

SUSTAINABLE TOURISM IN ACTION
**HOW TO USE THE BASIC
SUSTAINABILITY
ASSESSMENT TOOL**

April 8th, 2025



with Lesley Robb

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Sustainability in Action

HOW TO USE THE BASIC SUSTAINABILITY
ASSESSMENT TOOL (BSAT)

SWELL

SUSTAINABILITY IN ACTION

- Welcome and Introductions
- Understanding the BSAT
- Step-by-Step Guide for Using the BSAT
- Case Study: The June Motel
- Next Steps and Resources
- Questions and Discussion

INTRODUCTIONS

Which tourism region are you joining from, and what type of business do you operate?





INTRODUCTIONS

We're on a mission to ensure tourism communities and businesses flourish.





SMALL TO MEDIUM SIZED BUSINESSES (SMES)

As of December 2023, there were 1.10 million employer businesses in Canada. Of these, 1.07 million **(98.1%) were small businesses**, 16,966 (1.5%) were medium-sized businesses.

A small business has 1 to 99 paid employees.

A medium-sized business has 100 to 499 paid employees.

[Key Small Business Statistics 2024](#)



WHAT IS THE BSAT

This tool enables an organization to assess its progress toward **causing no harm** to people and the environment, as well as its positive impacts on people and the environment.

