



Preferred by Nature Standard for Sustainable Travel Activities

Draft for public consultation | May 2022

Preferred by Nature Standard for Sustainable Travel Activities

Scope:	Global
Status of document:	Draft for public consultation
Version	0.9
Date:	16 May 2022
Consultation period:	20 May 2022 – 20 July 2022
Approval body:	Preferred by Nature
Contact person:	Saúl Blanco Sosa
Contact email:	sblanco@preferredbynature.org



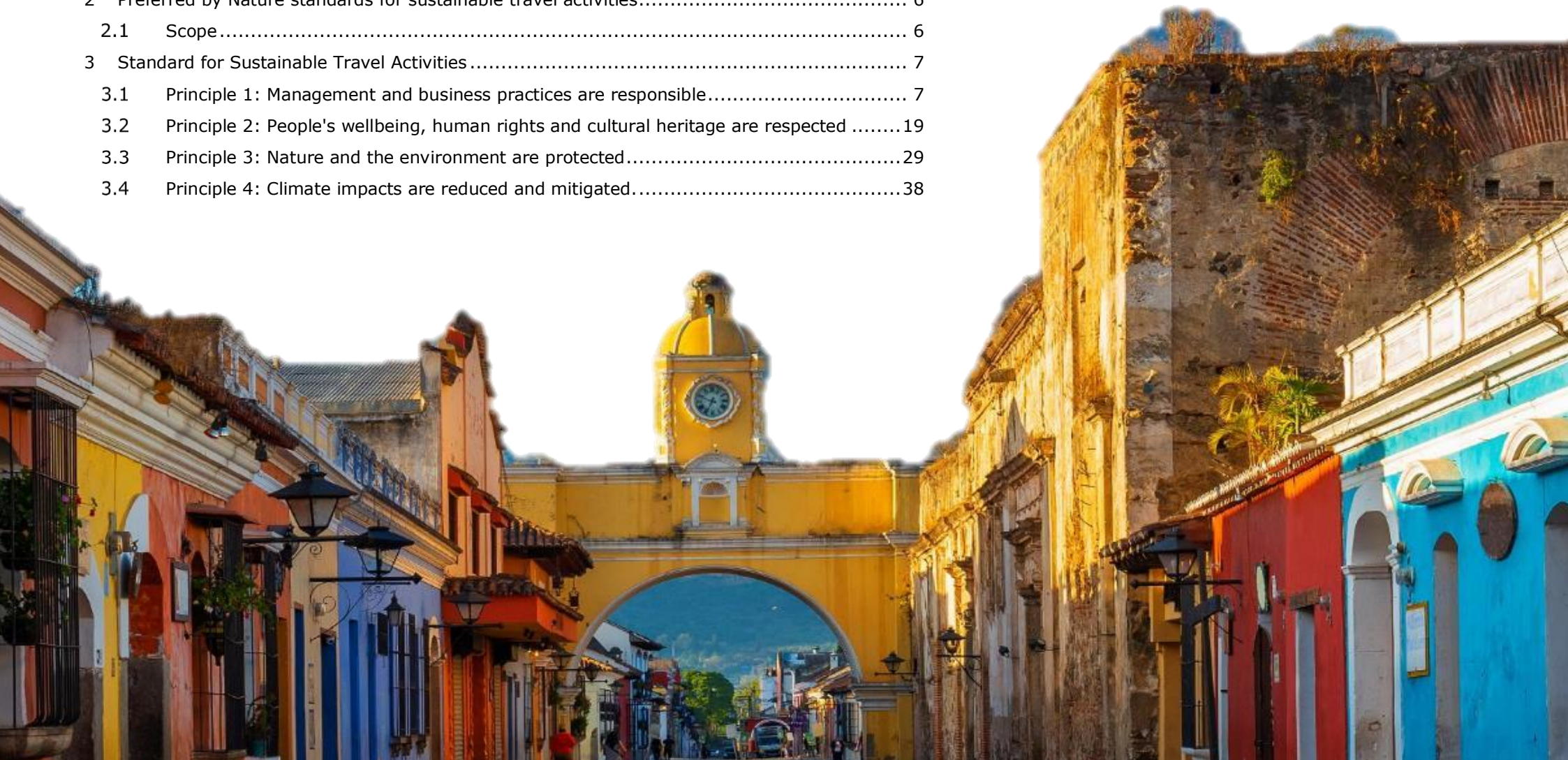
Preferred by Nature has adopted an “Open Source” policy to share what we develop to advance sustainability. This work is published under the [Creative Commons Attribution Share-Alike 3.0 license](#). Permission is hereby granted, free of charge, to any person obtaining a copy of this document, to deal in the document without restriction, including without limitation the rights to use, copy, modify, merge, publish, and/or distribute copies of the document, subject to the following conditions:

- 1 The above copyright notice and this permission notice shall be included in all copies or substantial portions of the document. We would appreciate receiving a copy of any modified version.
- 2 You must credit Preferred by Nature and include a visible link to our website www.preferredbynature.org.



Contents

1	Introduction	4
1.1	About Preferred by Nature Sustainability Framework	4
1.2	The Preferred by Nature Hummingbird Seal.....	5
1.3	About the Global Sustainable Tourism Council Criteria.....	5
2	Preferred by Nature standards for sustainable travel activities.....	6
2.1	Scope.....	6
3	Standard for Sustainable Travel Activities	7
3.1	Principle 1: Management and business practices are responsible.....	7
3.2	Principle 2: People's wellbeing, human rights and cultural heritage are respected	19
3.3	Principle 3: Nature and the environment are protected.....	29
3.4	Principle 4: Climate impacts are reduced and mitigated.....	38



1 Introduction

The Preferred by Nature standards for sustainable travel activities have been updated and redesigned to align with the **Preferred by Nature Sustainability Framework**, while also maintaining its alignment with the **Global Sustainable Tourism Council (GSTC) Criteria**¹.

This redesign seeks to ensure that our standards for sustainable travel activities remain current on issues that are key to advancing the global sustainability agenda in the travel sector; and it's also an effort to validate that all the sustainability standards that Preferred by Nature works with, meet a series of core requirements that stimulate sustainable management and practices which should result in positive impacts for nature, people, and the climate.

The Preferred by Nature Standards for Sustainable Travel Activities seek to achieve the following objectives:

1. That the biodiversity and ecosystems of tourist destinations are preserved through the implementation of environmental management systems and practices that protect their integrity, promote the rational use of natural resources, the protection of biodiversity and the mitigation of negative impacts, including those derived from climate change.
2. That the social and cultural development of the communities involved in tourist activities improve; by reinforcing, the economic activities that they are involved in, and as a result, their livelihoods.
3. That tourism activities are carried out fully respecting and appreciating all the local cultural expressions, while at the same time protecting and emphasising the importance of tangible and intangible cultural heritage.
4. That Preferred by Nature tourism certified businesses position themselves in the international markets thanks to their efficiency and the quality of their

¹ GSTC review to achieve recognition for the new standards for sustainable travel activities is pending and will take place once the public consultation is complete.

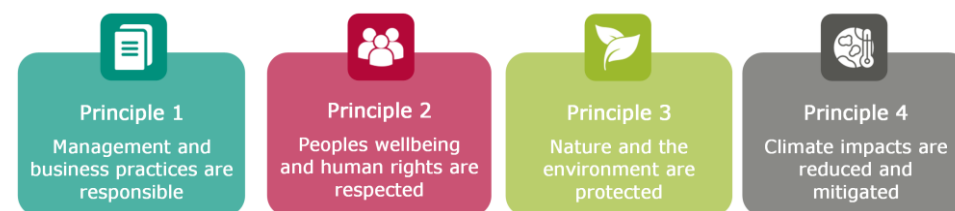
sustainable services, developed from the implementation of a business management system that embodies the principles of sustainability as its fundamental philosophy.

