


Review of Sustainability Certifications for Businesses in the Tourism Industry

<p>Authors</p>	<p>Hadiya Bamragha Garrett Richards</p> <p>(Designer: Julia Fracassi) (Editor: Rajib Biswal)</p>
<p>Partner Organization</p>	 <p>Gros Morne Cooperating Association https://grosbornecoop.com/</p>
<p>Summary</p>	<p>One way for tourism businesses to pursue sustainability and increase competitiveness is through sustainability certifications offered by independent agencies. Certification processes consider a wide range of environmental, social, and cultural criteria. However, some of these certifications are too soft and amount to greenwashing, while others are too strict and do not align well with other business priorities. To aid decision making on whether to use sustainability certifications and what certifications to use, this project surveys various sustainability certifications that could be applied by the tourism industry, especially in the context of Newfoundland and Labrador and specifically Gros Morne National Park. The resulting report includes basic information on sustainable tourism, types of certifications, certification criteria and processes, and a limited range of credible agencies that offer certifications.</p>

Note about EPILab

The [Environmental Policy Innovation Lab](#) (EPILab) is an initiative of the [Environmental Policy Institute](#) (EPI) at the Memorial University of Newfoundland's Grenfell Campus in Corner Brook, Newfoundland and Labrador, Canada. The lab is a space for innovation and collaboration around environmental policy thinking and research, which draws on the expertise of faculty members, postdoctoral researchers, and graduate students to address various research needs for mutual gain across EPI and its external partners.

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Photo: Gros Morne National Park. Taken by Rajib Biswal.

1. CONTEXT AND METHODS

This report resulted from a partnership between the Environmental Policy Innovation Lab and the Gros Morne Cooperating Association (GMCA). In considering the many sustainability certifications currently available, the report aims to identify a subset of credible and widely used ones, in order to reveal options that may be balanced and appropriate for use by tourism businesses. The discussion below focuses primarily on industry-based certifications (i.e., tour, accommodation, and restaurant) and destination-based certifications, and considers implications for the relevant industries in the Gros Morne region. Nonetheless, companies and destinations situated outside of Newfoundland and Labrador (NL) may also find this report useful.

The research methods used for this report were: 1) an informational interview with a leading business operator in the Gros Morne area to assess the readiness and need of the region for sustainability certifications as well as establish criteria for considering appropriate sustainability

certifications; 2) a broad literature and document review using general internet and library searches on sustainability certifications. In presenting the results of these methods, the report will do the following: introduce the topic, summarize the need for sustainability in the tourism industry, categorize and summarize examples of sustainability certifications, and conclude by identifying potential decision considerations for tourism stakeholders.

2. TOURISM IN THE GROS MORNE REGION

The Gros Morne region is one of the top tourist destinations in Newfoundland and Labrador, known for its majestic and captivating scenery, a remarkable diversity of habitats and landscapes, rich history, and cultural heritage. Gros Morne National Park (GMNP), located on the west coast of Newfoundland and known for its unique geological features, is the second-largest park in Atlantic Canada and is also a UNESCO world heritage site. On average, the Park welcomes over 207 000 non-resident visitors each year, and the number

of annual visitors has tended to increase over the years. Visitors spend an average of four nights in the Park. See the [2016 Gros Morne Regional Sustainable Tourism Plan](#) for more information about tourism in Gros Morne.

Tourism is an important part of the NL economy, and GMNP is a major source of revenue in the western region. However, through 2020 and 2021, the COVID-19 pandemic negatively impacted the sector due to domestic and international travel restrictions. Typically, 75% of visitors to the park are non-residents, but even within-province trips dropped by 61% during the pandemic. The province has taken measures such as the “Stay Home Year” campaign and easing restrictions within the Atlantic Canada “travel bubble” to encourage domestic tourism. Find more information about NL’s tourism sector in the [2021 report on NL’s travel markets outlook](#). These challenges suggest a need to consider new initiatives that could increase tourist interest; they also bring the opportunity for tourism innovations as part of the pandemic recovery.

