











**Research - Green Tourism Certification Schemes**

Certification scheme	Logo	Certifying body	What/Who/Where do they certify?	Method of assessment (e.g. self assessment, verified by the certification scheme or verified by an independent auditor)	Are there different levels of certification?	Cost
<b>UK &amp; Ireland</b>						
Green Tourism Business Scheme (GTBS)	 Logo's for England, Scotland & Wales	Green Business (UK) Ltd through the International Centre for Responsible Tourism (ICRT)	Tourist businesses (accommodation providers, visitor attractions, activity providers, food & retail, corporate offices, tourist information centres, conference and event venues) in the UK.	Following the completion of an application form grading visits are undertaken by independent, qualified environmental auditors.	Yes - Going Green, Bronze, Silver & Gold	Fees vary based on the size, location and market of individual businesses and are designed not to be cost prohibitive for small businesses.
<b>Africa</b>						
Ecotourism Kenya		n/a	Tourist accommodation (hotels, lodges, camps, bush homes, homestays and bandas) in the East African Community region.	Submission of a self assessment questionnaire (plus Responsible Tourism Report and Environmental Management Plans for Silver & Gold applications). The application is then assessed in 3 stages - desk evaluation, field audit and committee evaluation.	Yes - Bronze, Silver & Gold	USD150 (£94) Application fee PLUS the balance of the full fee ( <i>amount not available on the website</i> ).
Fair Trade in Tourism South Africa (FTTSA)		n/a	Accommodation of all standards, activities, attractions and volunteer tourism programmes in South Africa.	Basic online application form followed by an on-site evaluation lasting 2-5 days depending on the size and complexity of the business.	No	There are 3 Fees: Cost of on-site visit, daily rate is R2750 (£215) PLUS 70% of the assessors travel costs (30% is paid for by FTTSA) PLUS an Annual User Fee of R665.50 - 19,965 (£52-1565).
<b>The Americas</b>						
Certification for Sustainable Tourism (CST)		The Costa Rica Tourist Board	Hotels, lodges, cabins, tour operators and travel agencies in Costa Rica.	A registration form and notarised declaration (available online) are submitted personally. Businesses then complete an Evaluation questionnaire with yes/no answers to a range of questions and a general evaluation for areas/projects not covered in the questionnaire. They are assessed on these as well as the general perception they give.	Yes - a system of "sustainability levels", on a scale of 1 to 5	Enrollment in the program and the first categorisation has no cost. <i>Subsequent costs are not available on the website.</i>
Florida Green Lodging		Florida Department of Environmental Protection (DEP)	Lodging facilities that make a commitment to conserve and protect Florida's natural resources.	The Program is administered primarily online. To become designated, facilities must conduct a thorough property assessment and implement a specified number of environmental practices in six areas of sustainable operations.	No	No cost
Sustainable Tourism Standards, Mexico		The Ministry of Environment and Natural Resources (SEMARNAT)	Tourism facilities and/or activities in Mexico.	Two independent auditors evaluate whether the business fulfills the criteria of the regulation; there is also a third party social environmental assessment.	Yes - Level 1 and Level 2 (2 is the strictest)	Unknown
<b>Europe/Mediterranean</b>						