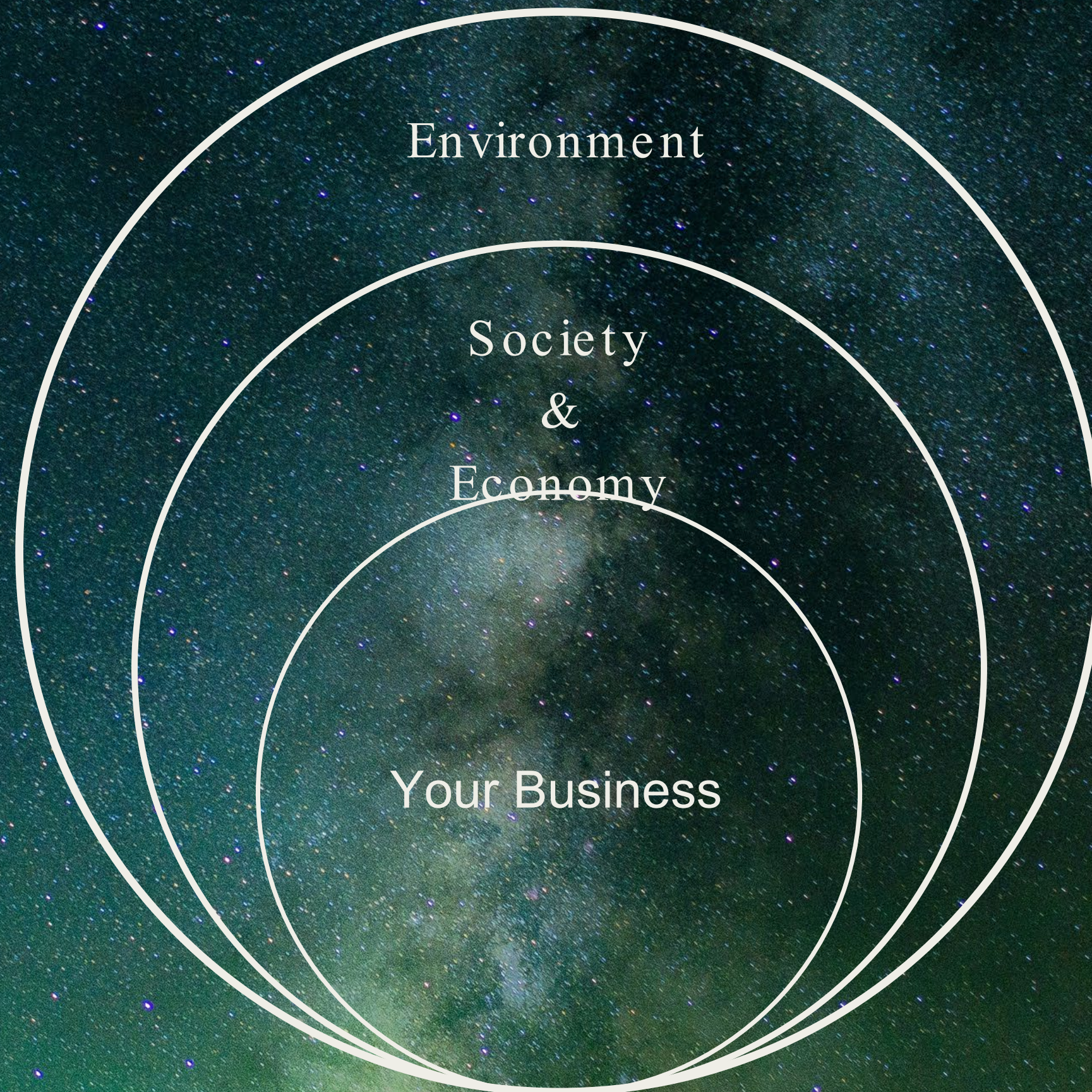
Bob Willard, Sustainability Advantage

WHAT IS THE BSAT?

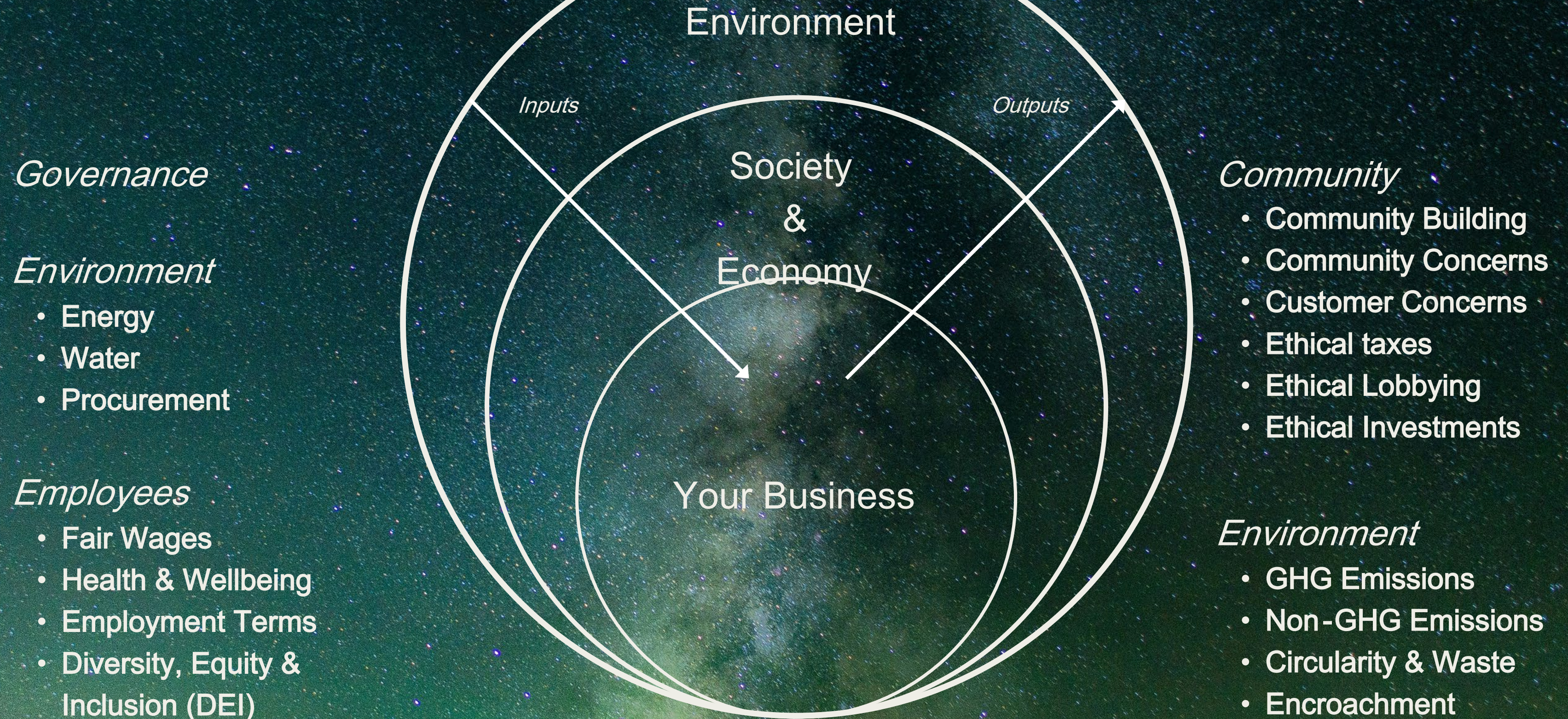
- **Free, Open-Source Tool** - Excel Workbook
- **Designed for SMEs** - Only 20 Questions
- **Comprehensive** - Scores on all core ESG issues, all SDGs and all non-financial capitals (*Natural, Human, Social*)
- **Global Foundations** - SDG Action Manager and Future-Fit Business Benchmark
- **Science-Based Goals** - Assesses Progress
- **Bonuses for Positive Impacts**
- **Educational** - Suggests ways to improve performance and scores
- **Action Oriented** - Prioritization Criteria



