Green Destinations Assessment System

**An online assessment, auditing
and reporting platform for destination sustainability**

Pilot and Auditor training

OVERVIEW

February 2016

Introduction

In collaboration with the European Centre for Eco and Agro Tourism (ECEAT) and the Coastal & Marine Union (EUCC), Green Destinations introduces in 2016 the Green Destinations Assessment System. The system consists of two separate but interrelated assessment methodologies:

A) The Green Destinations Standard: a collection of criteria to assess sustainable destination **management and policy** based on the GSTC criteria for destinations[1] (GSTC Recognition pending).

B) The Green Destinations Database: a collection of sustainability and quality **performance indicators,** fed by a variety of third party data sources, expert input and a calculation of performance trends.

The system is supported by an **online platform**, facilitating users (destinations) to (self-)assess their sustainability policy and management, consult experts for support, and achieve audited certification based upon the Green Destinations Standard. In addition, the platform contains modules for Destination management reporting and action planning, destination manager training and best practice learning.

Green Destinations itself does **not** offer sustainability award or certification services, but provides the methodology (criteria and indicator set) and technology (online platform) for award and certification programmes. Currently, QualityCoast, QualityDestination and Slovenia Green apply the system; but the system is designed to be tailored to any programme or initiative that aims to address destination sustainability, whether it is assessment and auditing, action planning and reporting, or training and learning.

This Pilot and Auditor Training aims to provide opportunities for current and future users (destinations, auditors-experts) to become familiar, try and learn to apply the system free of charge; and to test the system's functionalities and specifications. Before going into detail about the Pilot and Auditor Training, next section explains the main components of the system in more detail. Chapter 3 offers more background information about the system, chapter 4 discusses the opportunities for Destination Certification

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[1]Global Sustainable Tourism Council - www.gstcouncil.org

1.   The Green Destinations Assessment System explained

The Green Destinations Assessment System consists of the following components:

Green Destinations Standard

The **Green Destinations Standard** is a set of criteria to measure, monitor and improve the sustainability policy and management of destinations and regions. It makes sustainable development concrete, objective and demonstrable; covering the following themes:

1. Destination Management
2. Nature & Scenery
3. Environment & Climate
4. Culture & Tradition
5. Social Well-being
6. Business & Hospitality

Assessment against the Green Destinations Standard results in a score based on the compliance levels (%) with the compulsory criteria[2]. This score is the basis for recognition by one of the affiliate **Award & Certification programmes,** currently QualityCoast, QualityDestination, Slovenia Green. These programmes provide recognition of destinations' achievements, including means of communication (logo, ceremony, certificate, flags, banners etc) regarding their visitors and stakeholders. These programmes use the Green Destinations standard and platform, through which an independent auditor will assess the destination's compliance level which will then define the destination's final award level (e.g. Bronze, Silver, Gold in the case of QualityCoast; or 'Certified' in case of 100% compliance).

Green Destinations Database

The **Green Destinations Database** is a collection of sustainability performance indicators, aiming to assess a destination not based on management or policy, but on actual and visible sustainability aspects such as percentage protected nature, air and water quality, % waste water treated, % waste recycled, visitor satisfaction rates etc. The database is largely automatically sourced by existing data sources and statistics (e.g. from environmental or human rights agencies and institutes, remote sensing, geo-information etc.). Historical trends for selected indicators are calculated, and some additional (optional) indicators are rated based on expert input.

The result of this quality assessment are the **Green Destinations Ratings** – a series of scores (scale 1-10) on roughly the same themes as the Green Destinations Standard, but geared more specifically to inform the general public. This allows consumers/holidaymakers to make a difference by selecting destinations with high ratings.

1) Nature & Scenery
2) Nature Protection
3) Water & Air Quality
4) Environment & Climate
5) Culture & Tradition
6) People & Hospitality
7) Socio-cultural

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[2] See Annex I for the list of mandatory and optional criteria titles of the Green Destinations Standard (criteria descriptions to be published upon GSTC recognition)

Table 1: Differences between the Green Destinations Standard and Green Destinations Database

|	Green Destinations Standard	Green Destinations Database
Assessment scope	Destination sustainability policy & management	Evidence of destination quality & sustainability; and relevant trends
Sourcing	Self / Expert	Database Expert
Data availability	Requires research	Database: Data readily available Expert: Requires research/evaluation
Data input	GD online platform	Database: automatic Expert: GD online platform
Rating	Yes/no compliance	1-5 score
Final Score	% compliance	Weighted averages of all (1-5) scores recalculated to 1-10 scale
Result	Awards (bronze, silver, gold); or Certification (platinum), depending on % overall compliance	Overall and thematic ratings (1-10) communicated on GD.info and consumer websites

Online platform

The **online platform** is the basis of the Green Destinations Assessment System and forms a comprehensive solution for destination sustainability, facilitating:

a) performance indicator data upload and retrieval;
b) (self) assessment, expert support and auditing for certification;
c) management, reporting and action planning;
d) training and best practice exchange.