3. SUSTAINABLE TOURISM

The [United Nations Environmental Programme](#) (UNEP) explains that tourism is one of the fastest-growing industries globally, accounting for one in every ten jobs worldwide and contributing 10% of the global GDP. However, these immense benefits come along with impacts on the environment. Accordingly, UNEP estimates that if current practices do not change, by 2050 the tourism industry will increase its energy consumption by 154%, waste generation by 251%, water use by 152%, and greenhouse gas emissions by 131%. Therefore, the emerging concept of

“sustainable tourism” has become crucial to the tourism sector. According to the [World Tourism Organization](#), sustainable tourism is “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.” The organization further states that sustainable tourism should balance environmental resources, the sociocultural integrity of communities, and long-term economic feasibility.

As one of the leading tourist destinations in Newfoundland and Atlantic Canada, there is an opportunity for GMNP to enhance the quality and sustainability of tourism by promoting sustainable practices for business operators such as tour companies, restaurants, and accommodations. These measures may, in turn, protect biodiversity and cultural heritage as well as provide innovative and enriched tourism experiences. Sustainable tourism practices contribute to nature conservation and limit the ecological footprint of tourism activities, thereby making tourism more appealing to travelers worldwide who want to reduce their impact on the planet. Businesses can also achieve reduced costs and greater efficiency, maximizing their profits in the long run. Finally, offering new and innovative travel experiences will increase tourist numbers and make visitors more aware of their travel destination’s environment, history, and culture. See the [World Tourism Organization](#) website for more information about sustainable tourism.

4. SUSTAINABILITY CERTIFICATIONS

Ensuring the long-term sustainability of tourist destinations is an important goal. So, many governments, international institutions, and major stakeholders in the tourism industry are considering using “sustainability certifications” to encourage tourism operators to implement sustainable practices. Tourism operators themselves may voluntarily use certifications for marketing their services to sustainability-minded clientele.

[Earth Changers](#), a tourism organization based in the United Kingdom, explains the growing demand for sustainability certifications in the tourism sector. These certifications are standards and practices related to environmental, social, and ethical issues, which a third-party process verifies. There are countless certifications and certification bodies that businesses and destinations can choose from; however, some are more popular and credible than others, and are preferred by both businesses and customers.

The organization goes on to discuss greenwashing. That is, sustainability certifications have also been controversial because they can enable business operators to portray their operations as environmentally friendly to attract customers without actually implementing sustainable practices. Customers are increasingly wary of greenwashing. Businesses interested in sustainability may need to consider paying for the services of a sustainability certification body, which may include compliance criteria, auditing, and consulting.

The Global Sustainable Tourism Council (GSTC) is a leading non-profit organization that manages sustainable tourism standards and accreditation, setting a foundation for various certification bodies. [GSTC’s criteria](#) consist of four categories: sustainable management, socioeconomic impacts on communities, preserving cultural heritage, and environmental protection. Each category divides into sub-criteria, and each of those sub-criteria is associated with specific and measurable performance indicators. The sub-criteria and indicators vary across different types and scales of tourism operators; the first level of categorization is between [industry-based criteria](#) (applying to specific businesses such as tours, restaurants, and accommodations) and [destination-based criteria](#) (applying to an entire region or destination). These same two categories characterize various specific certification bodies, which are discussed in the following sections.

5. INDUSTRY-BASED CERTIFICATIONS

Industry-based certifications are specific to tourism-related businesses, including: hotels and accommodations, restaurants, attractions, tours, spas, and others. Business owners may choose a comprehensive model that applies to all businesses (e.g., Green Globe Certifications or Earth Check ECO) or choose a certification process that is specific to one type of business (e.g., Audubon Green Lodging Program or Green Restaurant Certification). There is variation across different certification bodies; however, they all intend to protect the environment and ensure sustainable practices.

Green Globe Certifications

[Green Globe](#) is an international certification program developed by the World Travel and Tourism Council for the travel and tourism sectors. This certification program encompasses: attractions, businesses, meeting venues, cruise ships, golf courses, hotels, resorts, restaurants, spas, health centers, and transport. Responding to the GSTC criteria, Green Globe's criteria comprise four categories: sustainable management, social/economic, cultural heritage, and environmental.

The overall Green Globe standard is reviewed twice annually and is based on the following international standards and agreements: GSTC criteria; Global Partnership for Sustainable Tourism Criteria; Baseline Criteria of the Sustainable Tourism Certification Network of the Americas; Agenda 21 and Principles for Sustainable Development; and International Organization for Standardization (ISO) standards 9001, 14001, and 19011 (which provide guidance on auditing). There are three certification levels—certified member, gold member, and platinum member—depending on 44 core criteria and 380 compliance indicators. The costs begin at \$958 Canadian dollars (CAD)¹ annually for hotels with up to 19 rooms or businesses with up to 9 employees. Auditing and consulting services are available for an additional fee. Regional offices are located throughout the world.