[Basic Sustainability Assessment Tool \(BSAT\).](#)
[Created by Bob Willard of Sustainability Advantage.](#)



Adapted from source:
Sustainability Advantage



CASE STUDY

Creating
beautiful places
to stay where
you can live the
good life.







THE JUNE MOTEL'S BSAT PROCESS

Understanding Sustainability

Capacity building to enhance understanding of sustainability, including frameworks and processes. Establishing a shared language. Conducting a site tour at **1Hotel** in Toronto to envision potential opportunities.

Gathering Available Data

Collecting relevant data to finalize the BSAT assessment. This includes both quantitative and qualitative information, such as interviews.

Completing the BSAT & Understanding the Results

The goal was to complete the BSAT to the best of their abilities, followed by a thorough review and understanding of the results.

Discussing Results with Stakeholders

With the results obtained, the June Motel established a benchmark for conducting gap analysis and identifying areas for improvement. The insights were communicated internally and externally to confirm what is most material to the business and its stakeholders, including the community, suppliers, and employees.

Prioritizing Actions and Measuring Progress

By gathering insights and feedback from stakeholders, the June Motel can establish a roadmap for improvement that includes both short - term and long -term goals across multiple properties at different stages.

THE JUNE MOTEL’S BSAT PROCESS

SDGs	% Progress Scores
1 No poverty	59%
2 Zero hunger	59%
3 Good health and wellbeing	56%
4 Quality education	66%
5 Gender equality	75%
6 Clean water and sanitation	56%
7 Affordable and clean energy	19%
8 Decent work and economic growth	66%
9 Industry innovation and infrastructure	65%
10 Reduced inequalities	65%
11 Sustainable cities and communities	65%
12 Responsible consumption and production	25%
13 Climate action	19%
14 Life below water	28%
15 Life on land	28%
16. Peace, justice and strong institutions	65%
17 Partnerships for the goals	65%
Average Performance	52%
+ Positive Impacts bonus	21%
Overall Score	73%

Core ESG Issues	ESG Scores	Natural Capital	Human Capital	Social Capital
Governance	38%	38%	38%	38%
Energy	0%	0%		
Water	75%	75%		
Supplies	61%	61%		
GHG emissions	0%	0%		
Non-GHG emissions	0%	0%		
Waste	0%	0%		
Encroachment	100%	100%		
Employee wages	80%			
Employee health	50%			
Employment terms	82%			
Employee diversity & inclusion	112%			
Community	93%			93%
Progress scores		34%	72%	65%
Average Performance		57%		
+ Positive Impacts bonus		21%		
Overall Score		78%		



STARTING WITH POSITIVE IMPACTS

Retrofitting Existing Properties

Transforming the old into the exceptional is a hallmark of The June Motel’s sustainable growth model.

Examples in Action

- Retrofitted three motels, including a restaurant in three locations in Ontario

12

RESPONSIBLE CONSUMPTION AND PRODUCTION

11

SUSTAINABLE CITIES AND COMMUNITIES

A Deep Commitment to Community in Every Location

The June Motel thrives alongside the communities where it operates with partnerships that build shared purpose and resilience, anchoring the community’s vibrancy. Local procurement (food, beverage, and amenities) is prioritized.

