

Climate Action Plan 2024

Empowering Local Communities to Mitigate Climate Change

Culture Tour recognizes the critical link between poverty alleviation and effective climate action.

As signatories of the Glasgow Declaration on Climate Action in Tourism, we have established a non-governmental organisation in Cameroon to implement our strategy. Our Climate Action Plan 2024 aligns with several UN Sustainable Development Goals, particularly SDG 1 (No Poverty), SDG 13 (Climate Action), and SDG 8 (Decent Work and Economic Growth), through the implementation of our initiative called “**Sustainable Tourism Empowerment Project**” (STEP).

➤ The Poverty-Climate Change Nexus

Poverty and climate change form a vicious cycle that disproportionately affects vulnerable communities:

- **Deforestation for energy:** Lack of electricity access drives reliance on charcoal and firewood, accelerating deforestation.
- **Unsustainable practices:** Economic pressures can lead to environmentally harmful activities like slash-and-burn agriculture.
- **Limited resilience:** Impoverished communities often lack resources to adapt to climate impacts.

➤ The STEP initiative aims to break this cycle by empowering local communities through sustainable tourism best practices:

1. Skills Development and Training

- Provide training in sustainable farming techniques and entrepreneurship.
- Offer workshops on climate-resilient agricultural practices and eco-tourism services.

2. Cooperative Establishment

- Support the formation of local cooperatives focused on sustainable tourism and agriculture.
- Facilitate knowledge sharing and resource pooling among community members.

3. Business Incubation

- Establish business incubators to nurture local entrepreneurship in sustainable tourism.
- Provide mentorship and resources for developing eco-friendly tourism products and services.

4. Sustainable Tourism Clusters

- Foster the growth of tourism clusters specialising in:
 - Organic agritourism experiences.
 - Cultural heritage promotion and preservation.
 - Immersive, low-impact tourism activities.
 - Local gastronomy showcasing sustainable ingredients.
 - Climate change mitigation and adaptation techniques.

5. Microfinance Support

- Implement a microfinance scheme to fund SMEs and cooperatives aligned with sustainability goals.
- Offer low-interest loans and grants for eco-friendly tourism and agricultural projects.

➤ Key Performance Indicators (KPIs)

To measure the success of our STEP initiative, we will track:

1. Number of locals trained in sustainable practices.
2. Establishment and growth of cooperatives.
3. Business incubator success rates.
4. Increase in local income from sustainable tourism activities.
5. Reduction in tourism-related carbon footprint (services exclusively online).

➤ Addressing Overtourism and Carbon Footprint.

While empowering local communities, we also recognize the need to mitigate the negative impacts of tourism:

