



# SUSTAINABILITY DASHBOARD

SCHOUWEN-DUIVELAND





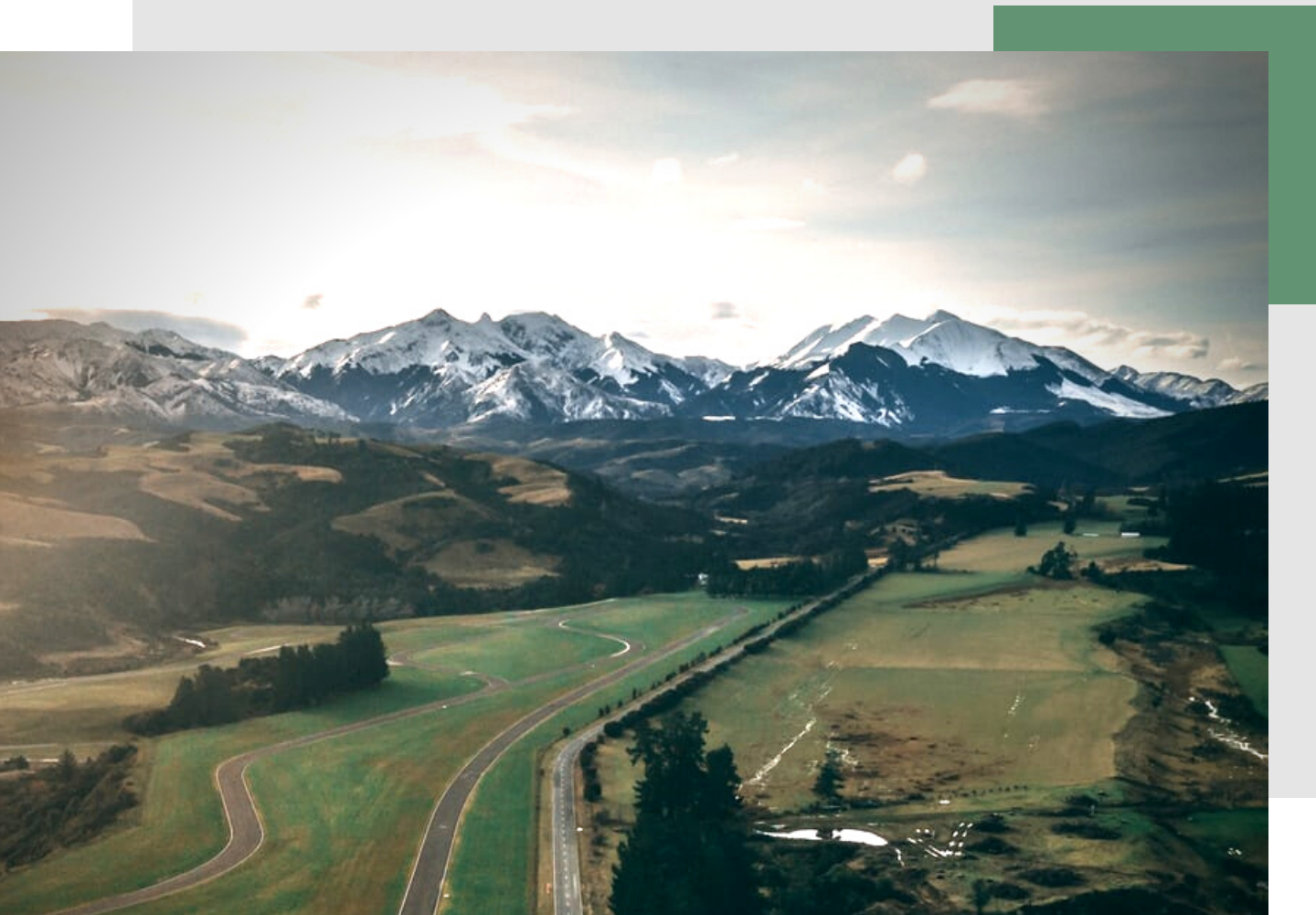
# WHY A DESTINATION DASHBOARD?

*As a destination management organisation, you will need to show your board and your policy makers how the destination performs on sustainability compared to other (potentially competing) destinations. We can make this comparison for you in an independent way.*

*Where your destination is better than others, this will allow you to inform your (potential) visitors; for this purpose we can make a Destination Traveller Dashboard for you. Where other destinations are better, you can consider opportunities for improvement; for this purpose the Green Destinations START Program offers you a range of tools to assess and address key issues.*

**Albert Salman**

President Green Destinations Foundation &  
Team Leader, Good Travel Guide



Destination

# Schouwen-Duiveland

**Schouwen-Duiveland is a municipality in the northernmost part of the province of Zeeland**, the Netherlands. This is why this dashboard is comparing Schouwen-Duiveland with other key destinations in Zeeland and with Goeree-Overflakkee (its neighbour destination in the province of Zuid-Holland).

Schouwen-Duiveland has made major strides towards sustainable tourism development and has been recognized through the **QualityCoast Platinum Award, several ITB Top 100 Awards and Green Destination Certified**.