Examples in Action

- Engaging with stakeholders by actively listening and learning in community
- Identifying opportunities and partnerships that create shared value

11

SUSTAINABLE CITIES AND COMMUNITIES

8

DECENT WORK AND ECONOMIC GROWTH

Good Places to Work that Value Diversity

The June Motel champions diversity in hospitality, elevating women to leadership roles while creating quality employment in rural communities. Through community partnerships, they aim to extend their seasonal operations, maximizing economic impact locally.

Examples in Action

- A company founded and led by women, with women holding all leadership roles

5

GENDER EQUALITY

8

DECENT WORK AND ECONOMIC GROWTH

10

REDUCED INEQUALITIES

FROM PAIN POINTS TO ACTION

What Gets Measured Gets Managed

The June Motel, similar to numerous small businesses, had not tracked its consumption. Gathering data allows businesses to make informed choices and allocate resources efficiently. This became a key priority.

Examples in Action

- Understand current impacts, assess current practices
- Formalizing systems and processes for consistent measurement
- Establishing benchmarks to create short and long-term goals

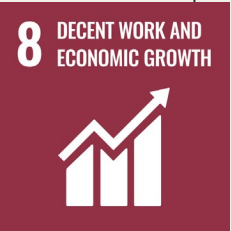


Inspiring a Culture of Responsibility

The June Motel embeds sustainability through staff engagement and training and invites guest participation without compromising experience. Their philosophy: *doing the right thing daily while maintaining focus on exceptional hospitality.*

Examples in Action

- Engaged staff through identifying individual strengths and interests, mobilizing collective impact



Energy Efficiency and Reducing Carbon Emissions

The June Motel has committed to enhancing operational efficiency and lowering carbon emissions, recognizing that this is both a smart business strategy and an ethical choice.

Examples in Action

- Installed EV chargers through a funding initiative
- Installed LEDs, heat pumps and insulation to improve energy efficiency



ACTIONABLE INSIGHTS FOR BUSINESSES

- **Transform, Don't Replace:** Renovate and repurpose existing properties to reduce environmental impact and honour local cultural heritage.
- **Create Local Connections:** Build partnerships and resilient supply chains with nearby businesses to boost the community's economy and enrich guests' experiences.
- **Think Long -Term:** Invest in high -quality, durable materials and systems to cut waste and operating costs over time.
- **Engage and Educate:** Equip your team to share your story and empower guests to make responsible choices through impacts they can feel.
- **Embrace the Journey:** Sustainability isn't about perfection. Start with simple actions and grow into robust initiatives.
- **Measure What Matters:** Establish baselines to track improvements and identify opportunities.
- **Eliminate Waste and Single -Use Items:** Complete a waste audit. Replace disposable items with reusable.