1.1 About Preferred by Nature Sustainability Framework

Preferred by Nature launched its Sustainability Framework in 2021, inspired on existing certification schemes and the need to harmonise them under a common tool that could be used as a single framework for defining and benchmarking sustainability across various sectors.

The Preferred by Nature Sustainability Framework covers different aspects that we believe should be considered and addressed before claiming something is sustainable. It's intended to be applicable to all commodities and suitable for both large and small companies committed to sustainable business practices.

At its top level, it consists of 4 principles that are reflective of Preferred by Nature's mission: (1) Management and business practices are legal and responsible; (2) Peoples' well-being and human rights are respected; (3) Nature and the environment are protected; and (4) Climate impacts are reduced and mitigated.



The Sustainability Framework is our definition of sustainability, setting the bar for sustainable activities across sectors. It is used as the basis to develop sector specific adapted standards.

1.2 The Preferred by Nature Hummingbird Seal

With the launch of the Sustainability Framework, Preferred by Nature is also introducing the Hummingbird Seal, which will be available for companies verified against the Sustainability Framework or those certified/verified against standards that have been confirmed in alignment with the requirements of the Sustainability Framework and addressing also any key gaps between those schemes and the Sustainability Framework.

The introduction of the Preferred by Nature Hummingbird Seal is part of an organisation rebranding which started in 2019 and which responds to the objectives of Goal 2 set on the Preferred by Nature 2020-2025 strategy.



GSTC-Recognition of standards or GSTC Recognised means that a sustainable tourism standard or system has been confirmed equivalent to the GSTC Criteria and is administered by a standard/system owner that meets GSTC requirements.

The previous versions of Preferred by Nature sustainable tourism standards for accommodations and tour operators are both GSTC-recognised; and are among the 30+ global entities that have achieved this type of endorsement from the Global Sustainable Tourism Council (GSTC).

Once ready, the final version of the new Preferred by Nature Standard for Sustainable Travel Activities will have specific versions for Accommodations and Tour Operators that will be submitted to the GSTC technical expert and assurance panels to seek GSTC Recognition and therefore, confirmation that Preferred by Nature standards are in alignment with the GSTC Criteria and that any additional clauses included in them do not contradict GSTC Criteria requirements.

1.3 About the Global Sustainable Tourism Council Criteria

The Global Sustainable Tourism Council (GSTC) establishes and manages global standards for sustainable travel and tourism, known as the GSTC Criteria.

The GSTC Criteria forms the foundation for GSTC's role in providing assurance for impartiality and competence to certification or verification schemes that recognise hotels/accommodations, tour operators and destinations as having sustainability policies and practices in place.

GSTC does not directly certify any products or services; but it provides assurance for those that do via the GSTC-Recognition of standards and the GSTC-accreditation for certification bodies.

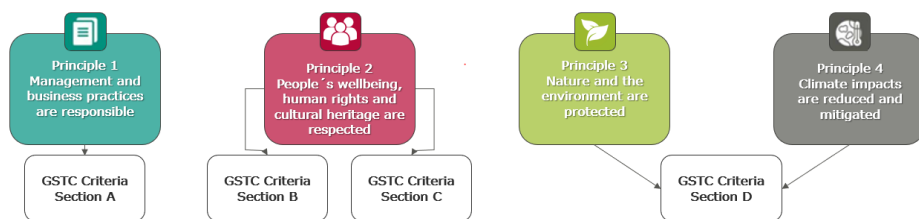


2 Preferred by Nature standards for sustainable travel activities

The new structure and content of the Preferred by Nature standards for sustainable travel activities is designed following the same structure of the Preferred by Nature Sustainability Framework.

It has also been benchmarked against the Global Sustainable Tourism Criteria to ensure that this sector specific tool is also properly reflected and/or included in the revised content of the new standards.

The outcome of this combination has four principles divided in 43 criteria whose scope and indicators have been defined to measure the performance and promote continuous improvement of those tourism companies that adopt them. The following images describe this idea:



Criteria 43 criteria covering all different aspects that we believe should be considered and addressed before claiming a tourism company is sustainable. The criteria includes all the applicable contents of the Preferred by Nature Sustainability Framework and the GSTC Criteria.

Indicators

The indicators will be used as the basis for performance evaluation and verification. The indicators will still be (mostly) qualitative to make the criteria:

- Understandable in terms of contents and scope
- Measurable by organisations, Preferred by Nature and those involved in the auditing or evaluation process.

In all applicable cases, indicators may be supplemented by definitions of scope and guidance to improve the understanding of what is required to demonstrate compliance.

2.1 Scope

Although it does have some indicators that are specific to certain types of tourism operations (e.g.: accommodation or tour operators), this standard has been designed for its content to be applicable to any type of tourism business.

However, once the consultation process is over, specific versions with only the applicable indicators will be produced for accommodation, tour operators and other travel activities.



3 Standard for Sustainable Travel Activities

3.1 Principle 1: Management and business practices are responsible

Criterion 1.1	Sustainability management system is in place and drives continuous improvement	References
Scope	The organisation has implemented a long-term sustainability management system that is suitable to its size and scope, addresses environmental, social, cultural, economic, quality, human rights, health, safety, risk, and crisis management issues and drives continuous improvement.	
1.1.1	<p>A written sustainability policy is documented, defining the long-term goals and objectives to guide the implementation of the sustainable management system.</p> <p>Guidance for evaluation - The sustainability policy must be the baseline for developing, monitoring and continuously improving all the operational resources (e.g.: policies, programmes, plans, procedures, etc.) needed to consistently implement the sustainable management system.</p> <p>The operational guidance for implementing the sustainability policy must cover environmental, social, cultural, economic, quality, health, safety, human rights, risk and crisis management topics.</p> <p>The sustainability policy incorporates a process for monitoring performance, compliance with the policy goals and drive continuous improvement of the sustainable management system.</p>	
1.1.2	<p>Staff, clients (guests, passengers, or visitors) and other relevant stakeholders are provided with information about the sustainability policy, and reports about its progress and goals, promoting their support and engagement in the implementation of its activities.</p> <p>Guidance for evaluation - Staff is constantly trained about their role and responsibilities in implementing the sustainability policy while performing their regular work duties.</p>	

	Staff training and guidance materials about the sustainability policy are available for continuous consultation; and in accessible formats, including translations to different languages where needed.	
Criterion 1.2	Land tenure and management rights are secure	References
Scope	Land tenure and the legal rights to operate are established for all rights holders and ensure that Free, Prior and Informed Consent (FPIC) is obtained where operations may affect Indigenous Peoples or local communities' rights and resources.	
1.2.1	Land tenure and management rights are secure and registered according to legal requirements, including clear demarcation of legally gazetted boundaries.	
1.2.2	Legally required rights to operate are in place and registered according to legal requirements.	
1.2.3	Land tenure and management rights are obtained through a process that ensures that Free, Prior and Informed Consent (FPIC) is secured before any activities are commenced that may affect Indigenous People's or local communities' lands, territories and resources.	
1.2.4	In case of ongoing land tenure or management right disputes, these are managed through a culturally appropriate and transparent process, agreed by the affected parties.	
1.2.5	Land tenure and land management rights are not divested or legally transferred to another party to avoid responsibilities for remediation, restoration or protection of values.	
Criterion 1.3	Management and operations are conducted responsibly and in full compliance with all applicable legislation	References
Scope	Management operations ensure legal compliance and adherence to fair management of contracts. Applicable taxes and fees have been paid in a timely manner and according to legal requirements. Trade activities are conducted according to legal requirements and respecting principles of fairness and transparency in contractual obligations.	
1.3.1	There is a process to follow and demonstrate awareness of all applicable legal requirements, including any changes and updates.	