In view of recovery and **revitalisation** of tourism post-Covid, Schouwen-Duiveland is now at a crossroads facing a series of critical questions.

According to the latest QualityCoast - Green Destinations audit (2021), there are opportunities for improvement, especially re: the engagement of tourism-related businesses in sustainability programs. It is also important to provide more public information on the sustainability achievements of the destination and of businesses.

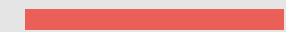


# LAND COVER

# #1

The main categories for land cover are **crop and grassland, forest, urban, water** and **other natural habitats**.

As different types of land cover serve as the foundation for tourism activities, it is essential to know which types of land cover are present in your destination as a basis for further development of the tourism potential.



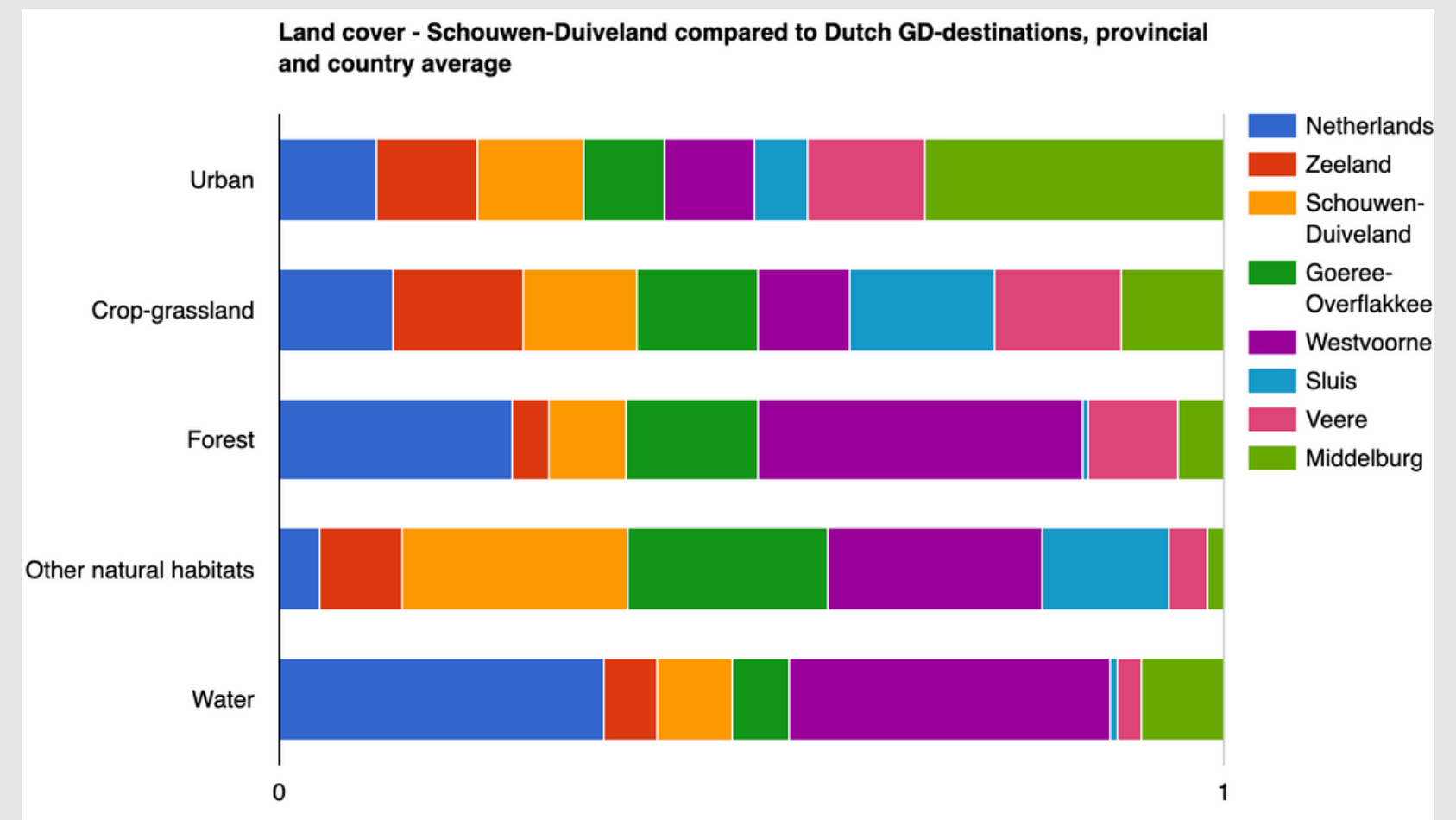
Crop-Grassland in  
Schouwen Duiveland

69%



## Schouwen-Duiveland X Dutch GD-destinations

(provincial and country average)