Based on the criteria of the **Green Destinations Standard**, destinations complete a (self)assessment, communicate with expert advisors and/or auditors, produce sustainability reports and use provided guidance and best practice examples to formulate and plan actions to improve their performance.

When going through the Green Destinations Standard criteria on the platform, users are shown the relevant performance indicators ('reference indicators') from the Green Destinations Database, and (for selected indicators) provided the opportunity to submit reviewed values if they think the automatically sourced data is incorrect. Reviewed values should be motivated and backed up by (links to) credible sources.

Figure 1: Relation between the Green Destinations Standard and Green Destinations Database

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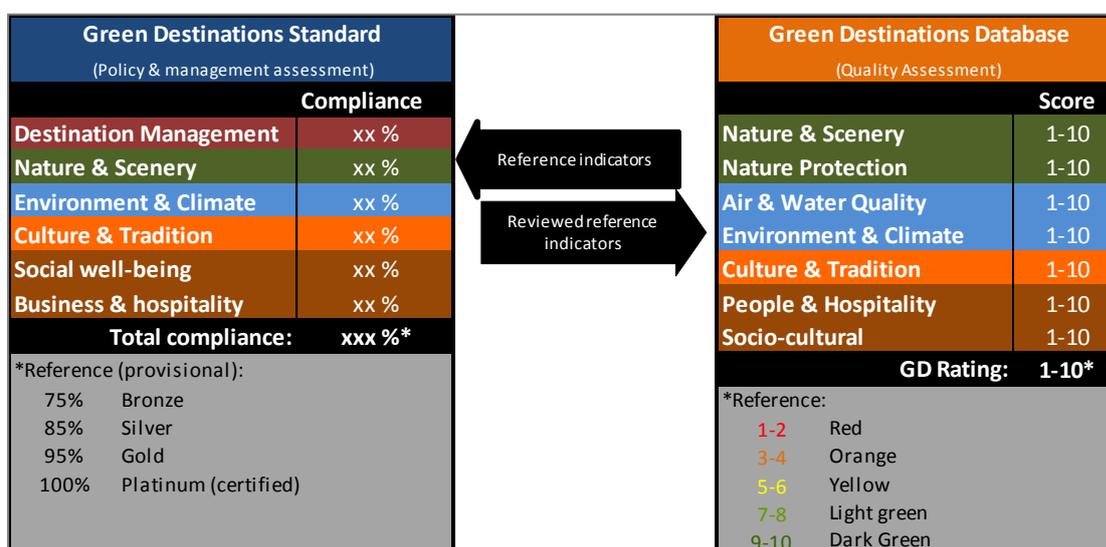
2. Pilot and auditor training

The **pilot and auditor training** is an opportunity for destination managers and tourism or public administration experts to gain and exchange experience on how to assist making tourist destinations more sustainable and attractive by applying the Green Destinations Standard and its online assessment platform. Free of charge, during 6 months destination managers can trial-use the online platform to 'test' their sustainability performance; and experts can become a trained auditor-advisor ready to audit or advise a destination for one of the affiliate award programmes.

In brief, the pilot and training aims to:

- Create a first group of qualified auditors for the Green Destinations Standard (GSTC recognition pending);
- Test the online platform's functionalities to assess and assist destinations;
- Co-create detailed auditor guidance on criterion level.

The training of auditors is set to take place as follows:

Phase 1: Coaching Phase

Each auditor trainee will pair up with a chosen tourist destination. The trainee will act as a "coach" (advisor) by working with and helping their destination complete an initial destination assessment, using the online platform.

Phase 2: Auditor Phase

In this phase, two auditor trainees will be paired together to review each other's destination assessment. Subsequently, participants will desk audit their co- trainee's destination in order to cross-check compliance with the criteria.

GD Auditors' Guidance Manual

During both phases, each participant will be responsible for formulating detailed guidance for the assessment of a particular set of criteria, thereby contributing to the GD Auditors' Guidance Manual.

