Tourism for People, Nature & Climate

SOLUTION FOR BUSINESSES CRITERIA

Toca da Coruja (Brazil), Good Travel Seal Gold
# 1. Food & Products

<table>
<thead>
<tr>
<th>1.1 Responsible offer</th>
<th>When purchasing and offering goods and services, the organization gives priority to local, eco-friendly and fair trade suppliers whenever these are available and of sufficient quality.</th>
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</thead>
<tbody>
<tr>
<td>1.2 Environmentally preferable purchasing</td>
<td>Purchasing policies favour environmentally sustainable suppliers and products, including capital goods, food, beverages, building materials and consumables.</td>
</tr>
<tr>
<td>1.3 Efficient purchasing</td>
<td>Carefully manages the purchasing of consumable and disposable goods, including food, in order to minimise waste.</td>
</tr>
<tr>
<td>1.4 Responsible food on offer</td>
<td>Offers vegetarian, vegan, gluten-free, dairy-free and other special dietary options upon request.</td>
</tr>
<tr>
<td>1.5 Info on responsible food</td>
<td>Communicates which F&amp;B options are local and which are Fairtrade, vegetarian, vegan, or organic.</td>
</tr>
<tr>
<td>1.6 Reducing meat consumption</td>
<td>Takes initiative to reduce the offer/purchase of meat products and offers no products from endangered fish, seafood or other species.</td>
</tr>
<tr>
<td>1.7 Local art &amp; craftwork</td>
<td>Local art/craft is reflected in design and furnishings.</td>
</tr>
</tbody>
</table>

## 2. Social wellbeing

<table>
<thead>
<tr>
<th>2.1 Legal compliance</th>
<th>Is in compliance with all applicable local, national and international legislation and regulations including, among others, health, safety, labour and environmental aspects.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.2 Responsible social contribution</td>
<td>Actively supports initiatives for local infrastructure and social community development. Examples of initiatives include education, training, health and sanitation, and projects which address the impacts of climate change.</td>
</tr>
<tr>
<td>2.3 Community services</td>
<td>Activities do not jeopardize the provision of basic services, such as food, water, energy, healthcare or sanitation, to neighbouring communities.</td>
</tr>
<tr>
<td>2.4 Local livelihoods</td>
<td>Activities do not adversely affect local access to livelihoods, including land and aquatic resource use, rights-of-way, transport and housing.</td>
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<tr>
<td>2.5 Involuntary resettlement</td>
<td>Acquisition and expansion of the property has not lead, nor is leading to, the involuntary resettlement of residents.</td>
</tr>
<tr>
<td>2.6 Guests hosted by resident</td>
<td>The host of the B&amp;B lives in the apartment (apartment is not entirely rented out to tourists).</td>
</tr>
<tr>
<td>2.7 Local ownership</td>
<td>The owner is a local resident actively participating in the business.</td>
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<tr>
<td>2.8 Local entrepreneurs</td>
<td>Supports local entrepreneurs in the development and sale of sustainable products and services that are based on the area’s nature, history, and culture.</td>
</tr>
<tr>
<td>2.9 Destination engagement</td>
<td>Is involved with sustainable tourism planning and management in the destination, where such opportunities exist.</td>
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<tr>
<td>2.10 Destination engagement – Cruise operators</td>
<td>Prevents adverse cultural and socio-economic impacts on destination and their local communities through involvement with sustainable tourism planning and management in visited destinations. Ensures destinations visited have the necessary carrying capacity of local infrastructure to host the large influx of visitors.</td>
</tr>
</tbody>
</table>
### 3. Good employment

<table>
<thead>
<tr>
<th>3.1 Human respect</th>
<th>Has implemented a policy against commercial, sexual or any other form of exploitation or harassment.</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.2 Decent work</td>
<td>Labour rights are respected, a safe and secure working environment is provided and employees are paid at least a living wage.</td>
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<tr>
<td>3.3 Local employment</td>
<td>Local residents are given equal opportunities for employment and advancement, including in management positions.</td>
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<tr>
<td>3.4 Equal opportunity</td>
<td>Offers employment opportunities, including in management positions, without discrimination by gender, race, religion, disability or in other ways.</td>
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<tr>
<td>3.5 Training</td>
<td>Employees are offered regular training, experience and opportunities for advancement.</td>
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<td>3.6 Employee insurance</td>
<td>Employee contracts show support for health care and social security.</td>
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<tr>
<td>3.7 Employee well-being</td>
<td>Focuses on ways to prevent physical and mental strain for employees by including complaint management systems. Employees have regular breaks and do not work excessive hours.</td>
</tr>
<tr>
<td>3.8 Employee engagement</td>
<td>Employees are engaged with development and implementation of the sustainability management system and receive periodic guidance and training regarding their roles and responsibilities in its delivery.</td>
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</tbody>
</table>