# WASTEWATER

# TREATMENT

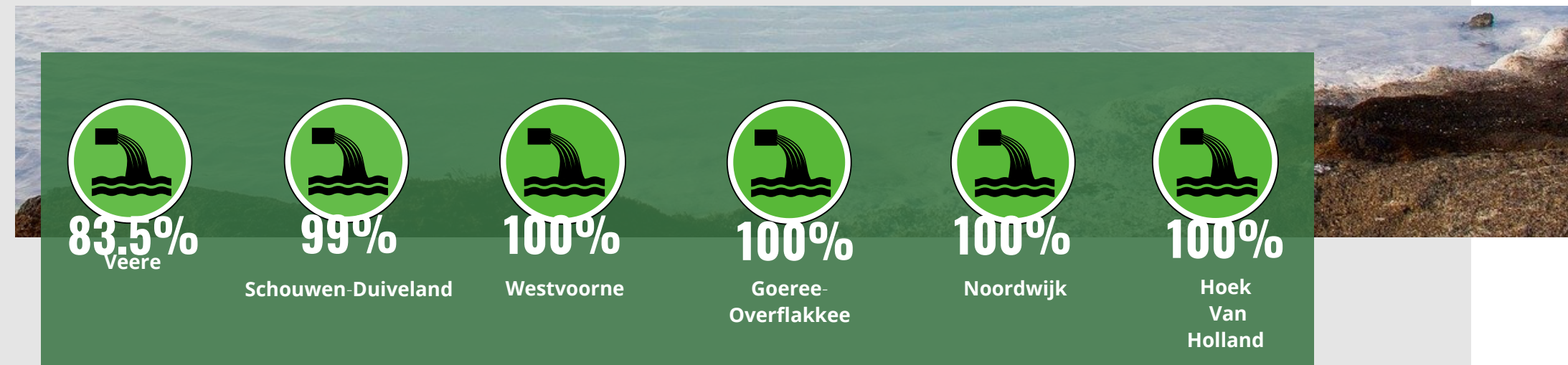


## Tourism and tourists increase the overall water consumption in a destination as they use water-intensive amenities

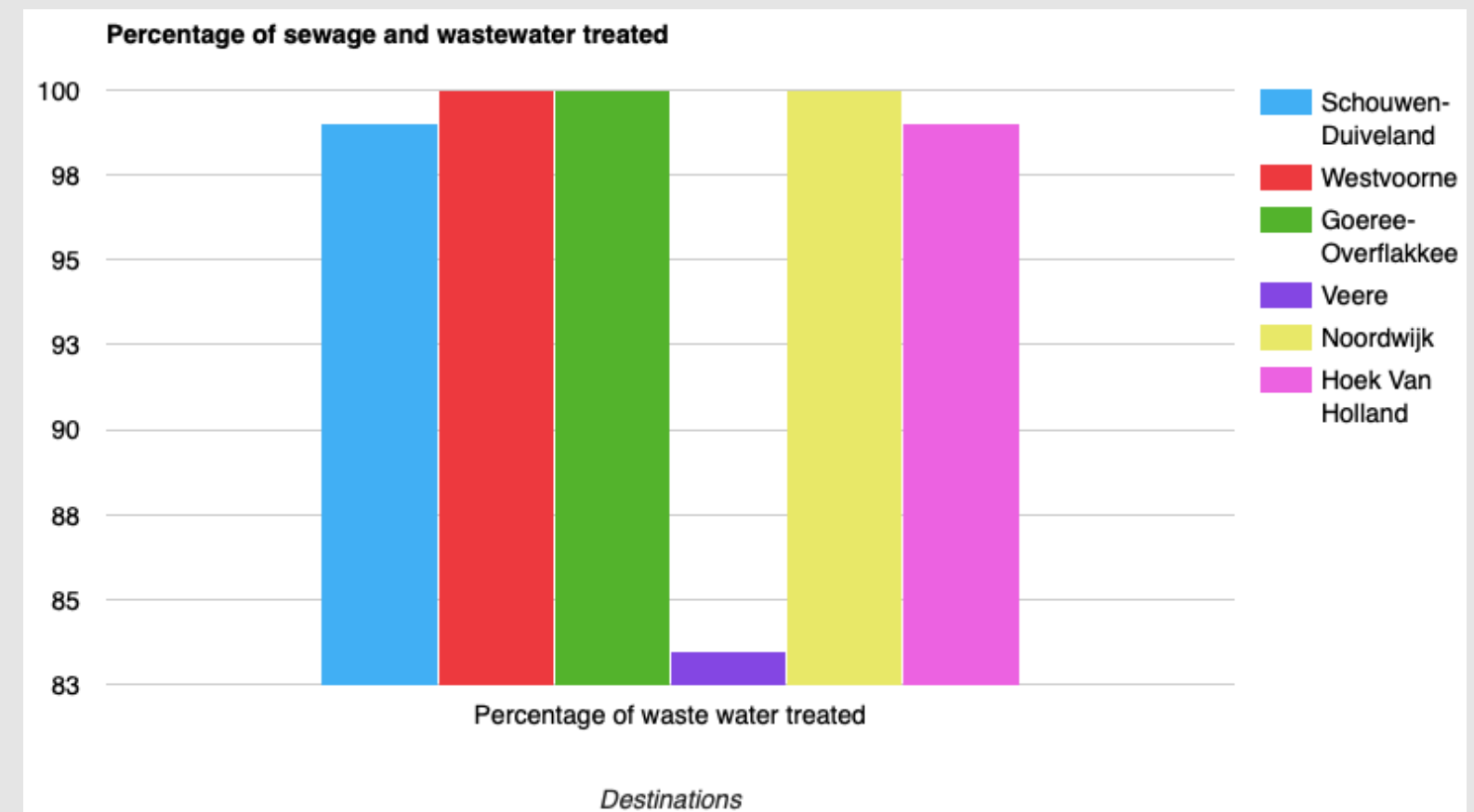
(Gössling et al, 2012).

