



BHN Webinar  
Q&A Discussion with NOW  
(21 Oct 2024)

**What should hoteliers consider when evaluating different frameworks and certifications?**

**What's your advice for determining whether pursuing certification is the right choice?**

**1**

ASSESS GOALS & NEEDS

COMPARE

**CONSIDERATIONS  
&  
NOW ADVISE  
ON RIGHT CHOICE**

**2**

REGULATION

**3**

CERTIFICATION  
SCHEME  
3 CRITERIA

**4**

BENCHMARKING

**5**

ASK CERTIFICATION  
SCHEME PROVIDER  
3 QUESTIONS

# 1

## ASSESS GOALS & NEEDS ... & COMPARE

Have a clear idea of what you want to achieve and what you need to improve.

### Compare frameworks and certification:

- how well they match your goals and needs
  - how credible and reputable they are
- how easy and affordable they are to obtain and maintain
  - how valuable they are to your stakeholders

## **Popular certification schemes**

For Hotels in Development: LEED, BREAM or EarthCheck Design

For Hotel Operations: International Organization for Standardization (ISO),  
EarthCheck, Green Key, Green Globe, Travelife

## **Certifications differ**

In scope, level, rigor, transparency, verification, cost, and recognition

2

## REGULATION



Adopted January 2024

Apply to all businesses in the EU and abroad targeting the EU consumer.

To comply with regulatory standards and avoid accusations of greenwashing with penalties, hotels should possess a certification scheme that is approved by an accreditation body, known as a **Conformity Assessment Body** that is listed by the **International Accreditation Forum**.

<https://www.itmustbenow.com/feature/the-now-team-blog/strict-eu-regulations-impacts-hospitality-industry/>

# 3

## “MUST HAVE” CRITERIA FOR CERTIFICATION SCHEME

(to be approved by a Conformity Assessment Body / CAB)



1. Must be science-backed and based on EN ISO 14024 Type 1 Ecolabeling Scheme standard
2. Must have an independent audit that is transparent, legitimate and conducted by an organization recognized as a Conformity Assessment Body (CAB) that is entirely independent of the certification scheme.
3. Must have an aggregated sustainability performance scoring or grading system.  
(ie. Recognising how many years a company has been part of a certification scheme)

## Regulation Compliance

To date, examples of popular certification schemes that are complying with the requirements of the EU Commission considering the independence of certification process via an official Conformity Assessment Body (CAB) are ISO and EarthCheck



EARTHCHECK



[Is Your Hotel's Sustainability Certification Scheme Legit? - NOW](#)



# 4

## CERTIFICATION SCHEME SHOULD HAVE BENCHMARKING

“You can’t manage what you don’t measure”

Hotel should collect benchmarking data

- ✓ to review actions taken to address Key Performance Areas (KPA) and
- ✓ to develop/review an Energy / Water / Waste Management Plan annually
- ✓ to compare Key Performance Indicators (KPI) within the hospitality industry

# 5

## THREE Qs TO ASK CERTIFICATION SCHEME PROVIDERS

- 1. Is the certification scheme officially accredited by an accreditation body in the place where the business is registered and originates, or in an EU Member country?**

It should be. Ask which one.

- 2. Who is conducting the audit?**

Certification Scheme provider should not be involved in the auditing and certification process. If the auditors are not appointed by an Accredited Certification Body (CAB), the audit is not legitimate due to the lack of accreditation and transparency.

- 3. Are there any conflicts of interest between the Certification Scheme Advisors, Consultants and Auditors?**

Certification Scheme should provide support to deliver on their standards. They should not provide other advisory, consultancy and auditing service. Advisors, consultant and auditors should not be working in the same company or umbrella of companies.



**How can hoteliers effectively avoid greenwashing, and what are the best practices for communicating sustainability efforts to guests and stakeholders?**



## **GREENWASHING**

Exaggerating and making false or vague claims in the communication of products and services as 'green' or sustainable

# GREENWASHING

IT STARTED  
WITH YOUR  
HOTEL TOWELS

Avoid being accused of greenwashing.

Only communicate actions with evidence proof and measurements that has been independently audited.

Have an accredited, science-backed Sustainability Certification Scheme with an independent audit.

# 1

## BEST PRACTICE FOR COMMUNICATING SUSTAINABILITY GOALS & ACHIEVEMENT

### DEFINE PURPOSE & GOALS

#### PURPOSE

What you do apart from making money

#### GOALS (PLEDGE)

- specific
- measurable
- achievable
- relevant
- time-bound

to track progress, evaluate impact  
and report results

## 2 & 3

### BEST PRACTICE FOR COMMUNICATING SUSTAINABILITY GOALS & ACHIEVEMENT

#### **COMMUNICATION CHANNEL & PLATFORM**

- to inform
- to build / regain trust
- to invite feedback, engagement, and action from customers

#### **CRAFT SUSTAINABILITY MESSAGE & TONE**

- honest and open
- authentic and transparent
- avoid greenwashing

# 4

## BEST PRACTICE FOR COMMUNICATING SUSTAINABILITY GOALS & ACHIEVEMENT

### **Deliver your sustainability message**

- effectively
- consistently
- across all channels and platforms

For transparency to all stakeholders, add Sustainability Reporting in your website and use as content for social media, email marketing, packaging and labelling



# NOW SUSTAINABILITY REPORTING TOOL

.....

Examples from  
NOW Force for Good  
Leaders

.....

VIEW links...

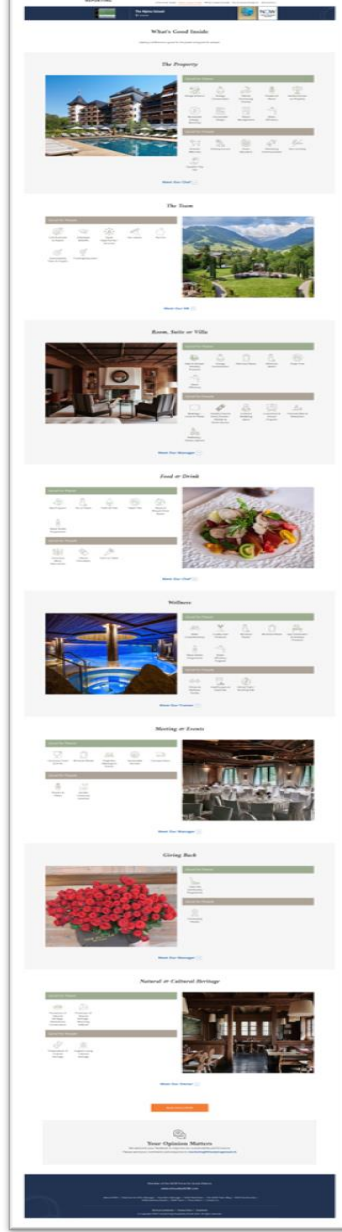
[Whatley Manor, UK](#)  
(1<sup>st</sup> UK hotel to go beyond Net Zero &  
achieve Net Negative Emissions)

[Grand Hotel Huis ter  
Duin, Holland](#)

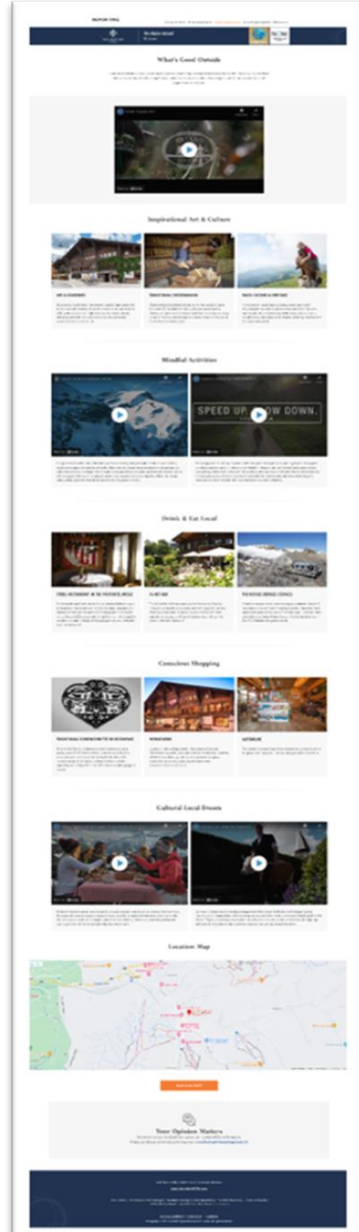
[The Alpina Gstaad,  
Switzerland](#)