Important considerations

- Destinations to participate in the pilot should be:
  - typical tourist destinations; including some kind of Destination Management Organisation (public or private);
  - have a dedicated contact person willing and able to collaborate during the time of the pilot;
  - have genuine interest in sustainability (a contact person with this
- Participants should expect to dedicate 50 to 60 hours, including the coaching of their 'own' destination and desk-auditing the 'new' destination.
- Participation of both auditors-advisors and destinations is free of charge.
- A manual will be provided, enabling participants to start on the platform anytime and at their own pace. It is best to finish end of June because of the free trial period for destinations.

Benefits

- Destinations, having completed the pilot assessment successfully, will have a consolidated assessment of their sustainability level and qualify for **12 months free participation** in one of the affiliate award and certification programmes QualityCoast, QualityDestination or Slovenia Green.
- All criteria that are confirmed will contribute to the Green Destinations Ratings (a score linked with the GD standard but also including quality indicators), which is communicated to the general public through selected Online Travel Agents such as www.bookdifferent.com.
- Candidate auditors, having completed the auditor training successfully, will become part of the auditor-advisor pool and eligible to conduct destination audits in the future by one of our partner award & certification programmes such as QualityCoast or QualityDestination.

After-pilot options for the destination

If within the pilot period a destination has completed the assessment and desk-audit, the following scenarios exist:

- A) **Partial Compliance**: The desk audit of the destination has shown **considerable compliance** with the Green Destinations standard, resulting in a pre-certification **Award level** (e.g. QualityCoast Bronze, QualityDestination Silver, or Slovenia Green Gold, or similar)
    - The destination receives a 12 months free membership of an affiliate award programme (including award certificate, and is entitled to carry the award logo **12 months for free [3]**
    - The second year, the regular fee for participation in the award programme will apply which includes an on-site external audit to validate the desk audit.
- B) **Full Compliance:** The desk audit of a destination confirmed 100% compliance with the Green Destinations Standard, qualifying for **full Certification** by one of the affiliate award programmes.
    - The certifying programme (QualityCoast, QualityDestination, Slovenia Green, or other) will confirm certification (Platinum / Certified) if the destination joins the certification programme. This is subject to a reduced membership fee for the first 12 months.
    - If the destination does not wish to proceed with the certification programme, the destination is still eligible to receive a Gold Award from an affiliate award programme valid until 12 months after the desk audit; just as under A).
- C) **Non-compliance**: The desk audit has shown limited compliance with the Green Destinations Standard.
    - The desk auditor will inform the destination what needs to be done to achieve Award or Certification levels.
    - Although the free trial will end after 6 months, the destination will receive a special offer to remain subscribed to the online platform and continue using its resources.

Obviously, after the free 6-months pilot period, participating destinations are free to discontinue their activities with the platform without any cost.

Interested to join? Download the registration form and send it to info@greendestinations.info.

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[3] Flags, banners and other means of communication are not included, and will have to be ordered at the respective Award programmes (QualityCoast, QualityDestination etc)

3.   Background of the Green Destinations Assessment System

The Green Destinations Assessment System originates from an assessment system to gauge sustainability and quality of coastal destinations: the QualityCoast programme. Based on this system, an initial Global Sustainable Tourism Review (GSTR) was developed to cover also non-coastal destinations. Through a consultation round in the months of July-August 2015 under Green Destinations partners, the current Green Destinations Standard was developed.

The Green Destinations standard is inspired by and compatible with the international standards ETIS, ISO 14001, EMAS and the Global Reporting Initiative.

The standard is currently under review for "Recognition" by the Global Sustainable Tourism Council (GSTC).

Scope

The scope of the standard refers to the tourism sector of a destination. Hence, the environmental impacts to be addressed, and stakeholders to be involved, should be related to the tourism sector.

However, the standard only addresses the destination management organisation. Other organisations and companies such as hotels and tour operators in the destination are not part of the scope of the standard and therefore not entitled to use the logo / name of the standard or its affiliate award and certification programmes as promotion of their own company. Individual enterprises are advised to pursue a relevant, GSTC recognized /approved, standard and certification system for accommodations or tour operators.

Although the Green Destinations Standard and Reporting System allows for destination assessment, it is not a destination certification programme. Instead, it allows NGOs, countries, regions and existing or new sustainability certification programmes to use the Green Destinations online assessment and reporting platform. Currently, programmes that have adopted and or apply the standard are:

- QualityCoast Awards & certification
- QualityDestination Awards & certification
- Slovenia Green Awards & certification
- Care4Destinations (initiative of the World Widlife Fund, BookDifferent and Green Destinations)
- The Green Deal for Sustainable Tourism in the Netherlands (a.o. Dutch Government, TUI Benelux, Corendon, BookDifferent, NHTV, ECEAT, ECNC Group).

