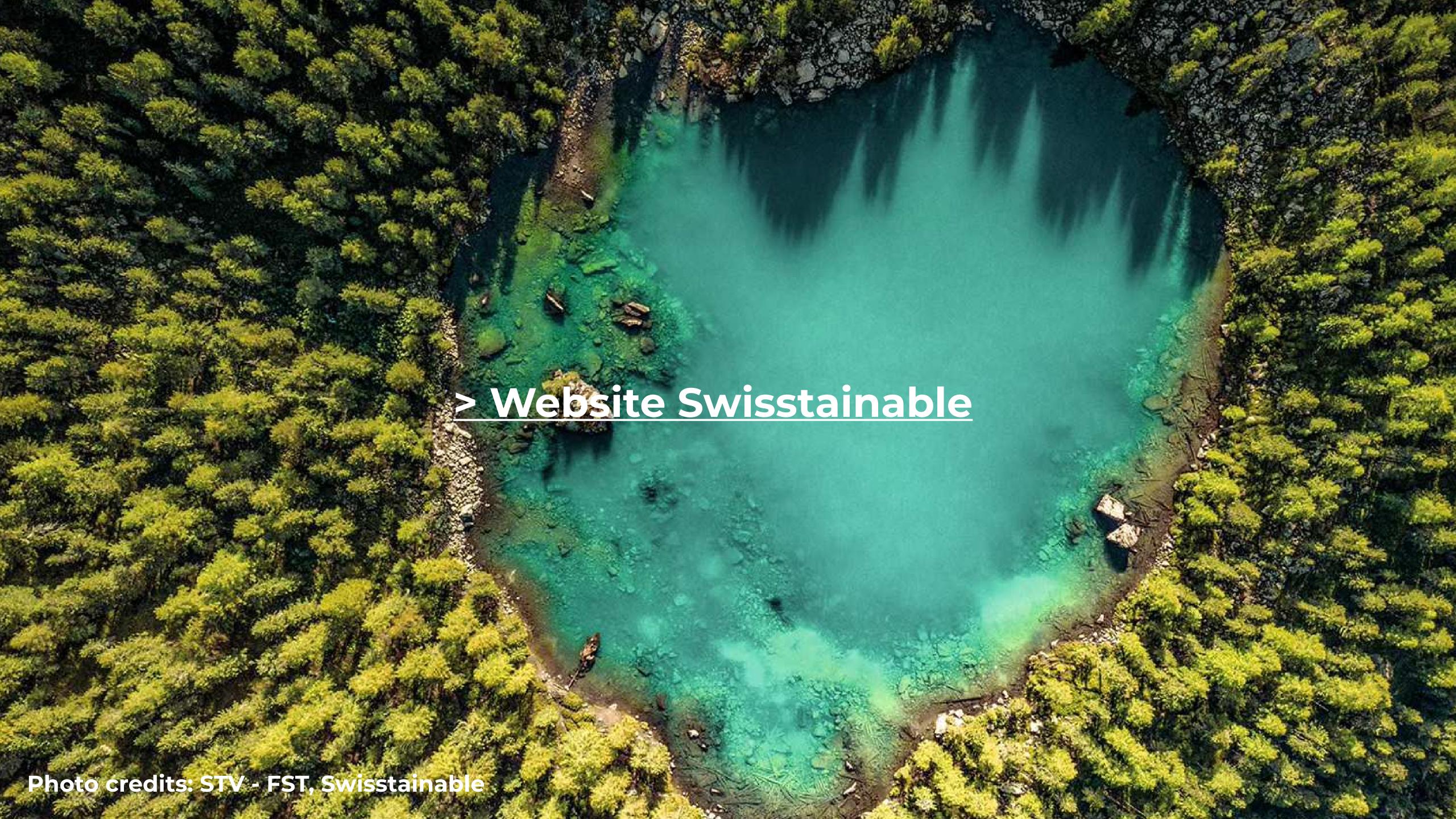
# **Sustainability** for your company - hands-on support

