



EARTHCHECK



EarthCheck Sustainable Destinations

MARCH 2020

EARTHCHECK.ORG

**UNRIVALLED SCIENTIFIC
KNOWLEDGE**

INNOVATION

CULTURE OF EFFICIENCY



A 360⁰ Approach to Sustainability

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

Albert Einstein

The EarthCheck Sustainable Destinations Program is a worldwide network of destinations that aim to achieve world-leading sustainability outcomes. The program provides communities with a framework to benchmark, certify and continuously improve their environmental, cultural, social, and economic (ECSE) performance.

The Sustainable Destinations Program is designed to empower local communities to take ownership of sustainability goals and build on local initiatives. It recognises the benefits of a Destination working together to achieve sustainable outcomes and should be used to underpin a clear vision for a Destination, as well as focussing on sound policy and action plans to help achieve the vision.

The program addresses key global concerns, including the SDGs, and deals with environmental regeneration and environmental improvement as well as the conservation of existing natural heritage assets.



The Program includes two key steps:

1. **Benchmarking** - Quantitative evaluation of the destinations 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 processes and strengthens reporting to government, visitors and residents.
2. **Certification** - Qualitative verification of the destinations environmental and social performance against the EarthCheck Sustainable Destination Standard by an approved independent third party EarthCheck Auditor.

INSPIRE COMMUNITY CONFIDENCE

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

- Energy efficiency, conservation and management
- Land use planning and development
- Transport
- Greenhouse gas emissions
- Solid waste management
- Air quality protection, noise control, & light pollution
- Management of environmentally harmful substances
- Management of freshwater resources
- Cultural and Social Management
- Waste water management, drainage and streams
- Economic Management
- Ecosystem conservation and management



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 Sustainable Destinations 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

"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 Sustainable Destinations member and are currently measuring, benchmarking and reporting on your community's 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 destination and supply chain."

Stewart Moore, CEO & Founder, EarthCheck



Pricing

Annual Membership Fee:

Small Destination: AUD\$10,000
(<150,000 in population)

Medium Destination: AUD\$18,000
(>150,000, <500,000 in population)

Large Destination: POA
(>500,000 in population)

Independent Audit Fees:

AUD\$2,420 1st Day, AUD\$1,650
subsequent days
Frequency of Audits: Yearly

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.



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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