



## Sustainability Criteria Overview

Bringing together the very best of sustainability and hospitality, Beyond Green represents hotels, resorts and lodges that combine true inspiration in travel with authentic and innovative design, unsurpassed guest service, and an array of experiences that inspire personal renewal, wellness, learning, and adventure in some of the most unique and fascinating urban, rural and remote places on our planet, all wrapped together with a deep commitment to sustainability leadership. In addition to a review of the property and guest services, members in the portfolio undergo an initial onsite inspection to meet Beyond Green's sustainability criteria, and a re-inspection every 24 months.

At the heart of Beyond Green are the three pillars of sustainable tourism, along with an additional set of 54 priority sustainability indicators (with a total of 97 indicators reviewed) that are aligned with the global sustainable tourism standards and the United Nations Sustainable Development Goals (SDGs). The three pillars, and examples of Beyond Green sustainability indicators, are:

**Environmentally-Friendly Practices** – The focus of this pillar is on the “green operations” of being a sustainable property – reduce, reuse, recycle, renew. ‘Going green’ is a globally recognized concept that encourages innovative practices across operations to reduce energy, water, waste, and carbon impact. Examples of environmentally-friendly standards include:

- Demonstrable policies in place to “reduce, reuse, recycle”, including food waste, with reduction targets set at least annually.
- Single use plastic water bottles have already been eliminated.
- Reduction of other single-use plastics is monitored and managed, with reduction targets set at least annually.
- Water use is monitored and managed, with reduction targets set at least annually.
- Energy use is monitored and managed for energy conservation, including a priority on renewable energy sources, with reduction targets set at least annually.
- Environmentally-friendly chemicals, including cleaning products, are sourced and utilized.



- Wastewater is appropriately treated, and grey water is recycled and reused where possible.
- Local sourcing is a priority to reduce carbon footprint, with percentage of local sourcing monitored and identified.

**Protection of Natural and Cultural Heritage** – Whether urban or rural, on land or sea, all Beyond Green members are engaged in programs, policies, and initiatives to help protect nature and support cultural heritage.

Examples of Natural Heritage standards include:

- Support to local, national and/or international conservation organizations.
- Collaboration with scientific research projects aimed at protecting biodiversity.
- Initiatives to restore and protect natural ecosystems, whether terrestrial or marine.
- Property landscaping prioritizes the use of native species.
- Invasive species are eradicated and controlled, where applicable.
- Monetary and in-kind contributions that support the protection of biodiversity conservation are documented and maintained.
- Local, national, and international regulations and guidelines for wildlife viewing and the illegal trade in endangered species are adhered to.
- Guests are educated and informed about avoiding purchase of illegal wildlife products/souvenirs.

Examples of Cultural Heritage standards include:

- The property embraces local cultural vernacular in hotel design and décor.
- Local cultural traditions are reflected in cuisine, activities, events, and other services on property.
- The property supports local and regional artistic traditions such as music, dance, art, and handicrafts.
- The property helps to preserve historic buildings and sites of archeological significance, where applicable.
- Monetary and in-kind contributions that support the protection of cultural heritage are documented and maintained.
- Guests are provided with advice on culturally respectful behavior in the region and country where the property is located.



- Measures are in place to ensure culturally respectful interactions with local communities.
- Cultural artifacts are not sold, traded, or displayed, except as permitted by law.

**Social and Economic Well-being of Local People** – This includes a commitment to benefiting local people in the area or region where a property is based. Examples of standards include:

- Priority to hire locally according to fair wages, benefits, and non-discrimination policies that meet or exceed legal requirements.
- Documented policy against exploitation and harassment is implemented and communicated.
- Community members are consulted in identifying local needs and opportunities, including monitoring and evaluating of community benefits.
- Monetary and in-kind contributions to local community initiatives, such as education, micro-enterprise development, clean water access, and health and sanitation, are documented and maintained.
- Training and capacity building are offered to local residents to enhance their employment and career advancement opportunities.
- Company diversity and inclusiveness policies are in place, with internal promotion opportunities provided to all without discrimination.
- Goods and services purchased from locally owned and operated businesses are documented, with goals set at least annually for increasing the percentage of local sourcing.
- Advice and support are provided to local service providers on the quality and sustainability of their services.

Each property that seeks to be a member of Beyond Green is vetted on these and additional sustainability standards across the three pillars of sustainable tourism.