The Green Destination Standard of Ecosystem Kenya has been incorporated into the Green Destinations Standard.

Organisation and ownership

The Green Destinations standard is owned based on equal shares by a consortium of 3 organisations based in the Netherlands:

- Green Destinations
- Coastal & Marine Union – EUCC
- European Centre for Eco and Agro Tourism (ECEAT)

The daily management of the standard is performed by Green Destinations.

The **Green Destinations Partnership** is forming the Advisory board of the Green Destinations Standard and its related Reporting System. The role of this board is to provide input to review and improvement processes, and to support the application of the standard in various corners of the world.

The Partnership and Advisory Board consist of individual experts from around the world related to tourism in the field of Education, Science, National and International NGOs, and members with a tourism industry background. An overview of partners can be found in Annex II.

Rationale of the Assessment System

As indicated in chapter 1, Green Destinations has chosen to develop an assessment system in which not only the destination management and policy system is assessed and certified, but in which also actual performance and quality is assessed and rated. This creates more transparency, revealing any major failures or unfavorable situations which remain unidentified in management and policy assessment. Examples are biodiversity loss, rates of waste recycling or green energy consumption/production, and the trends thereof.

Therefore, the Green Destinations assessment system consists of two parts, which are formulated according to the definition of sustainable development by the Brundtland Commission (1987)[4]. On the basis of this, we are able to assess destinations with two different approaches:

A. **The destination has a policy and management system in place** ensuring that it meets the needs of its present inhabitants and visitors without compromising the ability of future generations to meet their own needs.

B. **In the way the destination has developed**, the destination has respected the needs and interests of its inhabitants and visitors. By limiting the impacts of the destination's development to key environmental, social, and cultural values in and around the destination, the destination is offering its inhabitants and visitors authentic products and services.

Approach A is the basis of the Green Destinations Standard. The Standard includes 118 criteria over 6 themes (see Appendix 1) that allow for destination sustainability assessment and certification. All benchmark criteria of the Global Sustainable Tourism Council criteria for Destinations (GSTC-D) are included.

Approach B. The Green Destination Standard is informed by readily available data and statistics, structured by an indicator set measuring (B.1) the present status/performance ("quality") and (B.2) recent developments ("trends"). These indicators have been selected to serve as result parameters reflecting policy performance. Where possible trends are measured over a five year intervals (2000-2005-2010-2015) in order to discover short-term adjustments (2010 to 2015) of medium-term trends (since 2000). A positive or negative adjustment can be used as a basis for conclusions on positive or failing policies in relation to sustainability objectives. The underlying rationale for these indicators is that they – collectively – shall reveal if:

1. The destination is providing its inhabitants and visitors with *its typical natural and scenic values, and natural wildlife* in and around the destination, as a result of carefully avoiding major damage to these values during its development as a destination.

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[4] *Our Common Future*, also known as the *Brundtland Report*, report of the World Commission on Environment and Development, 1987.

2. The destination is providing its inhabitants and visitors with a ***healthy and clean environment***, including healthy air and water quality, as a result of carefully avoiding major damage to these values during its development as a destination.

3. The destination is providing its inhabitants and visitors with a well preserved ***cultural heritage, its local character and traditions***, as a result of carefully avoiding major damage to these values during its development as a destination.

4. The destination is welcoming its visitors with its traditional ***hospitality***, primarily involving and empowering its local people, ensuring visitors' ***safety and security***, and respecting fundamental ***human rights*** as specified in the Universal Declaration of Human Rights.

5. The destination is welcoming its visitors in a truly ***green economy***, involving and empowering its local entrepreneurs in common efforts for climate change mitigation and adaptation, and enabling a cyclic waste and water economy.

6. The destination is showing ***evidence of progress*** in terms of the natural, environmental, cultural and social values of the destination. It is ensuring progress in the future by fully incorporating the Global Sustainable Tourism Criteria for Destinations (GSTC-D) in its local policy, its development and its management.

New data sources are constantly being added to the database, making it more resourceful every month. Indicator scores are based on average performance of the entire database entries for that score, currently consisting of over 1200 destinations worldwide.

