



# DMO Sustainability Training Course

Fall 2025 Intake


# Overview

## **Unlock the Future of Tourism: Training Series on Regenerative & Sustainable Tourism**

Step into the next era of destination management with our dynamic 5-part training course designed for Destination Management Organizations (DMOs) ready to lead the shift toward regenerative and sustainable tourism.

This hands-on, action-oriented virtual course covers everything from foundational principles and global best practices to destination stewardship, community engagement, climate action, and impact measurement. Whether you're just starting your sustainability journey or looking to level up, this training empowers you with the tools, strategies, and real-world examples needed to create lasting change.



A large, jagged iceberg floats in the ocean. In the lower-left foreground, a dark-hulled ship with a white superstructure is visible. The ship's name, 'PLANCER', is printed on its side. The ship is positioned near the base of the iceberg. The water is dark and calm, reflecting the light. The sky is overcast and grey. The overall scene conveys a sense of scale and environmental impact.

*“Destination Management Organizations face the imperative to enhance their focus on the climate challenge, and to act now so that climate action is a part of key strategic and operational strategies and considered on both a near-term and long-term basis—not just as an exercise in compliance.”*



# Your Session Coaches



## Jill Doucette

### Founder & CEO

Jill Doucette has been a driving force at Synergy since its establishment in 2008. Her dedication to uniting business, industry, and communities positions her as a leader in fostering a sustainable, low-carbon future. As a corporate sustainability leader with over fifteen years of experience working with companies and industry associations to advance sustainability, she brings a wealth of knowledge from various sectors and practical experience implementing sustainability practices.

## Areas of Expertise

- ✓ Climate Action
- ✓ Regenerative practices
- ✓ Sustainability Frameworks
- ✓ Industry Trends



## Margaux Martin-Jarrand

### Project Manager

Margaux holds a Post-Degree Diploma in Applied Tourism & Hospitality Management from Camosun College. At Synergy, Margaux leads Sustainable and Regenerative tourism projects with DMOs, Hotel Brands, Operators and more. Her programs have educated many tourism communities and business leaders. Her expertise extends beyond traditional hospitality roles, as she specializes in integrating sustainability into every aspect of the tourism experience.

- ✓ Tourism & Hospitality
- ✓ Regenerative practices
- ✓ UN SDGs
- ✓ Certifications



# Course

5 modules in workshop format from September to November 2025.

1-hour, Live delivery.

**Maximum 25 Participants**

**\$499 per person**

[REGISTRATION LINK](#)

1

## Regenerative Tourism & Climate Literacy

This module enhances understanding of Regenerative Tourism in response to climate change. Participants will learn its origins, significance, and strategies for implementation, gaining foundational knowledge to advance their practices.

2

## Clean Technologies and Innovations

This module explores clean technology and innovative practices in tourism destinations to equip participants with the knowledge to implement these solutions in their communities.

3

## Emergency Preparedness

This module offers an overview of emergency preparedness focusing on the strategies necessary to enhance resilience. Participants will explore adaptive frameworks to understand the practical application of these concepts.

4

## Sustainability Marketing & Storytelling

This module equips participants with marketing and storytelling frameworks to enhance brand identity and engagement through hands-on exercises and successful case studies.

5

## Certifications, Standards, & Policies

This one-hour module focuses on the key elements of Environmental, Social, and Governance (ESG) frameworks and certifications, highlighting best practices for fostering positive impact and community engagement.





# Course Schedule

Module #1: Regenerative Tourism & Climate Literacy	<b>Wednesday, September 10th</b> at 10 AM PST   1 PM EST	<a href="#">REGISTRATION LINK</a>
Module #2: Clean Technologies and Innovations	<b>Wednesday, September 24th</b> at 10 AM PST   1 PM EST	
Module #3: Emergency Preparedness	<b>Wednesday, October 8th</b> at 10 AM PST   1 PM EST	
Module #4: Sustainability Marketing & Storytelling	<b>Wednesday, October 22nd</b> at 10 AM PST   1 PM EST	
Module #5: ESG, Certifications & standards & Policies	<b>Wednesday, November 5th</b> at 10 AM PST   1 PM EST	



# About Synergy Enterprises



We believe businesses have the opportunity to impact global change and lead the world into a new age of environmental and social responsibility





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Find us on:

