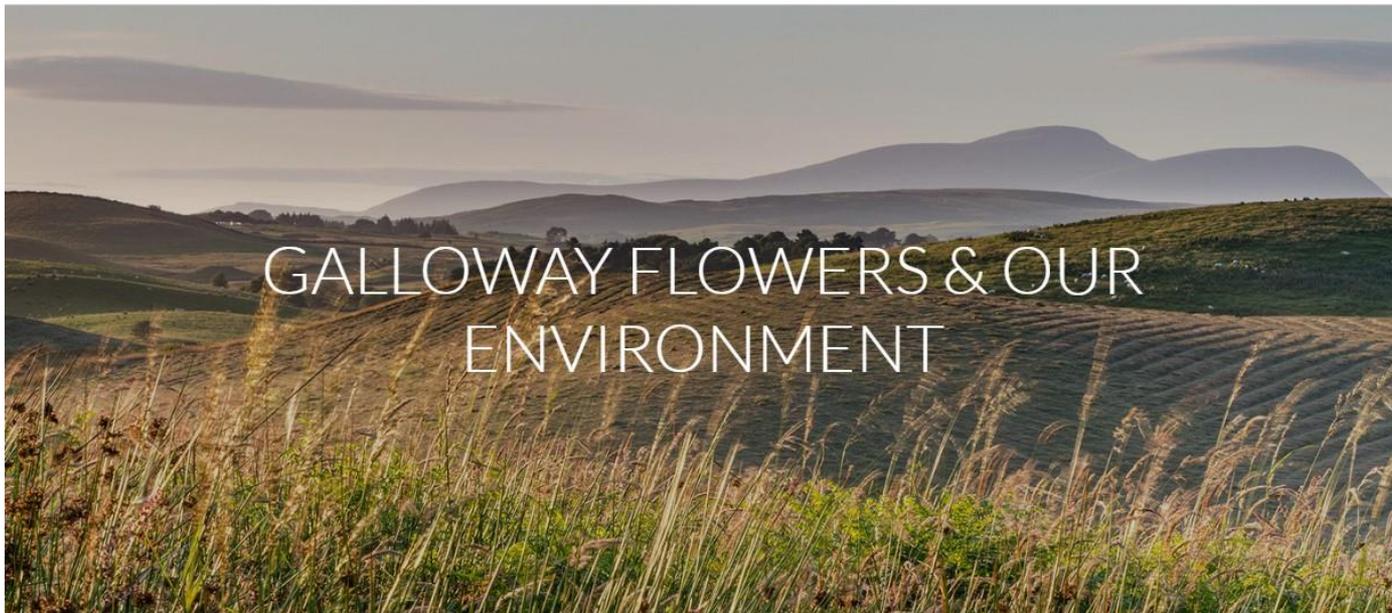
# Tell your Green Story - Examples

Galloway Flowers:

<https://www.gallowayflowers.co.uk/environmental-policy.html>

*Galloway Flowers*

HOME ORDER FLOWERS WEDDING FLOWERS FUNERAL FLOWERS WORKSHOPS BLOG CONTACT

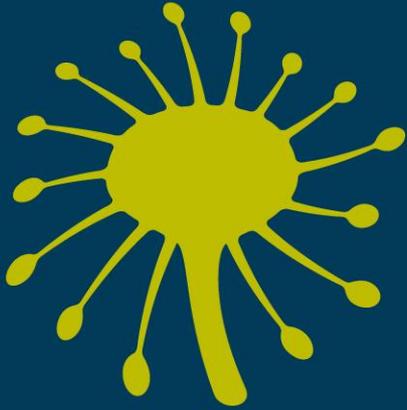


# Finally...

"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.

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GALLOWAY AND  
SOUTHERN AYRSHIRE  
BIOSPHERE

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

