

Voluntary Environmental Certification For the Tourism Industry

Combining EMS and Best Practices

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Outline of Presentation

- **Certification Systems: What is out there?**
- **Creating a Successful CS Program - Case Study:
Combining EMS and Best Practices in the Caribbean**
- **Challenges to the Future of Voluntary Certification
Systems for the Accommodation Sector**

What Certification Schemes (CS) are out there?

Certification schemes typically meet one or more of the following:

- voluntary industry initiatives that recognize and promote environmental leadership
- tourism promotion initiatives that link environmentally-conscious consumers with “responsible” businesses
- independently verified to ensure compliance with management and performance standards vs. membership programs
- supports environmental purchasing to “green” the supply chain
- promote broad interpretation of “sustainable development” by addressing environmental, social and cultural impacts

What Certification Schemes (CS) are out there?

ISO 14001	▶		Green Globe	▶		Blue Flag	▶	
Green Key	▶		Green Leaf	▶		David Bellamy Conservation Award	▶	
European Charter for Sustainable Tourism in Protected Areas	▶		Ecotel	▶		Green Tourism Business Scheme	▶	
Audubon Cooperative Sanctuary System	▶		Gites Panda	▶		Seaside Award	▶	
Tyrolean Environmental Seal of Quality	▶		Committed To Green	▶				

Geographic Distribution of CS

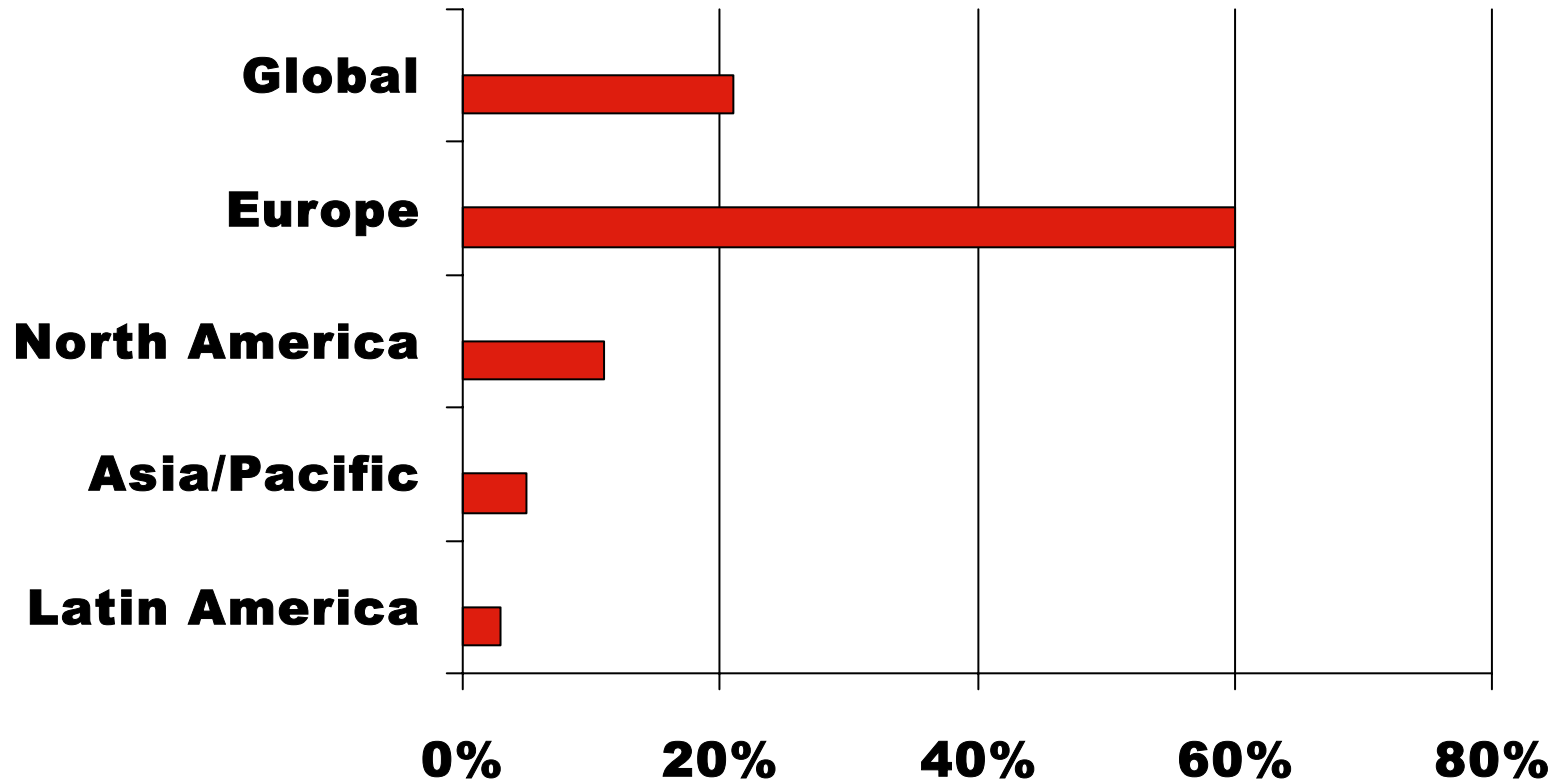
QUESTION:

“What country has the greatest number of environmental certification schemes and how many do they have?”