Earth Check ECO

[Earth Check ECO](#) is a leading certification and environmental management program aligned to the GSTC criteria and recognized

by the Great Barrier Reef Marine Park Authority and Queensland Parks and Wildlife Services. The certification stretches across 39 sectors, including restaurants, tours, and accommodation. The process involves two steps: benchmarking and certification. Earth Check ECO uses internationally recognized criteria to report on management performance. Areas of focus include: the environment, risk, and quality management. Performance is measured in the following sectors: energy use, greenhouse gas emissions, potable water consumption, waste management, and community support. The annual cost of certification begins at \$848 CAD² for a small or medium business to get an annual "Earth Rating" (the more rigorous certification process costs \$4 284 CAD³ per year).

Hotels and Accommodations

Hotel and hostel certification may involve the following GSTC criteria: environmental management, staff involvement, guest information, water consumption, washing and cleaning, waste management, energy, food and beverage, green areas, green activities, and administration. Table 1 (on the following page) lists various certification programs specific to accommodations.

¹ converted from \$750 USD (1 USD = 1.27695 CAD; calculated on Jan 28 2022 through global currency converter xe.com)

² converted from \$950 AUD (1 AUD = 0.892550 CAD; calculated on Jan 28 2022 through global currency converter xe.com)

³ converted from \$4 800 AUD (1 AUD = 0.892550 CAD; calculated on Jan 28 2022 through global currency converter xe.com)

Table 1: Certification Programs for Accommodation Providers

Certification	Details
Green Key Eco-Rating Program (also applies to restaurants)	<ul style="list-style-type: none"> • GSTC accreditation • has graduated rating method • most criteria are mandatory, while other criteria are guidelines that increase with participation • application process: on-site audits, decisions by an independent entity, receive a green key eco-rating of 1 to 5 • eco rating varies depending on utility consumption, employee training, and supply chain management • the Green Key toolkit includes: checklists, employee engagement toolkit, environmental policy toolkit, sustainability action plan, toolkit on letters to suppliers, toolkit on sustainability clause for hotel contracts, and the hotel carbon measurement initiative • cost – begins at \$1 424 CAD⁴ annually for small businesses (plus travel costs for auditors)
Green Step Sustainable Tourism Certification (also applies to tours)	<ul style="list-style-type: none"> • evidence submitted to an assessor who will finalize a report and sustainability action plan • assessment includes 81 questions: environmental, social, and economic impacts of the particular action • levels: bronze, silver, gold, platinum • cost – membership fees begin at \$500 CAD per year for hotels with up to 10 rooms
Audubon Green Lodging Program (affiliated with similar program for restaurants)	<ul style="list-style-type: none"> • eco-rating system for: water quality and conservation, waste minimization, resource conservation, energy efficiency • standardized checklist evaluating environmental performance • process: self-evaluation, on-site assessment, verification, eco rating, continuous upgrade • cost – annual membership fees begin at \$319 CAD⁵ for hotels with up to 50 rooms
Global Tourism Active (main applicability is to tours)	<ul style="list-style-type: none"> • see Table 2

⁴ converted from 1 000 EUR (1 EUR = 1.42406 CAD; calculated on Jan 28 2022 through global currency converter xe.com)

⁵ converted from \$250 USD (1 USD = 1.27695 CAD; calculated on Jan 28 2022 through global currency converter xe.com)

Tours

Tour company certification may involve the following [GSTC criteria](#): sustainable management; community support; cultural heritage protection; resource conservation;

pollution reduction; and conserving biodiversity, ecosystems, and landscapes. Table 2 below summarizes the various certification programs specific to tour operators.