A **major part of the solution** is to improve the way we manage and treat wastewater.

Wastewater that has undergone sufficient treatment for its intended recipient (e.g. lake, river, ocean or soil) or further use (e.g. in agriculture) could help protect our ecosystems (Nathansan & Ambulkar, 2021).



## PERCENTAGE OF SEWAGE AND WASTEWATER TREATED



# WASTE SEPARATION





**Waste separation is one of the steps towards a circular economy.**

**Recycling of waste** saves on resources and energy, which in turn decreases costs and damage to the environment.

An increasing **number of visitors** generates an increasing **amount of waste**, which constantly adds pressure to the waste management systems.

Waste separation in  
Schouwen-Duiveland

**72%**



**58%**

Westvoorne



**59%**

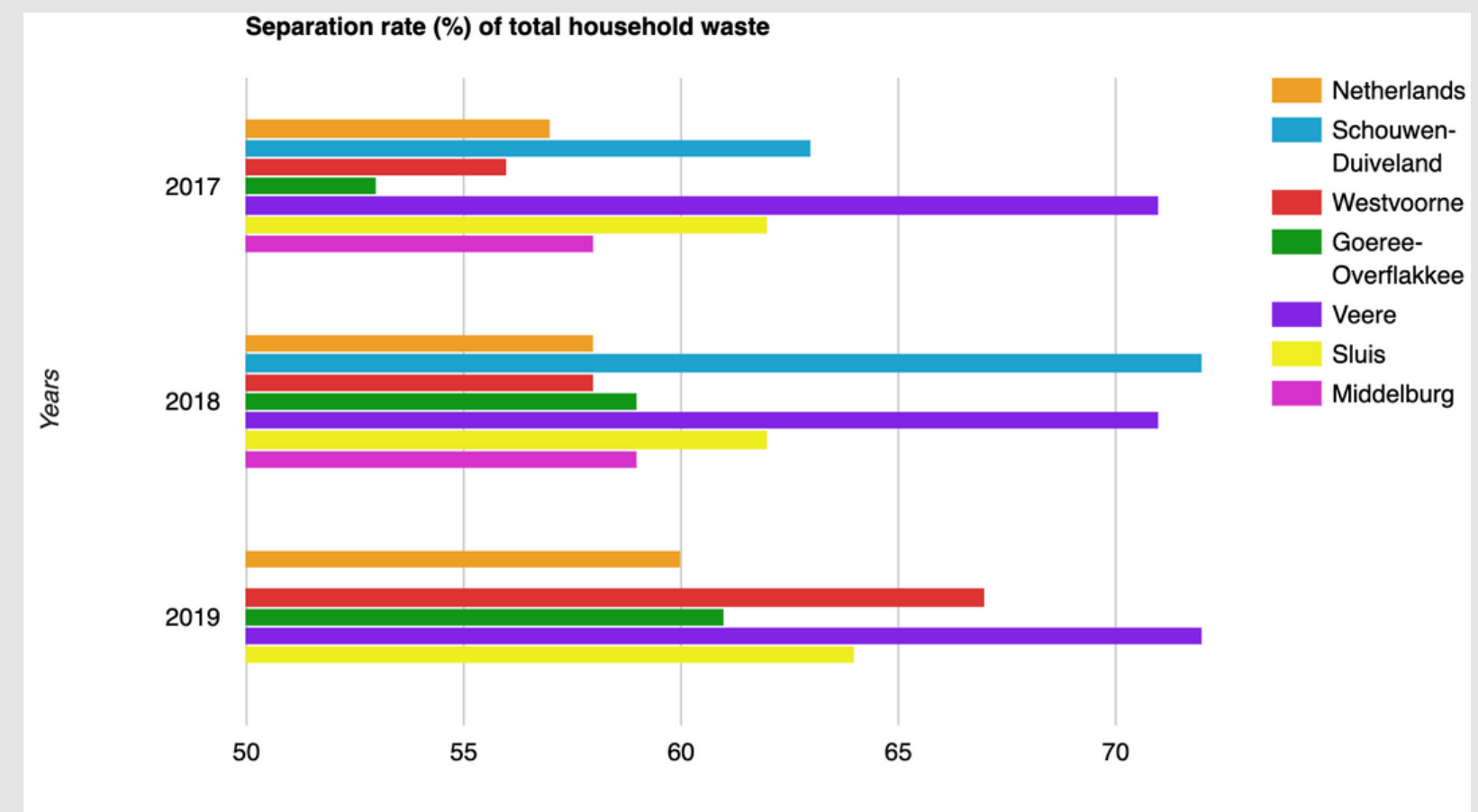
Goeree-Overflakkee



**59%**

Middelburg

## SEPARATION RATE(%) OF TOTAL HOUSEHOLD WASTE



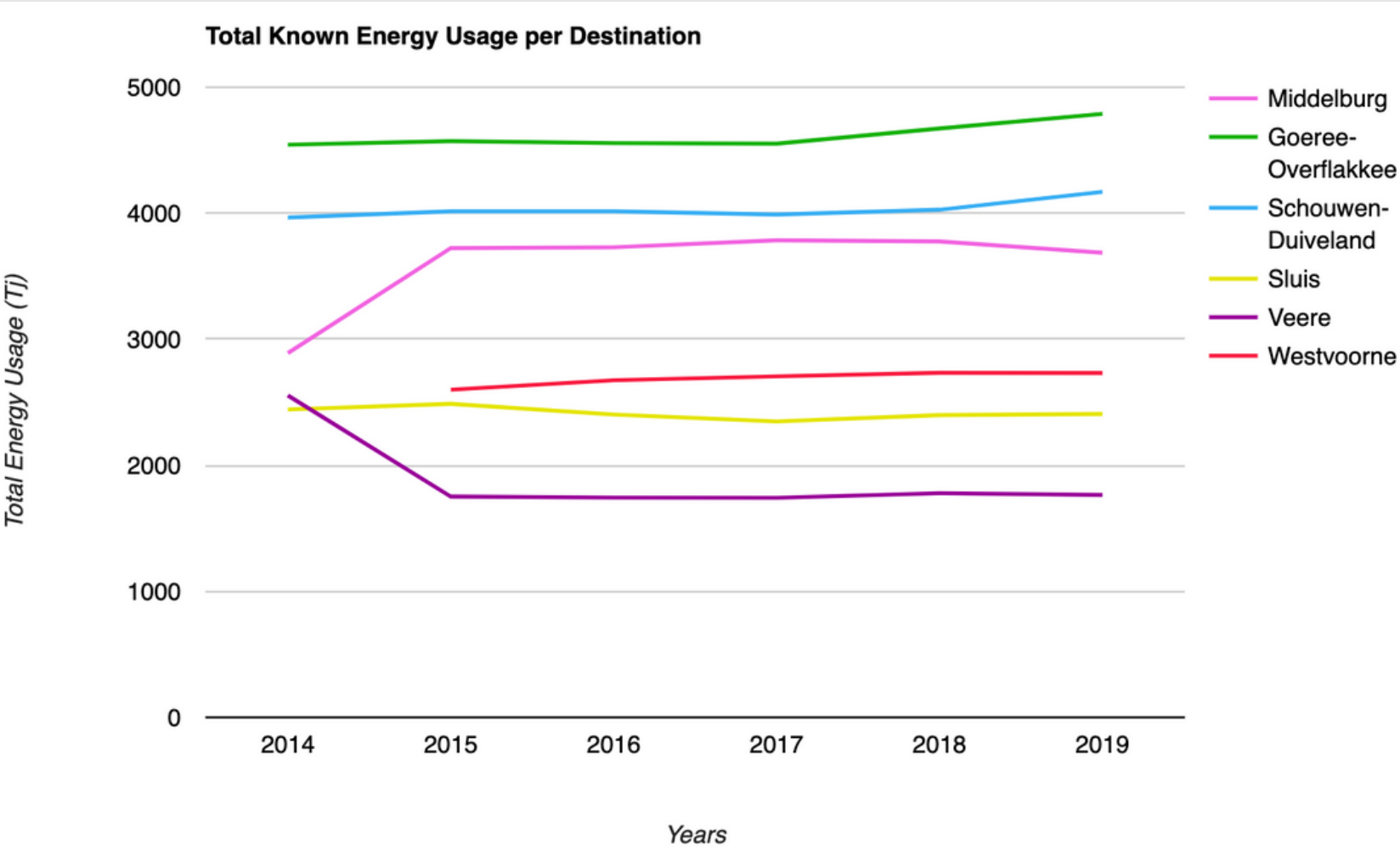
# ENERGY USAGE

# #4

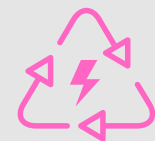
Energy has been identified as a key tool to counter climate change.

As a destination it is **important to understand the breakdown** of the main consumption forms, in order to assess and **incorporate renewable energy alternatives** and actively participate in the **reduction of greenhouse gases**.

The graph shows energy consumption of natural gas, electricity, heat and vehicle fuels of Schouwen-Duiveland compared to other destinations.



