

# Clearing the Smoke - Sustainability Accreditations Event

6<sup>th</sup> May 2021

Scott Maclean, MD Green Business



Green  
Tourism



# 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**



**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”*



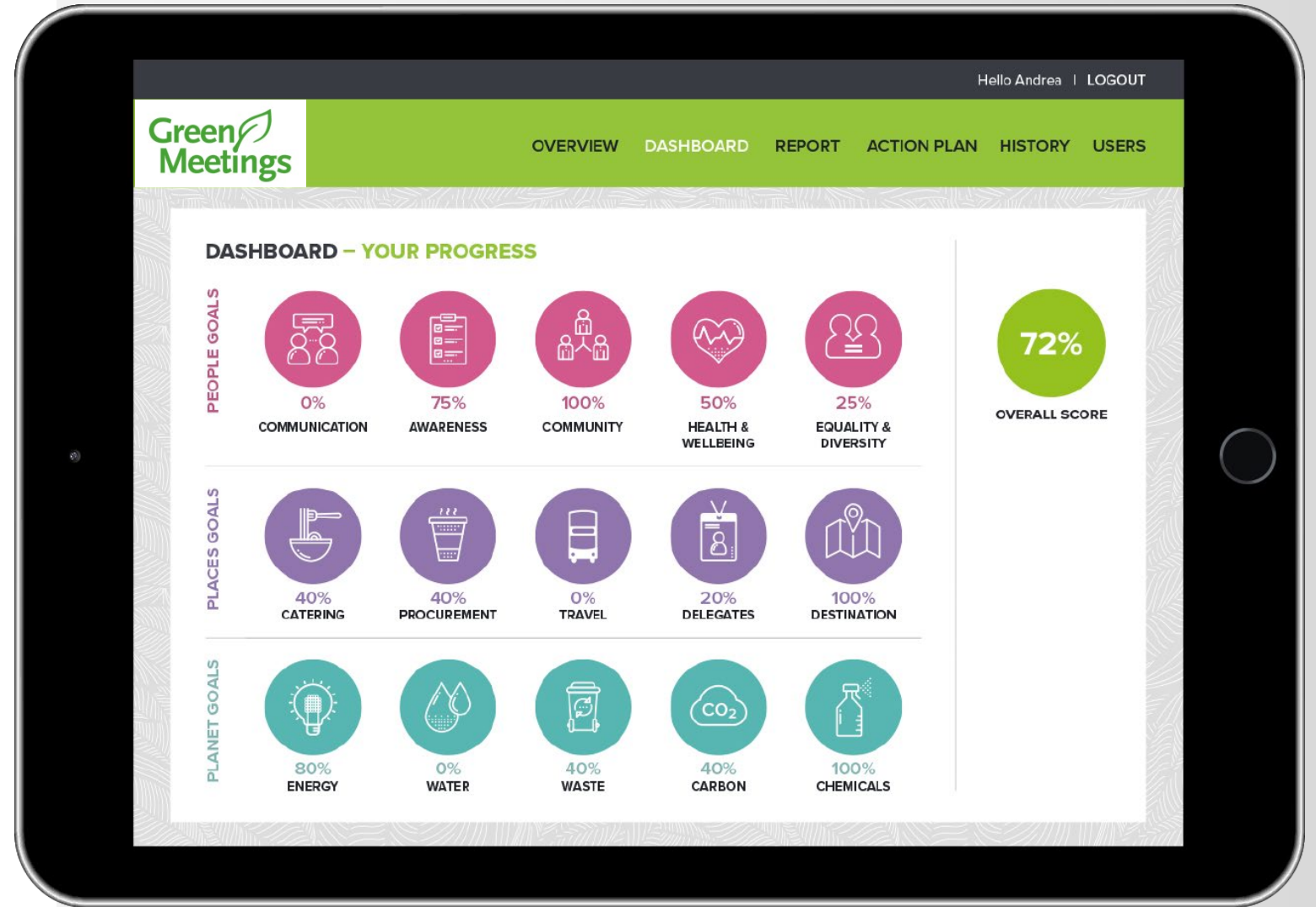
**EICC**  
**GOLD Green Tourism**  
**Certified 2001**