1. Responsible Tourism Practices

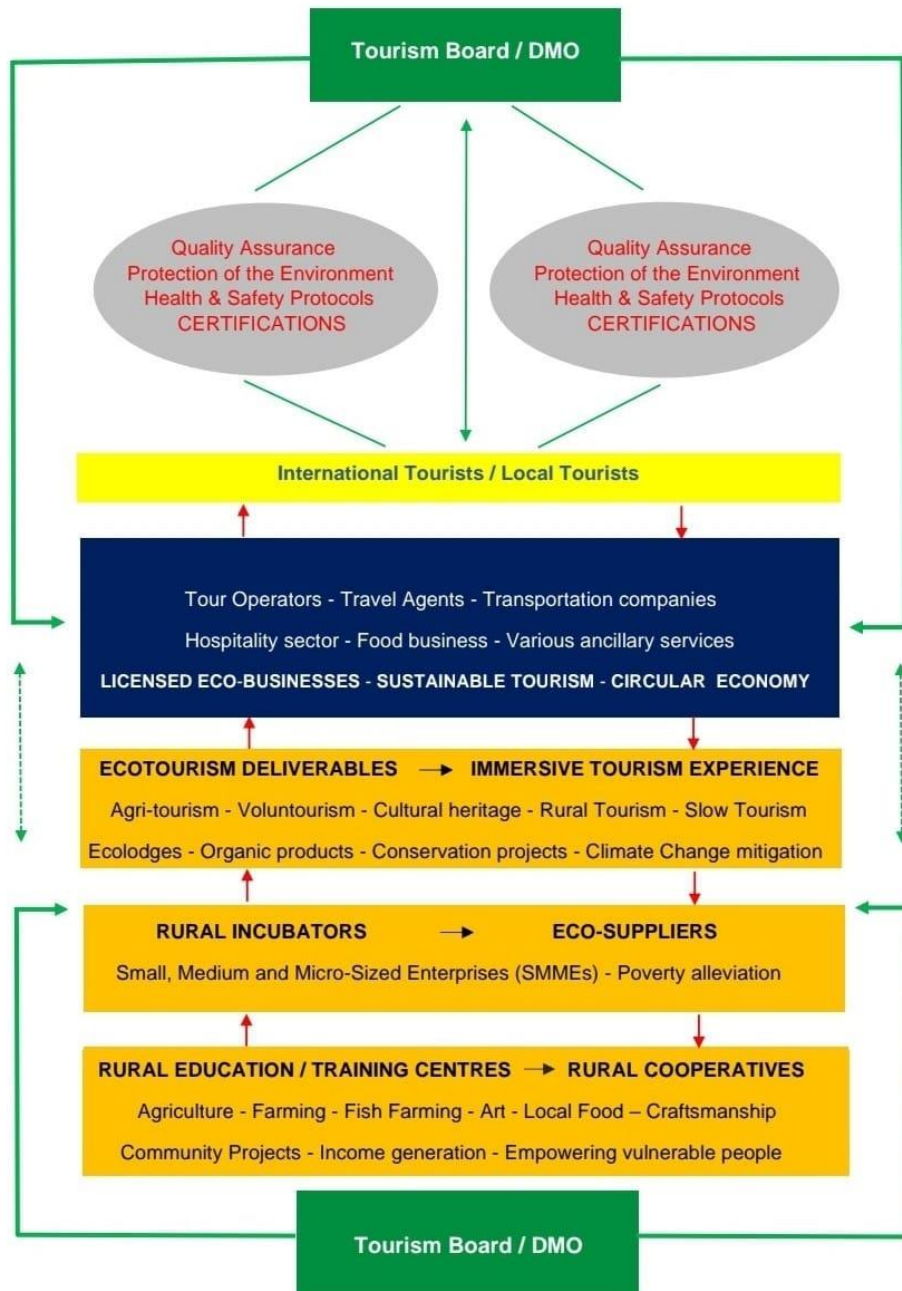
- Implement carbon offset programs for all our tours (all marketing flyers are on a digital format).
- Prioritize low-impact transportation and accommodations (slow tourism is our main niche).
- Educate travellers on responsible tourism and cultural sensitivity.

2. Promoting Sustainable Alternatives

- Develop and market off-season and alternative destination packages to reduce overtourism.
- Showcase community-based tourism initiatives that distribute economic benefits more equitably.

3. Technology for Sustainability

- Utilize digital tools to monitor and manage tourist flows in sensitive areas.
 - Implement a carbon tracking system for our operations and partner business.
- Our main challenge remains the lack of funds to implement our projects on the ground.
- Our Sustainable Tourism Empowerment Project (STEP), illustrated in the diagram below, is central to our Climate Action Plan initiative for 2024.



Culture Tour has sponsored the establishment of **Culture Tour Cameroon** as a non-governmental organisation based in the city of Douala. The primary aim of Culture Tour Cameroon is to promote eco-friendly businesses and nurture ecotourism in a country with a rich natural ecosystem and vibrant communities.

By integrating poverty alleviation with climate action through sustainable tourism, Culture Tour aims to create a positive cycle where improved livelihoods lead to better environmental stewardship.

Our STEP initiative demonstrates that empowering local communities is not only an effective strategy for mitigating climate change but also a powerful tool for creating resilient, sustainable economies in the face of global challenges.