1



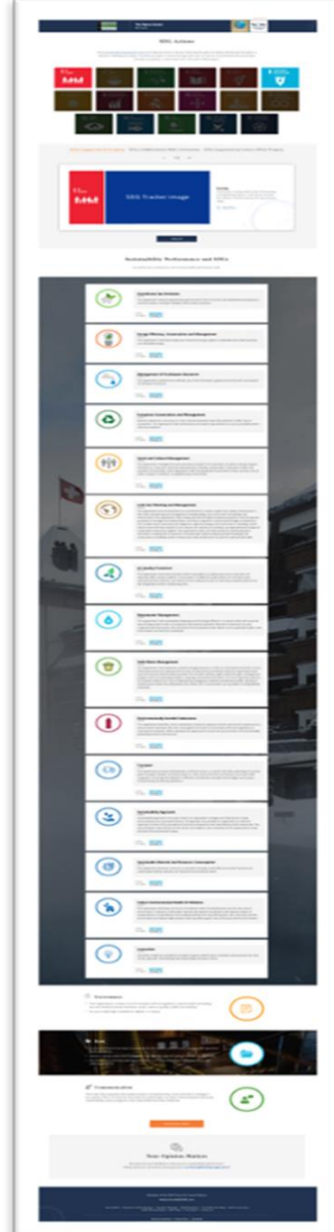
2



3



4



5

Purpose: What you do beyond making money

Sustainability Movers: Who does what

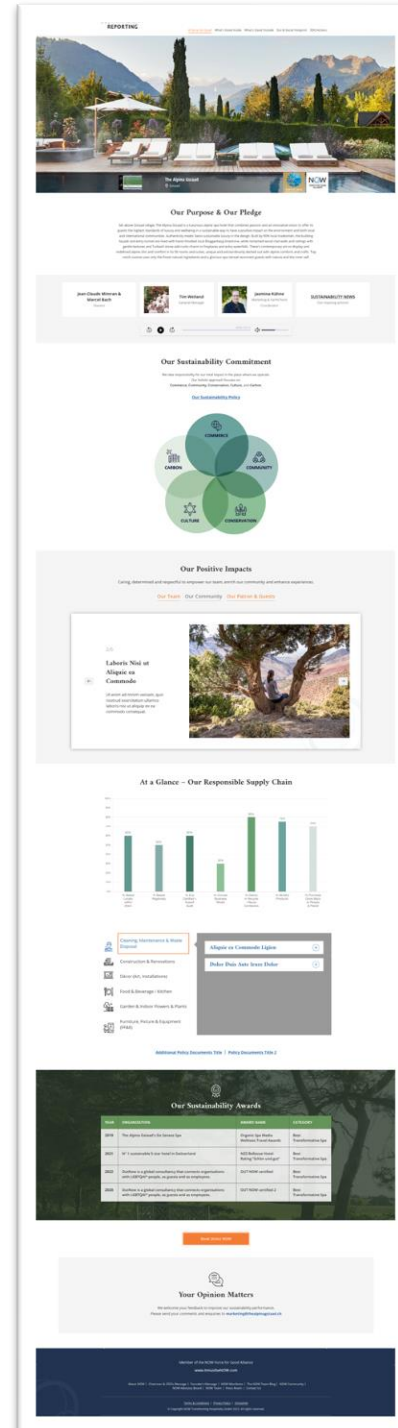
Sustainability News: What's the latest

Positive Impacts: What guests can experience

Responsible Suppliers: Who they are

Awards: Who recognise 'Force for Good' efforts

1

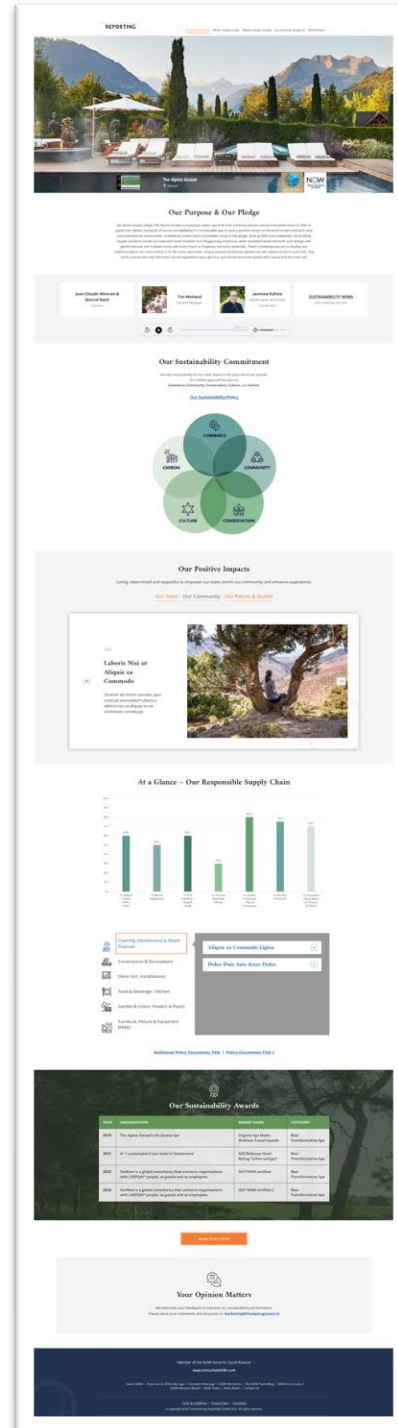


A FORCE FOR GOOD



# A FORCE FOR GOOD

# 1



- Purpose
- Owner, Management, Sustainability Person, News
- Sustainability Commitment
- Positive Impacts (Team, Community, Patron/Guests)
- Responsible Supply Chain
- Awards
- Stakeholder Feedback

# SUSTAINABILITY REPORTING

A Force for Good What's Good Inside What's Good Outside Eco & Social Footprint SDG Actions

➤ Revolving carousel of images

Business Logo



**Whatley Manor Hotel**

📍 Whatley Manor, Easton Grey, Malmesbury, Wiltshire, SN160RB

Sustainability Certification



Business Name & Location

NOW Force For Good Leaders that achieve Net Negative Emissions

Explain PURPOSE ... why business exist beyond making money  
Explain PLEDGE ... what business promise to do to accomplish Purpose

## Our Purpose & Our Pledge

Whatley is a 23 bedrooms luxury country house hotel, spa, and restaurants, set amidst 12 acres of grounds. We believe that providing an outstanding hospitality experience should not come at the cost of our planet. To ensure that our sustainability aims are clear and achievable, we have partnered with EarthCheck and NOW. Our team is committed to achieving our targets while maintaining the high standards of luxury that our guests have come to expect from us. We are dedicated to reducing our carbon footprint and have set ambitious goals for ourselves. By 2028, we aim to achieve a 95% reduction in net-zero carbon emissions for Scope 1 & 2. Additionally, we aspire to attain a 90% reduction in emissions for Scope 3 compared to 2019 by 2035. In January 2024, we became Climate Positive by purchasing Gold Standard Carbon Credit to offset our 2022 emissions. This is a significant milestone in our journey towards sustainability. Our core value is to be a responsible business that respects nature, people, and the planet.

Identify Business Owner/s

**Christian Landolt**

Owner

Identify Lead Manager



**Michele Mella & Sue Williams**

General Manager & Sustainability Advisor

Identify Head of Sustainability



**Magaly Etter**

ESG Manager

**SUSTAINABILITY NEWS**

Our inspiring actions!