ANSWER:

Italy has at least seven distinct environmental certification schemes for the hotel industry?

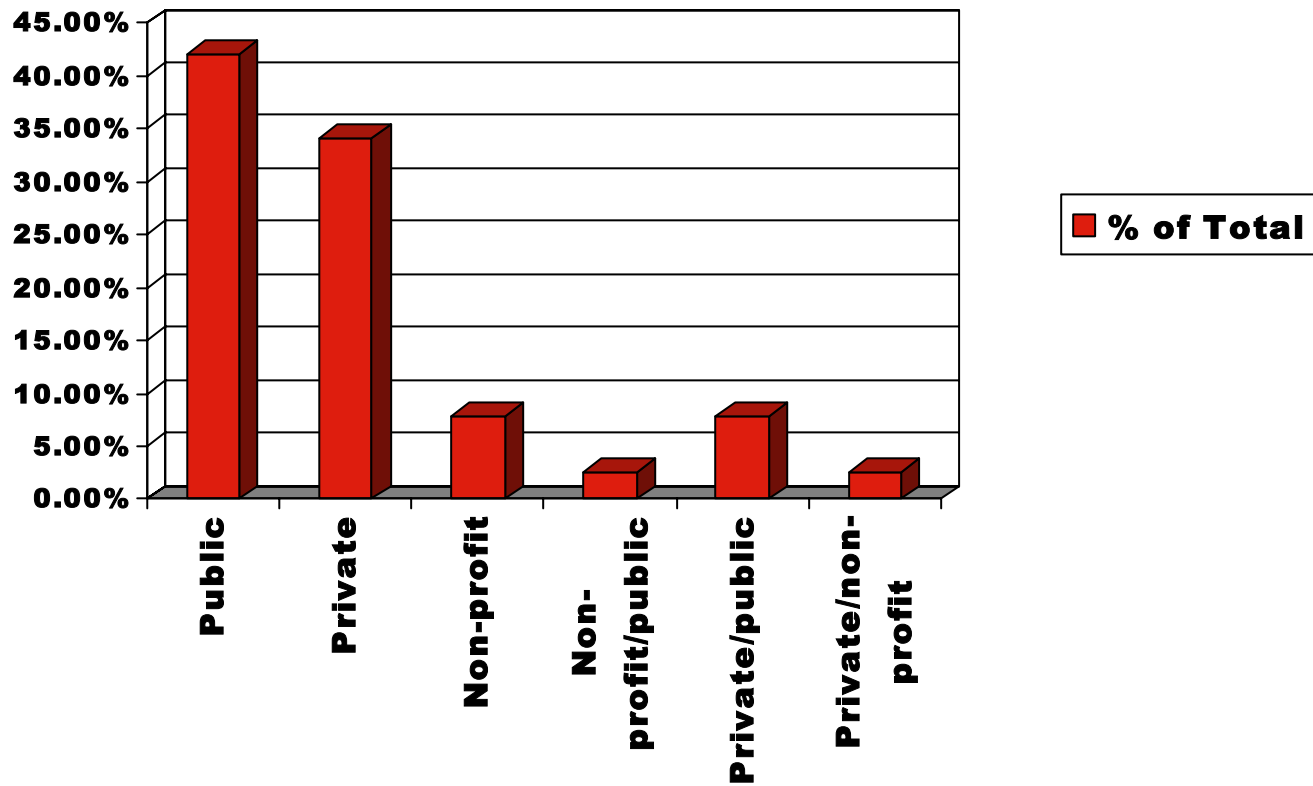
Geographic Scope of CS



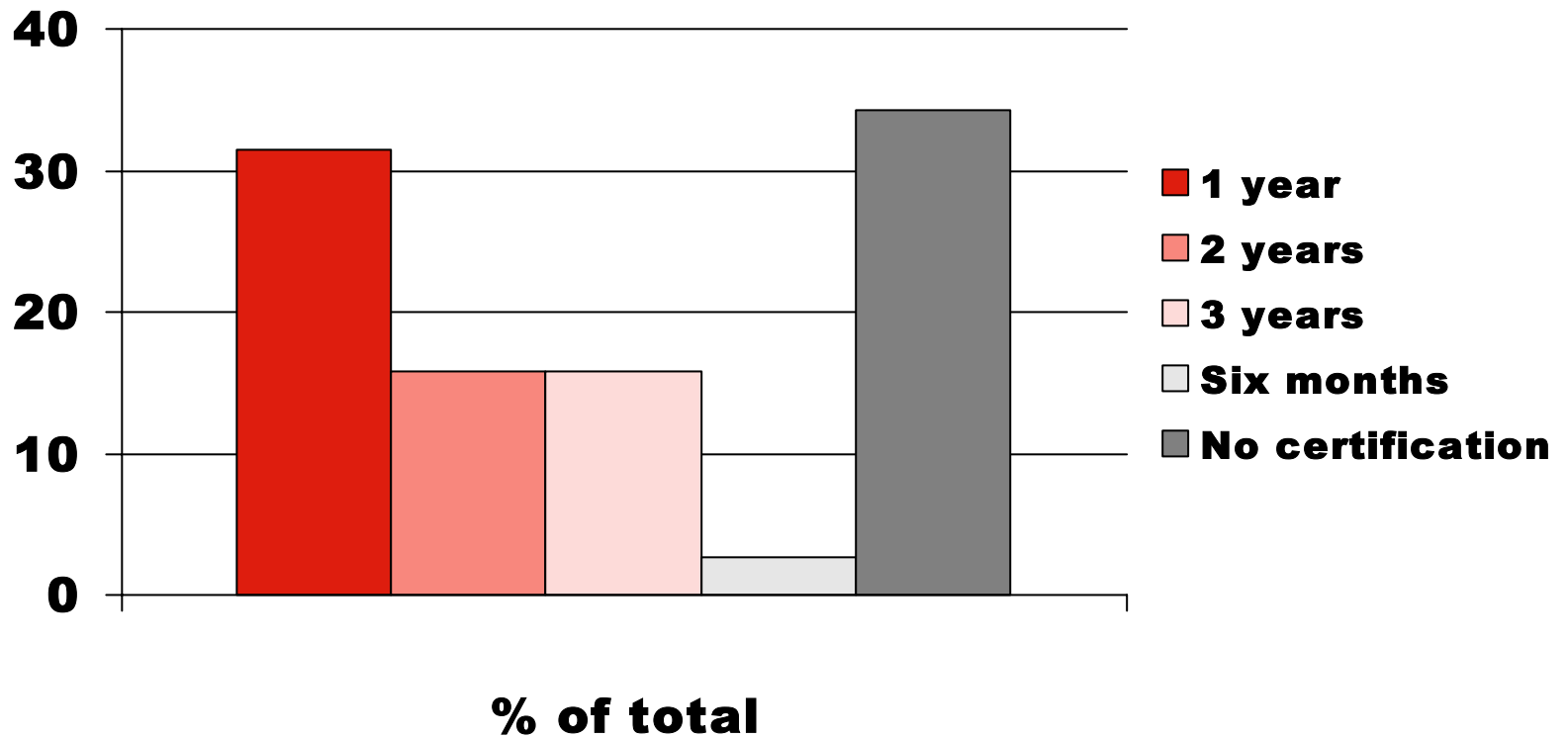
Rationale for CS

- **Consumers' growing concern for environmentally, socially and culturally responsible practices - moving beyond the "Star" system**
- **If seriously applied they can build recognition and improve reputation locally and internationally (i.e. successfully experiences in the Caribbean with the EAST project)**
- **Industry self-regulation should reduce the need for government intervention, shifting resources from enforcement to incentives**
- **Improvement in management systems and resource efficiency drop right to the bottom line**

Who is sponsoring CS?



What is the frequency of re-certification?



