GREEN GLOBE

Presented by:
Reg Easy
- **Travel & Tourism Economy** - the flow-through effect of travel demand across the economy
- **Travel & Tourism Industry** - the direct effect of travel demand
- WTTC/WEFA reflects current WTO/UN methodology.
Issues

- Travel & Tourism - Creates Jobs & Economic Growth
- Travel & Tourism - Sell the Environment & Culture
- Travellers have a Choice - World is Smaller
- Protect What You sell - The Environment & Culture

- Sustainability is Achieved!
What is Green Globe?

Green Globe 21 is a global environmental & Social Sustainability Certification programme for the Travel and Tourism industry. It works with consumers, companies and communities to create a sustainable industry through the implementation of Agenda 21.
Green Globe

- Strategic alliance with World Travel & Tourism council (WTTC)
- Formed following the Rio Earth Summit – 1992
- Certification programme developed in 1996
- Global Structure
Green Globe Objectives

- Protect local and global environmental quality.
- Conserve local cultural heritage, improve local living conditions and contribute to the local economy.
- Improve profitability by being less waste full and more efficient use of resources.
Alliances
Global Clients
Other Global Clients

- Sandals
- Meliá Bali Villas & Spa Resort
- Victoria Falls Safari Lodge
- The Orchid: An Ecotel Hotel
- The Carlton Lodge Hotel
- Aurum Lodge
- Kaikoura Wine Company
- Hotel Tiffary
- Oceanfront Hotels & Resorts
- Viva Resorts
- Destination Kenya
Certificated Clients in Iceland

Guesthouse Brekkubear

Guiding Light Tours

Gudmundur Tyfingsson
Green Globe Destinations (clients)

- Cumbria, UK
- Vilamoura, Portugal
- Cape Met, South Africa
- Ko Somui, Thailand
- DouglasShire, Australia
- Huatalco, Mexico
- Bournemouth, UK
- Kaikoura, New Zealand
Green Globe - main services

- Membership
  - Company’s & Communities

- Certification
  - Company’s & Communities

- Training
  - Staff Awareness, Consultants, Assessors & communities
Green Globe’s logos
The Green Globe 21 Standards

- Business Standard
- Community/Destination Standard
What Is A Green Globe Destination?

- A region that has a recognisable Travel & Tourism Capacity
- Has infra-structure support
- Takes into account needs of local population & protects unique cultural heritage and diversity
- Has a stakeholder management group
Destination Standard

- Institutional Framework
  - Responsibility
  - Environmental policy and vision
  - Stakeholder consultation and communication
- Regulatory Framework
- Key Performance Areas
Green Globe Destination Community Authority

- **Lead Agency** – with legal mandate to achieve Green Globe 21 status
- **Destination Management Group** – comprising of stakeholders and support resources to underpin sustainability
- **Agreed Policy for the Destination**
- **Sustainability Action/master plan/strategy**
- **Development of environmental and social improvement targets**
The Green Globe Destination Policy & Vision

- Appropriate to the characteristics and scale of Destination & nature of travel & tourism.
- Includes commitment to compliance with legislation and regulation
- Framework for setting targets and review
- Communicated to all stakeholders
- Encourages all to adopt policy
- Commitment to employ community based persons
Community Authority shall:

- Maintain register of legislation & regulation (relevant international, national, regional and local - environment, public & occupational health, safety, hygiene, employment legislation and planning requirements etc. etc.)
- Encourage individual businesses to comply
- Maintain records
Green Globe Destination
Key Performance Areas

Assess the + & - environment & social impact in each of the following areas:

- Greenhouse gas emissions
- Energy efficiency, conservation & management
- Freshwater resources management
- Ecosystem conservation & management
- Management of social & cultural issues
Green Globe Destination
Key Performance Areas cont’d

- Land use and planning
- Air quality protection and noise control
- Waste water management, drainage and streams
- Waste minimisation, reuse & recycling
- Storage use of environmentally harmful substances
- Cultural heritage and conservation
Benefits - George Washington University Consumer survey

- Prestige & Environment 51% YES
- Is Environmental Performance essential in service deliver 52% YES
- Importance of environmental practices
  - Now 65% YES
  - In 5 years 85% YES

 ✓ Are Standards and Brand & Branding important 60% YES

Note: Survey carried out in 1998
Destination Development

- Stage 1: Scoping study
- Stage 2: Destination visioning
- Stage 3: Strategic Environmental Assessment and Environmental Action Plan
- Stage 4: Capacity Building and Training Programme
- Stage 5: Implementation
- Stage 6: Assessment & Awarding of Green Globe Destination Recognition
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