



*This mark means a world of difference to travelers and tourists around the globe.*

**S**ustainability matters to today's travelers. A growing number of people and businesses choose hotels, resorts, and other tourist destinations based on environmental stewardship, fair trade practices, and commitment to preserving the local culture and history.

Green Globe certification tells the world your travel or tourism business meets internationally accepted criteria for sustainability at all levels of operation and management.

Energy Insight, Inc., is among an elite group of consultants in North America qualified to deliver accredited Green Globe auditing and certification services. We are proud to be part of this worldwide movement!

*Green Globe certification addresses not only how your travel or tourism business treats natural resources, but how it impacts the social fabric of local communities—with detailed criteria in four main areas of sustainability.*

Green Globe certification benefits many types of travel and tourism related businesses:

- Hotels and resorts
- Spas and health centers
- Convention and event centers
- Restaurants
- Golf courses
- Cruise ships
- Tourist attractions
- Travel companies
- Transportation providers

## 1 ENVIRONMENT

- Energy
- Water and wastewater
- Recycling
- Consumable goods
- Pollution control
- Greenhouse gas emissions
- Waste management
- Conservation of ecosystems
- Biodiversity and landscapes

## 2 SOCIAL AND ECONOMIC

- Employment of local residents, including in management
- Local goods purchased
- Fair trade practices
- Support for local entrepreneurs
- Respect for local populations

## 3 CULTURAL HERITAGE

- Protection of historic artifacts
- Protection of culturally significant sites
- Code of behavior for tourist visits to sensitive locations

## 4 SUSTAINABILITY MANAGEMENT

- Presence of long-term sustainability management system
- Compliance with relevant regulations and codes
- Employee training in sustainable management of environment, sociocultural factors, and health and safety
- Commitment to sustainable design and construction
- Accuracy of promotional materials
- Experiential or interpretive tourism to provide customers with knowledge of the natural environment, local culture and heritage, etc.



*"Achieving this international recognition provides a competitive advantage and helps hotels and resorts meet guests' expectations for social and environmental responsibility."*

Tanuj Gulati, Green Globe Auditor

**T**he Green Globe audit process is thorough and hands-on, while respecting the value of your time and that of your busy employees.

Energy Insight's Green Globe accredited auditor is trained to assess and determine the level of compliance with dozens of specific criteria and hundreds of prescriptive and performance indicators, based on your business type and location.

*Here is what you can expect:*

- Preliminary meeting and general discussion of Green Globe membership and certification
- Tour of your property to familiarize the auditor with your company, operation, and current green/sustainable measures
- Review of documents related to the audit process
- Employee interviews to gather input from across your organization
- Onsite audit for Green Globe indicators and criteria
- Determination of compliance with Green Globe standards
- Recommendations for continual improvement

*Why Green Globe?*

- Earn certification using a respected worldwide standard
- Gain a competitive advantage in global eco-tourism market
- Meet or exceed your guests' expectations for green, sustainable practices
- Measure your energy and environmental performance
- Improve your operational efficiency
- Create a roadmap to improved sustainability

*Contact us to learn more about Green Globe auditing and certification services!*



*Photos courtesy of Red Frog Beach Resort and Spa, Green Globe Certified by Energy Insight, Inc. (www.redfrogbeach.com)*



7935 Stone Creek Drive, Suite 140

Chanhassen, MN 55317

T: 952.767.7455 E: [info@EnergyInsightInc.com](mailto:info@EnergyInsightInc.com)

[www.EnergyInsightInc.com](http://www.EnergyInsightInc.com)