Process Approach

Key Elements of Environmental Management Systems

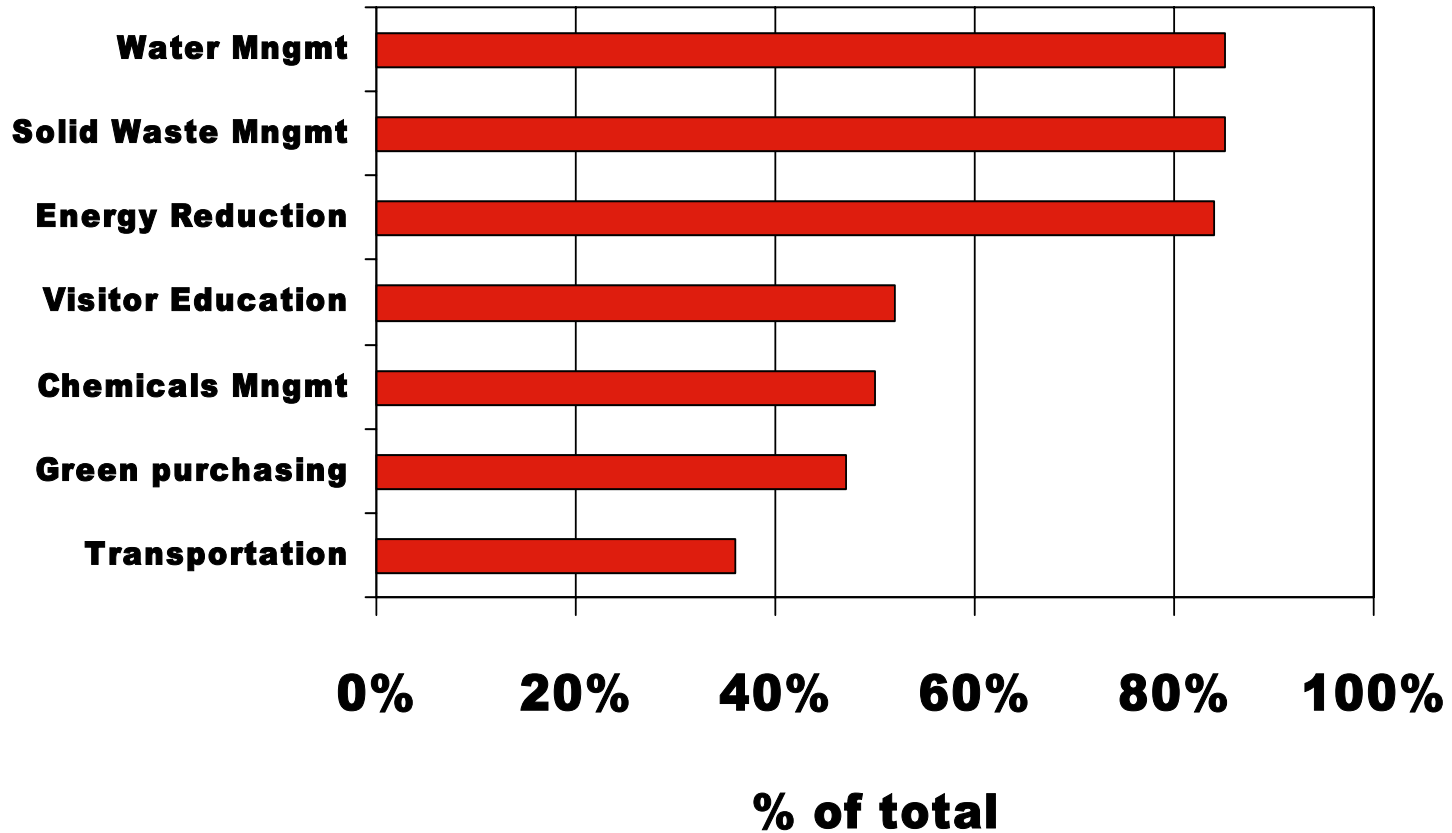
- **Statement of Policy or Commitment**
- **Environmental planning**
- **Organizational and staffing requirements**
- **EMS documentation**
- **Continuous improvement of environmental performance (objectives, targets, implementation, monitoring, and evaluation)**
- **Environmental purchasing**
- **Emergency preparedness**
- **Environmental education and training**
- **Examples: ISO 14001, EMAS, Green Globe 21**