THE JUNE MOTEL

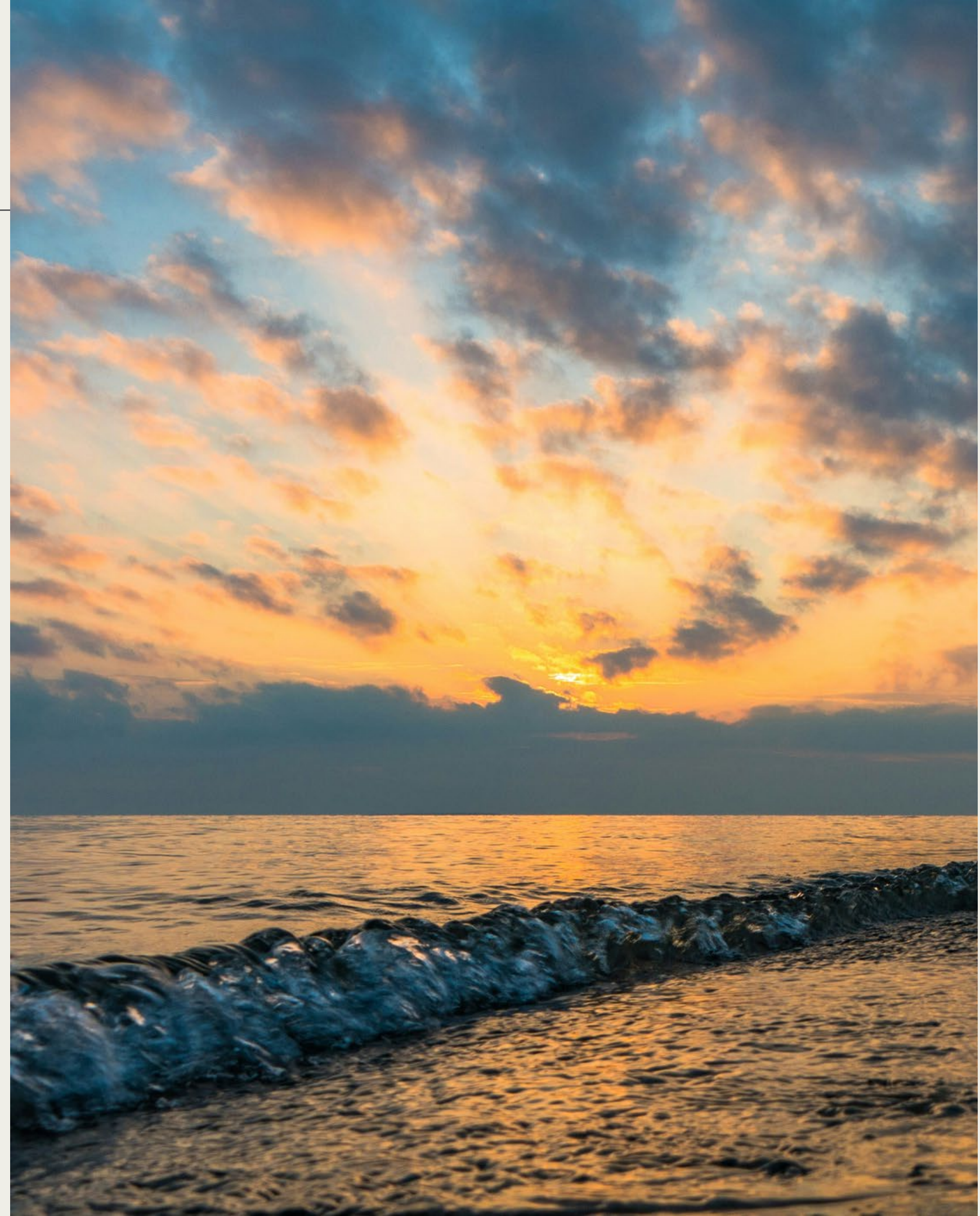
“Working through the BSAT process helped to grow our understanding of what sustainability really means - it's beyond the physical things that happen at our motels. It's also how we interact with our local community and treat our employees. **The process really reinforced some of the good things we were already doing, and pointed to areas where we could work to improve** .”

Sarah Sklash, Co-Founder, The June Motel



NEXT STEPS

The Basic Sustainability Assessment Tool gives you the insight to create solutions and take actions that are anything but basic.



RESOURCES

- [Basic Sustainability Assessment Tool](#)
- [Overview of the BSAT \(YouTube\)](#)
- [Sustainable Development Goals](#)
- [Future Fit Business Benchmark](#)
- [B Corp - B Impact Assessment](#) (Update 04/25)

Have Questions? Let's Talk!