1.3.2	Legal requirements related to disclosure of information are complied with. Guidance for evaluation - National legislation is the applicable scope for all legal requirements, unless specified otherwise in the indicator	
1.3.3	Legal requirements for management and operations are complied with. Guidance for evaluation - National legislation is the applicable scope for all legal requirements, unless specified otherwise in the indicator. Certificates or other documentary evidence showing compliance with any applicable legal requirements to operate are available.	
1.3.4	Legal requirements for payment of royalties, land/area taxes and fees are complied with.	
1.3.5	Legal requirements for payment of value-added taxes and/or other sales taxes are complied with.	
1.3.6	Legal requirements for payment of income and profit taxes are complied with.	
1.3.7	Legal requirements relating to export and/or import of goods and services are complied with.	
Criterion 1.4	Corruption and conflict of interest are avoided	References
Scope	Corruption, bribery, and conflict of interests are avoided, while business integrity is ensured according to best ethical practices.	
1.4.1	Legal requirements relating to bribery, fraud and corruption are complied with.	
1.4.2	Business integrity is ensured by avoiding all forms of bribery and corruption.	

	Guidance for evaluation - comply with international best practices. No undisclosed or unrecorded accounts, funds or assets are established or maintained); compliance with any applicable legal requirements...	
1.4.3	Corporate hospitality, including the exchange of gifts, is managed according to best practices, including that the hospitality: <ul style="list-style-type: none"> a) be for a legitimate business purpose, which may include developing business relationships; b) not include public officials from which a decision regarding any license, permit, authorisation or any other official act or decision is pending; c) be given in an open and transparent manner; d) and not include cash, loans or cash equivalents (such as gift certificates or vouchers). 	
1.4.4	Conflicts of interest are identified, managed, and declared.	
1.4.5	Political contributions and campaign expenditures are publicly disclosed.	
Criterion 1.5	Development of buildings and infrastructure is carried out in a responsible manner, minimising impacts on the natural and cultural surroundings	References
Scope	Planning, siting, design, construction, renovation, operation and demolition of buildings and infrastructure take account of the capacity and integrity of the natural and cultural surroundings and use locally appropriate and sustainable practices and materials.	
1.5.1	Legal requirements for new development or remodelling of infrastructure and buildings are complied with.	
1.5.2	Impact assessment has been conducted to ensure that activities, operations and development of infrastructure do not produce significant negative impacts and/or conversion of ecosystems.	
1.5.3	Site selection, design and access have taken account of visual amenity, landscape, cultural and natural heritage; as well as the protection of biologically sensitive areas and the assimilative capacity of ecosystems.	
1.5.4	Specific measures are taken to ensure that any development of infrastructure and/or activities do not cause alterations to historical, archaeological, cultural and/or sacred heritage sites.	

1.5.5	Threatened or protected species have not been displaced and impact on all wildlife habitats has been minimised and mitigated.	
1.5.6	Water courses/catchments/wetlands have not been altered and run-off is reduced where possible and any residue is captured or channelled and filtered.	
1.5.7	Preference is given to the use of native and endemic plants obtained from sustainable sources for landscaping and decoration, avoiding exotic and invasive species.	
1.5.8	Plants for landscaping have been selected for their ability to tolerate prevailing or anticipated conditions (e.g.: drought-tolerant plants).	
1.5.9	Water and wind erosion is reduced through practices such as ground covers, mulches, protection and re-vegetation of steep areas, and terracing or filter strips to protect soils.	
1.5.10	Local materials, practices and crafts have been used in buildings and design where practicable and appropriate.	
1.5.11	Sustainable design, materials and construction practices have been used in buildings, with appropriate certification where possible.	
Criterion 1.6	Needs of people with disabilities are specifically considered and addressed	References
Scope	As appropriate to the nature of the organisation, planning, siting, design, construction and/or renovation of buildings, infrastructure and activities provide access and information for persons with disabilities and special needs.	
1.6.1	Sites, buildings and activities are accessible to persons with physical disabilities and other special needs, as appropriate to the nature of the operation.	
1.6.2	Public and accurate information is provided on the level of accessibility of sites, buildings and activities.	
1.6.3	Accessibility conditions of sites, buildings and activities are tested, consulted and/or checked with relevant experts/user bodies.	

Criterion 1.7	Quality procedures are implemented to achieve customer satisfaction	References
Scope	The quality of all provided services is continuously monitored to ensure that it meets customer expectations and industry standards. Customer satisfaction, including their perception about the sustainability practices, is monitored and, when necessary, corrective action is taken.	
1.7.1	Quality and service standards for the various activities performed within the organisation are documented in writing.	
1.7.2	<p>A formal process for taking reservations and following them up is implemented.</p> <p>Guidance for evaluation - The reservations process allows the collection of information on guest expectations and other needs, in order to improve services and the overall experience.</p> <p>In the case of people travelling with children and/or minors, the reservations process anticipates the requirement of key information to prevent any risks of exploitation, etc.</p>	
1.7.3	A plan is implemented for timely preventive maintenance of facilities, equipment, furniture and vehicles for any purpose; avoiding failures in the operation of services.	
1.7.4	<p>A formal mechanism is implemented to address and solve any failures or deficiencies reported by clients (guests, passengers or visitors) and staff in day-to-day operations.</p> <p>Guidance for evaluation - Records are available to demonstrate the implementation of timely corrective actions to address failures or deficiencies reported by clients (guests, passengers or visitors) or staff in day-to-day operations or during the provision of services.</p>	
1.7.5	Facilities, equipment, furniture and vehicles for any purpose demonstrate appropriate maintenance and are kept clean and in order.	

1.7.6	Cleaning and maintenance activities are carried out at appropriate times to prevent noise and/or other types of inconveniences to clients (guests, passengers or visitors).	
1.7.7	<p>A formal mechanism is implemented to assess client satisfaction levels, collect and keep record of all feedback and opinions.</p> <p>Guidance for evaluation - Client feedback and opinions are constantly reviewed and, when necessary, lead to corrective actions.</p> <p>Client feedback is also collected about the environmental and social actions implemented by the organisation in response to its sustainability plan/policy.</p>	
1.7.8	Staff training needs are assessed to improve quality of services and sustainability skills; formal activities are carried out to address them.	
1.7.9	Staff evaluations are carried out, at least annually, to monitor their performance and continuously seek ways to improve their skills.	

Criterion 1.8	Facilities, operations, and activities are safe and healthy	References
Scope	The organisation implements a safety programme that is suitable to its size and appropriate for its natural and operational environment. The risks are identified, assessed and accidents or incidents are recorded and reduced.	
1.8.1	<p>An updated risk assessment, identifying potential safety threats that the operation is exposed to, is formally documented.</p> <p>Guidance for evaluation - The risk assessment covers all factors that could affect the safety of clients (guests, passengers or visitors), staff, third parties (e.g.: contractors, suppliers, the local community, etc.), operations, activities, and the facilities.</p>	
1.8.2	Emergency and contingency plans to respond to the potential threats identified and prioritised on the formal risk assessment are documented and implemented.	