Best Practice Approach

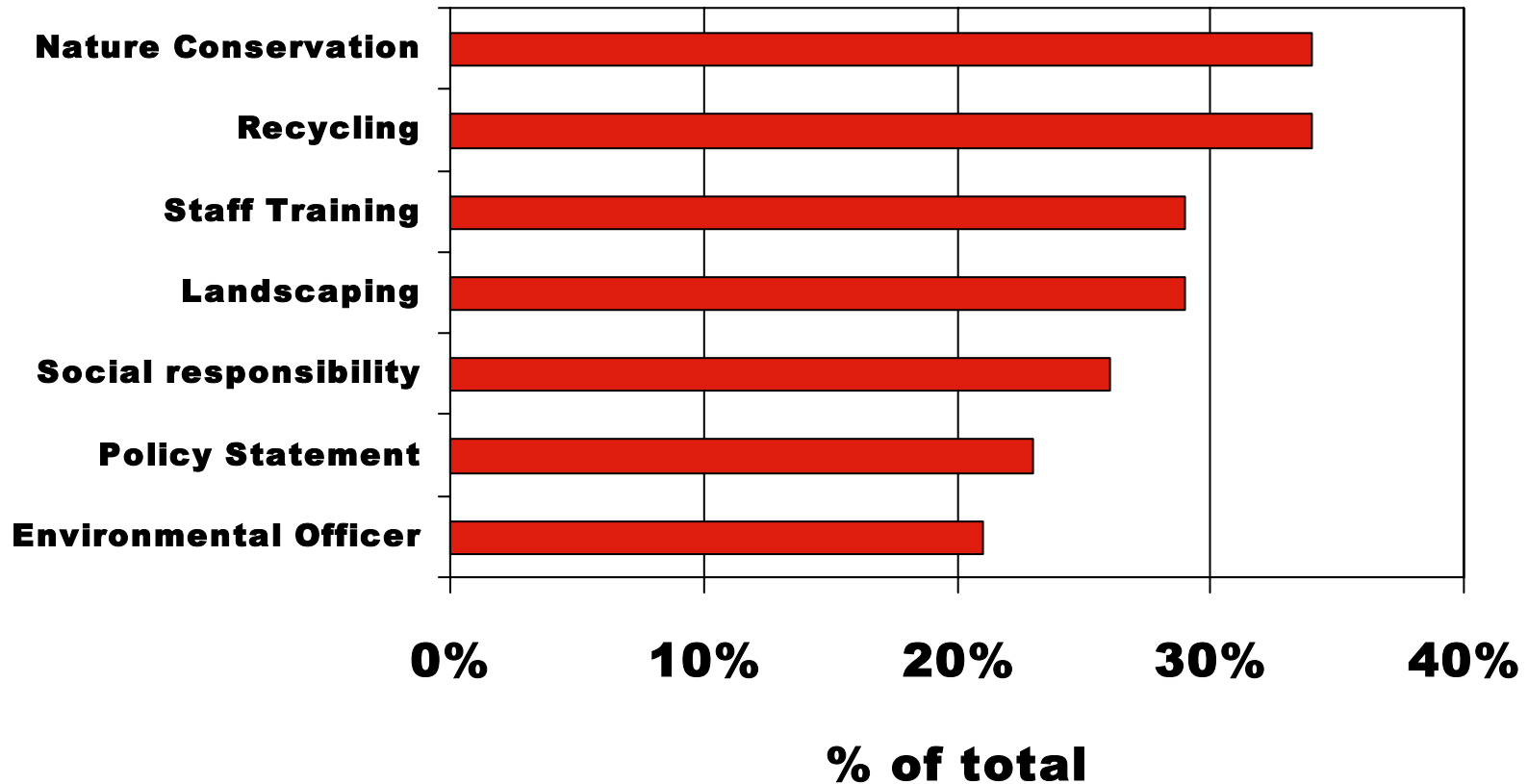
Key Elements of Performance-Based Programs

- **Resource efficiency (water, energy, chemicals, other supplies)**
- **Waste management practices (wastewater, solid waste)**
- **Social and cultural development criteria**
- **Nature conservation**
- **Environmental Quality Criteria (e.g., beaches, water)**
- **Examples: Blue Flag, Green Key (Denmark), Green Leaf (Canada)**