### 4. Health & safety

<table>
<thead>
<tr>
<th>4.1 Ensure health &amp; safety</th>
<th>Never causing health or safety hazards. Any risk factors are identified and addressed.</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.2 Safe location</td>
<td>Location and immediate surroundings are safe, e.g. with security guards, security cameras, surveillance, or locks.</td>
</tr>
<tr>
<td>4.3 Emergency protocols</td>
<td>Emergency procedure is established regarding e.g. first aid, safety training, and emergency exits.</td>
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<tr>
<td>4.4 Virus-awareness</td>
<td>Implements all legally required measures against virus transmission (Virus-Aware Seal can be obtained upon separate check).</td>
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<tr>
<td>4.5 Swimming pool</td>
<td>Regularly checks the water quality and safety of the swimming pool.</td>
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<tr>
<td>4.6 Diver to dive master ratio</td>
<td>Ensures that the diver to dive master ratio safeguards proper and responsible supervision of underwater diver behaviour.</td>
</tr>
</tbody>
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### 5. Accessibility

<table>
<thead>
<tr>
<th>5.1 Access for All</th>
<th>Provides access and information for persons with special needs, where appropriate.</th>
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<tbody>
<tr>
<td>5.2 No discrimination</td>
<td>Welcomes all guests without discrimination by gender, race, religion, disability or in other ways.</td>
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</tbody>
</table>
5.3 Transport
Seeks to reduce transportation requirements and actively encourages the use of cleaner and more resource efficient alternatives by customers, employees, suppliers and in its own operations (e.g. by informing about the availability of local public transportation).

5.4 Info on accessibility
Clear and accurate information is provided on the level of accessibility.

5.5 Property rights & access
Acquisition of land and water rights and of property is legal and complies with local communal and indigenous rights, including their free, prior and informed consent. User and access rights for key resources, including land and water, are documented where applicable.

6. Energy & Climate

6.1 Climate-friendly
Minimises energy consumption and does not waste energy.

6.2 Energy consumption
Energy consumption is measured by type and steps are taken to minimize overall consumption.

6.3 Greenhouse gas emissions
Significant greenhouse gas emissions from all sources controlled by the organization are identified, calculated where possible and procedures implemented to avoid or to minimize them. Effective compensation of the organization’s remaining emissions is encouraged.

6.4 Renewable energy
Makes an effort to increase its use of renewable energy.

6.5 Energy saving practices
Implements equipment and practices that minimise energy use.

6.6 Heating & A/C
Prevents unnecessary use of outdoor heating or air conditioning.

6.7 Renewable energy producer
Produces its own renewable energy (solar, wind, bio) or applies solar water heaters.

6.8 Electric cars
Only uses fully electric cars, powered by renewable energy.

6.9 Crypto-currencies
No usage of crypto-currency transactions because of their high energy use.

6.10 Net zero
Confirms actual current carbon footprint, a net zero reduction plan and is able to achieve and demonstrate Net Zero to the company’s stakeholder through a Net Zero certificate from an independent certification or assurance report.

6.11 Climate adaptation
Measures are implemented to combat the expected impacts of the climate emergency and to enhance climate resilience and adaptation, in a socially and environmentally friendly way.

7. Waste

7.1 Minimising disposables
Prevents the use of disposables (especially single-use plastic) and offers reusable alternatives instead.

7.2 Waste reduction
Waste, including food waste, is measured and mechanisms are in place to reduce waste.

7.3 Waste separation
Mechanisms are in place to reuse or recycle waste where reduction is not feasible.

7.4 Waste disposer
Any residual waste disposal has no adverse effect on the local population or the environment.
7.5 Engine oil usage
- Responsible oil storage, recycle, re-use, and disposal of engine oil. Ensures no oil is spilled into the (ground)water.

7.6 Waste storage & disposal
- Waste is safely stored, separated, and disposed of in a responsible manner, with no adverse effect on the local population or the environment.

7.7 No single-use bottles
- Promotes drinking of (safe) tap water and provides access to refill reusable bottles, does not offer bottled water.

7.8 Recycling actions
- Actively organises or participates in recycling actions which go beyond basic waste separation.

8. Water
- 8.1 Water conservation
  - Takes steps to minimise water consumption and prevents water pollution.

- 8.2 Water consumption
  - Water risk is assessed, water consumption is measured by type, and steps are taken to minimise overall consumption. Water sourcing is sustainable and does not adversely affect environmental flows. In areas of high water risk, context-based water stewardship goals are identified and pursued.

- 8.3 Sewage treatment
  - Connected to sewage water treatment system (or safe septic tank option).

- 8.4 Water saving devices
  - Has devices such as toilets, taps, and showers, that reduce the consumption of water.

- 8.5 Towel/linen washing policy
  - Guests are encouraged to indicate when towels and linen should be changed, otherwise it should be limited to twice a week.