00:00 / 03:13



Audio Recording

Sustainability Progress

## Sustainability News



Video or Pictures

News Title

### Whatley Manor Achieves Milestone as the First Climate Positive Hotel in the UK

11 JAN, 2024

Pioneering a transformative approach that redefines sustainable luxury in hospitality, Whatley Manor Hotel proudly announces its achievement as the first Climate Positive hotel and spa in the UK. This remarkable milestone underscores the hotel's commitment to urgent climate action and environmental stewardship.

Content

# Our Sustainability Commitment

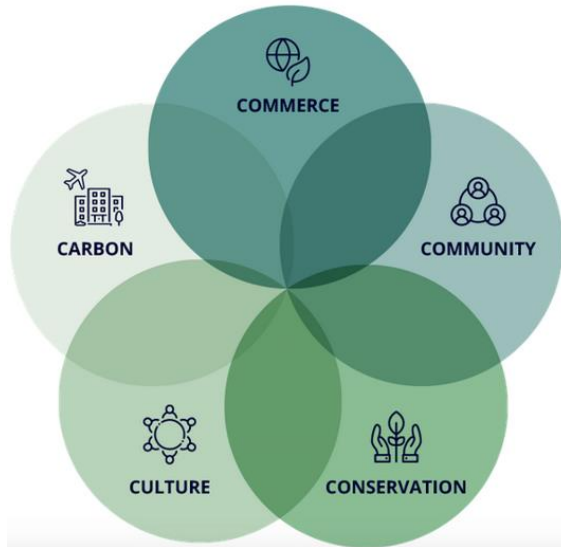
We take responsibility for our total impact in the place where we operate.

Our holistic approach focuses on:

**Commerce, Community, Conservation, Culture, and Carbon.**

[Our Sustainability Policy](#)

Access to Sustainability Policy



Option for place-holder image or video

# Our Positive Impacts

Caring, determined and respectful to empower our team, enrich our community and enhance experiences.

Share up to 6 impacts in each category

Our Team   Our Community   Our Patron & Guests

Picture or Video

1/1

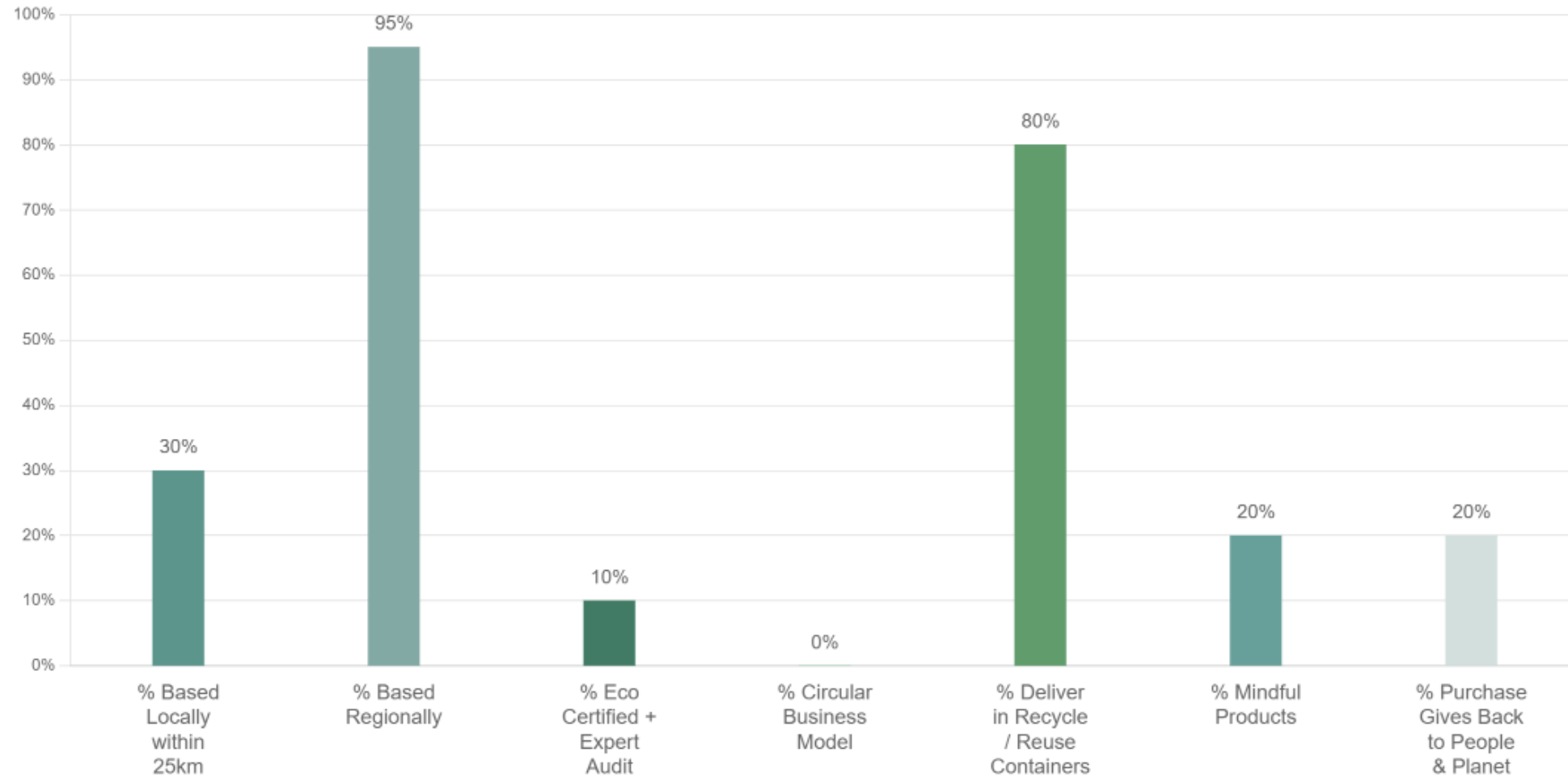
## Development Opportunities for All

Every team member receives on-site training to perform their duties. Additionally, everyone is given the opportunity to register to external training with UN Global Compact Academy and SDG Innovation Accelerator, EarthCheck training through Typsy or short courses with Greenly.



EarthCheck 2023 team picture

# Supply Chain At A Glance – Our Responsible Supply Chain



Statistics about sustainability in your supply chain

## Supplier Category



Accommodation / Bedrooms



Boutique



Cleaning, Maintenance & Waste Disposal



Décor (Art, Installations)



Fitness, Pool, Spa & Wellness



Food & Beverage / Kitchen



Garden & Indoor Flowers & Plants



Staff Uniforms



Technology

Supplier Name, Governance  
& reason for supplier choice

### Guarantee Laundries

#### SUPPLIER GOVERNANCE

✓ Code of Conduct

✓ Due Diligence

Location Audit

Life Cycle Assessment

#### WHY WE CHOSE THIS SUPPLIER?

BCorp certified company continuously monitoring their impact through an Environmental Management System based on the ISO 14001 certification. We work closely with them to continuously improve processes and reduce emissions. We have purchased smartknit towels and robes which require less energy, water and chemicals to wash and dry.