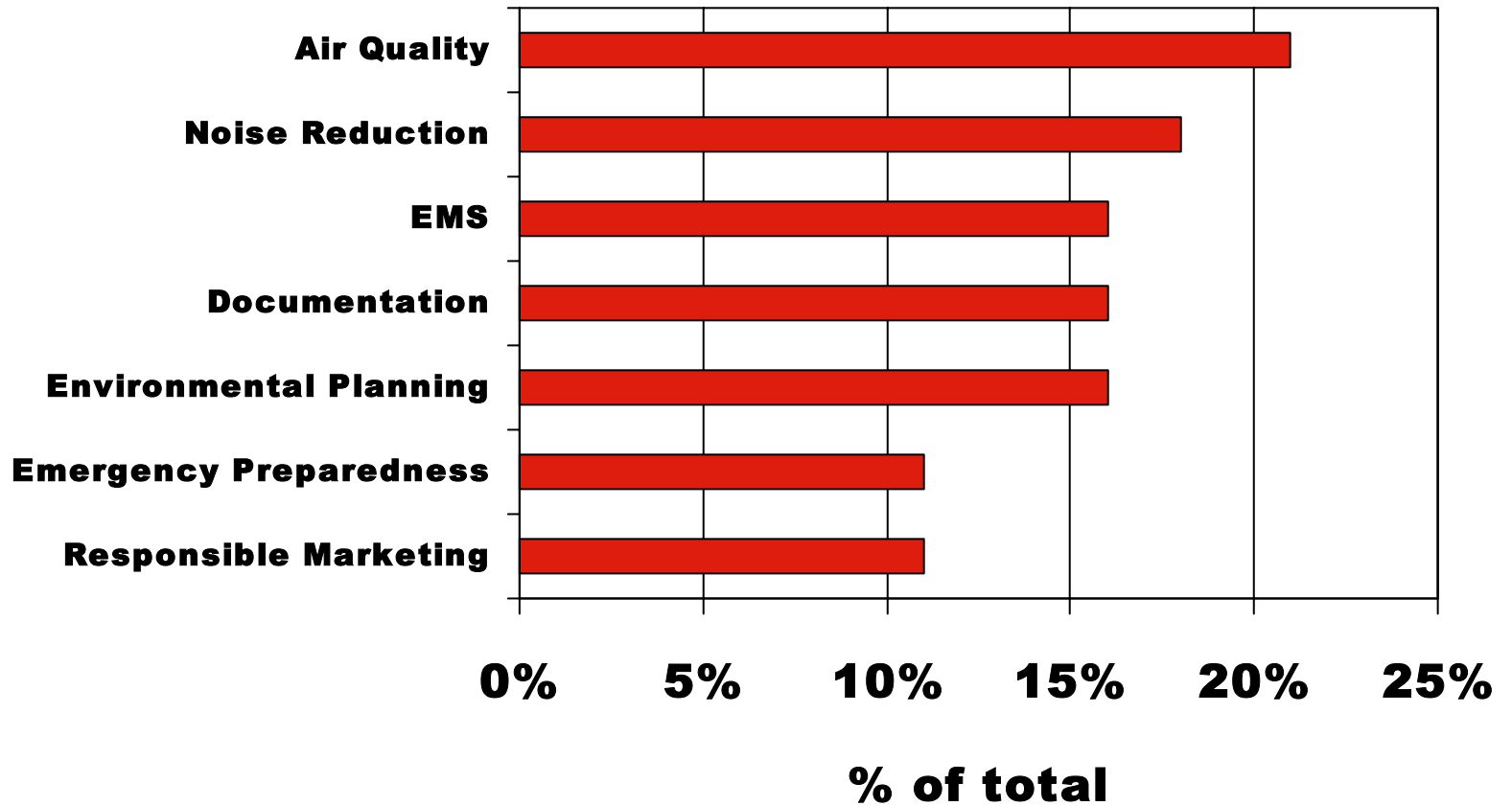
Most Common CS Criteria



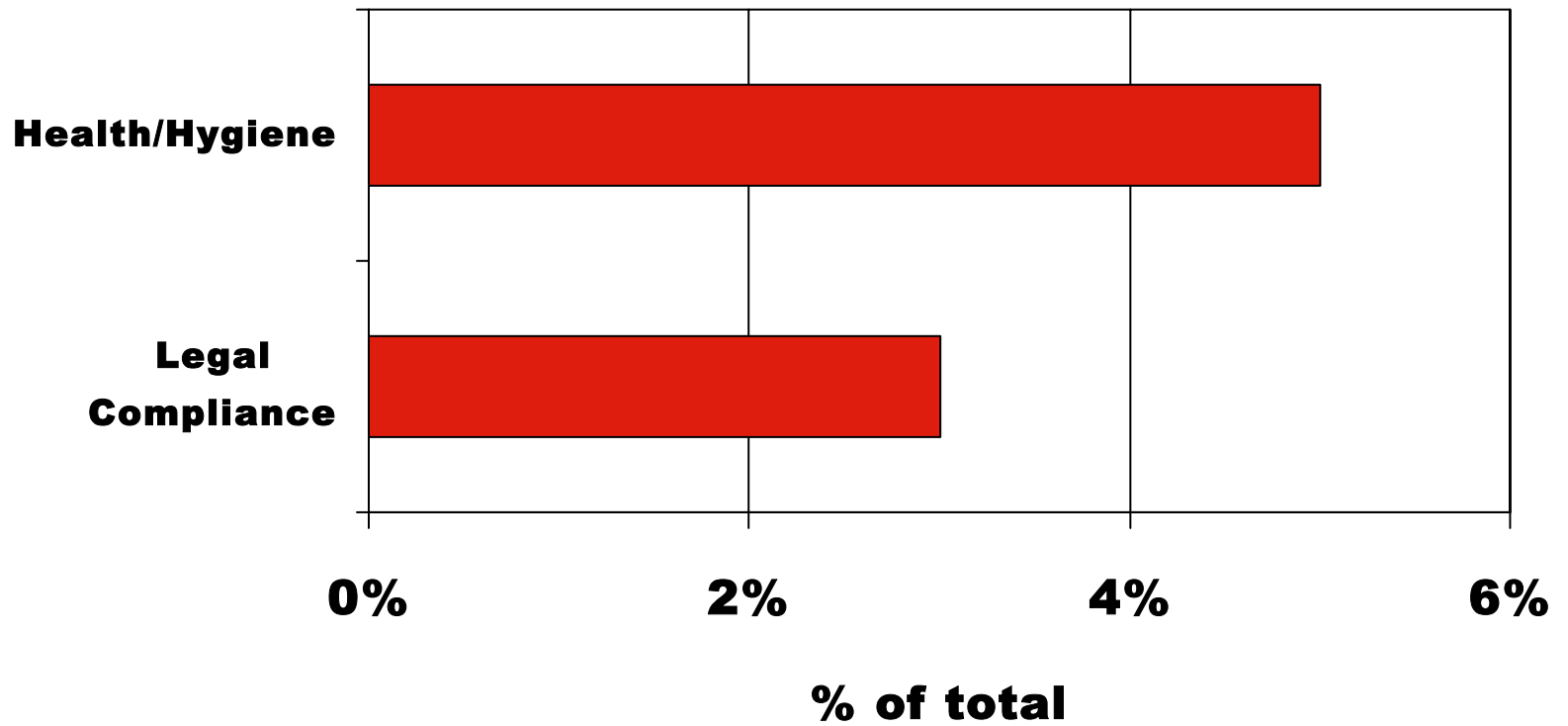
Most Common CS Criteria (continued)