Table 2: Certification Programs for Tour Operators

Certification	Details
Global Tourism Active (also applies to accommodations)	<ul style="list-style-type: none"> • responds to GSTC criteria and various ISO standards • four levels: Green Initiate, Green Leader, Green Champion, Green Champion with Distinction • assessments for: energy use, waste management, procurement and supply chain management, conservation, culture and heritage, community engagement, and staff practices • includes on-site verification • cost depends on the size of the business (contact for specific prices)
Travelife Certification	<ul style="list-style-type: none"> • recognized by the GSTC • three levels: Travelife Engaged, Travelife Partner, Travelife Certified • on-site assessment • responds to GSTC criteria, UNEP, various ISO standards, other international standards • themes: water and waste management emissions, labour practices, human rights, community relations, and ecosystem conservation • cost – starts from \$285 CAD⁶ per year for small companies (less than 25 full-time employees)
Green Step Sustainable Tourism Certification (main applicability is to accommodations)	<ul style="list-style-type: none"> • see Table 1

⁶ converted from 200 EUR (1 EUR = 1.42406 CAD; calculated on Jan 28 2022 through global currency converter xe.com)

Restaurants

Restaurants are not specifically mentioned by the GSTC, although its criteria for hotels include food purchase and waste. Table 3 below identifies some certification programs specific to restaurants. To summarize, performance indicators for

restaurants could include the following areas; energy and water efficiency, waste management, pollution reduction, sustainable food choices, local produce, furniture and building material, and reusable goods or environmentally friendly disposables.

Table 3: Certification Programs for Restaurants

Certification	Details
Green Table Network	<ul style="list-style-type: none"> • Vancouver-based organization • requirements: audit, surveillance, on-site assessment, conformity assessment • network membership associated with ecolabel • cost – contact for pricing (comes with online toolkit)
Green Restaurant Certification	<ul style="list-style-type: none"> • covers restaurants, vendors, consumers, and employees • eight environmental categories for standards: water efficiency, waste reduction and recycling, sustainable/durable goods and building materials, sustainable food, energy, reusables and environmentally friendly disposables, chemical and pollution reduction, and transparency and education • levels (depending on points accumulated): Level 1, 2 Star, 3 Star, 4 Star, SustainaBuild Badge • cost – contact for pricing
Audubon Green Hospitality Program (affiliated with similar program for accommodations)	<ul style="list-style-type: none"> • eco-rating system for: water quality and conservation, waste minimization, resource conservation, energy efficiency • standardized environmental performance checklist • process: self-evaluation, on-site assessment, verification, eco-rating award, continuous upgrade • cost – contact for pricing

LEAF Certification	<ul style="list-style-type: none"> • for restaurants with environmental and sustainable food practices • process: on-site audit by LEAF-accredited consultant • audit focuses on ten key areas of sustainability: energy, water, food purchasing and menu, supplies, building and location, furnishing, chemicals, waste and recycling, employees, and policy and innovation • three certification levels • cost – \$100 CAD to register a project
Ocean Wise	<ul style="list-style-type: none"> • covers restaurants, markets and suppliers, and food services • four criteria: abundance and resilience to fishing pressures, effective and comprehensive management, harvesting methods that limit non-targeted and endangered species, low-impact harvesting • seafood audit assessment • cost – \$300 CAD in annual feest
Green Key Eco-Rating Program (main applicability is to accommodations)	<ul style="list-style-type: none"> • see Table 1

6. DESTINATION-BASED CERTIFICATIONS

Destination certifications cover a destination or region as one entity, targeting: nature and scenery protection, environment and climate, cultural heritage, local community support, and business operators in the region. Certification programs for destinations may involve the following [GSTC criteria](#): energy and efficiency, ecosystem protection and conservation, land use and planning, greenhouse gas emissions, pollution,

transport, socioeconomics, and cultural management. To ensure an inclusive and integrated approach, destination certifications are usually initiated and supervised by local authorities in the region (e.g., the elected government, a tourism department, an industry department, or local community organizations). Table 4 summarizes various certification programs specific to destinations.

Table 4: Certification Programs for Destinations

Certification	Details
Green Destination	<ul style="list-style-type: none"> • global recognition for sustainable destinations (special category for seaside and waterfront destinations) • GSTC accreditation • stages: pre-certification awards and full certification • assessment categories: destination management, nature, animals and scenery, environment and climate, culture and tradition, social well-being, and business and hospitality • process: self-reporting, technical check, verification (auditor selection), certification/award • four levels of awards: bronze, silver, gold, platinum • cost – annual membership fees depend on destination size, starting from \$2 991 CAD⁷ for awards and \$7 476 CAD⁸ for certification
Earth Check Sustainable Destinations	<ul style="list-style-type: none"> • benchmarking, certification, and environmental management program for the tourism industry • involves 39 sectors in the travel and tourism industry • process: auditing, benchmarking, certification • the certification component involves: measuring and monitoring environmental and social impact, performance tracking, training and capacity building programs, independent third-party auditing • science-based assessment • performance categories: energy efficiency, conservation, land use planning, transport, greenhouse gas emissions, waste management, air quality protection, noise control, light pollution, environmentally harmful substances, freshwater resources, cultural and social management, economic management, and ecosystem conservation and management • cost – contact for pricing

