Green Destinations is the **world’s largest network of sustainable destinations**, led by the Green Destinations Foundation, and supported by its consultancy arm Green Destinations BV and more than 60 partners serving as country representatives. Our goal is to support destinations around the world in improving based on the global criteria of the Global Sustainable Tourism Council (GSTC) and the UN Sustainable Development Goals.

**Tourism for People, Nature & Climate**

**The Green Destinations Support Program**

Green Destinations Support enables destinations to **measure and assess various aspects of sustainability performance** to better inform tourism policies and strategies. We also offer the opportunity for destinations to be guided by our network of tourism and sustainability experts.

We seek to **empower destination practitioners and destination management organisations** through tools and coaching to address your destination’s most pressing challenges in destination management and sustainability.

For inquiries, expressions of interest, and quotations, please contact:

**Green Destinations Support Team**

support@greendestinations.org
Whether or not you are aiming for destination certification, Green Destinations assessments help you determine whether your current policies and management systems are sufficiently advanced to become a sustainable destination. Our assessments are interactive and require the participation of key destination stakeholders for a more holistic approach to the analysis and recommendations.

Destination Assessment Fees:

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Rapid Assessment</th>
<th>Full Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ideal For</td>
<td>• Destinations that are interested to know about their general sustainability performance according to the principles of the GD Standard or the GSTC Criteria</td>
<td>• Destinations that need to identify key actions to maximize benefits and minimize risks and impacts of tourism with each criteria of the GD Standard or the GSTC Criteria</td>
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<tr>
<td></td>
<td>• Destinations that wish to assess preparedness for Green Destinations Awards*</td>
<td>• Destinations that aim to become Green Destinations Certified (full GSTC Certification)*</td>
</tr>
<tr>
<td>Scope</td>
<td>Availability of policies and management systems to achieve compliance with the to the all criteria of the GD Standard or GSTC Criteria for Destinations</td>
<td>Compliance level to the all criteria of the GD Standard or GSTC Criteria for Destinations</td>
</tr>
<tr>
<td>Methods</td>
<td>Online Assessment</td>
<td>Online Assessment</td>
</tr>
<tr>
<td>Onsite Option</td>
<td>None</td>
<td>Yes, with additional fees</td>
</tr>
<tr>
<td>Expected Output (Assessment Report)</td>
<td>• Policies and management systems checklist for each criteria • Recommendations for compliance with each criteria • Indicative Green Destinations Award</td>
<td>• Compliance level assessment for each criteria • Recommendations for full compliance with each criteria • Indicative Green Destinations Award or Certification</td>
</tr>
<tr>
<td>Price</td>
<td>starts at € 2.400 (excl. VAT)</td>
<td>starts at € 8.000 (excl. VAT)</td>
</tr>
</tbody>
</table>

*Please visit www.greendestinations.org/awards-certification for more information about our Awards and Certification Program
Based on the themes of the Good Travel Program, the Business Sector Sustainability Scan (BSSS) provides an interactive assessment to support a destination’s sustainability strategy. The BSSS can be used for two primary purposes:

**Business-level assessment**
Assess the extent to which your tourism-related business/es have adopted the essential practices in sustainable tourism.

**Destination-level assessment**
Understand how to better engage your business sector toward sustainability through training or specific support actions.

An active business sector engagement is crucial for a good destination sustainability performance. **In fact, up to 25% of the destination sustainability performance based on the GD Standard depends on an active engagement of the tourism business sector in sustainability.**

For group business-level assessments and destination-level assessments:

Implementing the BSSS requires the support of the destination management organisation (DMO), tourism association, or a focal person facilitating the assessments with the Green Destinations and Good Travel Program. This support comes in identifying and distributing the forms to the participating businesses. For a destination-level assessment, interviews may also be conducted to provide more relevant and suitable insights and recommendations for the destination.

**Business Certification Package Option**
You may also opt for the BSSS with a business certification package for businesses that will achieve at least the minimum compliance level.

**Get in touch** with us for more information.

**Tirana Pilot Study**
The BSSS was piloted in Tirana, Albania with 13 participating businesses. The self-assessment has since expanded, but this pilot study showcases what can be expected out of BSSS Report.

**View the report here.**
### Business Sector Sustainability Scan

**Mapping tourism business sector engagement options and assessing compliance with the Good Travel Seal Specifications**

**Business-Level Assessment**

- Businesses that wish to assess their preparedness for the Good Travel Scan or Good Travel Seal business certification
- Destinations that wish to facilitate the Good Travel Scan or Good Travel Seal business certification of several businesses

**Destination-Level Assessment**

- Destinations that need to identify key actions to improve their business-sector engagement through trainings, policies, marketing, and promotions

**Ideal For**

- Businesses that wish to assess their preparedness for the Good Travel Scan or Good Travel Seal business certification
- Destinations that wish to facilitate the Good Travel Scan or Good Travel Seal business certification of several businesses
- Destinations that need to identify key actions to improve their business-sector engagement through trainings, policies, marketing, and promotions

**Scope**

- **Compliance level of each participating business** to the business certification criteria
- **Business sector (destination-level) sustainability performance assessment based on business certification criteria**