	Guidance for evaluation - Emergency plans consider clients (guests, passengers or visitors), staff, third parties (e.g.: contractors, suppliers, the local community, etc.), operations, activities, and the facilities. Appropriate communication mechanisms and plans are ready to respond to an emergency.	
1.8.3	Emergency exits, fire detection, emergency alarms and fire suppression equipment are in place, properly marked, visible and in working order at all facilities and/or in vehicles. Guidance for evaluation - Fire alarms, smoke detectors, extinguishers, sprinklers, kitchen specific devices or systems, etc. Workers are competent to handle equipment and react to emergencies.	
1.8.4	First aid kit(s), containing the appropriate amounts and types of supplies, are available for emergencies at all facilities; itineraries and/or in vehicles. Guidance for evaluation - Access to appropriate medical services to respond and follow up in case of emergencies is also secured.	
1.8.5	Safety instructions to follow in case of an emergency are displayed in all service and operating facilities and vehicles.	
1.8.6	Evacuation routes are indicated, using written and/or graphical signs at all facilities.	
1.8.7	Signs are used to warn clients (guests, passengers or visitors), staff and other relevant parties about potential dangers or risks.	
1.8.8	Drills are implemented, at least once every year, for those emergency cases highlighted as more probable, and records of these activities are kept.	
1.8.9	All vehicles used by the organisation for any purpose, are equipped with functional seat belts on each individual seat. Guidance for evaluation - vehicle check to ensure other safety elements are available (First Aid Kits, Fire Extinguishers, Road Emergency equipment, insurance, etc.).	

1.8.10	All boats or vessels used by the organisation have a visible sign that states the maximum passenger capacity; and readily available life jackets according to that capacity.	
1.8.11	Adequate insurance coverage is available to respond in case of civil liabilities caused by accidents or incidents involving clients (guests, passengers or visitors), staff, third parties, activities, vehicles and the facilities.	
Criterion 1.9	Sourcing practices are responsible and fair, favouring local and sustainable purchasing	References
Scope	<p>Purchasing policies favour local, fair-trade and environmentally responsible suppliers and products, including capital goods, food, beverages, building materials and consumables.</p> <p>Suppliers are evaluated and selected on the basis of their social and environmental practices, as well as the quality, safety and hygiene of their products and services.</p> <p>The purchasing of consumable and disposable goods, including food, in order to minimise waste.</p>	
1.9.1	<p>A purchasing policy that sets out the criteria to assess, evaluate and give preference to sustainable contractors, suppliers, supplies and equipment is documented in writing.</p> <p>Guidance for evaluation - Specific criteria has been documented and is implemented to favour the acquisition of environmentally and socially friendly supplies (e.g.: certified, with less packaging, lower carbon footprint, made or produced locally or by small family or locally owned businesses, startups, etc.).</p>	
1.9.2	<p>A formal mechanism is implemented to monitor, evaluate and continuously improve the overall sustainable performance of regular suppliers.</p> <p>Guidance for evaluation - The monitoring and evaluation mechanism considers the quality, safety and hygiene practices of regular suppliers; as well as their environmental, social and labour practices of regular suppliers to prevent negative impacts and promote continuous improvement.</p>	
1.9.3	The organisation provides advice and support to local service providers with whom it engages, on the quality and sustainability of their services.	

1.9.4	The proportion of locally produced supplies and goods; and goods and services purchased/hired from locally owned and operated businesses is measured and managed.	
1.9.5	The proportion of non-locally produced supplies and services used by the organisation that are certified against independent sustainability schemes is measured and managed.	
1.9.6	<p>Preference is given to suppliers and supplies that have an independent and reputable environmental certification. Proportion of use of these supplies is monitored and managed.</p> <p>Guidance for evaluation - Paper, wood, textile and food supplies are among the goods considered. Transportation, other travel and tourism services, etc. are considered among suppliers.</p>	
1.9.7	<p>Where certified supplies and/or service suppliers are not available, concrete evidence exists that consideration is given to sustainable attributes before buying or hiring.</p> <p>Guidance for evaluation - Overall practices, labour and safety policies, origin, packaging, methods of growing, production, carbon footprint and others.</p>	
1.9.8	Whenever possible, preference is given to supplies purchased in bulk, reducing the use of individual packaging. The use of these supplies is quantified, monitored and managed.	
1.9.9	Whenever possible, preference is given to purchasing supplies that come in reusable, returnable, and/or recyclable containers. The use of these supplies is quantified, monitored and managed.	
1.9.10	Single-use plastics and disposables are avoided in all possible cases. The use of these supplies is quantified, monitored and managed.	
1.9.11	The purchase and use, as well as the sale of supplies, food and/or souvenirs made from threatened or endangered species, are not allowed.	

Criterion 1.10	Promotional content and marketing communications are accurate and transparent	References
Scope	Promotional materials and marketing communications are accurate and transparent with regard to the organisation and its products and services, including sustainability claims. They do not promise more than is being delivered.	
1.10.1	Marketing channels and/or materials are available to communicate and promote the sustainable features of the services and experiences offered by the organisation.	
1.10.2	Clients (guests, passengers or visitors) are informed in a clear and accurate manner about the sustainable features of the services and experiences provided by the organisation.	
1.10.3	Sustainability claims are accurate, based on verifiable data and records from the organisation's actual performance.	
1.10.4	Marketing materials and resources available for resellers and promotional events communicate and promote the sustainable features of the services and experiences provided by the organisation.	

Criterion 1.11	Information about the destination is educational and promotes meaningful interactions	References
Scope	<p>The organisation provides information for the interpretation of the natural surroundings, local culture, and cultural heritage, as well as an explanation of appropriate behaviour while visiting natural areas, cultural heritage sites and interacting with living cultures.</p> <p>The information promotes the adoption of sustainable lifestyles and behaviour among clients (guests, passengers or visitors), employees, community members and other stakeholders.</p>	
1.11.1	A sustainability education programme is developed and agreed upon, including activities and goals targeted at clients (guests, passengers or visitors), staff and the broader community.	

	<p>Guidance for evaluation - The implementation of activities outlined in the sustainability education programme is demonstrated.</p> <p>Records are kept on the participation in the activities that are part of the sustainability education programme.</p> <p>Staff are informed and educated about the key natural and cultural heritage features of the local area/destination.</p>	
1.11.2	<p>Clients (guests, visitors or passengers) are informed on how to respectfully behave when visiting natural protected areas, sites of cultural importance, when in presence of local cultural expressions or interacting with the local community.</p> <p>Guidance for evaluation - Where applicable, information includes preventing clients from removing or damaging cultural heritage artefacts.</p>	
1.11.3	Opportunities are promoted to encourage clients (guests, passengers or visitors) to support biodiversity conservation efforts at the local destination.	
1.11.4	Clients (guests, passengers or visitors) are encouraged to minimise or prevent the use of personal substances which may be considered harmful to the local environment (such as toxic sunscreens and repellents).	
Criterion 1.12	Destination sustainable planning and development are supported	References
Scope	The organisation is involved in, or supports sustainable tourism planning and management in their destination, where such opportunities exist.	
1.12.1	Where those opportunities exist, the organisation is an active member of the destination management body.	
1.12.2	The organisation participates and supports local initiatives and partnerships with other local stakeholders for the sustainable planning and management of its destination.	

