



EARTHCHECK

# EarthCheck Certified

FEBRUARY 2020

**EARTHCHECK.ORG**

**UNRIVALLED SCIENTIFIC  
KNOWLEDGE**

**INNOVATION**

**CULTURE OF EFFICIENCY**



# Get prepared for the new economy

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*"We can't solve problems by using  
the same kind of thinking we used  
when we created them."*

Albert Einstein

**EarthCheck Certified** is the world's leading environmental certification and benchmarking program for the travel and tourism industry. It is the culmination of a journey that began in 1987 and continues to this day. Using a science based approach, we help travel and tourism organisations increase efficiencies, maximise guest experience and minimise their environmental footprint.

With changing regulatory environments, rapidly evolving markets and complex risk implications, organisations require specialised tools and expertise. EarthCheck Certified helps you navigate the path forward with certainty and peace of mind.



The Program includes two key steps:

1. **Benchmarking** - Quantitative evaluation of your environmental and social performance against sector and region Baseline and Best Practice levels. Effective benchmarking delivers clarity and injects confidence. It puts rigor and transparency into business processes and strengthens financial reporting to shareholders, clients and executive management teams.
2. **Certification** - Qualitative verification of your environmental and social performance against the EarthCheck Company Standard by an approved independent third party EarthCheck Auditor.

# THE LEADING STANDARD FOR TOURISM

The EarthCheck Company Standard uses a performance-based platform that is supported by a range of benchmarking indicators and (KPA's) for operations which include:

- Greenhouse Gas Emissions
- Energy Efficiency, Conservation & Management
- Management of Freshwater & Stormwater Resources
- Ecosystem Conservation & Management
- Management of Social & Cultural Issues
- Land Use Planning & Management
- Air Quality & Noise Control
- Wastewater Management
- Solid Waste Management
- Environmentally Harmful Substance



## 01

### UNRIVALLED SCIENTIFIC KNOWLEDGE

Our resources lead the way in defining standards. Our technical expertise and understanding of scientific principles positions EarthCheck at the forefront of certification and enables us to provide the most knowledgeable advice to the markets we serve. We can help your team to **identify, prepare** for and **mitigate** against events that may expose your business to critical risk. Why? Because EarthCheck has benefited from some \$260 million worth of scientific research.

## 02

### CULTURE OF EFFICIENCY & INNOVATION

In rapidly changing markets, you need a partner who can provide a framework for streamlining efficiencies. From operational performance and compliance, to community engagement, structural design and precinct planning, we have a reputation for implementing comprehensive, market-tested solutions that positively impact the triple bottom line.

## 03

### CREDIBILITY

EarthCheck Certified provides a framework within which organisations can achieve the desired outcomes for sustainable tourism, which was set out in the final report of the World Summit for Sustainable Development held in Johannesburg in 2002. It also complies with the Mohonk Agreement, which outlines the guidelines and principles for an International Sustainable Tourism Certification Program.



## Walking the Talk

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"EarthCheck's software platform is one of a kind and the best system in the world for reporting carbon emission in tourism."

**Susanne Becken, Professor of Sustainable Tourism and Principal Science Investment Adviser (Department of Conservation, New Zealand)**

"In many ways 2020 cannot be treated as business as usual. It heralds a new period of time where societal, economic, environmental uncertainty and disruption will become the norm. One thing I can promise you with some certainty is that if you are an EarthCheck Certified member and are currently measuring, benchmarking and reporting on your operational performance, you are well positioned to meet many of the demands of both the carbon economy and the environmentally conscious consumer who will begin to scrutinise every aspect of your business and supply chain."

**Stewart Moore, CEO & Founder, EarthCheck**



# Pricing

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## **Membership Fee:**

AUD\$400 per member, per month

## **Independent Audit Fees:**

AUD\$2,420 1st Day, AUD\$1,650  
subsequent days

Approved organisations offer conformity assessment services on behalf of EarthCheck. Individual auditors are considered competent on the basis of meeting a set of prerequisites, attending and passing the EarthCheck Auditor Training Course and a witnessed onsite assessment.

Frequency of Audits determined by level of impact.  
High Impact = Yearly, Low Impact = Every 2 years.



**Register here**

**Note:** Membership Fees are paid annually. All fees are in Australian Dollars and are exclusive of relevant government taxes and do not cover travel costs.



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#WalkTheTalk

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