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





# An offer by

### TOURISM IMPACT & Green Destinations

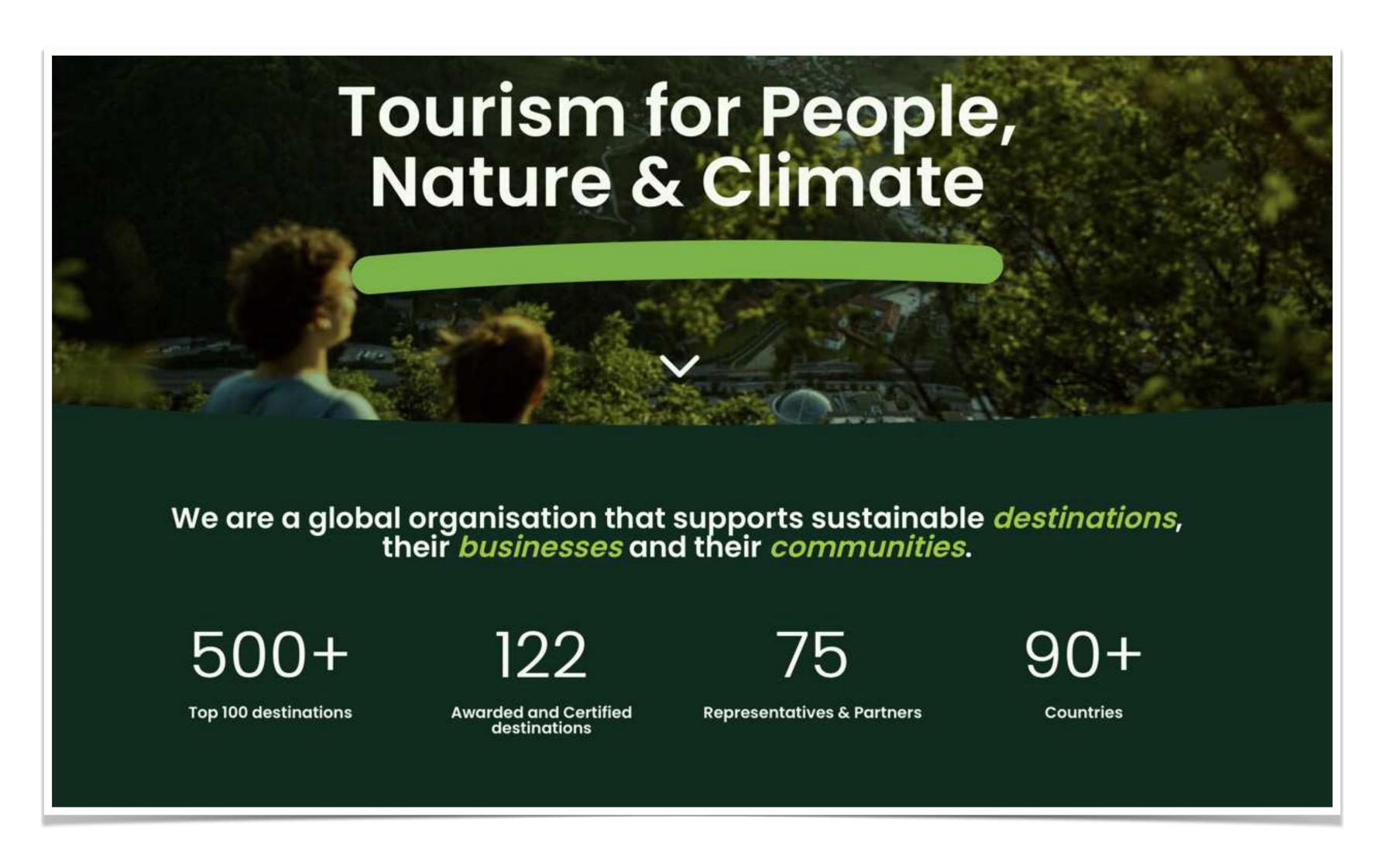
- Holger Sigmund
- Co-creator at Tourism Impact
- · Passionate about tourism for 23 years
- · Entrepreneur & experienced consultant
- · Experience in project and process management
- Green Destinations representative in Switzerland
- · In the network with DE and AT: GreenDACH
- GSTC-Trainer (Global Sustainable Tourism Council)







Global network for sustainable tourism





# 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

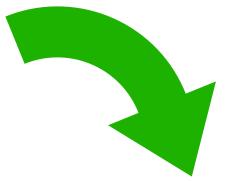


#### REPORTING

to indicate the measures you implement for various sustainability subjects on our online platform, and upload important supporting documents.



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.



#### 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.



#### **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.





### Participation fees for the Good Travel Seal

BUSINESS SIZE: FTEs / NO. OF ROOMS	1YEAR	2 YEARS *
Micro / 1-5	€200,00	€320,00
Small / 6-10	€330,00	€525,00
Medium / 11-30	€525,00	€840,00
Large / 31-50	€725,00	€1160,00
Extra Large / 51+	€860,00	€1375,00
XXL/100+ (optional)	€950,00	€1520,00
XXXL / 250+ (optional)	€1000,00	€1600,00
* 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

<sup>+</sup> 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 and action planning for sustainable development (optional - CHF 165 per hour or based on a previously agreed budget)
- · 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 connected

GREEN

DESTINATIONS

DACH Region

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.





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## Let's start

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

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