⁷ converted from 2 100 EUR (1 EUR = 1.42406 CAD; calculated on Jan 28 2022 through global currency converter xe.com)

⁸ converted from 5 250 EUR (1 EUR = 1.42406 CAD; calculated on Jan 28 2022 through global currency converter xe.com)

<p>Global Destination Sustainability Certification</p>	<ul style="list-style-type: none"> • uses GSTC destination criteria • applicable to destinations that are new to sustainability planning as well as more advanced destinations • joint venture between the Global Destination Sustainability Index and Earth Check (the former focuses on benchmarking and performance improvement, while the latter focuses on performance measurement and verification) • process: benchmarking (first year), regenerative strategy and policy (second year), certification application process (third year) • a set of services to assist with Earth Check certification
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7. CONCLUSION AND RECOMMENDATIONS

We have shared some credible and widely used options for certification programs in various tourism sectors. However, the full range of available certification options is much broader than the select subset covered by this report (e.g., see the various accredited programs listed on the [GSTC website](#)). If GMCA and/or other Gros Morne stakeholders choose to pursue sustainability certifications, they could take a coordinated approach to sustainability certification, where multiple tourism operators agree to use the same programs for consistency—or an individualized approach, where individual tourism operators decide what programs to use. Regardless of the approach, determining the most appropriate programs will depend on the unique circumstances of the region and its tourism operators (e.g., tourist needs, stakeholder opinion, operator capacity).

In terms of how to get started, the simplest first step could be to consider certification programs based in Canada and the United States. Other tourism operators in Atlantic Canada who are already using certifications can also serve as a reference to understand what might be most appropriate for the Gros Morne region—a possible topic for further research. Market research to understand customer needs and mindset is another tool that could help make decisions about certification programs. Taking an incremental approach, the region could start by having smaller businesses experiment with certifications before deciding on a collective approach, or by having larger businesses with greater capacity take the first step and serve as a guiding example.

Sustainability certification is a complex and comprehensive undertaking that considers many factors. The objectives of this report were to explain the basics of how these certification programs work and share some credible options for certification offered by various agencies across the

world. In deciding which of these certifications to pursue, relevant factors could include: cost, capacity to implement, credibility (e.g., accredited by GSTC), use by similar operators, use by nearby (i.e., other Canadian) operators, tourist or customer perception, potential environmental and social benefits, and ease of startup. Our ultimate intent is to provide some essential tools for tourism operators in the Gros Morne region (and other stakeholders) to make informed decisions about sustainability certification.

KEY RESOURCES

“Becoming Certified as a Sustainable Hotel/Accommodation” (Global Sustainable Tourism Council)

<https://www.gstcouncil.org/certification/become-certified-hotel/>

“Certification” (Green Tourism Active)

<https://www.gt-active.org/certification/>

“Certification” (Travelife)

https://www.travelife.info/index_new.php?menu=certification&lang=en

“Earth Check ECO” (Earth Check)

<https://earthcheck.org/products-services/certification/sustainable-destinations/>

“Global Destination Sustainability Certification” (Global Destination Sustainability Movement)

<https://www.gds.earth/certification/>

“Greenwashing in Sustainable Tourism and Responsible Travel” (Earth Changers)

<https://www.earth-changers.com/blog/2018/9/25/greenwashing-in-sustainable-tourism-amp-responsible-travel>

“Green Globe Certification” (Green Globe)

<https://greenglobe.com/green-globe-certification/>

“Green Hospitality Program” (Audubon International)

<https://auduboninternational.org/green-hospitality-program/>

“Green Key Criteria” (Green Key)

<https://www.greenkey.global/criteria>

“Green Lodging Program” (Audubon International)

<https://auduboninternational.org/green-lodging-program/>

“Green Restaurant Certification Standards” (Green Restaurant Association)

<https://www.dinegreen.com/certification-standards>

“Green Table” (Ecolabel Index)

<http://www.ecolabelindex.com/ecolabel/green-table>

“Gros Morne Regional Sustainable Tourism Plan” (Tourism Synergy Ltd. and Broad Reach Strategies)