**2019 ENERGY CONSUMPTION PER CAPITA (TJ)**



**0.08**

Middelburg



**0.08**

Veere



**0.10**

Sluis



**0.10**

Goeree-Overflakkee



**0.12**

Schouwen-Duiveland

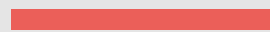


**0.12**

Westvoorne

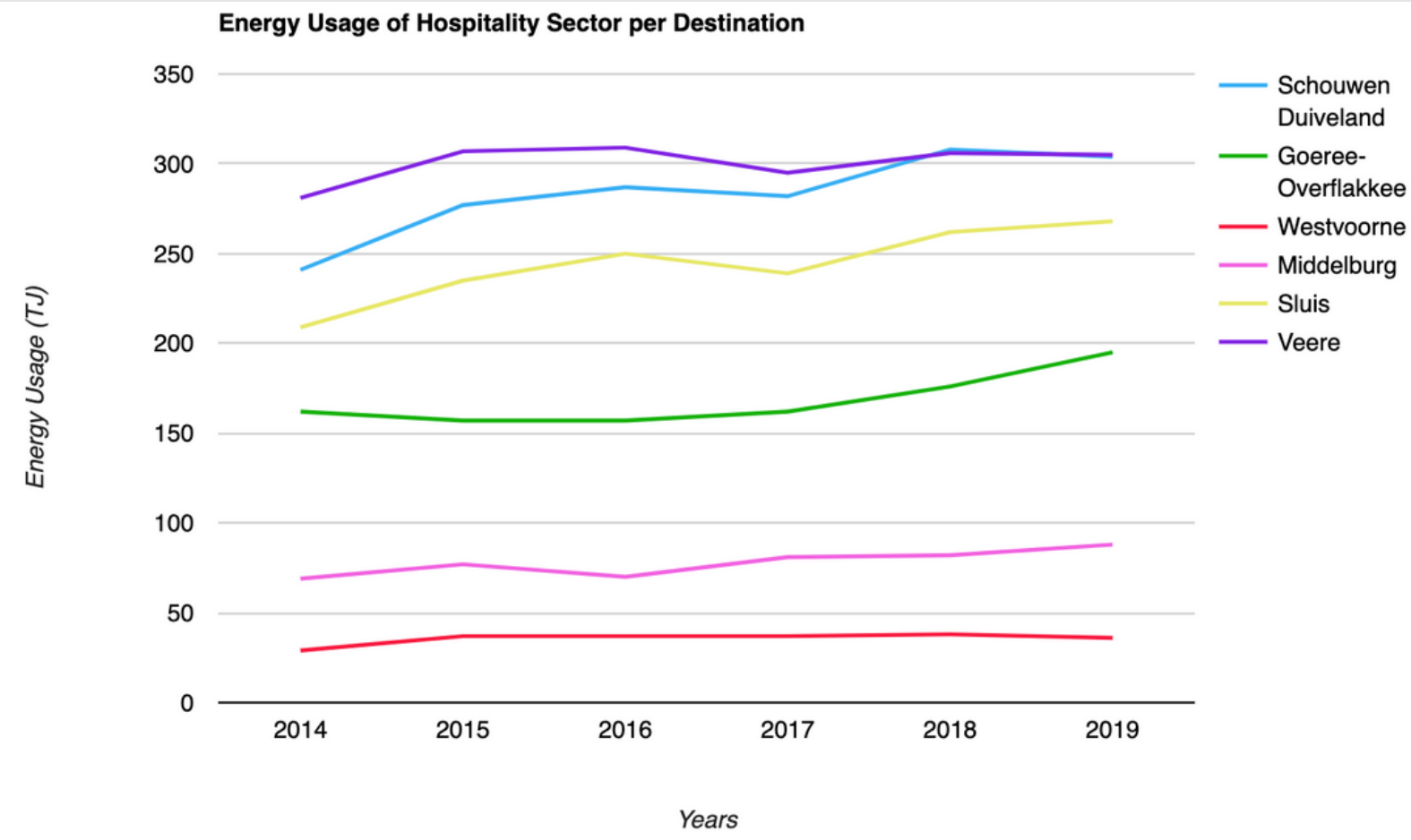


The **hospitality sector** in Schouwen-Duiveland consumes a higher amount of energy compared to the other selected destinations.