Most Common CS Criteria (continued)



Emerging CS Criteria



Key Characteristics of Certification Systems

- **Standard or criteria**
- **Guidance and technical support**
- **Verification**
- **Certification**
- **Marketing**
- **Examples: Blue Flag, Green Key, Green Globe 21, Jesolo for the Environment, Nordic Ecolabels for Hotels, etc.**

Case Study

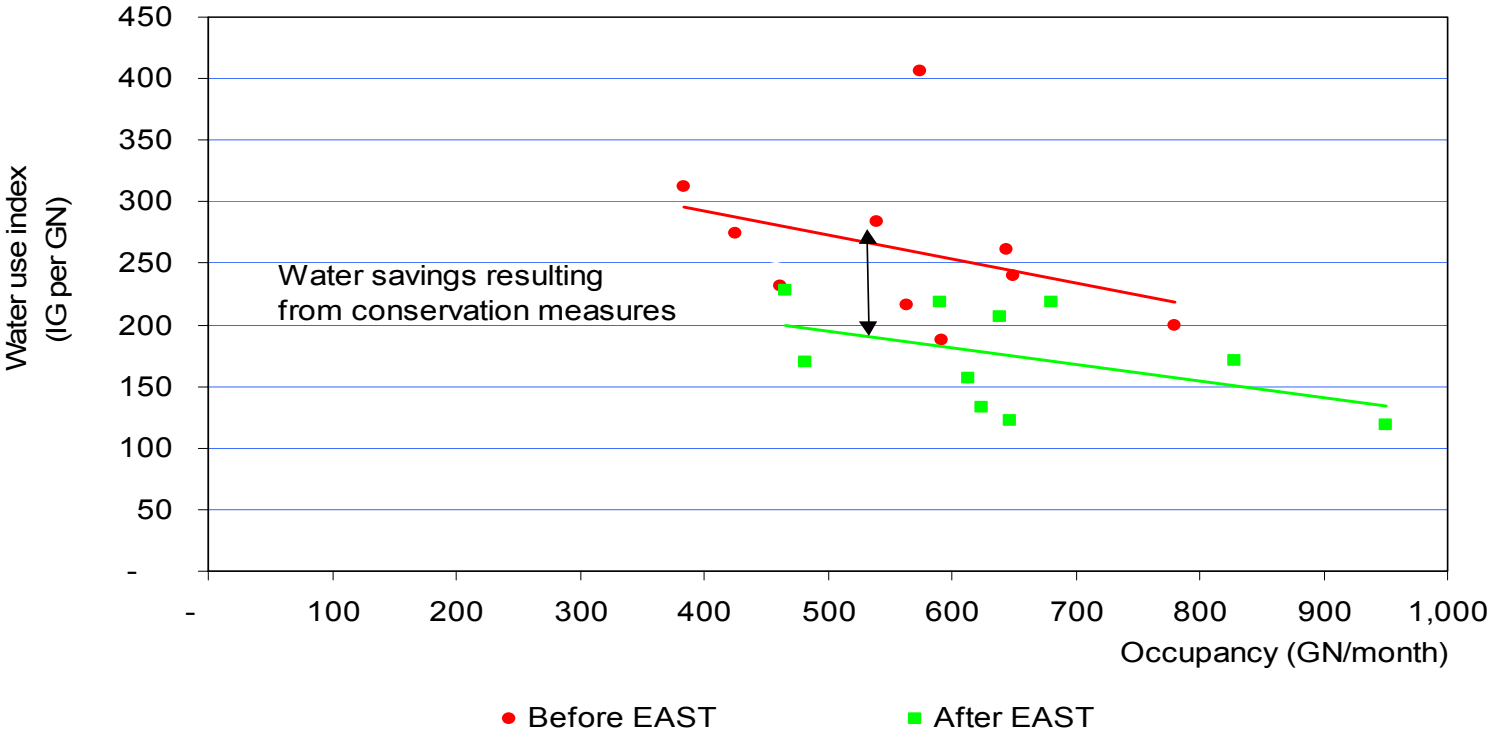
Best of Both Worlds: The EAST Project in Jamaica