4.   Destination Certification and Awards

As from January 2016, the QualityDestination / QualityCoast Awards and Certification programmes will be based upon the Green Destinations Standard. The QualityDestination / QualityCoast Awards (Bronze, Silver, Gold) can now best be seen as steps towards **Destination Certification**. This is the best way to bring destinations to the highest possible level: QualityDestination / QualityCoast Platinum.

Applicants of the QualityDestination / QualityCoast Awards and certification are invited to use the online Assessment & Reporting System. In this online platform applicants can provide evidence for their compliance to each individual criterion. If sufficient evidence is provided by the destination, the desk auditor will confirm compliance. During this process, the percentage of all criteria within each of the six themes (including the optional criteria, but excluding the non-applicable criteria) will define the score. The six thematic scores will define the QualityDestination / QualityCoast Award level, and they will contribute to the Green Destinations Sustainability Ratings. These ratings will be shared with tour operators and OTAs that display them on their websites.

As soon as compliance is confirmed for all (applicable) mandatory criteria by the desk auditor, the applicant is considered certified. During the 24 months after this certification the destination is visited by an independent 3rd party auditor, who will inspect local evidence and check local compliance. The destination will only be informed about the time of the on-site audit ca. one week in advance. This means that the destination should ensure continuous compliance to the standard.

Table 1. Annual membership fees, for coastal and island destinations (not being Parks or MPAs). All fees are excl. 21% VAT.

Number of inhabitants in the destination	Annual Fee (QualityDestination / QualityCoast)	Green Destinations Expert Support Service (GDESS) for distance support towards certification, fee (optional)**
Less than 10.000	€ 1.500	€ 3.000
Less than 50.000	€ 2.000	€ 3.200
Less than 100.000	€ 2.500	€ 3.400
Less than 250.000	€ 3.000	€ 3.600
Less than 500.000	€ 3.500	€ 3.800
Less than 1.000.000	€ 4.000	€ 4.000
More than 1.000.000	€ 5.000	€ 4.000

) Annual Membership Fees include access to the Online Platform (Assessment & Reporting System), a desk audit; membership of the Green Destinations Community, communication mailings, and marketing benefits a.o. Fees include a local audit once every two years, excl. travel and accommodation and subsistence cost of the on-site auditor.

**) For GDESS, see below. Fees are excl. travel, accommodation and subsistence cost in case of onsite support.*

Table 2. Annual membership fees, for Nature or National Park destinations, MPAs, Resort Stewardship areas (eco-resort destinations with several connected facilities and a natural area for which the resort has a special responsibility and stewardship) and Attractions (destinations usually having no local population).

Park area in hectares	Annual Fee, QualityDestination / QualityCoast Online Platform	Green Destinations Expert Support Service (GDESS) for distance support towards certification, fee (optional)
Less than 1.000	€ 1.500	€ 3.000
Less than 25.000	€ 2.000	€ 3.500
More than 25.000	€ 2.500	€ 4.000

) Annual Membership Fees include access to the Online Platform (Assessment & Reporting System), a desk audit; membership of the Green Destinations Community, communication mailings, and marketing benefits a.o. Fees include a local audit once every two years, excl. travel and accommodation and subsistence cost of the on-site auditor.

**) For GDESS, see below. Fees are excl. travel, accommodation and subsistence cost in case of onsite support.*

The cost of the desk audit is included in the Annual Fee. One local audit is also included in the fee. However, travel (to the destination) and accommodation and subsistence cost of the on-site auditor are not included. These additional costs can be estimated and offer at the start of the certification procedure.

In case of any non-compliance of criteria, the destination will be requested to take any corrective measures necessary to ensure compliance within 6 to 12 months, and provide clearer proof thereof. In case a second local audit is deemed necessary by the certifying body, the cost of this local audit will be paid by the destination, in addition to the QualityCoast Annual Fee. This fee depends on the size (population) of the applicant destination.

Pre-certification Awards

The QualityCoast certification programme provides for pre-certification Award levels to encourage destinations to continue their process of improvement, in case and as long as they are not ready for certification; these Award levels are: QualityCoast Bronze, Silver, and Gold. Award levels. They will be based upon the overall score.

These Award levels will be based upon the same Green Destinations Standard (to be GSTC Recognised). The results of any Quality-Destination / QualityCoast Award level will contribute to the Green Destinations Sustainability Ratings, and will be shared with tour operators and OTAs.