Purchasing Policy

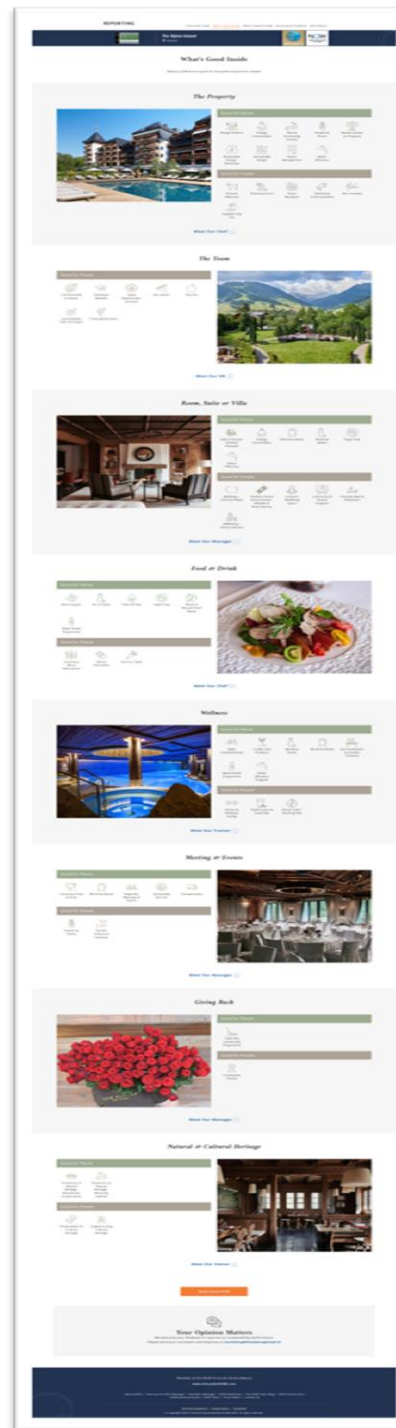
Supplier Policy Documents

Show your sustainability actions  
in every touchpoint of the guest experience

Icons reveal what you do that is  
good for the planet and good for people

Storytelling to spotlight your inspiring team  
and how they are making a difference

2

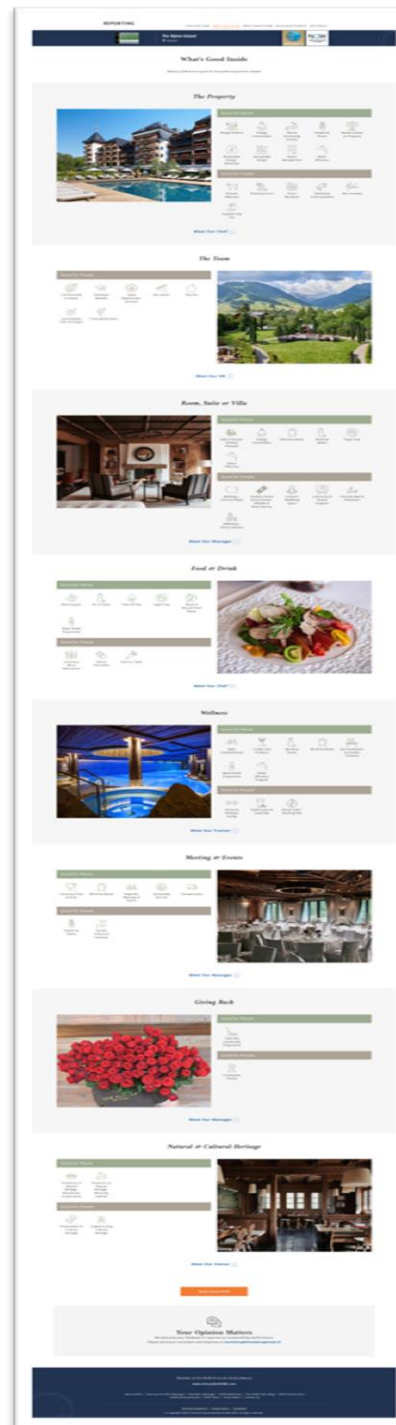


WHAT'S  
GOOD INSIDE



# WHAT'S GOOD INSIDE

# 2



- The Property
- The Team
- The Room, Suite or Villa
- Food & Drink
- Wellness
- Meetings & Events
- giving Back
- Natural & Cultural Heritage
- Stakeholder Feedback

Icons with popup message

## Food & Drink

### Good for Planet



Bee Program



No to Plastic



Palm-oil free



Paper Free



Reuse &  
Recycle Food  
Waste



Water Bottle  
Programme

### Good for People



Conscious  
Menu  
Alternatives



Ethical  
Chocolates



Farm to Table

Drink filtered &  
bottled on site.

NO to single use  
plastic bottles &  
disposables



Image or Video

Meet Our Chef 

Share your story



**NETHERLANDS - Noordwijk  
Grand Hotel Huis ter Duin**



Restaurant Latour in the Grand Hotel Huis ter Duin has a spectacular view overlooking the beach of Noordwijk. It is 'the place' to enjoy and relax where our staff will welcome you with genuine warm hospitality. It is our passion to create memorable and delicious haute cuisine that is delightfully served with desirable wines. After launching in 1990, our ambition was awarded with a Michelin Star in 2005, a proud achievement we have had renewed annually ever since. However, it is the praise and enjoyment of our esteemed guests that inspire the most pride in me. I aim to maintain our Michelin Star status and to create innovative and nourishing cuisine that bind traditions and international trends. Our passion extends to sustainability, the wellbeing of people and planet. 'From-sea and farm-to-table-to-farm' ... our seafood is sustainably sourced locally to support our fishermen, and vegetables and herbs come from our community farm. We are conscious of not being wasteful, ensuring that any organic material is composted back to the farm. Restaurant Latour's outstanding wine cellar includes both famous and traditional winemakers, as well as small-scaled Dutch wineries. Our Sommelier's pairing recommendations will add a special dimension to your culinary voyage. I feel privileged to offer you an unforgettable evening with extraordinary culinary highlights and I hope you enjoy my favorite Sea Bass dish as much as I do.

Recipe Skin Baked Sea Bass, Glaced in Miso, Fried Oysters and a Jong Jenever (Dutch Gin) sauce.



**About the Chef**



**Marcel van Lier**  
Chef

Marcel van Lier with more than 20 years of experience is Latour's chef de cuisine since the year 2000. He is inspired by the tastes of all parts of the world. His outstanding talent for refined cuisine together with both handpicked and the purest of ingredients are the basis for Latour's artful gourmet creations.

