

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



An aerial photograph of a vibrant turquoise lake surrounded by a dense forest of green trees. The water is exceptionally clear, revealing the rocky and pebbly bottom. The surrounding forest is lush and green, with some trees showing a yellowish-green hue. The overall scene is a beautiful natural landscape.

> 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

TOURISM
IMPACT



Green Destinations

Global network for sustainable tourism



Tourism for People,
Nature & Climate

500+
Top 100 destinations

122
Awarded and Certified destinations

75
Representatives & Partners

90+
Countries

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

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The Good Travel Seal

The Green Destinations solution for your company

- One solution **for any type of tourism provider**
(Accommodation providers, restaurants, shipping companies, mountain railways, excursions, attractions, hire stations, ski and outdoor schools, activities, events, DMOs and tourist information 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**

The Good Travel Seal

Fully integrated with Swisstainable at Level II and III



Certification

4 steps to your goal

1 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.

2 ASSESSMENT

The information on the platform will 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.

3 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.

4 CERTIFICATION

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

Transparency

Green Claim-Fit: Our scorecard based on 10 values



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

Well accompanied

Practical, fair & transparent

- Initial consultation on the possibilities for your company (free of charge)

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- 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)


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- 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 connected

Partnerships for Swisstainable

- 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**.

STV  **FST**
Schweizer Tourismus-Verband
Fédération suisse du tourisme
Federazione svizzera del turismo
Federaziun svizra dal turissem



FAIR
UNTERWEGS



**FOR THE
PLANET**
— MEMBER —

Let's start

Questions? We would be happy to discuss the path for your company

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TOURISM
IMPACT