- 8.6 Good use of water
  - Wastewater, including grey water, is effectively treated and is only reused or released safely, with no adverse effects to the local population or the environment.

9. Pollution & Noise
- 9.1 No pollution
  - Implements practices to minimise pollution from noise, light, runoff, erosion, ozone-depleting substances, and air, water and soil contaminants.

- 9.2 No air pollution
  - Identifies potential causes of air pollution and takes steps to prevent or minimise them.

- 9.3 Harmful substances
  - The use of harmful substances, including pesticides, paints, swimming pool disinfectants, and cleaning materials, is minimised, and substituted when available by innocuous products or processes. All storage, use, handling, and disposal of chemicals are properly managed.

10. Nature
- 10.1 Nature friendly
  - Supports and contributes to biodiversity conservation. Any disturbance of natural ecosystems is minimised, rehabilitated and there is a compensatory contribution to conservation management.

- 10.2 Invasive species
  - Takes measures to avoid the introduction of invasive species. Native species are used for landscaping and restoration wherever feasible, particularly in natural landscapes.
### 10. Animal Welfare

No species of wild animal is acquired, bred or held captive, except by authorized and suitably equipped persons and for properly regulated activities in compliance with local and international law. Housing, care and handling of all wild and domestic animals meets the highest standards of animal welfare.

### 10.4 Wildlife interactions

Interactions with free roaming wildlife, taking into account cumulative impacts, are non-invasive and responsibly managed to avoid adverse effects on the animals concerned and on the viability and behaviour of populations in the wild.

### 10.5 Visits to natural sites

Follows appropriate guidelines for the management and promotion of visits to natural sites in order to minimise adverse impacts and maximize visitor fulfilment.

### 10.6 Biodiversity management

Has an appropriate management of biodiversity on its own property. Particular attention is paid to natural protected areas and areas of high biodiversity value.

### 10.7 Wildlife trade

Wildlife species are not harvested, consumed, displayed, sold, or traded, except as part of a regulated activity that ensures that their utilization is sustainable, and in compliance with local and international laws.

### 10.8 Local conservation work

Participates in wildlife conservation and monitoring activities led by local NGOs.

### 10.9 Buildings and infrastructure

Planning, siting, design, construction, renovation, operation and demolition of buildings and infrastructure take account of the capacity and integrity of the natural and cultural surroundings, and use locally appropriate and sustainable practices and materials.

### 11. Culture

#### 11.1 Culture friendly

Has not seriously damaged local heritage in favour of modern business development over the past 5 years.

#### 11.2 Protecting cultural heritage

Contributes to the protection, preservation and enhancement of local properties, sites and traditions of historical, archaeological, cultural and spiritual significance and does not impede access to them by local residents.

#### 11.3 Authentic experiences

Values and incorporates authentic elements of traditional and contemporary local culture in its operations, design, decoration, cuisine, or shops, while respecting the intellectual property rights of local communities.

#### 11.4 Cultural interactions

Follows international and national good practice and locally agreed guidance for the management and promotion of visits to indigenous communities and culturally or historically sensitive sites in order to minimise adverse impacts and maximize local benefits and visitor fulfilment.

#### 11.5 Cultural interactions - Cruise operators

Obtains consent from indigenous communities and residents near cruise ship home ports and destinations. Promotes good practice of visitors when visiting culturally or historically sensitive sites.

#### 11.6 Artefacts

Historical and archaeological artefacts are not sold, traded or displayed, except as permitted by local and international law.

### 12. Management & Information

#### 12.1 Sustainability reporting

Publicly communicates its sustainability policy, actions and performance to stakeholders, including customers, and seeks to engage their support.
| 12.2 Sustainability management system | Has implemented a long-term sustainability management system that is suitable to its size and scope, addresses environmental, social, cultural, economic, quality, human rights, health, safety, risk and crisis management issues and drives continuous improvement. |
| 12.3 Sustainability report | The sustainability report of this certification procedure (or any previous certification) is made publicly available via the internet or openly available to clients (applicable from the second year onwards). |
| 12.4 Accurate promotion | Promotional materials and marketing communications are accurate and transparent with regard to the organization and its products and services, including sustainability claims. They do not promise more than is being delivered. |
| 12.5 Info on nature & culture | Provides information about and interpretation of the natural surroundings, local culture, and cultural heritage, as well as an explanation of appropriate behaviour while visiting natural areas, living cultures, and cultural heritage sites. |
| 12.6 Info on sustainability | Visitors are informed about sustainable options concerning accommodations, restaurants, F&B, excursions, trips & tours and transportation to and within the destination. |
| 12.7 Info on health & safety | Visitors are informed about any risks and precautions related to health and safety matters in the destination. |
| 12.8 Customer experience | Customer satisfaction, including aspects of sustainability, is monitored and corrective action taken. |
| 12.9 What more do you do? | What other important action or measure have you taken that is not legally required or covered by any of the previous criteria? |
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