3.2 Principle 2: People's wellbeing, human rights and cultural heritage are respected

Criterion 2.1	Community rights are respected	References
Scope	There is respectful, collaborative, mutually beneficial and enriching engagement with the local community.	
2.1.1	Local communities potentially affected by operations are identified.	
2.1.2	Legally recognised customary and local community rights are identified and respected.	
2.1.3	Sites and resources within the area of operation, fundamental for satisfying the basic needs of local communities are identified and protected as appropriate.	
2.1.4	Sites, resources and habitats of cultural, archaeological, or historical significance, and/or of critical cultural, ecological, economic, or religious/sacred importance for the traditional cultures of local communities, are identified and protected as appropriate.	
2.1.5	Significant past violations of human rights, affecting Indigenous People, communities, or workers, have been completely remediated through an adequate, legitimate and culturally appropriate mechanism.	
Criterion 2.2	The rights of Indigenous Peoples are respected	References
Scope	The rights of Indigenous Peoples are known and respected and interaction with them is conducted in a respectful and culturally appropriate manner.	
2.2.1	The rights of Indigenous People potentially affected by the activities of the organisation are recognised and respected even if legal regulations fail to do so.	
2.2.2	The rights of Indigenous People are respected and upheld, following principles of Free, Prior and Informed Consent (FPIC) before including them in tourism activities.	
2.2.3	The impacts of activities on Indigenous People are known and negative impacts are avoided.	

2.2.4	Interaction with Indigenous People is conducted in a respectful and culturally appropriate manner with focus on avoiding any negative impacts and enhancing positive ones.	
Criterion 2.3	Local livelihoods and community services are maintained and enhanced	References
Scope	The activities of the organisation do not adversely affect local access to livelihoods, including land and aquatic resource use, rights-of-way, transport and housing; they also do not jeopardise the provision of basic services, such as food, water, energy, healthcare or sanitation, to neighbouring communities.	
2.3.1	Local residents' access to livelihoods and natural resources is considered and protected as part of the planning and development of activities and operations.	
2.3.2	Local residents are not denied the right to access sites of historical and/or spiritual importance to their culture.	
2.3.3	<p>The organisation evaluates its operation to prevent any of its activities from jeopardising the provision of basic services to its neighbouring communities.</p> <p>Guidance for evaluation - Any reduction in the availability of basic services to local communities, identified as the result of the organisation's activities, is addressed in consultation with the affected communities.</p>	
2.3.4	A public and openly promoted communication/feedback/grievance mechanism is in place for members of the local communities to express their opinions/concerns and/or report any reduced access to livelihoods resulting from the organisation's activities and impacts.	
2.3.5	The confidentiality and anonymity of environmental and human rights defenders, union representatives, whistle-blowers, complainants, and community spokespersons are respected.	
Criterion 2.4	Discrimination does not occur	References
Scope	There is no discrimination related to employment or occupation. Employment opportunities, including in management positions, are offered without discriminating by gender, race, religion, disability or in other ways. Employees enjoy a stimulating and fulfilling workplace.	

2.4.1	<p>The proportion of employees from the local community, including those in management positions and from different groups at risk of discrimination is measured and managed.</p> <p>Guidance for evaluation - The organisation has identified groups at risk of discrimination, including women and local minorities.</p>	
2.4.2	There is no discrimination in hiring, remuneration, access to training, promotion, termination or retirement based on race, national or territorial or social origin, caste, religion, disability, gender, sexual orientation, family responsibilities, marital status, union membership, political opinions, age or any other issues.	
2.4.3	There is no interference with workers' rights to observe tenets/practices or to meet needs relating to race, national or social origin, religion, disability, gender, sexual orientation, family responsibilities, union membership, political opinions or any other conditions.	

Criterion 2.5	Child labour is not present and employment of young workers is responsibly managed	References
Scope	Child labour is eliminated, and children are protected. Where young workers are employed, their employment follows best practices.	
2.5.1	Child labour is not used, promoted or supported in any way.	
2.5.2	Legal requirements related to the employment of young workers and child labour are complied with.	
2.5.3	Children under the age of 15 (or under the age for completion of compulsory education, whichever is higher) are not employed, except when covered by national legislation in accordance with Article 7 of the ILO Minimum Age Convention.	
2.5.4	<p>Where the young workers are employed, the following are met:</p> <ul style="list-style-type: none"> a) Young workers only work outside of compulsory school hours. b) Young workers do not work more than 8 hours a day. 	

	c) Young workers do not work without supervision during night hours.	
Criterion 2.6	Modern slavery, forced or compulsory labour does not occur	References
Scope	Forced labour, modern slavery and human trafficking, including sexual exploitation of children, adolescents, women, minorities and other vulnerable groups do not occur and no dependence is built, or restrictions made for workers' freedom to choose their employer.	
2.6.1	Modern slavery, forced labour or compulsory labour is not used, promoted or supported in any way.	
2.6.2	Withholding of salary, benefits, documents or property is not used in ways to restrict workers' freedom.	
2.6.3	Workers have the right to leave the workplace after completing their workday and be free to terminate their employment if they give reasonable notice to their employer.	
2.6.4	Human trafficking is not used, promoted or supported in any way, either within or beyond the organisation through partners and suppliers.	
2.6.5	Specific measures are implemented to prevent all forms of commercial sexual exploitation of children and adolescents. Guidance for evaluation - To have documented its specific policy and procedures relevant for this purpose; or to have adhered to any of the global codes that apply (The Code or ECPAT). Relevant staff are trained, the policy and relevant procedures are public / communicated to guests, visitors, passengers, suppliers, etc.	
Criterion 2.7	Workers' rights are respected	References
Scope	The rights of all workers are respected, including the International Labour Organization (ILO) eight fundamental Conventions.	
2.7.1	Legal requirements related to Freedom of Association, Rights to Organise and Collective Bargaining are complied with, including at a minimum meeting the requirements of the relevant ILO conventions.	

2.7.2	Freedom of Association, the Right to Organise and the Right to Collective Bargaining are respected.	
2.7.3	Legal requirements related to working hours, overtime, rest time and time off, are complied with, including, at a minimum, meeting the requirements of the relevant ILO conventions.	
2.7.4	Regular working hours of all workers do not exceed 48 hours per week, with at least one full day of paid rest for every six consecutive days worked.	
2.7.5	Workers receive at least one meal period break for every six hours worked.	
2.7.6	Overtime is voluntary and does not result in a work week exceeding 60 total hours or lower if stated by local legislation. Exceptions may apply under circumstances of shorter duration where additional labour is required.	
2.7.7	Workers are treated respectfully and never subjected to sexual abuse or other abuse or harassment, or verbal, physical or psychological mistreatment.	
2.7.8	The privacy rights of workers are respected, including, but not limited to, whenever an employer gathers private information or implements employee-monitoring practices.	
2.7.9	Employment conditions of workers, including wages, bonuses, work hours, overtime, vacation, and others, are documented and available to workers in a legal contract prior to employment.	
2.7.10	Social responsibilities are not avoided, by hiring de facto permanent, long-time, full-time workers under seasonal or temporary contracts.	
2.7.11	Where migrant workers are hired, the following are ensured, in addition to the Framework other provisions related to human and workers' rights: a) Migrant workers are legally authorised to enter, stay and engage in a remunerated activity in the area/country. b) Migrant workers are ensured equality of opportunities and no less favourable treatment than local workers.	
2.7.12	Employee satisfaction is periodically monitored and a grievance mechanism is in place.	
Criterion 2.8	All workers are remunerated in a responsible manner	References

Scope	All workers, permanent as well as contractors, non-permanent, seasonal and migrant, are remunerated meeting or exceeding legal requirements and with respect towards worker's right to a decent standard of living.	
2.8.1	Legal requirements related to wages and other payments, such as social security, are complied with.	
2.8.2	Wage levels are monitored and regularly reviewed against national norms, aiming for a fair living wage for all employees.	
2.8.3	The remuneration received for a standard work week by a worker in a particular place is sufficient to afford a decent standard of living for the worker and their family.	
2.8.4	Wages meet or exceed minimum industry standards or other recognised industry wage standards.	
2.8.5	Payment is made timely and directly to all workers to ensure they receive and retain their wages.	
2.8.6	Where an employer provides services, for which workers pay, such as medical services, schooling, meals, and other amenities, these are valued fairly and do not exceed local market prices.	
2.8.7	Workers' wages and benefits are received as contractually agreed for each pay period.	