European Ecolabel or EU Flower		European Commission, Environment	Tourist accommodation services and campsites in Europe.	All applications are submitted electronically to designated competent bodies in each country. The Competent Body will examine the dossier including documentation sent directly from suppliers. When all documentation has been assessed and approved, the Competent Body shall carry out an onsite visit.	No	EUR 200-1200 (£172-1032) annually
<b>Middle East/North Africa</b>						
Green Star Hotel			The hotel industry in Egypt.		Yes - 3-5 green stars	
<b>Asia and Australia/Pacific</b>						
No specific certification schemes are listed for Asia or the Australia/Pacific area; please refer to the Global section below or to <a href="http://www.qualmark.co.nz">www.qualmark.co.nz</a> for a New Zealand certification scheme.						
<b>Global</b>						
AITO Star Classification		Association of International Tour Operators (AITO)	Independent tour operators worldwide - the majority of AITO members are small-to-medium-sized owner-managed businesses.	Applicants are required to satisfy a number of criteria about their status and the nature of their activities to gain membership. To gain 3-5 Star Classification there is an additional set of sustainable tourism guidelines covering the environment, local cultures, local communities, natural resources and pollution.	Yes - 1-5 stars (1 star demonstrates the minimum requirement to accept the principle of responsible tourism; 2-5 stars highlights a members' achievements in responsible tourism).	Application fee of £411.25 (£311.25 will be refunded if application rejected) PLUS £1209.60-7224 annual subscription depending on turnover.
Blue Flag		Foundation for Environmental Education (FEE)	Beaches and marinas in 46 countries. Boats and whale-watching boats can also be certified.	The National Jury evaluates applications for compliance with the Blue Flag criteria and gives an approval or rejection on the national level. Approved applications are forwarded to the International Jury. The International Jury carries out an evaluation and decides which beaches and marinas to award the Blue Flag to for the season.	No	£660 +VAT
Earthcheck		EC3 Global	Large and small businesses from 39 sectors of the the tourist industry (from accommodation and activities to travel agents and vehicle rental) in more than 84 countries.	Independent third party verification that an organisation has complied to the criteria within the EarthCheck Company Standard through an external audit. The process varies according to the business size and their social and environmental impact.	Yes - Bronze Benchmarked (whilst being assessed; this is not a certification), Silver Certified, Gold Certified (for 5-9yrs continuous certification) & Platinum Certified (for 10+yrs continuous certification)	Earthcheck Assessed fees: Au \$395 (£255). Earthcheck Certified fees: Au \$3500 (£2262) annually PLUS auditor's fees.
EMAS (Eco-Management and Audit Scheme)		European Commission, Environment	Businesses and organisations operating in all economic sectors in the 27 EU Member States, the three European Economic Area Member States (i.e. Norway, Iceland and Liechtenstein) and European Union Accession Countries. Since 2010 the scheme is also open to non-European organisations and European organisations operating in third countries.	Environmental review, creation of policies, programme development, implementation of a management system, auditing, production of public environmental statements and third party verification by independent auditors. EMAS promotes continuous evaluation and improvements in environmental performance.	No	Fixed costs (e.g. registration fee) PLUS external consultancy, staff training and internal administrative costs.
Green Globe		Combined leadership of Green Globe Ltd and Green Globe International	Travel industry (from cruise ships, spas and golf courses to accommodation, tour operators and management companies); available in 83 countries.	Certification is granted when the mandatory requirements are met and the compliance rate is greater than 50%. An independent evaluation is completed on-site by an independent auditor upon completion of the certification process.	Yes - Green Globe Certified and Green Globe Certified (Gold). The latter is awarded when organisations have achieved Green Globe Certification for a period of 5 or more continuous years.	US\$750-6778 (£469-4200) annually. Except for Sub-Saharan Africa & South Africa, consultation & auditing is additional & varies with auditors.
The Green Key or La Clef Verte		Foundation for Environmental Education (FEE)	Leisure & tourism establishments i.e. campsites, hotels and attractions. The Green Key currently operates in 27 countries although additional countries are encouraged to apply.	A national steering group with representation from authorities, NGO's and Business associations approve all applications according to the international baseline criteria as well as criteria specific to each country. Contact national operator (see website) for each country for more details. Field site visits are undertaken.	No	None stated on website