Energy usage for the  
hospitality sector in  
Schouwen-Duiveland

**304 TJ**



**2019 ENERGY USAGE FOR THE  
HOSPITALITY SECTOR (TJ)**



**36**

Westvoorne



**88**

Middelburg



**195**

Goeree-Overflakkee



**268**

Sluis



**304**

Schouwen-Duiveland



**305**

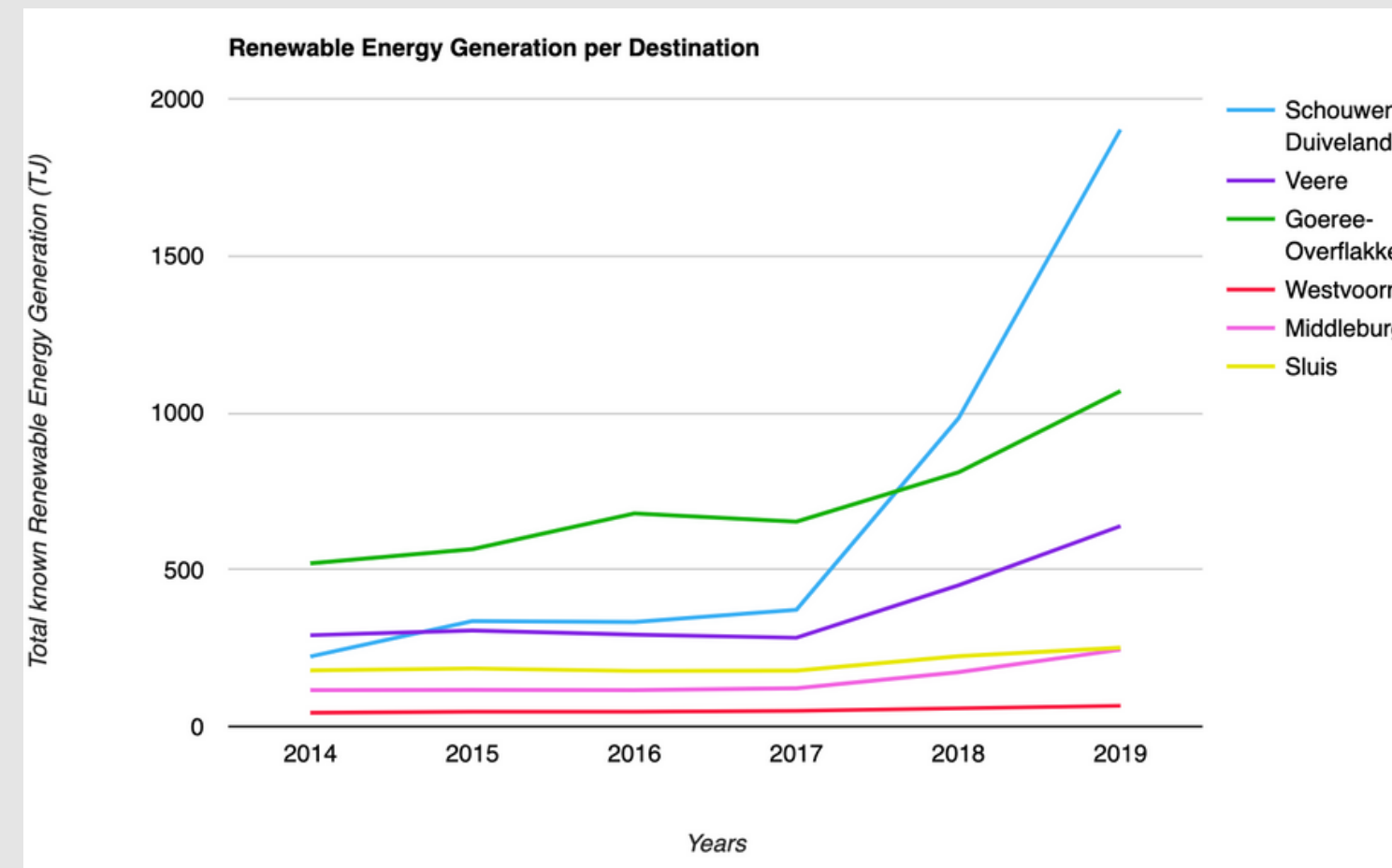
Veere

# RENEWABLE

# ENERGY

# #5

In Schouwen-Duiveland the **renewable energy production** trend is going towards a more sustainable path: in **2018, 982 TJ was already being generated from renewable sources**. This (982 TJ) is already more than three times the energy use of the hospitality sector, and **32.8%** of the total energy use of the destination.