Criterion 2.9	Workplaces are safe and healthy	References
Scope	The workplace is safe and healthy, and workers have access to and use appropriate Personal Protective Equipment, commensurate with the activities undertaken.	
2.9.1	Legal requirements related to workplace health and safety are complied with, where these, at a minimum meet the requirements of the relevant ILO Code of Practice on Health and Safety.	
2.9.2	In all applicable cases, equipment and utilities have effective guards and emergency stops.	
2.9.3	Indoor workplaces are hygienic with adequate lighting, temperature, ventilation, sanitation, drinking water, sanitary facilities, as well as break facilities, and food storage.	

2.9.4	Workers are competent in relevant health and safety issues and receive appropriate and recorded safety and health training in relevant issues prior to starting work and on a regular basis thereafter.	
2.9.5	Personal Protective Equipment (PPE) is available and used by workers, including those of external contractors. PPE is in good condition and appropriate for the specific activity being conducted.	
2.9.6	Workers handling chemicals and machinery have relevant competencies in chemical or machine handling, and have access to appropriate facilities for cleaning, washing and breaks.	
2.9.7	Expectant and nursing mothers are not engaged in activities that expose them to risks to their health and safety.	

Criterion 2.10	Employer-provided housing is safe and hygienic	References
Scope	Where housing is provided by the employer to workers, it is in a safe and hygienic condition and is provided free of charge or for a fee commensurate with the pay.	
2.10.1	Legal requirements related to housing of workers are complied with.	
2.10.2	Housing is offered to workers if no affordable or safe accommodation is otherwise available, especially in remote locations where commuting is not a viable option or where workers are expected to stay within the premises for extended periods of time.	
2.10.3	If workers pay for employer-provided housing, the cost of housing is commensurate with the pay and comparable to similar housing in the area/industry.	
2.10.4	Employer-provided housing is safe and hygienic.	
2.10.5	Employer-provided housing has functioning emergency exits and fire alarms and access to first-aid supplies and fire suppression equipment. All equipment is in working order and workers are competent to handle the equipment.	
2.10.6	Where workers, and their families, live in employer-provided housing the employer ensures that they have access to medical, educational, and social services.	

Criterion 2.11	Gender equality is maintained and protected	References
Scope	Gender equality is promoted according to legal requirements and following best practices, including equal remuneration for equal pay and sufficient maternity leave.	
2.11.1	Legal requirements related to gender-based discrimination are complied with.	
2.11.2	Job opportunities are available to all people, irrespective of gender, under the same conditions.	
2.11.3	Irrespective of gender, there is equal remuneration for work of equal value.	
2.11.4	Legal requirements related to maternity and paternity leaves are complied with.	
2.11.5	Pregnant women who are permanent workers shall have at least four weeks of maternity leave, with pay or access to similar income.	
Criterion 2.12	Community development initiatives are actively supported	References
Scope	The organisation actively supports initiatives focused on community development and local infrastructure. Examples of initiatives include education, training, health, sanitation and projects which address the impacts of climate change.	
2.12.1	<p>The organisation engages and actively supports the planning and implementation of local projects and/or initiatives that are beneficial for its community.</p> <p>Guidance for evaluation - In-kind or cash contributions are made for the implementation of local projects and/or initiatives that are beneficial for the community.</p>	
2.12.2	The organisation encourages its employees to participate in local projects and/or initiatives that are beneficial for their community.	

Criterion 2.13	Local entrepreneurs' development is supported	References
Scope	The organisation supports local entrepreneurs in the development and sale of sustainable products and services that are based on the area's nature, history and culture.	
2.13.1	Where mutually beneficial, locally owned businesses and service suppliers are given access to premises and clients (guests, passengers or visitors) for commercial activity.	
2.13.2	Clients (guests, passengers or visitors) are encouraged to purchase locally produced supplies and goods; buy locally made handicrafts and commercial cultural products; or hire services from local businesses.	
2.13.3	Where appropriate and possible, opportunities for joint ventures and partnerships with local entrepreneurs are considered and pursued.	
2.13.4	Contracts with suppliers have clear, fair, legal and transparent terms, have an agreed timeframe and are not changed or cancelled unilaterally.	
2.13.5	Agreed payments to suppliers or service providers are made in a timely manner.	
Criterion 2.14	Cultural interactions are respectful and valuable for locals and visitors	References
Scope	The organisation follows international and national good practices and locally agreed guidance for the management and promotion of visits to indigenous communities and culturally or historically sensitive sites in order to minimise adverse impacts and maximise local benefits and visitor fulfilment.	
2.14.1	Good practice and guidelines for tour visits to cultural sites and Indigenous or local communities are followed to ensure positive and meaningful interactions at these places.	
2.14.2	When appropriate, guidelines for tour visits to cultural sites and Indigenous or local communities are developed and implemented with the collaboration and consent of the affected sites and/or communities.	

2.14.3	Particular measures are in place to avoid inappropriate interactions with children and minors during tour visits.	
Criterion 2.15	Cultural heritage sites and expressions are valued and protected	References
Scope	The organisation contributes to the protection, preservation and enhancement of local properties, sites and traditions of historical, archaeological, cultural and spiritual significance and does not impede access to them by local residents.	
2.15.1	The organisation provides information to its clients (guests, passengers or visitors) about the history, culture and traditions of the region.	
2.15.2	The organisation encourages clients (guests, passengers or visitors) to visit local communities or historical sites and/or to participate in traditional activities of the region.	
2.15.3	The organisation formally supports research, management and/or protection activities for a cultural heritage site of archaeological, historical, cultural and/or sacred importance.	

Criterion 2.16	Cultural heritage elements are responsibly and respectfully used and represented	References
Scope	The organisation values and incorporates authentic elements of traditional and contemporary local culture in its operations, design, decoration, cuisine, or shops, while respecting the intellectual property rights of local communities.	
2.16.1	Local elements of art and cultural heritage, including vernacular architecture, are reflected in the design, decoration and furnishings.	
2.16.2	Cultural heritage and traditions are evident in the cuisine, retail, events and other services offered.	
2.16.3	Copyright and intellectual property rights have been observed and necessary permissions obtained for the use of any elements of art, vernacular architecture and cultural heritage.	

2.16.4	The views of the stewards of the local culture are sought to ensure an accurate presentation of their cultural heritage.	
Criterion 2.17	Cultural heritage artefacts are protected	References
Scope	Historical and archaeological artefacts are not sold, traded or displayed, except as permitted by local and international law.	
2.17.1	Any use of cultural heritage artefacts is transparent, documented and reported.	
2.17.2	Where cultural heritage artefacts are used, proper and legally required permits are in place for such use.	
2.17.3	The organisation does not participate in activities that imply or promote illegal trade, trafficking, and/or exploitation of protected cultural heritage artefacts.	

3.3 Principle 3: Nature and the environment are protected

Criterion 3.1	Natural ecosystems and High Conservation Values (HCVs) are protected from degradation and conversion	References
Scope	The organisation activities do not contribute to deforestation, conversion or degradation of natural ecosystems. Land-use planning, and management protects or restores biodiversity and natural ecosystems. High Conservation Values are identified, maintained, and enhanced.	
3.1.1	Natural forests or other natural ecosystems are conserved and protected from conversion.	
3.1.2	Where conversion of natural forests or other natural ecosystems has taken place within the last 10 years, restoration activities are implemented to compensate for past ecosystem loss.	
3.1.3	Organisations who own any natural ecosystems, natural buffer zones, forest areas or other areas of natural value, ensure they are managed to maintain the natural and biodiversity values.	