**Living Positively**



LAUGH



LEARN



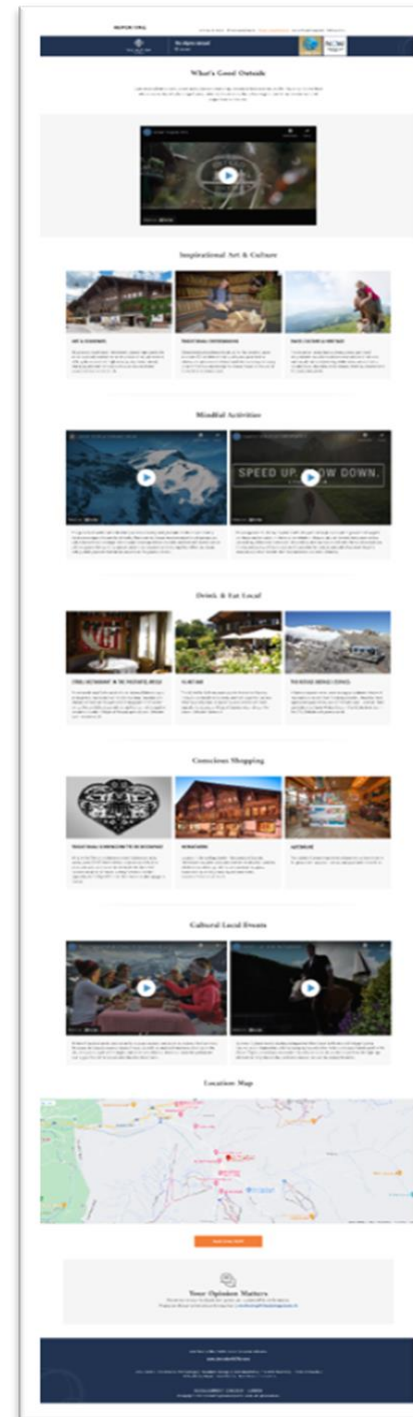
LOOK



LOVE

Supporting local experiences  
with shared values

3

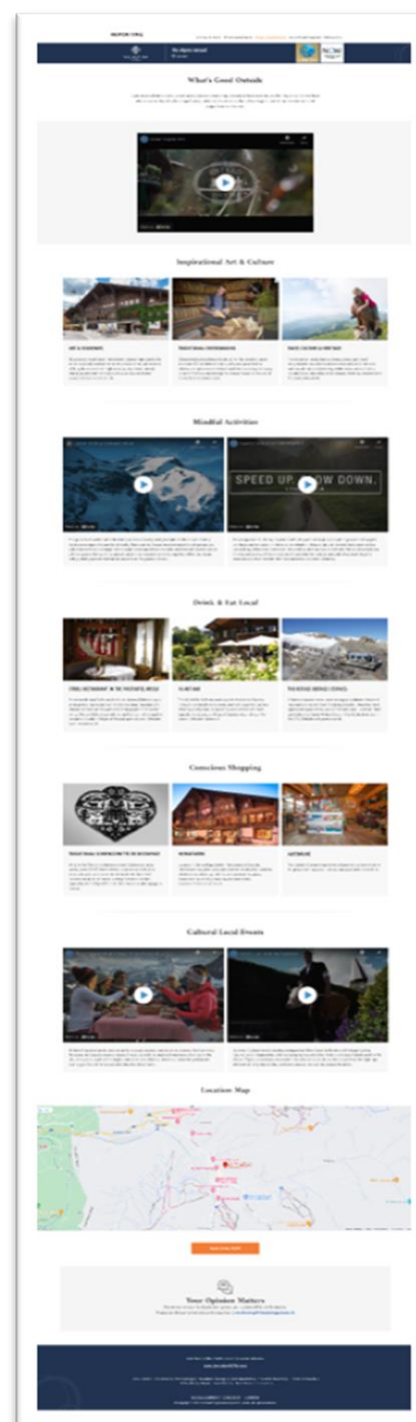


WHAT'S  
GOOD OUTSIDE



# WHAT'S GOOD OUTSIDE

# 3



- Inspirational Art & Culture
- Mindful Activities
- Eat & Drink Local
- Conscious Shopping
- Cultural Local Events
- Stakeholder Feedback

## What's Good Outside

Experience authentic local customs and culture and everything the natural landscape has to offer. Top of our list are those who conserve sites of cultural significance, celebrate the art and culture of our region, care for our environment and support our community.

Destination Video



(example from The Alpina Gstaad, Switzerland)

Photo or Video

## Inspirational Art & Culture



### ART & SOUVENIRS

Modern and traditional, Heimatwerk Saanen represents the art of local and creative handcraft, made of natural material of long duration and of high Swiss quality. Continuously changing exhibition of local crafts & artists are shown [www.heimatwerk-saanen.ch](http://www.heimatwerk-saanen.ch)



### TRADITIONAL CHEESEMAKING

Cheesemaking has been a tradition for hundreds of years and over 450 varieties of high quality and good tasting cheeses are produced in Switzerland. Our concierge is happy to recommend a suitable Alpine cheese maker or the visit of the local Swiss cheese cave.

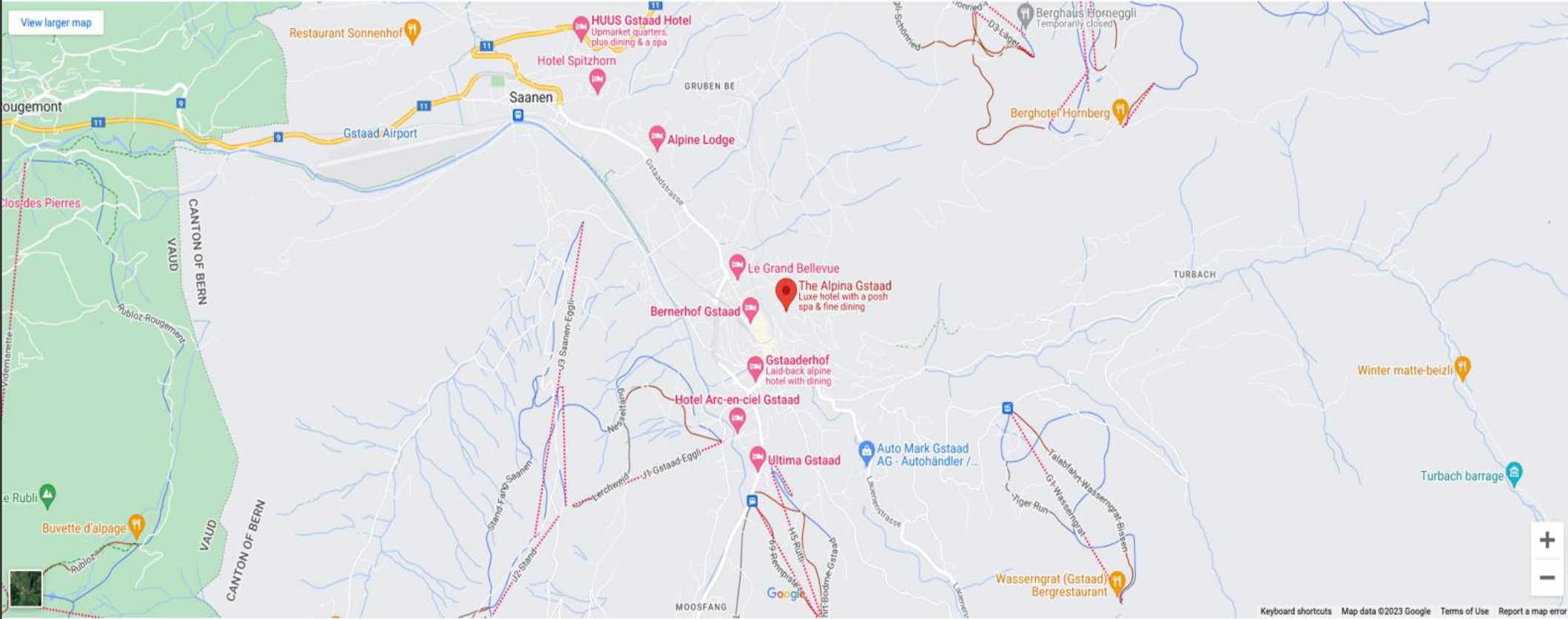


### SWISS CULTURE & HERITAGE

The mountain areas have a strong winter sport and mountaineering culture and are associated with folk arts such as alphorn and yodeling. Other Swiss cultural icons include Swiss chocolate, Swiss cheese, Watches, Cowbell and the Swiss Army knife.

(example from The Alpina Gstaad, Switzerland)

# Location Map



Environmental and socio-ethical actions  
and measured impacts

Evidence backed up with hard facts

4



ECO & SOCIAL  
FOOTPRINT



# ECO & SOCIAL FOOTPRINT

4



- Energy, Water, Waste, CO2e
- Conservation
- Operational Carbon Footprint
- Social Responsibility Actions
- Sustainability Management Systems
- Stakeholder Feedback

## Statistics on progress from annual sustainability report



## ECO & SOCIAL FOOTPRINT

(Reporting Year 2022)

Since the start of our sustainability and decarbonisation journey in 2019, we strive to minimize the negative impacts of our activities on the environment and in the society where we operate to help address our world's most challenging eco and social concerns - our diminishing natural resources, accelerating climate change and increasing social inequalities.

Year when reporting began

Year when info is updated

(example from Whatley Manor, UK)



**ENERGY** (+)

**100%**

**RENEWABLE**

**ENERGY**

- Biomass energy from local resort woodchip or timber chipped on site
- Thermostatic controls are installed in all guest rooms
- Replacement of traditional light bulbs with energy-saving LED bulbs in guest room corridors and several points within the guest rooms
- Timer set-up for lighting and other electrical systems
- Much of the corridor lighting is PIR motion sensor controlled
- Lights in all guest rooms that have no guests to be turned off
- Hot water in guest rooms processed from heat exchange system of biomass woodchip
- Extra insulators under building roof to reduce heat loss
- Energy-saving measures implemented for the back of the house areas
- Rapid 50kw electric car charger open to all for use free of charge
- Two overnight Tesla chargers free of charge for residents
- Local rhododendron wood used for burning on open fires in hotel and Beinn Bar

Conservation statistics in 9 categories (3 minimum)

Category

# Conservation

We aim to prevent the wasteful use of resources and contribute to the preservation and protection of the natural world.

### HABITAT CONSERVATION ON PROPERTY

Planted **11%** native species.

Rewild **16%** of property area.

