

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 nestled within a dense forest. The water is exceptionally clear, revealing the rocky and pebbly bottom. The surrounding trees are lush and green, with some shadows cast onto the water's surface. The overall scene is serene and natural.

> Website Swisstainable

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)



Green Destinations

Global network for sustainable tourism



Tourism for People,
Nature & Climate

A green horizontal bar is positioned below the title, and a white downward-pointing chevron is centered below it. The background of the banner shows a person's profile looking out over a lush green landscape.

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

500+

Top 100 destinations

122

Awarded and Certified
destinations

75

Representatives & Partners

90+

Countries

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



Accommodation providers also receive the "Level 3+" mark at **booking.com**  Level 3+ bei „Travel Sustainable“

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.

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.

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.

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**.

Fair system costs

Participation fees for the Good Travel Seal

BUSINESS SIZE: FTEs / NO. OF ROOMS	1 YEAR	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

+ 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)

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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