## 2019 RENEWABLE ENERGY GENERATION (TJ)



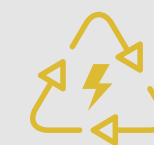
**66**

Westvoorne



**245**

Middelburg



**251**

Sluis



**639**

Veere



**1069**

Goeree-Overflakkee



**1902**

Schouwen-Duiveland



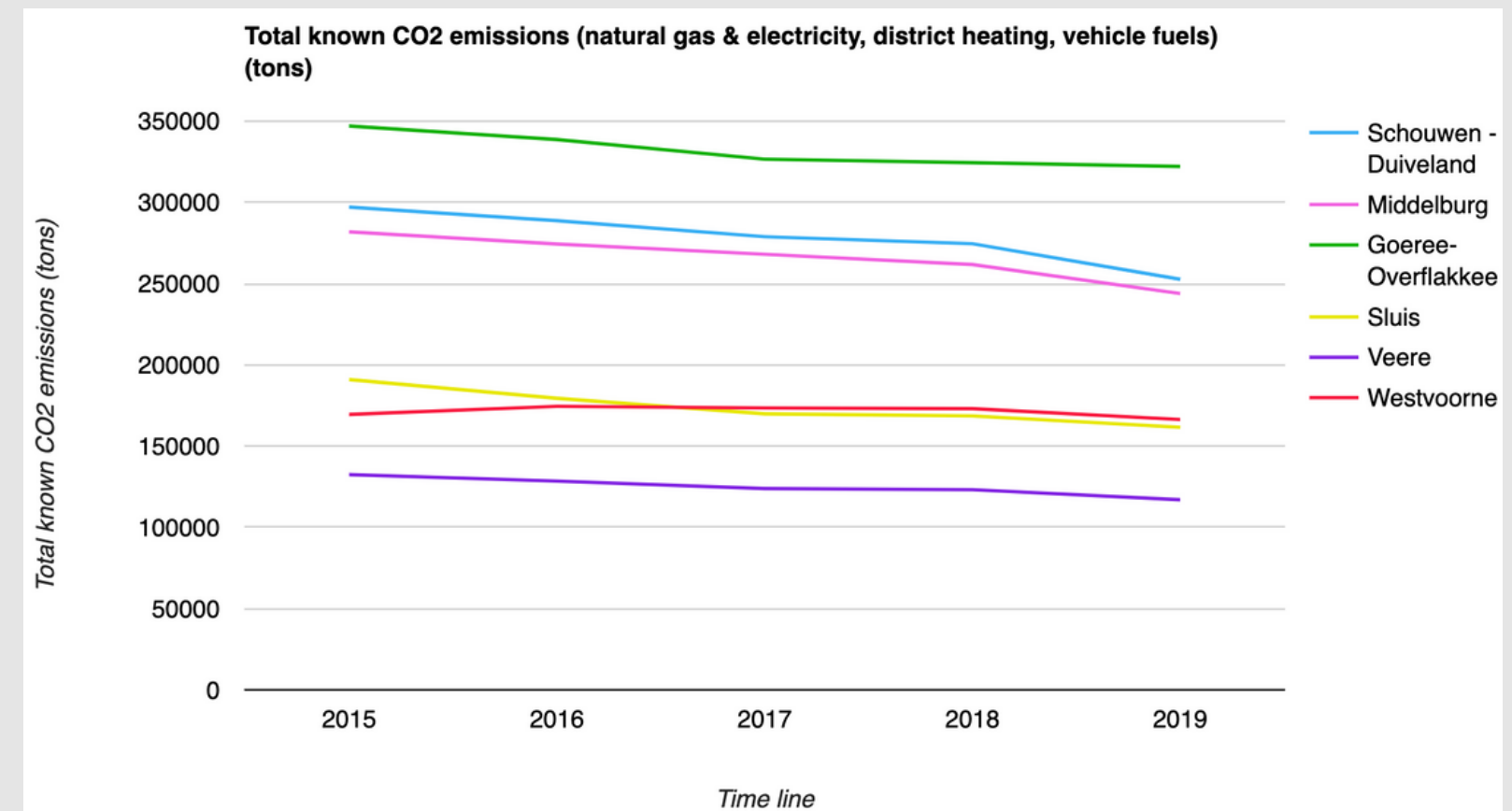
CO2

EMISSIONS

#6

Since the beginning of industrialisation the CO<sub>2</sub> in the atmosphere has increased by about 40%.

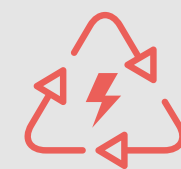
Schouwen-Duiveland's CO<sub>2</sub> emissions come from the consumption of **natural gas** and **electricity, vehicle fuels** and **district heating**.



CO<sub>2</sub> emissions recorded in Schouwen-Duiveland in 2019

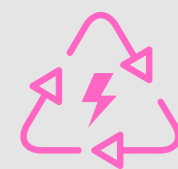
**25,270  
TONS**

## 2019 PER CAPITA CO<sub>2</sub> EMISSION (TONS)



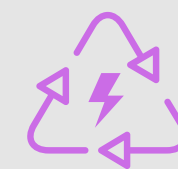
**3.43**

Westvoorne



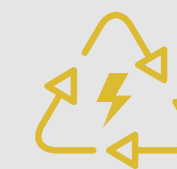
**4.29**

Middelburg



**5.36**

Veere



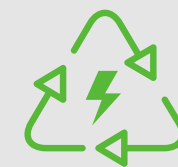
**6.91**

Sluis



**7.49**

Schouwen-Duiveland



**22.02**

Goeree-Overflakkee



# METHODOLOGY

This dashboard is created by a team of young experts as part of the Green Destinations START Program (Sustainability Support \*\*Toolkit for the Assessment and Reset of Tourism). The dashboard shows some elements of a Destination benchmarking report of Schouwen-Duiveland. The START Team will be happy to create Benchmarking reports and dashboards for any other destination, upon request.

\*\*The team has used open source data and data generated in the SASTDes project, in which Green Destinations and the Good Travel Guide cooperate with three universities in the Netherlands. With these datasets Schouwen-Duiveland's performance was benchmarked against other selected destinations over a series of subjects from the GSTC-Recognised Green Destinations Standard.





## ABOUT GREEN DESTINATIONS

Green Destinations foundation and the Good Travel Guide have joined forces in the development of a Sustainability Support Toolkit for the Assessment and Reset of Tourism: the START toolkit.

Green Destinations foundation is a non-profit organisation for sustainable tourism destinations, supporting more than 200 destinations with certification and training based upon the GSTC Destination Criteria.

The Good Travel Guide is operated by Green Destinations B.V. It supports destinations and businesses in communicating their responsible tourism achievements to travellers in a clear and transparent way, based upon the GSTC criteria and the Sustainable Development Goals (SDGs).



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