

# 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**



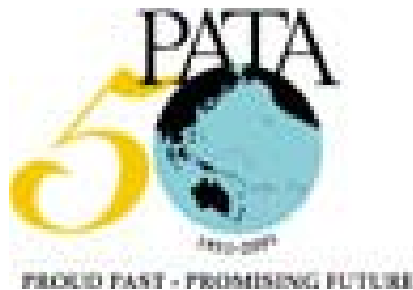
# Green Globe Objectives

- **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

Organización Mundial del Turismo



# Global Clients



Le MERIDIEN





# Other Global Clients



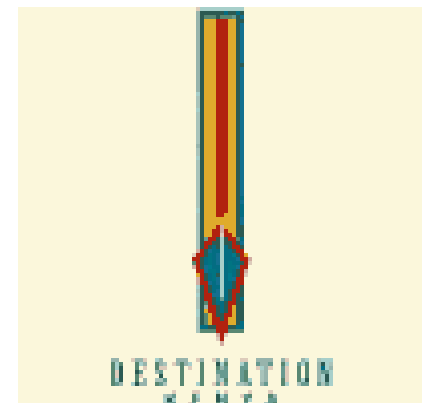
The  
**CARLTON LODGE**  
Hotel



**KAIKOURA**  
WINE COMPANY



**HÔTEL TIFFANY**



# 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**

# **Green Globe Destination – Regulation Framework**

## **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**



# For further information

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