Green Destinations Expert Support Service (GDESS)

Applicants are strongly advised to train their own staff in sustainable tourism destination management. Only in this way the destination staff is making progress in terms of capacity building. Also, staff trained in sustainable tourism destination management is a requirement of destination certification (criterion 1.1). By working with the online platform (Assessment & Reporting System), destination staff will gain practical experience in various approaches and tools.

In case more support is necessary, destinations may subscribe to the Green Destinations Expert Support Service (GDESS). Distance support will be provided tailor made, in any aspect as needed, by an

accredited Green Destinations Auditor-Advisor. Subscribing to the GDESS guarantees the delivery of a complete assessment, ready for an audit (depending on compliance). The support service will correspond to ca. 60 hours, during the assessment procedure, up to ca. 12 months. Fee: see table 1. Smaller support packages will be available in case of more experienced destination managers. Tailor-made on-site support by Green Destinations Trainers can be offered at similar rates.

Further information

Please contact:

- the QualityCoast Secretariat: secretariat@qualitycoast.info.
- the Green Destinations Secretariat: info@greendestinations.info.

Details of the standard can be found in the Annex I "Green Destinations Standard for certification 2016".

Leiden, the Netherlands, 31 January 2016

Annex I: Green Destinations Standard for Certification 2016

The Green Destinations Standard consists of 96 criteria, covering the following 6 main themes:

1. Destination Management
2. Nature & Scenery
3. Environment & Climate
4. Culture & Tradition
5. Social Well-being
6. Business & Hospitality

The standard has several 'special' criteria:

- **"Optional"** these criteria are not mandatory
- **"Optional: can be required by specific certification programmes":** these are not mandatory by the 'base' standard, but may be required by specific countries or programmes, such as ecotourism destination programmes, or by countries where community development is of high importance
- **"Extra":** these criteria show where the 'base' standard goes beyond GSTC requirements
- **"Not Applicable":** these criteria are important enough to be included in the base standard, but may in certain circumstances not apply to certain destinations.

In order to comply with the Green Destinations standard, destinations should comply with every criterion except those marked 'Optional' or in case 'Not Applicable' is justified.

Countries or programmes that use the standard may decide to recognise the efforts of destinations that party comply with the standard, by attributing for example Awards to certain levels of compliance.

Below list of criteria titles provides an overview of the Green Destinations Standard content; the criteria descriptions will be published when the currently pending "Recognition" by GSTC is received.

					Option./ extra*	N/A	Explanation N/A

Green Destinations Standard DRAFT V2.0 December 2015

*Optional = not required for GD standard
*Extra = mandatory for GD standard, not for GSTC

Sub-theme		Criterion — Descriptions to be published upon GSTC recognition			Option./ extra*	N/A	Explanation N/A

Theme 1: DESTINATION MANAGEMENT

The destination demonstrates appropriate destination planning and environmental management of the territory.

#	Sub-theme	No.	Criterion		Option./extra*	N/A	Explanation N/A
1	COMMITMENT & ORGANISATION Sustainable development and management of the destination is supported by an adequate organizational structure.	1.1	Sustainability coordinator				
		1.2	Management structure				
		1.3	Vision		extra		
		1.4	Trained coordinator/ team				
		1.5	Tourism sector involvement				
2	PLANNING & DEVELOPMENT Tourism in the destination is carefully planned.	2.1	Inventory				
		2.2	Baseline Assessment				
		2.3	Tourism policy				
		2.4	Transparency and enforcement				
		2.5	Tourism action plan				
		2.6	Stakeholder involvement		Optional (ISO)		
		2.7	Visitor Management				
		2.8	Financial strategy		Optional, can be required by national certification programmes		

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3	MONITORING & REPORTING Sustainability issues and developments are monitored and reported	3.1	Indicators				
		3.2	Review and evaluation		**optional (ISO)**		
		3.3	Corrective measures				
		3.4	Communication		**optional (ISO)**		
		3.5	Records		**extra**		
		3.6	Management reporting		**extra**		
		3.7	Public Reporting				
4	LEGAL & ETHICAL COMPLIANCE The destination adheres to legal and ethical requirements.	4.1	Legal requirements overview		**Optional (ISO), can be required by national certification programmes**		
		4.2	Legal compliance				
		4.3	Ethical code				
		4.4	Corruption		**Optional (ISO), can be required by national certification programmes**		
		4.5	Non-compliance		**Optional (ISO), can be required by national certification programmes**		
		4.6	Fair competition		**Optional (ISO), can be required by national certification programmes**		