Environmental Audits for Sustainable Tourism (EAST) - 1997 to 2001

- **Pilot EMS for various sized properties (16 to 250 rooms)**
- **Introduce international certification (launch GG 21)**
- **Promote achievements in Jamaica and abroad**
- **Expand program to wider Caribbean**
 - **pilot audits and EMS approach**
 - **endorsement by regional organizations**
- **As of 12/2000, 15 certified, over 35 registered in Caribbean**
- **Training in EMS and “best environmental management practices”**
- **Rating system under development to:**
 - **Set targets for continuous improvement**
 - **Benchmark performance against similar properties**
 - **Monitor trends in industry performance**

Monitor and Measure Improvements

Water Use Index versus Occupancy for a hotel before and after EAST



Note: 1000 GN/ month is approximately equivalent to 100% occupancy



Promotion of Success

REGIONAL REPORT CARIBBEAN AND THE AMERICAS

GREEN CERTIFICATION FOR JAMAICAN HOTELS



Jamaica, one of the Caribbean's principal tourist destinations, has been leading the charge towards environmentally sustainable tourism for some time. In November '95, the 84-room Negril Cabins Resort became the first in the world to achieve Green Globe certification, closely followed by Sea Splash Resort and Hotel Mocking Bird Hill.

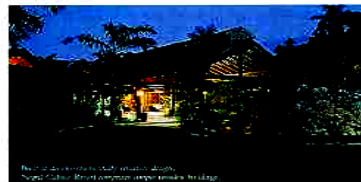
The certification programme was introduced to Jamaica through a United States Agency for International Development (USAID) funded project (see Green Hotelier issue '95). The project, EAST (Environmental Audits for Sustainable Tourism), is being implemented through the Jamaica Hotel & Tourist Association (JHTA), with technical assistance from a US-based energy and environmental consulting firm.



EAST aims to develop greater awareness and understanding of the benefits of auditing and the use of environmental management systems in business operations. It also teaches Jamaicans the technical skills which are necessary to run a successful environmental programme.



The Green Hotelier Negril Cabins with Green Globe Regional Award night



Part of Jamaica's lush natural beauty, Negril Cabins' 84-room resort blends in elegantly

The certification programme developed by Green Globe and SGS provides independent verification of environmental improvements within the Agenda 21 framework, made through an Environmental Management System (EMS).

According to Negril Cabins Resort Owner, Maxi Bell, "Our preparations for certification have helped immensely in terms of the overall management and environmental efficiency of the hotel.

The environmental improvements have already paid back in terms of the cost per room per night of operating the hotel and the health and well-being of the property and the grounds."

simple wooden buildings set on stilts at tree level have been featured in the prestigious 'Architectural Digest' magazine and won a Jamaica's Governor General's award for design. Certification of small hotels in Jamaica is being widely heralded as a strategic marketing advantage for the island nation. Local environmentalists have been working in Jamaica for decades sensitising residents and implementing strategies to protect and preserve the environment. None, however, have previously written just the natural environment into the front and back office, kitchens and laundry rooms of the island's hospitality industry.

In just under a year, 20 detailed environmental management audits of small and medium sized hotels have identified first year average savings of approximately US\$ 50,000. A number of small hotels are now working towards

Negril Cabins Resort: the first in the world to receive Green Globe certification



certification and some 30 private sector auditors and 60 hotel managers have been trained in environmental management. In terms of technical assistance, EAST has enabled US\$100,000 worth of equipment and systems to be procured and installed in the hotels.

Project Manager, Bill Miralza said: "Both management and staff are working hard here at preserving the environment inside and outside their hotels. A survey we sent to hoteliers revealed a genuine concern about the impact that their operations have on the physical environment and an appreciation of how proper management can be translated into cost savings."

James Sarmiento, President of the Jamaica Hotel & Tourist Association (JHTA), says of the EAST activities "These programmes are helping to redefine Jamaica's image among the increasingly more environmentally-conscious travellers all over the world and the actual benefit for those who live and work here is also phenomenal".

Impressed by the project, Canadian Pacific (CP) Hotels has initiated an incentive exchange program where winning 'green' teams of CP Hotels visit Jamaican hotels (and vice versa).

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Challenges for the Future of Voluntary CS

- **Market confusion caused by the myriad of schemes currently operating worldwide (more than 40 just in Europe and at least 15 operating internationally).**
- **Skepticism regarding their effectiveness and credibility (e.g., WWF report on Certification Systems).**
- **Limitations of separate approaches:**
 - **process approach stresses management**
 - **performance approach stresses facilities and equipment**
- **Need to demonstrate benefits of voluntary programs to industry**