**Innovation:**  
Innovation text goes here.

By 2030, we aim to increase by **21%** compared to **2020**.

### CLIMATE CHANGE ADAPTATION

Plant or preserve **34** trees

Number of annual forest fire prevention actions **5**

**Innovation:**  
Innovation text goes here.

By 2030, we aim to plant **34%** more trees compared to **2020**

### CONSERVING WATER

Reduced consumption by **45%**

Recycled **32%**

**Innovation:**  
Innovation text goes here.

By 2030, we aim to conserve **23%** of water compared to **2018**

15s [Play] 15s 00:00 / 00:33 [Volume]

Optional Audio recording about Conservation efforts

# Our Operational Carbon Footprint

We measure the carbon emissions in our operations and prioritise reduction before offsetting to finance high integrity Carbon Offset Projects that support the UN Sustainable Development Goals.

SCOPE 1 Emissions

SCOPE 2 Emissions

SCOPE 3 Emissions

Offsetting

Short- & Long-Term Goals

SCOPE	TYPE OF EMISSIONS Direct and Indirect	EMISSIONS INCLUDED	CARBON EMISSIONS (tCO2e)
<b>1</b>	<b>DIRECT EMISSIONS</b>		-
1	Facilities	Biogas	21.57
		Town gas	370.37
		Other	10.39
		Wood	0.75
		Biomass	3.68
1	Transportation	Tractors fuel	0.24
<b>SUB-TOTAL (Scope 1)</b>			<b>407</b>
<b>2</b>	<b>INDIRECT EMISSIONS</b>		+
<b>3</b>	<b>INDIRECT EMISSIONS</b>		+
Extra Effort +	Customer Travel Emissions - Ground, Air & Sea (Scope 3)		NA
Less -	Carbon Offsetting	Kenya - Ethanol Cookstoves Program	1800
<b>TOTAL</b> (Scope 1, 2 & 3 + Extra Effort - Carbon Offsetting)			<b>0</b>

Carbon Accounting +

Short Term & Long Term Targets +

Scope 3: Extra Effort

Carbon Footprint

Text  
Version  
(optional)

Our Social Responsibility Actions																				
We support diversity, equity and inclusion to help improve the overall quality of life of our team and help our community to thrive.																				
<p><b>STAFF SALARIES ABOVE LOCAL MINIMUM WAGE</b></p> <table><tr><td>4%</td><td>4%</td><td>4%</td></tr><tr><td>Male</td><td>Female</td><td>Other</td></tr></table> <p><b>STAFF WORK TRAINING</b></p> <p>4% service staff formally trained</p> <p>4% paid vocation training</p>	4%	4%	4%	Male	Female	Other	<p><b>GENDER EQUITY IN VISION &amp; MISSION STATEMENT</b></p> <p>Yes</p> <p><b>EQUITY TRAINING PROGRAMS</b></p> <p>Yes</p>	<p><b>GENDER EQUITY</b></p> <p><b>TOTAL STAFF</b></p> <table><tr><td>4%</td><td>3%</td><td>4%</td></tr><tr><td>Male</td><td>Female</td><td>Other</td></tr></table> <p><b>MANAGEMENT TEAM</b></p> <table><tr><td>5%</td><td>4%</td><td>5%</td></tr><tr><td>Male</td><td>Female</td><td>Other</td></tr></table>	4%	3%	4%	Male	Female	Other	5%	4%	5%	Male	Female	Other
4%	4%	4%																		
Male	Female	Other																		
4%	3%	4%																		
Male	Female	Other																		
5%	4%	5%																		
Male	Female	Other																		
<p><b>STAFF IN COMPANY</b></p> <p>5 hours worked / staff</p> <p>5 weeks of paid leave / staff</p> <p>5% staff turnover</p>	<p><b>STAFF BENEFITS</b></p> <table><tr><td>6%</td><td>5%</td><td>4%</td></tr><tr><td>dental</td><td>medical</td><td>vision</td></tr><tr><td>3%</td><td>4%</td><td>4%</td></tr><tr><td>retirement fund</td><td>worker compensation insurance</td><td>life insurance</td></tr></table> <p><b>PHYSICAL &amp; MENTAL HEALTH COUNSEL &amp; SUPPORT</b></p> <p>Yes</p>	6%	5%	4%	dental	medical	vision	3%	4%	4%	retirement fund	worker compensation insurance	life insurance	<p><b>NUMBER OF STAFF COMPLAINTS</b></p> <p>4%</p> <p><b>LOST DAY RATE &amp; INJURY RATE</b></p> <p>4%</p>						
6%	5%	4%																		
dental	medical	vision																		
3%	4%	4%																		
retirement fund	worker compensation insurance	life insurance																		
<p><b>LOCAL COMMUNITY CONTRIBUTION</b></p> <p>4% monetary contribution from net operational turnover/year</p> <p><b>LOCAL COMMUNITY SERVICE</b></p> <p>4 number of hours/year</p>	<p><b>PARTICIPATE IN FAIR TRADE</b></p> <p>4% of total purchases</p> <p><b>PREVENTION OF CHILD EXPLOITATION AND ANTI-SLAVERY PROGRAMS</b></p> <p>Yes</p>	<p><b>STAFF WELLNESS PROGRAM</b></p> <ul style="list-style-type: none"><li>• Sponsored live/virtual fitness breaks</li><li>• Time and stress management</li><li>• Travel perks</li></ul>																		

## Our Social Responsibility Actions

We support diversity, equity and inclusion to help improve the overall quality of life of our team and help our community to thrive.