Theme 2: NATURE & SCENERY

The destination is carefully avoiding substantial damage to its typical natural and scenic values, and natural wildlife in and around the destination

5	NATURE & CONSERVATION: Nature is enhanced and effectively protected	5.1	**Nature protection**					
		5.2	**Natural resource protection**					
		5.3	**Exotic species**					
		5.4	**Wildlife protection**					
		5.5	**Monitoring tourism impacts on nature**					
6	NATURE EXPERIENCE: Tourism is respectful to nature and wildlife, and supportive to its protection.	6.1	**Nature experience**				X	N/A if nature (flora; fauna) is no such tourism asset
7	LANDSCAPE & SCENERY: Open landscapes and scenic views are protected, and landscape degradation is avoided	7.1	**Landscape & Scenery**					

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Theme 3: ENVIRONMENT & CLIMATE

The destination is carefully avoiding substantial damage to a healthy and clean environment.

8	LAND USE & POLLUTION: Sustainable land use and pollution is effectively addressed.	**8.1**	**Environmental risks**					
		8.2	**Air pollution**					
		8.3	**Noise**					
		8.4	**Light pollution**					
		8.5	**Land use & planning**					
9	WATER MANAGEMENT: water quality, water management, and efficient water use are adequately addressed	**9.1**	**Water sourcing**					
		9.2	**Water quality monitoring**					
		9.3	**Water quality response**					
		9.4	**Waste water treatment**					
10	SUSTAINABLE MOBILITY: Impact from transportation to people, environment and climate is adequately addressed.	**10.1**	**Soft mobility**				X	N/A if soft mobility measures are no viable solution(explain in detail why; and re-consider viability every 2 years based on current developments)
		10.2	**Public Transport**				X	N/A if public transport is not viable (e.g. remote destinations).
		10.3	**Travel & Climate**			**Optional**, can be required by national certification programmes		

		10.4	Carbon compensation		Optional, can be required by national certification programmes		
11	WASTE & RECYCLING: Separate waste collection, recycling and re-use of waste is adequately addressed.	11.1	Solid waste reduction				
		11.2	Waste separation				
		11.3	Waste disposal				
12	ENERGY & CLIMATE CHANGE Renewable energy and reduction of greenhouse gases are promoted.	12.1	Energy consumption monitoring				
		12.2	Reduction fossil fuel dependency				
13	CLIMATE CHANGE ADAPTATION: Adaptation to climate change is getting all necessary attention.	13.1	Responding to climate risks				
		13.2	Climate change information				

Theme 4: CULTURE & TRADITION

The destination is carefully avoiding major damage to its typical local values and character, and cultural heritage in and around the destination.

14	CULTURAL HERITAGE: Cultural sites and landscapes, built heritage and artefacts are effectively protected	14.1	Cultural heritage conservation			X	N/A if destination has no cultural heritage
		14.2	Protecting artefacts and fossils			X	N/A if no cultural/ archaeological artefacts are present (incl sale/trade) within the dest.
		14.3	Managing tourism impacts on culture				
15	PEOPLE & TRADITION: Tourism is respectful of the living culture and traditions, and supportive to its protection.	15.1	Intangible heritage		extra	X	N/A if destination has no intangible cultural heritage
		15.2	Respecting authenticity		Optional, can be required by national certification programmes		

Theme 5: SOCIAL WELL-BEING

The destination is taking good care of the inhabitants and visitors of the destination.

16	HUMAN RESPECT: Inhabitants and visitors are protected against violations of civil rights and corruption.	16.1	**Property rights**				
		16.2	**Resettlement**				
		16.3	**Indigenous rights**				
		16.4	**Indigenous intellectual property**			X	N/A if there such rights are not present within the destination
		16.5	**Protection of people**				
		16.6	**Public communication of laws**				
		16.7	**Monitoring human rights**				
17	COMMUNITY PARTICIPATION: Community participation and stakeholder involvement in destination management and development is ensured.	17.1	**Inhabitants involved in planning**				
		17.2	**Inhabitants informed about tourism**				
		17.3	**Stakeholder contributions**				
		17.4	**Inhabitant satisfaction**				
		17.5	**Community Empowerment**		**Optional**, can be required by national certification programmes		

18	LOCAL ECONOMY Tourism's contribution to the local economy is optimised.	18.1	Optimising private sector contribution				
		18.2	Promoting local products and services				
		18.3	Monitoring economic impacts				
		18.4	Socio-economic development		**Optional**, can be required by national certification programmes		
19	SOCIAL IMPACT MANAGEMENT: The effects of tourism are adequately managed.	19.1	Optimising social impacts				
		19.2	Real estate exploitation			X	N/A if no real estate is privately owned in the dest.
		19.3	Seasonality				
20	HEALTH & SAFETY: A healthy, safe and secure environment is ensured for inhabitants and visitors.	20.1	Health & safety prevention & response				
		20.2	Health & safety monitoring				
		20.3	Crisis & emergency response				

Theme 6: BUSINESS & HOSPITALITY

The destination ensures involvement of the business sector in sustainability; appropriate destination information and marketing; and acts as a good host.

