



Green Globe 21

The Worldwide Environmental Standard for the Tourism Industry

It is almost too late, but today all of us have finally seen the importance of living in a clean environment, of breathing in clean air, drinking uncontaminated water and of raising our children in a safe and habitable world. The key is sustainable development, the type of development which allows us to meet our needs whilst safeguarding our descendant abilities to meet their own needs.

Tourist activity, especially in our country, has contributed greatly to the deterioration of our natural environment and to a tremendous increase in waste production and resource use. Throughout the world, tourism is recognised as an activity which often leaves an indelible footprint on the destination. But this need not be the case. Responsible tourism can be sustainable. Tourism can reap benefits without causing irreparable harm to the environment. And your business can lead the way, offering quality products without compromising the integrity of your prime attraction- the natural environment and reaping financial rewards without causing irreversible harm. Green Globe 21, the new worldwide environmental standard for the tourism industry can show you how.

Participating in the GREEN GLOBE 21 program can provide a number of benefits to your business, your clients, and beyond:

Benefits to you

Savings can be achieved through an integrated and systematic approach to reducing energy consumption, decreasing waste generation and lowering the use of potable water

Improved competitiveness by demonstrating the company's environmental bone fides to shareholders, customers, commercial stakeholders, government and the community

Through an annual Benchmarking Assessment Report an operation can assess its environmental performance against the GREEN GLOBE standards on issues of Sustainability Policy; energy consumption; potable water consumption; solid waste production; social commitment; resource conservation and cleaning chemicals used, with an aim to improve its environmental performance.

Benefits to your clientele

Consumers are becoming increasingly aware of the importance of a clean environment. Green Globe 21 participants can offer their clientele the knowledge that their holiday-making won't cause irreparable harm to our planet.

Benefits to the Community

Each Green Globe 21 participant can contribute in a small way to a reduction in global greenhouse gases. The long-term benefits of Green Globe participation are a cleaner atmosphere, less wastage of natural resources and a sustainable future for our planet.

Lucas Psillakis is one of very few Cyprus-based consultants who has been trained to offer services to applicants to the new Green Globe 21 standard, and is recognised as Proficient by GG21..

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FREQUENTLY ASKED QUESTIONS

What is Green Globe 21?

GREEN GLOBE 21 is the worldwide benchmarking and certification program which facilitates sustainable travel and tourism for consumers, companies and communities. It is based on Agenda 21 and principles for Sustainable Development endorsed by 182 governments at the United Nations Rio de Janeiro Earth Summit in 1992. There are 4 GREEN GLOBE 21 Standards - The GREEN GLOBE 21 Company Standard; the GREEN GLOBE 21 Standard for Communities; the International Ecotourism Standard; and the Design and Construct Standard.

The GREEN GLOBE 21 Company Standard is available to operations in 20 different sectors of the travel and tourism industry as shown below

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|---------------------------|--------------------------------|
| 1. Accommodation | 11. Farmstays |
| 2. Administration Offices | 12. Golf Courses |
| 3. Aerial Cableways | 13. Marinas |
| 4. Airlines | 14. Railways |
| 5. Airports | 15. Restaurants |
| 6. Bus Companies | 16. Tour Companies (Wholesale) |
| 7. Car Hire | 17. Tour Operators |
| 8. Convention Centres | 18. Trailer Parks |
| 9. Cruise Boats | 19. Vineyards |
| 10. Exhibition Halls | 20. Visitor Centres |

The Standard requires an operation or community to achieve a baseline level of environmental and socially sustainable performance before it receives the GREEN GLOBE logo without the tick. The operation must also meet all of the requirements of the relevant GREEN GLOBE 21 Standard and be independently audited to be allowed to use the GREEN GLOBE logo with the tick.

GREEN GLOBE 21 provides a report to the business on where its performance is positioned relative to the environmental and social benchmarks. Each year advice is provided as to whether an operation has improved or maintained its performance based on the original Benchmarking assessment.

Can a company use the GREEN GLOBE 21 logo without tick when they sign up?

No. The GREEN GLOBE 21 logo without tick can only be used after an operation has successfully completed Benchmarking. In other words, an operation will pay the appropriate fee for Benchmarking, receive the CD ROM of information, complete the data requirements and return them to GREEN GLOBE for assessment. If the assessment is above the GREEN GLOBE Baseline level the operation will receive the right to use the GREEN GLOBE logo without tick and a GREEN GLOBE Benchmarked certificate.

Is there an annual fee payable to GREEN GLOBE 21?

Yes, GREEN GLOBE 21 provides an annual environmental reporting service and for that there is a fee. If you are either Benchmarked or Certified you will submit your annual environmental performance measures to GREEN GLOBE 21 who will complete an analysis of this information. If you are above "Baseline" you will receive an attractive Benchmarked certificate. If you have also been successfully assessed against the relevant GREEN GLOBE 21 Standard you will receive an attractive Certified certificate. You will also receive a Benchmarking Assessment Report /Certificate which provides your annual performance statement. Your fees pay for this service. It is similar to your annual accounting fees and your annual financial audit.