Hospitality  
Action

# We've got you.



**LOCAL COMMUNITY CONTRIBUTION**  
5% monetary contribution to local operational turnover/year

**LOCAL COMMUNITY SERVICE**  
20 hours of hours/year

**PARTICIPATE IN FAIR TRADE**  
1% of local purchases

**PREVENTION OF CHILD EXPLOITATION AND ANTI-SLAVERY PROGRAMMES**  
Yes

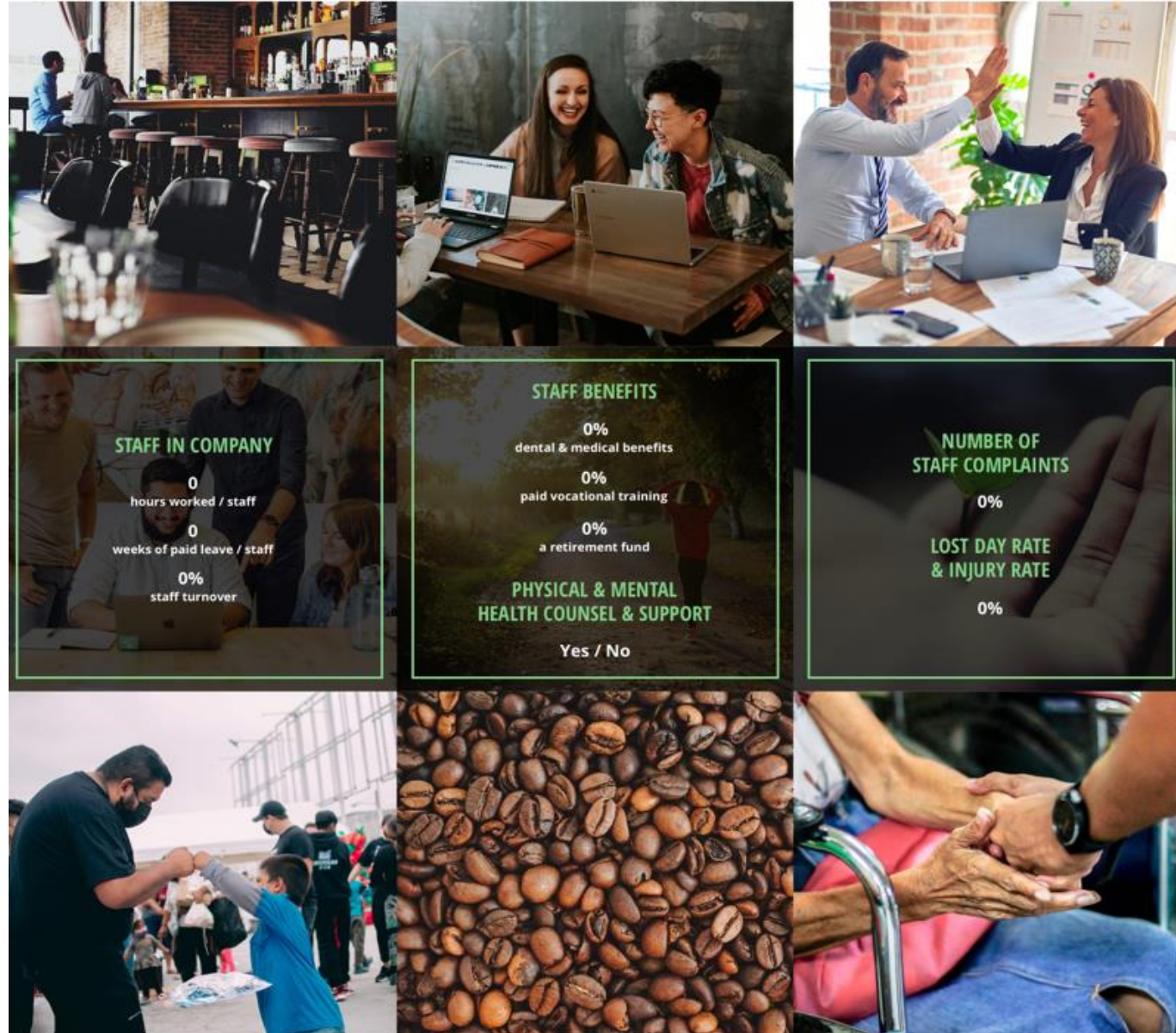
**STAFF WELLNESS PROGRAMME**

- Health risk assessments and screenings
- Remote work options
- Time and stress management

## Our Social Responsibility Actions

We support diversity, equity and inclusion to help improve the overall quality of life of our team and help our community to thrive.

Image  
Version  
(optional)



# Sustainability Management System



## PLANS

Vision 2030



## POLICIES & PROCEDURES

Complaints Handling Policy

Purchasing Policy

Standard Operating Procedures

Supplier Code of Conduct Policy

Sustainability Policy



## REPORTS

Environment Management Report

ESG Report

Sustainability Report

Risk Management Report

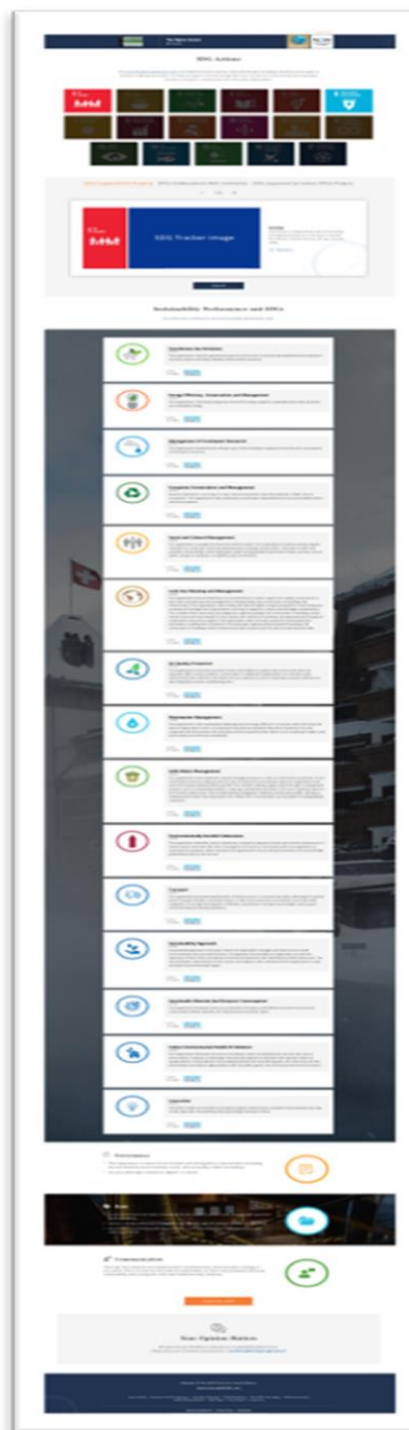
Action Plans, Policy Documents & Sustainability Reports

Delivering on your purpose

Sustainable Development Goals supported on property, in the community and on climate action

17 goals aimed at resolving the social, economic and environmental problems troubling the world

5

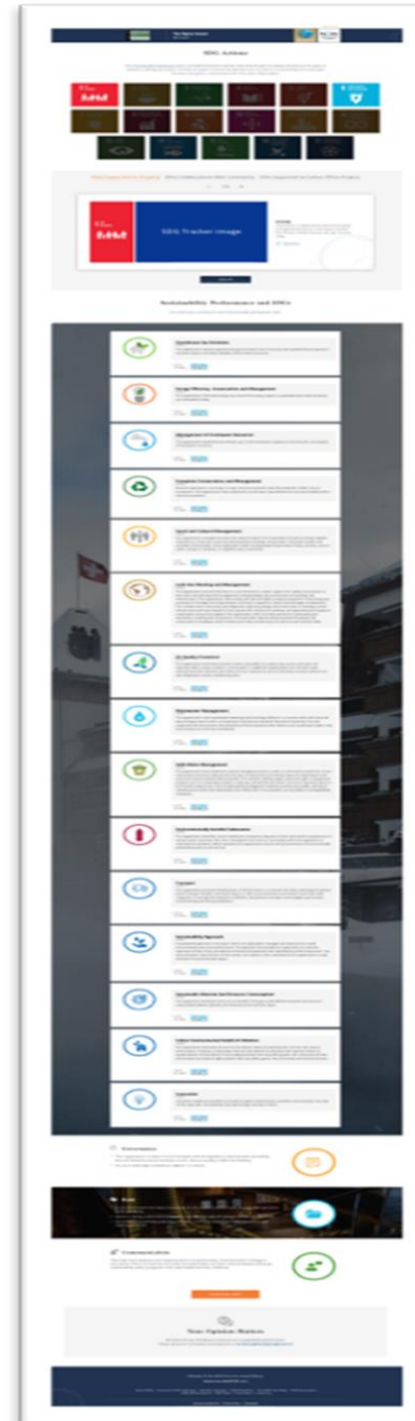


SDG ACTIONS



## SDG ACTIONS

# 5



➤ SDGs in Property, with Community and Carbon Offset Projects

➤ Sustainability Performance & SDGs

➤ Stakeholder Feedback

## SDG Supported by business

### SDG Actions

The [UN Sustainable Development Goals](#) are high-level and far reaching. Embracing the goals are deeply motivating and has given us direction in defining our purpose. The SDGs we support is the lens through which you can view our environmental and social impact priorities on property, in communities and in the carbon offset projects.



SDGs Supported On Property

SDGs Collaborations With Community

SDGs Supported by Carbon Offset Projects

### 3 Categories with multiple pages per SDG

SDGs Supported On Property

SDGs Collaborations With Community

SDGs Supported by Climate Action

← 1/15 →



We ensure that all our staff are paid at least the minimum wage, supporting financial stability and reducing poverty among our employees....

[+ Read More](#)

Click to view all supported SDGs



**COOKSTOVE PROJECTS (FUEL SWITCH)**

**Description:** The project involves distribution of bio-ethanol fuel cookstoves and promote its use for cooking purposes in households, and build the renewable fuel network infrastructure through repurposing existing oil tanks...

[Read More](#)

[View All](#)



**COOKSTOVE PROJECTS (FUEL SWITCH)**

**Description:** The project involves distribution of bio-ethanol fuel cookstoves and promote its use for cooking purposes in households, and build the renewable fuel network infrastructure through repurposing existing oil tanks...

[Read More](#)



**COOKSTOVE PROJECTS (FUEL SWITCH)**

**Description:** The project involves distribution of bio-ethanol fuel cookstoves and promote its use for cooking purposes in households, and build the renewable fuel network infrastructure through repurposing existing oil tanks...