**Methods**

- **Online self-assessment form completed by each participating business**
- **Analysis & feedback from the Good Travel Program team**
- **Online self-assessment form completed by each participating business**
- **Analysis & feedback from the Green Destinations Support and Good Travel Program teams**

**Onsite Option**

- Yes, with DMO/organisation support
- Yes, with DMO/organisation support

**Expected Output (BSSS Report)**

- Indicative Good Travel Scan or Good Travel Seal certification for each participating business
- Indicative Good Travel Scan or Good Travel Seal certification for each participating business
- Destination-level analysis with key insights on business sector performance and recommendations for each criteria

**Minimum no. of participating business**

- One (1)
- 20

**Price**

- Starts at €75 per business (excl. VAT)
- Starts at €1,500 (excl. VAT)

**Business Certification Package Option**

- Yes, with additional fees
- Yes, with additional fees
Benchmarking & Reporting
Measuring destination sustainability performance

Understand various risks and opportunities related to sustainable tourism, especially in nature, environment and water supply. The KPI Benchmarking & Reporting tool allows destinations to become more competitive by measuring and comparing their sustainability performance with similar destinations, facilitating a tourism monitoring program, and sharing their progress with the public.

Indicators included in the Benchmarking & Reporting include, but not limited to (subject to availability of data):

- Protected nature areas
- Invasive alien species
- Wastewater treatment
- Solid waste reduction
- Solid waste separation & recycling
- Air quality
- Noise
- Bathing water quality
- Light pollution
- Energy usage
- Renewable energy production
- Greenhouse gas emissions

Fees:

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Benchmarking &amp; Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ideal For</strong></td>
<td>Destinations who wish to improve their sustainability performance and competitiveness based on identified key performance indicators and the performance of similar destinations.</td>
</tr>
<tr>
<td><strong>Scope</strong></td>
<td>Country-level or destination-level performance on sustainability indicators (subject to the availability of data from open sources, partner organisations* and the Smart Assessment Sustainable Tourist Destinations (SASTDes) Project**)</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>starts at €2,000 for a minimum of 10 indicators (excl. VAT)</td>
</tr>
</tbody>
</table>

*52impact and Outdooractive
**Led by Breda University of Applied Sciences, Green Destinations serves as an industry partner
Climate Action Tools
Measuring your destination carbon footprint and planning climate mitigation and adaptation strategies

**Destination Carbon Footprint Calculator**
Becoming a destination that takes action on the climate emergency starts with measuring your carbon footprint. This tool provides the quickest estimate of your destination’s carbon dioxide emissions and find immediate pathways toward net zero.

*In partnership with Breda University of Applied Sciences*

**Ideal For:** Destinations aiming to become carbon neutral and planning for net zero

**Scope:** Select European destinations only

**Methods:** DMOs to submit visitor data including:
- number of tourist arrivals per source market
- transportation mode on arrival
- accommodation choices
- activity choices
- length of stay

**Output:** Carbon emission estimates on visitor data

**Sample Report:** Slovenia

**Price:** €390 per report (excl. VAT)

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**Cost & Footprint Monitoring Tool (Pilot)**
An active tourism benchmarking tool that assists hotels in monitoring their environmental and economic performance in relation to sustainability as well as to identify opportunities to improve this performance.

**Ideal For:** Hotels and hotel chains

**Scope:** Hotels already certified with one of the GTP tools

**Methods:** Online assessment

**Output:** Carbon footprint dashboard, regional benchmarking, report, and option for additional recommendations from an expert

**Sample Report:** Test business

**Starting Price:** €100 per report (excl. VAT and expert recommendations)
Destination Coaching

Expert guidance by our network of tourism and sustainability experts for destination management teams

A series of live online one-on-one and group sessions for destination management teams on a specific topic, each addressing specific elements of the topic. A GD program manager or licensed representative conducts the coaching.

Our coaching modules:

**SDGs and Global Sustainability Standards**
Identify the main strengths, weaknesses and opportunities of your destination in relation to the UN Sustainable Development Goals, the GSTC Standard, the Green Destination Standard and the Future of Tourism Coalition’s Guiding Principles, with latest insights on tourism reset, destination regeneration, transformation and recovery.

**KPIs for Destination Sustainability and Monitoring**
KPIs are necessary to create a quantitative baseline assessment, performance targets and regular monitoring progress. KPIs are not a one-size-fits-all; they depend on the destination strategy of each destination. Therefore it is essential to identify suitable KPIs and indicators to address sustainability challenges of the destination at the grassroots level.

**Tourism Impact Assessment**
Be guided in developing a Tourism Impact Assessment relevant to the development of your destination strategy and action planning in tourism. The TIA is a comprehensive analysis of the impacts of tourism on the natural, cultural, social and economic environment, and of the main factors that impact tourism in the destination.

**Preparing for Climate Action**
Beneficial to all destination managers who could use more guidance, tools and other support in achieving a destination’s objective of becoming carbon or climate neutral and increasing destination resilience against a variety of climate impacts and risks.

**Engaging Your Business Sector**
Developing and ensuring a sustainable destination is only possible with the active involvement of the private sector. Be guided in assessing the contribution of the private sector in green practices and the participation of the local community.

Starting prices are available upon request.