<https://grosornecoop.com/wp-content/uploads/FINAL-GM-STAR-Plan-Nov-23-2016.pdf>

- “GSTC-Accredited Certification Bodies” (Global Sustainable Tourism Council)
<https://www.gstcouncil.org/certification/gstc-accredited-certification-bodies/>
- “GSTC Criteria Overview” (Global Sustainable Tourism Council)
<https://www.gstcouncil.org/gstc-criteria/>
- “GSTC Destination Criteria” (Global Sustainable Tourism Council)
<https://www.gstcouncil.org/gstc-criteria/gstc-destination-criteria/>
- “GSTC Industry Criteria for Hotels” (Global Sustainable Tourism Council)
<https://www.gstcouncil.org/gstc-criteria/gstc-industry-criteria-for-hotels/>
- “GSTC Industry Criteria for Hotels and Tour Operators” (Global Sustainable Tourism Council)
<https://www.gstcouncil.org/gstc-criteria/gstc-industry-criteria/>
- “GSTC Industry Criteria for Tour Operators” (Global Sustainable Tourism Council)
<https://www.gstcouncil.org/gstc-criteria/gstc-industry-criteria-for-tour-operators/>
- “How to Join” (Ocean Wise Seafood Program)
<https://seafood.ocean.org/partners/partner-signup/>
- “Join Green Table Network” (Green Table Network)
<https://greentable.net/home/join/>
- “Sustainable Destinations” (Earth Check)
<https://earthcheck.org/products-services/certification/sustainable-destinations/>
- “Sustainable Development” (World Tourism Organization)
<https://www.unwto.org/sustainable-development>
- “Sustainable Tourism Certification” (Sustainable Tourism 2030)
<https://www.sustainabletourism2030.com/certification/>
- “Tourism” (United Nations Environmental Program)
<https://www.unep.org/explore-topics/resource-efficiency/what-we-do/responsible-industry/tourism>
- “Tourism Operators Remain on the Rocks: Newfoundland and Labrador’s Travel Markets Outlook to 2024” (Conference Board of Canada, 2021)
<https://www.conferenceboard.ca/e-library/abstract.aspx?did=11043>
- “Who Are We?” (Green Destinations)
<https://greendestinations.org/>
- “Who We Are” (LEAF)
<https://www.leafme.org/who-we-are>

APPENDIX – SAMPLE OF SUSTAINABILITY CRITERIA FOR ACCOMMODATIONS

(Paraphrased from [Green Key Criteria](#))

Environmental Management

- having an environmental manager should be mandatory
- must formulate and document environmental policy, objectives, and an annual action plan for inspection
- regular review of plans/policies
- active involvement of all stakeholders
- carbon footprint measuring

Staff Involvement

- staff should be aware of and educated on existing and new environmental initiatives
- housekeeping must be informed and educated on new changes and should accept and implement new procedures

Guest Information

- certification should be on display on the establishment's website and common area
- guests/tourists should evaluate environmental, social, and cultural compliance

Water

- water consumption registration monthly
- water conservation: new flushing systems; taps must not exceed 8 litres per minute; urinals must have sensors, water-saving devices, or be water-free
- instructions should be given on how to save water
- wastewater treatment according to national and local regulations

Washing and Cleaning

- sheets/towels only changed upon request
- disinfection corresponding to legislation

Waste

- waste management according to legislation
- limited use of disposables
- proper handling of hazardous waste
- bathrooms must have waste bins

Energy

- energy use registration monthly
- ventilation plant, heating/cooling exchanger, and exhaust fan filters must be cleaned and checked annually
- purchase of energy-saving devices and equipment
- a written procedure for electric devices in empty spaces
- defined standard temperatures for heating/cooling

Food and Beverage

- must purchase at least three food/ beverage products that are organic, eco-labeled, fair-trade labeled, and/or locally produced
- at least 75% of the rooms must be non-smoking

Green Areas

- chemical pesticides and fertilizers are not allowed
- newly purchased lawnmowers must either be electrical, use unleaded petrol, be equipped with a catalyst, be awarded with an eco-label, or be manual
- smart watering procedures

Green Activities

- guests should be informed about nearby parks, conservation areas, and bicycle renting

Administration

- staff areas must fulfill the same criteria as guest areas
- third-party businesses must be informed about the environmental initiative