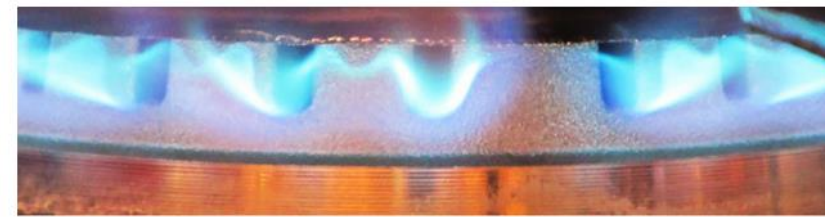
[Read More](#)



**COOKSTOVE PROJECTS (FUEL SWITCH)**

**Description:** The project involves distribution of bio-ethanol fuel cookstoves and promote its use for cooking purposes in households, and build the renewable fuel network infrastructure through repurposing existing oil tanks...

[Read More](#)



**Cookstove Projects (Fuel Switch)**

Carbon Avoidance | Energy Demand - Household Devices

Gold Standard Impact Registry - GS10884

**Description:** The project involves distribution of bio-ethanol fuel cookstoves and promote its use for cooking purposes in households, and build the renewable fuel network infrastructure through repurposing existing oil tanks so that no household has to walk more than 200 metres to collect their renewable fuel source. KOKO enable distribution of high efficiency ethanol cookstoves and last-mile delivery of bio-ethanol fuel to the target customers through a network of fuel-ATMs (KOKOpoints) installed in local shops.

**Co-Benefit:** Improve health and well-being, and indoor air quality. Better aesthetic, cleaner and more energy efficient than using traditional, unimproved cookstoves in open fire which consume high quantity of non-renewable woody biomass (charcoal & fuelwood). Improves indoor air quality and reduces the green-house-gas and particulate emissions released into the atmosphere. It reduces deforestation. Women are empowered and girls can go to school with reduced time to collect firewood. More energy efficient. Reduces deforestation.

**CO2 Benefit:** Reduces green-house-gas emissions.

Carbon Credit (offsets 1 tCO2e)

Kenya | Vintage: 2021+ | Available

**Certification and Independent Audit**

Gold Standard is an independent third-party organization with established rigorous standards for climate and development interventions to quantify, certify and verify the integrity of carbon offsets that are produced to create value for people around the world and the planet we share.

How Gold Standard certification works?





### Greenhouse Gas Emissions

The organisation measures greenhouse gas emissions from all sources and implements procedures to minimise impact, and where feasible, offset carbon emissions.

CLICK TO VIEW



### Energy Efficiency, Conservation and Management

The organisation minimises energy use, ensure the energy supply is sustainable and, where practical use renewable energy.

CLICK TO VIEW



### Management of Freshwater Resources

The organisation establishes the efficient use of the freshwater supply and minimise the consumption of freshwater resources.

CLICK TO VIEW



### Ecosystem Conservation and Management

Business operations occurring in or near natural ecosystems have the potential to affect natural ecosystems. The organisation shall understand conservation requirements for any local wildlife and/or natural ecosystems.

CLICK TO VIEW



### Wastewater Management

The organisation treats wastewater/sewage and discharge effluent in a manner which will cause the least ecological harm and to a recognised international standard. The level of treatment must be congruent with the location and sensitivity of the ecosystem (other factors such as pollutant loads to the environment must also be considered).

CLICK TO VIEW



### Solid Waste Management

The organisation shall implement a waste management plan in order to minimise the production of any solid waste and ensure disposal will not have an adverse environmental impact. An organisation shall reuse and recycle material where possible. This includes utilising organic waste through a management program such as composting, fertiliser, mulching, animal feed and others. The most important aspect is to minimise material use is by considering the packaging of materials and where possible, utilising reusable goods rather than disposable ones. Where this is not possible, use recyclable or biodegradable containers.

CLICK TO VIEW



### Environmentally Harmful Substances

The organisation identifies, stores, distributes, transports, disposes of and uses harmful substances in a manner which minimises the risks of ecological harm and is in accordance with local regulations or international standards. Where possible, the organisation ensures the procurement of environmentally preferable products and services.

CLICK TO VIEW



### Social and Cultural Management

The organisation manages the social and cultural impacts of its operations as well as actively support initiatives for social and community development including, among others, education, health, and sanitation. The activities of the organisation shall not jeopardize the provision of basic services, such as water, energy, or sanitation, to neighbouring communities.

CLICK TO VIEW



### Land Use Planning and Management

The organisation ensures that there is a commitment to, and/or support for, habitat conservation in their land use planning and management including design and construction of buildings and infrastructure. The organisation shall comply with all land rights, property acquisition, local zoning and protected or heritage area requirements, and have a regard for cultural and heritage considerations. This includes local community and indigenous rights. Any design and construction of buildings and/or infrastructure will have respect for the natural and cultural surroundings, and appropriate principles of sustainable construction applied. The organisation shall use native species for landscaping and restoration, avoiding the introduction of invasive alien species where possible. The design and construction of buildings and/or infrastructure will provide access for persons with special needs.

CLICK TO VIEW



### Air Quality Protection

The organisation minimises emissions which could affect air quality and ensure noise does not adversely affect nearby residents, communities or wildlife. Air quality effects can include smoke, vehicle/machinery exhausts and release of toxic substances such as chlorofluorocarbons (CFCs) from old refrigerators and air conditioning units.

CLICK TO VIEW



### Transport

The organisation promotes development of infrastructure in a manner that takes advantage of existing public transport facilities, minimises impact on the local environment and reduces local road traffic congestion. Encourage the adoption of efficient, low-pollution transport technologies upon project commissioning and during operations.

CLICK TO VIEW



### Sustainability Approach

Sustainability Approach is the way in which an organisation manages and improves its overall environmental and social performance. The approach must enable an organisation to meet the objectives of their Policy and address all actual and potential risks identified by a Risk Assessment. The documentation requirements of this section are subject to the complexity of the organisation's scope and level of environmental impact.

CLICK TO VIEW



### Sustainable Material And Resource Consumption

The organisation maximises resource conservation through sustainable procurement and procure sustainable building materials with reduced environmental impact.

CLICK TO VIEW

# EarthCheck Sustainability Performance



### Indoor Environmental Health & Pollution

The organisation eliminates all sources of pollution within the development and into the natural environment. It reduces or eliminates internal and external air pollution and improves indoor air quality, reduces noise pollution from building facilities that may affect guests, the community and the environment and reduces light pollution that may affect guests, the community and the environment.

CLICK TO VIEW



### Innovation

Innovation credits are awarded to recognise superior performance, initiatives and processes that may not be captured in the Building Planning & Design Standard criteria.

CLICK TO VIEW

### Governance

- The organisation is aware of and complies with all regulatory requirements (including but not limited to environmental, social, cultural, quality, health and safety).
- An up to date legal compliance register is in place.



### Risk

- A risk assessment has been completed for the hotel consistent with the size and operation of the property.
- Action is being undertaken to monitor and identify ways to reduce risks across the hotel.
- An emergency planning and response plan is in place including a staff education and training program.



### Communication

The hotel has prepared and implemented a comprehensive communication strategy to accurately inform all internal and external stakeholders on their environmental and social sustainability policy programs and responsible business initiatives.



## Performance Indicators

# Sustainability Performance and SDGs

Our performance contributes to the UN Sustainability Development Goals.



## Greenhouse Gas Emissions

The organisation measures greenhouse gas emissions from all sources and implements procedures to minimise impact, and where feasible, offset carbon emissions.

CLICK  
TO VIEW



Related SDGs

## Sustainable Development Goals

Close x





## Your Opinion Matters

We welcome your feedback to improve our sustainability performance and communication to avoid any perception of greenwashing.

Please send your comments and enquiries to [marketing@thealpinagstaad.ch](mailto:marketing@thealpinagstaad.ch)

Stakeholder feedback matters  
( accessible in every page)

## CONTACT

Alexa Poortier, Founder & CEO  
apoortier@itmustbeNOW.com

