

Balancing Business and Nature: Restoring Ecosystems for a Sustainable Future

The definition of 'Ecosystem' is "A biological community of interacting organisms and their physical environment" That sounds to me like life in general, everything from the bugs and the bears to our homes and our cities! In general use ecosystem means a complex network or interconnected system. Currently we all know that we live inside complex systems! Some may wish for the good old days when everything was simpler but wishes won't help stabilize our climate. Earth's ecosystem is in flux and the rampant wildfires are just another sign that we need to do more.

At INNHOTELS we are constantly striving to find ways to balance out the environmental cost of doing business. We are engaged in many recycling projects, have sustainable purchasing policies as well eco-friendly lights and equipment wherever possible just to name a few of the ways we are working to make a difference. We also work closely with GreenStep Solutions, a company that conducts sustainability assessments for all our properties and guides us on where to focus our efforts.

Much of the carbon footprint for the hotel industry lies in travel emissions - tourism is responsible for 8% of the world's carbon emissions. And with many locations situated off the beaten path even getting supplies contributes to tourism's carbon footprint. Additionally, in the same way your house generates emissions from energy use, so do hotels. Accommodations rely on heating and air conditioning to keep guest rooms at a pleasant temperature in hot or cold climates. These energy-intensive systems create CO₂, as do the water heaters used to warm showers, pools, and spa facilities. Electricity is used to power lights, TVs, refrigerators, laundry machines, and other equipment.

According to this data, our industry is contributing to the climate emergency.

We have chosen to plant trees in Williams Lake BC to help restore the ecosystem after the series of wildfires from 2017-2021. Wildfires are rampant in part due to the effects of industry on our climate and we believe planting trees is one of the best ways to support ecosystems, stabilize soil and support the water cycle. Planting billions of trees across the world is one of the biggest and cheapest ways of taking CO₂ out of the atmosphere to tackle the climate crisis, according to scientists, and we want to do our part.

As trees grow, they absorb and store the carbon dioxide emissions that are driving global heating. New research estimates that a worldwide planting program could remove just under one-third of all the emissions from human activities that remain in the atmosphere today!

They diligently gather data and evidence from various sources throughout the entire restorative project, ensuring that our financial contributions are utilized optimally. Veritree has crafted an exceptional profile

for us, enabling us to actively monitor and share the impact of our endeavors. They firmly believe that investing in Nature-Based Solutions, when executed effectively, can yield multiple benefits, addressing societal challenges while promoting business, well-being, and the environment. We deeply appreciate the opportunity to partner with them in our shared mission of fostering equilibrium within our ecosystems—the very ecosystems that sustain the intricate web of life, encompassing insects, bears, cities, and everything in between.

We are immensely grateful for the opportunity to work alongside Veritree in our shared mission of restoring equilibrium to our ecosystems. These ecosystems form the foundation of life, supporting the diverse array of organisms, from insects to bears, and providing the very framework for our cities and everything in between. By taking action today, we can pave the way for a sustainable future, where the harmonious coexistence of nature and human activities thrives. Let us embrace the power of Nature-Based Solutions and collectively make a lasting impact on our planet.