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Questions

THANK YOU, RTO3

SWELL

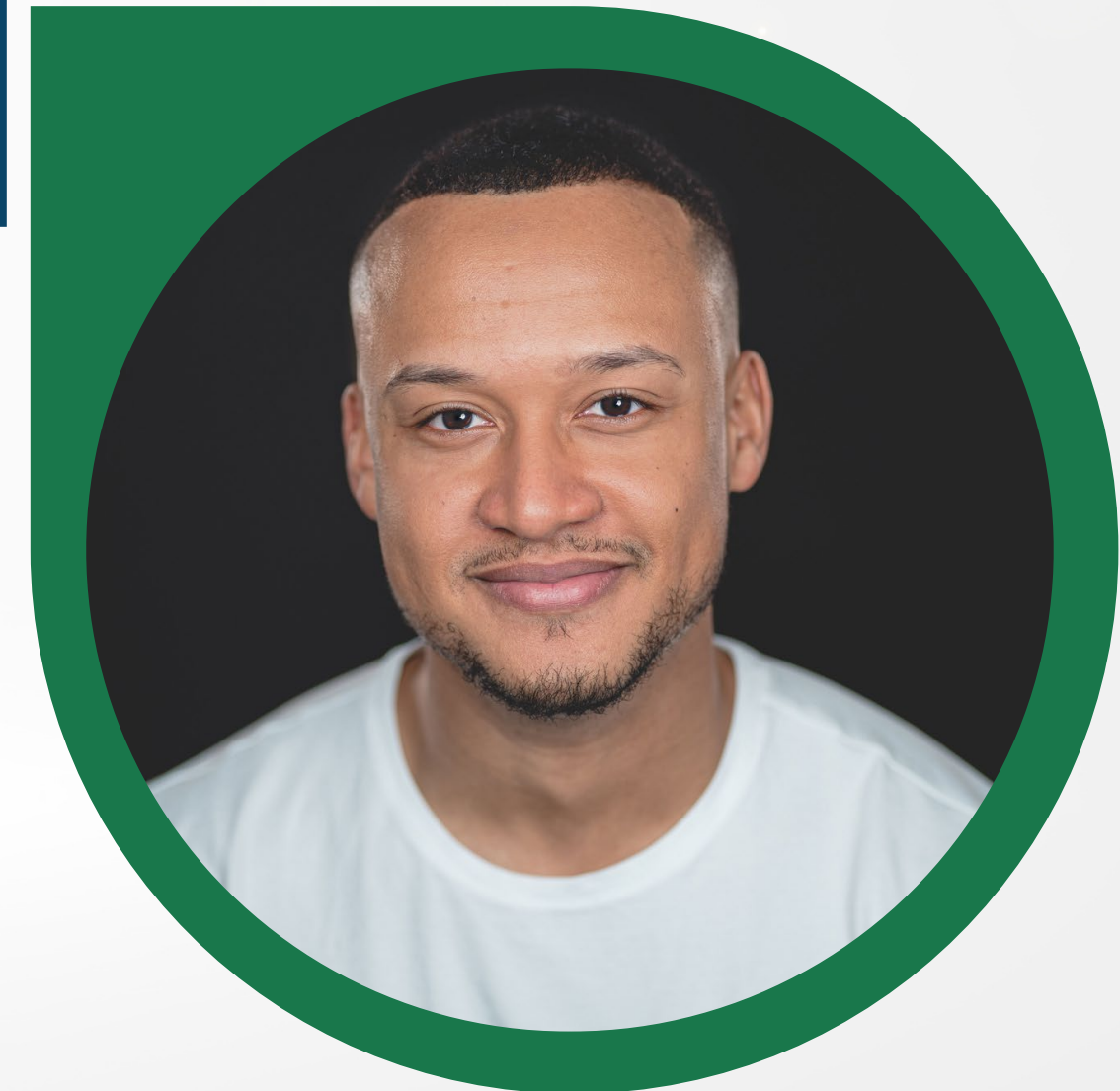
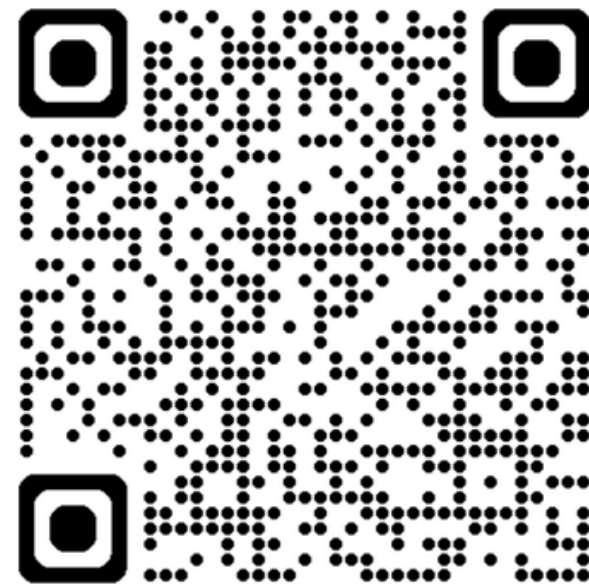
SPRING 2025 INDUSTRY EXCHANGE

**REGISTER
NOW!**

APRIL 23RD, 2025 | 9:00 AM

David Adames, CEO of the Niagara Parks Commission, will discuss how Niagara Parks balances sustainability with tourism business needs.

The session will conclude with a workshop by Hamid Dwyer, Destination Sustainability Officer, on Sustainable Customer Journey Mapping, focusing on transforming the visitor experience through sustainability to boost customer loyalty and brand value.



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