3.1.4	Legal requirements relating to biodiversity protection, protected sites, and protection of endangered or protected species are complied with.	
3.1.5	Endangered or protected animal or plant species are not hunted, killed, fished, collected, held captive or trafficked.	
3.1.6	High Conservation Values are identified and formal support is provided through engagement with interested and affected parties for their protection and monitoring.	
3.1.7	Sites are monitored for the presence of any invasive species and action is taken to ensure invasive species are not spread or introduced.	
Criterion 3.2	Chemicals are used cautiously with minimal negative impacts	References
Scope	The use of chemicals is minimised, and any application ensures protection of human health, as well as ensuring minimal impacts on the environment.	
3.2.1	An inventory of all chemicals used by the organisation is available, along with the corresponding material safety data sheets (MSDS).	
3.2.2	For cleaning and housekeeping activities, preference is given to the use of biodegradable and/or environmentally friendly products. Proportion of use of these products is monitored and managed.	
3.2.3	For personal care amenities, preference is given to the use of natural, biodegradable and/or environmentally friendly products. Proportion of use of these products is monitored and managed.	
3.2.4	For landscaping activities, preference is given to the use of natural or organic products, minimising the use of fertilisers and agrochemicals. Proportion of use of these products is monitored and managed.	
3.2.5	Where chemicals are used, they follow procedures and practices that ensure minimal adverse impacts on people and the environment.	
3.2.6	The use of chemicals is monitored and minimised.	
3.2.7	Legal requirements relating to chemical use and storage are complied with.	

3.2.8	Prohibited chemicals are not used.	
3.2.9	Chemical drift, run-off or spills are effectively avoided and controlled.	
3.2.10	Chemicals with known risks for pollinators, or other non-target species are not used, unless: a) Nonchemical methods or less toxic pesticides are not available; b) Exposure to natural ecosystems is minimised; and c) Contact of pollinators and other non-target species with these substances can be minimised.	
Criterion 3.3	Water resources are protected and used efficiently	References
Scope	Water scarcity risk is assessed, water consumption is measured by source, and steps are taken to reduce overall consumption. Water sourcing is sustainable and does not adversely affect environmental flows. In areas of high risk, context-based water stewardship goals are identified and pursued.	
3.3.1	An action plan to ensure responsible and rational use of water is documented and implemented. Guidance for evaluation - Water scarcity risk at the destination is known or has been assessed to develop the plan. Where water risk has been assessed as high, the action plan outlines specific stewardship measures to be implemented for minimising any negative impacts and improving overall conditions. Water plan specifies concrete measures and goals for reducing and/or to maintaining consumption levels within acceptable limits.	
3.3.2	Practices are implemented along with the use of water-saving equipment and devices to reduce consumption in all possible areas.	
3.3.3	Guidance is available to encourage clients (guests, passengers or visitors) and staff participation in the organisation's water-saving efforts.	
3.3.4	The organisation monitors and keeps records of its water use. Records indicate the guest-consumption-water source relation.	

	Guidance for evaluation - The results of its water saving measures and consumption records are assessed and used to continuously improve the organisation's performance.	
3.3.5	Water originates from legal and sustainable sources which have not previously affected, and are unlikely in the future to affect environmental flows.	
3.3.6	Management rights to use surface or groundwater are in place and registered according to legal requirements.	
3.3.7	Water resources are managed to ensure that water quality and balance are maintained or improved and do not restrict availability for other users. Guidance for evaluation - Water resources and Natural water bodies are protected from drift and runoff of chemicals, fertilisers, and sludge.	
3.3.8	Natural water bodies are protected from drift and runoff of chemicals, fertilisers, and sludge.	
Criterion 3.4	Energy resources are used rationally and efficiently	References
Scope	Energy consumption is measured by type and steps are taken to minimize overall consumption. The organisation makes efforts to increase its use of renewable energy.	
3.4.1	An action plan to ensure the responsible and rational use of energy is documented and implemented, specifying goals for reduction and/or to maintain consumption levels within acceptable limits. Guidance for evaluation - Specific criteria has been documented and is implemented to favour the acquisition of energy-efficient equipment and energy-saving devices. Energy-saving plan specifies concrete measures and goals for reducing and/or maintaining consumption levels within acceptable limits.	

3.4.2	Practices are implemented along with the use of energy-saving equipment and devices to reduce consumption in all possible areas.	
3.4.3	Guidance is available to encourage clients (guests, passengers or visitors) and staff participation in the organisation's energy-saving efforts.	
3.4.4	<p>The organisation monitors and keeps records of its energy use. Records indicate the guest-consumption-energy source relation.</p> <p>Guidance for evaluation - The results of its energy-saving measures and consumption records are assessed and used to continuously improve the organisation's performance.</p>	
3.4.5	The organisation uses renewable sources or alternative technologies to supply its energy needs. Proportion of the use of renewables vs non-renewables is monitored and increased.	

Criterion 3.5	Waste is reduced and managed appropriately	References
Scope	Waste, including food waste, is measured, mechanisms are in place to reduce it and, where reduction is not feasible, to reuse or recycle it. Any residual waste disposal has no adverse effect on the local population or the environment.	
3.5.1	A waste management plan is documented and implemented, specifying goals for reduction and procedures for responsible and safe management of all types of waste generated by the organisation.	
3.5.2	Legal requirements relating to waste management are complied with.	
3.5.3	All waste is managed in order to ensure reduction, recycling, reusing, and safe disposal based on the type of residues.	
3.5.4	All waste generated by the organisation is separated by type and stored adequately before being sent to treatment or final disposal.	

3.5.5	Waste storage, treatment and disposal practices do not pose health or safety risks to people or natural ecosystems.	
3.5.6	Waste is not burned, except in incinerators technically designed for the specific waste type.	
3.5.7	Specific procedures are documented and implemented to safely manage all waste categorised as toxic and/or hazardous.	
3.5.8	Waste from construction is sorted and disposed of in an environmentally sound manner.	
3.5.9	Waste collection service providers used by the organisation are safe and legal.	
3.5.10	Waste final disposal is to a legally approved facility and there is evidence that the facility has no negative impact on the environment or local population.	
3.5.11	Waste disposed is measured by type, including food waste; and records are kept showing the relation guest-waste disposed.	
3.5.12	Guidance is available to encourage clients (guests, passengers or visitors) and staff participation in the organisation's waste reduction and management efforts.	
Criterion 3.6	Wastewater is managed appropriately	References
Scope	Wastewater, including grey water, is effectively treated and is only reused or released safely, with no adverse effects to the local population or the environment.	
3.6.1	Wastewater from operations is disposed of to a suitable municipal or government-approved treatment system, if available.	
3.6.2	If a suitable municipal or government-approved wastewater treatment system is not available, there is one in place at the organisation facilities that meets international wastewater quality requirements and ensures no adverse effects on the local population and the environment.	
3.6.3	Wastewater from operations is not discharged into the surrounding environment, including aquatic ecosystems, unless it has undergone treatment to reach a safe level in compliance with applicable legislation.	