**Green**  
**Meetings**

**Standard**  
**for**  
**Meetings & Events**  
**Venues**

# 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 Assessors

- **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



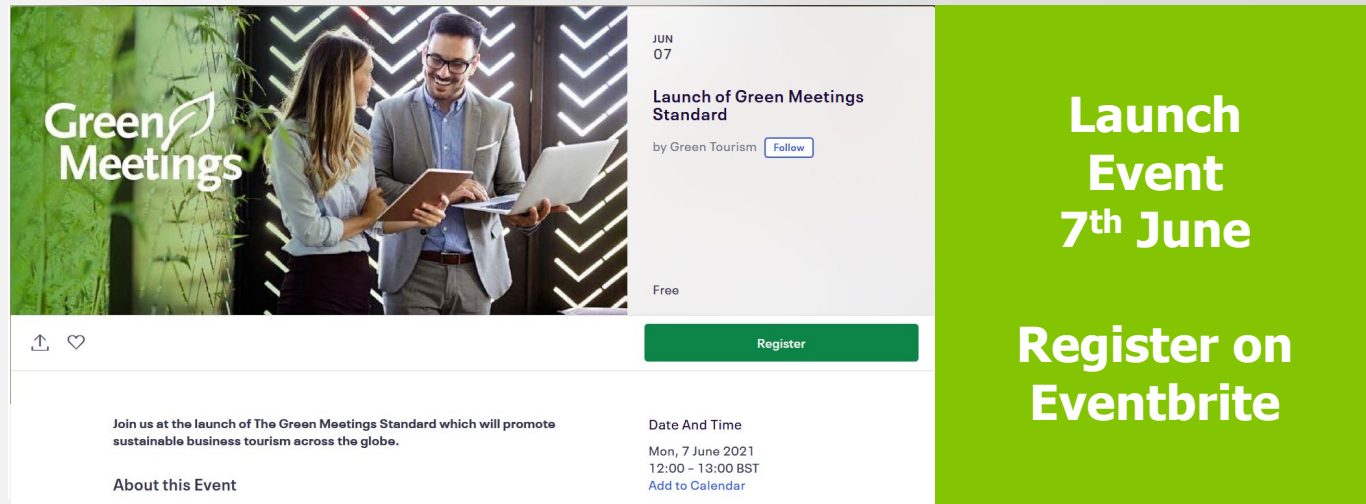
Environmentally  
Qualified  
Assessors



KNOWLEDGE  
HUB  
&  
FACTSHEETS

# 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



The screenshot shows the Eventbrite page for the 'Launch of Green Meetings Standard' event. The header features the 'Green Meetings' logo and a photo of a man and a woman looking at a laptop. The event details include the date 'JUN 07', the title 'Launch of Green Meetings Standard', the organizer 'by Green Tourism', and a 'Follow' button. The price is listed as 'Free'. A green 'Register' button is prominently displayed. Below the button, there is a description: 'Join us at the launch of The Green Meetings Standard which will promote sustainable business tourism across the globe.' and a link to 'About this Event'. The date and time are specified as 'Mon, 7 June 2021 12:00 - 13:00 BST' with a link to 'Add to Calendar'.

**Launch Event**  
**7<sup>th</sup> June**

**Register on Eventbrite**

| FTEs  | Annual Fee<br>(Ex VAT) | Pre-Launch<br>(Ex VAT) | <b>Apply before<br/>7<sup>th</sup> June – 50% fees</b><br><br><b>Quote HBAA</b> |
|-------|------------------------|------------------------|---------------------------------------------------------------------------------|
| 1-5   | £150                   | £75                    |                                                                                 |
| 6-10  | £250                   | £125                   |                                                                                 |
| 11-30 | £400                   | £200                   |                                                                                 |
| 31-50 | £550                   | £275                   |                                                                                 |
| 51+   | £650                   | £325                   |                                                                                 |

# 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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