Clearing the Smoke - Sustainability Accreditations Event

6th May 2021
Scott Maclean, MD Green Business
Green Tourism Standard

• **Founded in 1997**
  • 15,000+ assessments

• **2500+ members**
  • UK, ROI & International (x20 Countries)

• **Concept**
  • 3 pillars, 15 Goals, 70 Criteria

• **Business Types**
  • Accommodation / Visitor Attractions
  • Activities / Tour Operators
  • Eateries / Retail / Offices
  • Meetings / Conference / Events / Venues
  • Others

Caring for PEOPLE
Caring for PLACES
Caring for OUR PLANET

**Standard:**
- BRONZE >40%
- SILVER >65%
- GOLD >80%
Meetings & Event Venues

• Criteria developed 2001

• 700+ Certified Venues
  • Conference Centres, Event Venues, Meeting Venues, Hotels etc

• Destinations
  • COP26 – Glasgow 2021
  • Global Destination Index

• “Green Tourism came out on top following our assessment of suitable sustainability partners. Their standard is widely respected, and their approach is very professional”
Green Meetings Portal

• **Online, interactive tool**
  Prepare for Assessment

• **Goals**
  People, Places, Planet

• **Criteria**
  Details of measures, suggestions, evidence box

• **SDGs**
  Every criteria aligned to SDG’s

• **Support / Advice**
  “I” function, HELP button

• **Assessment**
  Assessor reviews website, evidence provided, interview, site visit
Technical Team

• **Technical Team**
  - Support, advice, research

• **Assessors**
  - Environmentally qualified, trained to IEMA stds, regular CPD

• **Sustainability Updates**
  - Membership / subscriptions / conferences / alerts with relevant agencies & organisations

• **Support & Advice to Businesses**
  - Knowledge Hub, newsletters, factsheets, guidance, e-shots
GMS means....

- **Independently Certified** to a reputable and credible sustainability standard with 20+ years of experience
- **Sustainability Actions Verified** by third party environmentally qualified and experienced assessors
- **Continuous Improvement and Regularly Re-assessed**
- **Label of Choice** with 700+ of UK’s leading Meetings and Events venues

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**Launch Event**

7th June

Register on Eventbrite

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<th>FTEs</th>
<th>Annual Fee (Ex VAT)</th>
<th>Pre-Launch (Ex VAT)</th>
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<td>1-5</td>
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Apply before 7th June – 50% fees

Quote HBAA
Thank you for your time today

‘Having the Green Tourism Standard enhances our RFP submissions and demonstrates to Meetings & Events buyers that we are serious about sustainability.”

Conal O’Neil, Dalata PLC

Get in touch

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