3.6.4	In compliance with applicable legislation, untreated sewage is properly disposed of to avoid negative effects on the surrounding environment, including aquatic resources.	
-------	--	--

Criterion 3.7	Pollution is minimised and negative impacts prevented	References
Scope	The organisation implements practices to minimise pollution from noise, light, runoff, erosion, ozone-depleting substances; and air, water and soil contaminants. Negative impacts are managed responsibly.	
3.7.1	The lighting of the organisation's facilities and/or activities does not affect the habitat and behaviour of wildlife.	
3.7.2	The organisation activities do not generate, nor allows excessive noise that may alter the behaviour of wildlife.	
3.7.3	Any other potential sources of pollution are monitored and, when identified, action is taken to minimise and where possible, eliminate them.	
Criterion 3.8	Animal health and welfare are secure	References
Scope	No species of wild animal is acquired, bred or held captive, except by authorised and suitably equipped persons and for properly regulated activities in compliance with local and international law. Housing, care and handling of all wild and domestic animals meet the highest standards of animal welfare.	
3.8.1	<p>The organisation does not keep wild animals in captivity, nor supports or promotes activities from third parties that involve the acquisition, captivity, display and/or breeding of wild animals, unless these are temporary and for the purpose of their rescue, recovery or strict conservation.</p> <p>Guidance for evaluation - In those cases where the organisation does have wild animals in captivity or participates in activities that do so, the conformity of this indicator will not be granted, however, it may still be considered a minor non-conformity if the organisation demonstrates that it complies with any applicable legal requirements, that the acquisition of the species is legal and the animals' welfare is protected.</p>	

3.8.2	In the case of having domestic animals, legal requirements concerning animal health and welfare are complied with.	
3.8.3	<p>There are records that demonstrate the performance of regular controls and periodic health checks of the animals. These also show follow-up to any findings that may require special attention.</p> <p>Guidance for evaluation - Measures are taken to prevent diseases (such as vaccination and hygiene measures), while minimising risks of antimicrobial resistance as well as pain and injury to the animals.</p>	
3.8.4	Animals are fed to satisfy nutritional needs and good health.	
3.8.5	Animals have access to environments that allows them to move freely and exhibit natural behaviour.	
3.8.6	Animals have continuous access to sufficient, fresh and clean water, without competition between animals.	
3.8.7	Pack animals are in good health, outfitted with proper equipment and managed by staff with experience and competence in caring for these types of animals.	
3.8.8	<p>Housing, pens and handling facilities have space, ventilation, lighting, drainage, and are safe, minimising risk of diseases, injury and stress to the animals, according to climatic zones.</p> <p>Guidance for evaluation - There are records of regular inspections to the overall conditions of the housing facilities of captive animals. When applicable, inspection also covers the conditions of domestic animals and their housing and handling.</p>	
3.8.9	Personnel responsible for handling captive wild animals (when applicable) or domestic animals have the appropriate qualifications and experience, and are fully licensed.	
3.8.10	Formal policies and procedures are in place to prevent tourism activities from causing stress to the animals in captivity, or put them at risk.	
Criterion 3.9	Wildlife and endangered species are protected	References

Scope	Wildlife species are not harvested, consumed, displayed, sold, or traded, except as part of a regulated activity that ensures that their utilisation is sustainable, and in compliance with local and international laws.	
3.9.1	The organisation is aware of, and complies with, relevant laws and regulations concerning wildlife harvesting and trade, including CITES.	
3.9.2	The organisation does not participate or support activities involving the use, captivity, display or trade of threatened or endangered species included in the CITES and the IUCN lists.	
3.9.3	Visitors are informed of regulations concerning wildlife harvesting, consumption and trade; and the need to avoid buying illegal products/souvenirs derived from threatened species of wildlife included in the CITES and the IUCN lists.	
3.9.4	Where hunting activity is legal and implemented, it is part of a scientifically based, carefully managed and strictly enforced approach to conservation.	

Criterion 3.10	Visits to natural sites and wildlife interactions are responsible and educational for visitors	References
Scope	<p>The organisation follows appropriate guidelines for the management and promotion of visits to natural sites and potential wildlife interactions in order to minimise adverse impacts and maximise visitor fulfilment.</p> <p>Interactions with free roaming wildlife take into account cumulative impacts, are non-invasive and responsibly managed.</p>	
3.10.1	The organisation is aware of, and complies with, all existing regulations, guidelines and/or accepted best practices to minimise negative impacts from tourist visits or activities at natural sites.	
3.10.2	The organisation has all the required permits and/or licenses to operate tourist activities at natural sites.	
3.10.3	The organisation is aware of any concerning issues related to visiting natural sites; and follows specific guidelines to inform clients (guests, passengers or visitors) and prevent negative impacts.	

3.10.4	The organisation is aware of, and complies with, regulations and guidelines concerning wildlife interactions, including wildlife viewing.	
3.10.5	The organisation engages with the development and implementation of local codes and guidelines for wildlife interactions, including wildlife viewing, as required, based on advice from wildlife experts.	
3.10.6	Direct interactions with wild animals, in particular feeding, are not permitted. Clients (guests, passengers or visitors) are informed about the adverse impacts caused by these actions.	
3.10.7	Measures are taken to minimise disturbance to wildlife. Impacts are regularly monitored and addressed.	

3.4 Principle 4: Climate impacts are reduced and mitigated.

Criterion 4.1	Greenhouse gas emissions are reduced	References
Scope	Significant greenhouse gas emissions from all sources linked to the organisation's activities are identified, calculated and minimised, according to the risks and proportionate to the scale and nature of the operation. Offsetting of the organisation's remaining emissions is encouraged.	
4.1.1	Direct and indirect greenhouse gas emission sources, including those from transportation, are identified, monitored and managed.	
4.1.2	Actions are taken to avoid and reduce direct emission of greenhouse gases resulting from all sources and activities controlled by the organisation, meeting at minimum the industry sector best practices and considering the best available technology.	
4.1.3	Carbon footprint per client (guests, passengers or visitors) is calculated, offering opportunities to offset, either partially or totally, the emissions of each trip or stay. Guidance for evaluation - Records of clients who opt for the offsetting options must be provided to demonstrate implementation of the action required by this indicator.	

4.1.4	For indirect emission of greenhouse gases resulting from sources and activities not controlled by the organisation, offsetting mechanisms are identified and used.	
4.1.5	If offsetting is used, the carbon credits are from carbon projects independently verified against credible carbon offsetting standards representing genuine, additional and permanent reductions and avoiding leakage and double counting.	

Criterion 4.2	The use of climate efficient transportation is actively encouraged	References
Scope	The organisation seeks to reduce transportation requirements and actively encourages the use of cleaner and more resource efficient alternatives by customers, employees, suppliers and in its own operations.	
4.2.1	Information is provided and promoted to clients (guests, passengers or visitors) on climate efficient transport options, for arrival, departure and during their stay or visit.	
4.2.2	Climate efficient transport options (e.g. bike rental, car sharing, pick-ups) for clients (guests, passengers or visitors) and staff are provided or facilitated.	
4.2.3	Daily operations seek to minimise the use of transport whenever feasible.	
4.2.4	Activities or day trips accessible by short and climate efficient transport options are favoured.	
Criterion 4.3	Climate change adaptation efforts are proportionate to the risks	References
Scope	Risks resulting from climate change that may endanger the sustainability of operations are considered; and appropriate climate adaptation measures are implemented.	
4.3.1	The key risks for the operation resulting or potentially resulting from climate change are identified.	
4.3.2	Measures for climate change adaptation are implemented for areas of high risk and proportionate to the scale of the operations and anticipated social, economic and environmental impacts.	



Preferred by Nature (formerly known as NEPCon) is an international non-profit organisation working to support better land management and business practices that benefit people, nature and the climate. We do this through a unique combination of sustainability certification services, projects supporting awareness raising, and capacity building.

For nearly 30 years, we have worked to develop practical solutions to drive positive impacts in production landscapes and supply chains in 100+ countries. We focus on land use, primarily through forest, agriculture and climate impact commodities, and related sectors such as tourism and conservation.

www.preferredbynature.org