Green Key Eco-Rating Program		Hotel Association of Canada	Hotels, motels and resorts in 17 countries although the vast majority are awarded in Canada and the US.	The self-assessment consists of approx. 150 questions related to various areas of sustainable hotel operations. Registration can be completed online in a few minutes; instructions will then be sent on how to access the online self assessment. Verification is by an independent organisation.	Yes - 1-5 keys	Annual fee: US\$600 (£379.50) for U.S. properties or CDN\$350 (£215.31) + GST for Canadian properties. No costs available for other countries.
Green Leaf Environmental Standard		The Green Leaf Environmental Trust	Green accommodation, business, products, conferencing and events globally.	The Certificate Committee evaluate all findings presented by the applicant and on-site verification team in the form of supporting evidence and scorecard results in accordance with Green Leaf Environmental Standard policies and procedures.	Yes - Committed to Efficiency (C2E) and Green Leaf Environmental Standard Certified Silver, Gold and Platinum.	A quote is sent out following online registration.
ISO 14001:2004	 N.B. ISO's logo is not for use by certified businesses	International Organization for Standardization (ISO)	Organisations of any size or type in 162 countries.	The implementation of an environmental management system (EMS) using ISO 14004:2004 guidelines followed by a submission of objective evidence which can be audited to demonstrate that the EMS is operating effectively and in conformity to the standard. Assessment is subsequently carried out by qualified independent third party auditors.	No	CHF106 (£96) for the ISO 14004:2004 guidelines plus CHF136 (£75) for the ISO 14001:2004 requirements documents plus cost of a third party auditor.
LEED (Leadership in Energy & Environmental Design)		U.S. Green Building Council (USGBC)	The design, construction, operation & maintenance of buildings (offices, retail and service establishments, institutional buildings, hotels and residential buildings of four or more habitable stories) for improved environmental and human health performance. LEED operates in 41 countries.	An initial assessment, bringing together the project team, will determine the level of certification sought. Evidence is then gathered and submitted for evaluation.	Yes - Certified, Silver, Gold & Platinum.	Flat fees (such as registration) are dependent on the building's gross square area; additional fees are calculated per square foot. It has been suggested by Enermodal Engineering, who have wide experience of LEED, that total costs are less than 0.3% of typical construction costs, or about three months of operating energy costs.
Rainforest Alliance ('Verified as meeting Rainforest Alliance Sustainable Tourism requirements')	 N.B the similar looking 'Certified' logo is only for use on agricultural products.	n/a	The Rainforest Alliance does not provide certification for the tourist industry but works with hotels, restaurants and other tourism businesses to help them become more sustainable and then verifies their progress.	Through training and technical assistance, businesses are taught how to operate sustainably by improving their environmental, social and economic practices; their progress is verified through an on-site visit. If they meet at least 50% of the criteria they are eligible to receive promotional benefits, including the use of the Rainforest Alliance Verified™ mark.	No	Unknown
STEP (Sustainable Tourism Eco-certification Programme)		Sustainable Travel International (STI)	Travel & Tourism businesses (Tour operators, Accommodation, Luxury Accommodation, Attractions and Transport Providers) worldwide. N.B. Alternative certification is also available for Luxury Accommodation, Shore Excursions and Dive Centres.	Submit the required policies and documentation - if approved you will receive the 1 Star Eco-certified logo. A further on-site assessment is required for 2-4 star certification.	Yes - 1, 2, 3, 4 or 5 Stars	Application fee of USD 250-750 (£156-468) PLUS an on-site assessment fee (for 2-5 Star ratings only) of USD 400-1000 (£249-624) p/day (usually takes 3-6 days) PLUS an Annual license fee of USD 250-750 (£156-468)
Travelife Sustainability System		Travelife Ltd	Hotels and apartments globally.	Achieve specified criteria, have a full audit by a Travelife auditor and be a subscribed Travelife member.	Yes - bronze, silver & gold	Average is 2-300EUR (£172-258) annually. No cost to initially register a business and have access to additional resources.

Please note: currency conversions have been calculated using [www.oanda.com/currency/converter](http://www.oanda.com/currency/converter) in November 2011.

Please note: If you would like to make amendments to any details listed for your organisation, please email [admin@thetravelfoundation.org.uk](mailto:admin@thetravelfoundation.org.uk) (amends to date: Travelife Sustainability System, March 2012)