Sustainability for your company - hands-on support

With solutions from Green Destinations accompanied step by step to Swisstainable Level II - engaged and Level III - leading

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Photo credits: STV - FST, Swisstainable

> Website Swisstainable



An offer by TOURISM IMPACT & Green Destinations

- Holger Sigmund, Tourism Impact
- Passionate about tourism for 23 years
- Entrepreneur & experienced consultant
- Experience in project and process management
- Green Destinations & God Travel Seal representative in Switzerland
- Co-Founder of the GreenDACH network
- GSTC-Mitglied & -Trainer



ACT



Green Destinations Global network for sustainable tourism

500 +

Top 100 destinations

122

Awarded and Certified destinations





We are a global organisation that supports sustainable *destinations*, their *businesses* and their *communities*.

75



Representatives & Partners

Countries

The Good Trave Sea The Green Destinations solution for your company

- One solution for any type of tourism provider centres, travel agencies, etc.)
- Based on the globally recognised **GSTC-Criteria**
- Tailored to micro-enterprises and SMEs
- Easy entry combined with customisable development process up to Swisstainable Level II and III
- Simple, web-based Reporting- & Communication platform
- Transparent Scorecard and Label to communicate your sustainability performance
- Fair and 100% transparent costs



(Accommodation providers, restaurants, shipping companies, mountain railways, excursions, attractions, hire stations, ski and outdoor schools, activities, events, DMOs and tourist information

The Good Travel Seal Fully integrated with Swisstainable at Level II and III



Accommodation providers are automatically marked as certified on **booking.com** 😣 Sustainability certification







REPORTING

From GT Seal level 2 you will be invited to indicate the measures you implement for various sustainability subjects on our online platform, and upload important supporting documents.





The information on the platform then be assessed by a team of experts, who will evaluate whether the criteria were achieved by your business. You will also receive feedback on how to improve.



AUDIT

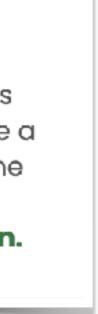
If over 70% compliance is reached, **an** independent expert will be checking your management practices. This can be done online via smartphone video call, or (preferably) on-site.



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The findings of the checks ('audit') are used to make a certification decision. If the result is good, you will be awarded the certification.

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Transparency Green Claim-Fit: Our scorecard based on 10 values





This is to certify that this establishment has been assessed by a Good Travel Seal auditor



TEST BUSINESS NAME Zurich, SWITZERLAND

Efforts towards fair and responsible tourism are rewarded with a **Good Travel Seal Level 2, Gold**

Latest expert check or audit: DECEMBER 2023

Valid 1 year





Albert Salman President of Green Destinations & Good Travel Seal

More information on the establishment's performance is available in: **www.goodtravel.guide** Suggestions from customers on how to improve their performance are welcome

Fair system costs Participation fees for the Good Travel Seal

BUSINESS SIZE: FTEs / NO. OF ROOMS	1 YEAR	2 YEARS*			
Micro / 1-5	€220,00	€350,00			
Small / 6-10	€360,00	€580,00			
Medium / 11-30	€580,00	€925,00			
Large / 31-50	€800,00	€1275,00			
Extra Large / 51+	€950,00	€1515,00			
XXL/100+ (optional)	€1045,00	€1670,00			
XXXL/250+ (optional)	€1100,00	€1760,00			
* Businesses that choose a two-year subscription receive a 20% discount on the total price.					



including:

- Access to the reporting system (web-based)
- Training in reporting (approx. 45 minutes, online)
- Preparation for the audit
- Certification by Green Destinations
- Annual update meeting
- Certificate and scorecard

+ External audit by independent auditors every 2 years CHF 250 for Level 1 and CHF 500 for Level 2+3







- Initial consultation on the possibilities for your company (free of charge)
- Onboarding in the system and preparation of reporting (included)
- Support in reporting, action planning and implementation (optional - CHF 165 per hour and in regular offered online meetings together with other businesses)
- Workshops for you and your team (Optional offer tailored to requirements)
- External assessment by independent auditors (CHF 500,-, external Auditor) •
- Certification by Green Destinations (included validity: 2 years)
- Recognition by Swisstainable (Minimum basis is the existing categorisation as a • Swisstainable Level I - committed company. Swisstainable charges a participation fee since 2024)

Well accompanied Practical, fair & transparent



















- We work closely with the KONA team and are a member of **STV-FST**.
- The Good Travel Seal already makes sense from Level 2 Silver as a combination certificate with another recognised initiative for Swisstainable Level II. From experience, OK:GO and MYBLUEPLANET are good combinations.
- We support companies in implementing measures with other tools from our network, e.g. with the 'Climate Action 4 Companies' programme from **MYBLUEPLANET** or as a member of **FAIRUNTERWEGS**.

Well connected Partnerships for Swisstainable



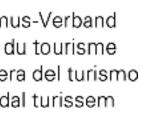
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Let's start Questions? We would be happy to discuss the path for your company

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