21	BUSINESS INVOLVEMENT:The tourism sector takes its responsibility for sustainability in the destination	21.1	Sustainability standards				
		21.2	Publication of certified enterprises				
		21.3	Water consumption				
		21.4	Waste water treatment				
		21.5	Solid waste				
		21.6	Energy and greenhouse gas				
		21.7	Equal and fair employment				
		21.8	Tour guide codes of practice			X	N/A if no tour guides are active
		21.9	Product development		**Optional**, can be required by national certification programmes		
22	INFORMATION & MARKETING: Destination promotion and information to visitors is accurate	22.1	Respectful promotion			X	N/A if dest. does not publish promotion
		22.2	Accurate promotion			X	N/A if dest. does not publish promotion
		22.3	Visitor behaviour at sensitive sites				

	and respectful	**22.4**	**Sustainability information**		**Optional**, can be required by national certification programmes		
		22.5	**Interpretive information**			X	N/A if no natural or cultural sites or attractions exist in the destination
		22.6	**Green destination marketing**		**Optional**, can be required by national certification programmes		
23	HOSPITALITY & SATISFACTION The destination is a good host, caring for feedback from tourists	**23.1**	**Visitor monitoring**		Optional		
		23.2	**Visitor satisfaction**				
		23.3	**Sustainability in visitor survey**		**Optional**, can be required by national certification programmes		
		23.4	**Accessibility**				

The Green Destinations Founding Partners

The Green Destinations Partnership has been launched at ITB Berlin 2015. The following experts and organisations have joined the Green Destinations Partnership:

- Albert Salman, Green Destinations, the Netherlands.
- Suzanne van der Veeken, Green Destinations, Netherlands - Spain – Latin America.
- Hugo de Jong, Bloemendaal, the Netherlands.
- Naut Kusters, ECEAT, Amsterdam, the Netherlands.
- Lonneke de Kort, HIBS, BookDifferent, the Netherlands.
- Andres Fellenberg van der Molen, GreenPartner, the Netherlands – Chile - Argentina.
- Valere Tjolle, Totem Tourism, Vision on Sustainable Tourism, UK
- Herbert Hamele, ECOTRANS and DestiNet, Germany.
- Siegfried Manzel, Green-Guides, Germany.
- Peter Zimmer, Germany – Scandinavia – Romania.
- Rasmus Brunsgaard Sømod, Denmark – Scandinavia.
- Anula Galewska, CEE Greener, Poland.
- Prof. Ramunas Povilanskas, Dept. of Recreation and Tourism, University of Klaipeda, Lithuania.
- Karl Reiner, Vienna, Austria
- Guillaume Cromer, ID-Tourism, Paris, France.
- Gordon Sillence, ECOTRANS and DestiNet, Portugal
- Juan Pablo Perez Gomez, Galicia, Spain.
- Jana Apih, GoodPlace, Ljubljana, Slovenia.
- Maria Antonaki, Heraklion, Crete, Greece.
- Prof. Magdalena Muir, International Energy, Environment and Legal Services Ltd (IEELS), Calgary, Canada.
- Erika Harms, Planet4People, USA.
- José Maria de Juan Alonso, KOAN Consulting, Spain – Latin America.
- Natalia Naranjo Ramos, CaLatam Consultancy, Universidad Externado de Colombia.
- Prof. D'Arcy Dornan, Sao Paolo, Brazil
- Jorge Moller, Darwins Trails, Chile.
- Prof. Fabián Román, Fundación Plan21, Argentina.
- Nahar Muhammed, Minla Strategies, India.
- KayLi Lum, Kuala Lumpur, Malaysia.
- Thai Van Anh, Bin Minh Water, Ho Chi Minh City, VietNam.
- Kitsie Torres, Philippines
- Dr. Mihee Kang, University of Seoul, South Korea.
- Alexandre Tsuk, BookGreener, Bali, Indonesia.