



GREEN GLOBE

The path to sustainable travel & tourism

Benchmarking User's Guide

The path to sustainable travel & tourism

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1. INTRODUCTION

User's Guide

This is a User's Guide designed to assist with the GREEN GLOBE (GG) 21 Benchmarking process.

This User's Guide:

1. Introduces Benchmarking and the Earth Check Indicators used by GREEN GLOBE.
2. Describes the Benchmarking process.
3. Assists GREEN GLOBE Benchmarking Compact Disc users.
4. Provides guidance for measuring, collating and recording Benchmarking information.
5. Provides contacts for further help and assistance.
6. Has been prepared in an easy to read format to help users.

2. BENCHMARKING EXPLAINED

GREEN GLOBE Benchmarking is simple. It is:

1. Registering with GREEN GLOBE for Benchmarking.
2. The routine collection of simple environmental performance measures.
3. The organisation of this information into a standard format.
4. Forwarding this information annually to GREEN GLOBE for analysis.
5. Completion of the analysis by GREEN GLOBE, with the analysis determining how your company (operation) has performed relative to the GREEN GLOBE Benchmarking performance established for the Travel and Tourism industry. The GREEN GLOBE analysis assesses whether or not your environmental performance is above baseline or not. What is baseline? This is an assessment by GREEN GLOBE as to what is a responsible level of environmental performance by an operation for a particular Travel and Tourism sector and for a given country. Below this level is recognised as unacceptable environmental performance. Above this level is an estimate of best practice that GREEN GLOBE encourages all operations to achieve.
6. The return of the Benchmarking Assessment Report to your company. If the 9 key performance areas are above baseline, then your company has achieved Benchmarked status and you will receive the GREEN GLOBE Benchmarked Certificate. The report will recommend areas for further improvement. If you are below baseline status, you will receive a report recommending areas of improvement.
7. Repeating the Benchmarking measurements over the next 12 months, and submitting the data, that is, repeating the process described above.

GREEN GLOBE benchmarking is a simple process. The measures are practical every day measures and include (for example) the volume of water used in a year as shown by your water bills; the amount of electricity used as shown by your electricity bills and others. It is also very powerful. Why? The actual measures selected have been chosen to target the major environmental problems facing the planet Earth. This means that your measured improvements in environmental performance actually record your positive contributions to helping the planet Earth. GREEN GLOBE uses Earth Check™ performance indicators with its benchmarking. Earth Check™ indicators have been developed specially for Travel and Tourism by the Cooperative Research Centre for Sustainable Tourism (CRC Tourism) in Australia. CRC Tourism is supported by 14 Australian Universities and coordinates applied tourism research in Australia.

3. BENCHMARKING BENEFITS

Being successfully Benchmarked brings with it many benefits.

They are:

1. International experience demonstrates that operating costs will be reduced.
2. Your competitiveness will be enhanced.
3. Your staff will nearly always be more committed.
4. Your GREEN GLOBE logo credentials endorse your green marketing claims.
5. Your business to business transactions are supported by your green credentials.
6. Your business to government transactions are supported by your credentials.
7. Your environmental performance reporting to your board are performance based, with environmental reporting trends over time possible.
8. Your due diligence reporting for ethical investment is based on quantified environmental performance outcomes.

Most importantly, your operation stands to be in much better shape as a consequence. Measures targeting reductions in the use of energy and water mean reduced operating costs for a start. Purchasing policies reducing the amount of packaging mean reduced charges for waste going to landfill. These are simple examples. Being green does help to reduce the cost of operating in many ways. It helps the bottom line. Benchmarking is a clear mechanism for monitoring this type of performance.

4. BENCHMARKING: KEY PERFORMANCE AREAS

The GREEN GLOBE measures collected target major environmental and social issues as well as initiating a policy commitment for improved environmental and social performance. The key performance areas for GREEN GLOBE Benchmarking are:

1. Environmental and social sustainability policy.
2. Energy consumption.
3. Reduced greenhouse gas emissions.
4. Management of fresh water resources.
5. Solid waste generated.
6. Liquid waste generated.
7. Social commitment.
8. Ecosystem conservation and management.
9. Land management.

5. BENCHMARKING INDICATORS

GREEN GLOBE Benchmarking uses carefully selected indicators to obtain its performance measurements for each of the selected key performance areas. The indicators need to be simple and workable as well as targeting the key issues. They establish the types of measures that are recorded. Normally, they are in the form of a ratio. For the GREEN GLOBE key performance area of Energy for example, the Benchmarking information is as follows:

Key Performance Area:	ENERGY
Benchmarking Indicator:	TOTAL ENERGY CONSUMED (per annum) /GUEST NIGHTS (per annum)
Benchmarking Measures:	ELECTRICITY CONSUMED; GASOLINE CONSUMED; DIESEL CONSUMED, LPG CONSUMED (per annum). GUEST NIGHTS (per annum).

Ratios are used to ensure that the measures are comparable between commercially different sized operations. The ratios also maintain the confidentiality of information that may be sensitive, such as guest nights.

GREEN GLOBE has developed indicators and measures for 19 Travel and Tourism sectors. This means that the majority of travel and tourism companies can secure their Benchmarking indicators "off the shelf". When you register, you provide GREEN GLOBE information about your sector, which means you are automatically provided with a registration code and access to your Benchmarking criteria. You will automatically receive this information with your Benchmarking compact disc. Benchmarking indicators have been developed for:

1. Accommodation
2. Administration Office
3. Aerial Cableway
4. Airlines
5. Airports
6. Bus Companies

7. Caravan Parks
8. Car Hire
9. Convention Centres
10. Cruise Ships
11. Exhibition Halls
12. Farmstays
13. Golf Courses
14. Marinas
15. Railways
16. Restaurants
17. Tour Companies (Wholesalers)
18. Tour Operators
19. Vineyards

The benchmarking indicators need to be followed carefully.

Please note: You will need to refer to your Sector specific Benchmarking Indicators found on your Compact Disc (or obtainable from GREEN GLOBE) for preparing your measures for analysis.

The Benchmarking Indicators have been prepared as a formal technical statement. **This User's Guide provides background introductory information for each of the key performance areas only.** It illustrates how the information is collected and indicative ratios used by GREEN GLOBE.

5.1 KEY PERFORMANCE AREA: ENVIRONMENTAL AND SOCIAL SUSTAINABILITY POLICY

The environmental and social policy is a key statement. Typically it is very brief but encapsulates a commitment by an operation to sustainable environmental and social outcomes in undertaking its travel and tourism operations. The GREEN GLOBE Standard provides guidance for the content of the policy. A senior manager needs to endorse the policy and needs to ensure that it is promulgated within an operation.

The policy is not required to be submitted for Benchmarking, rather, it's presence and content will be assessed during full certification. A senior manager must sign off that it has been completed.

5.2 KEY PERFORMANCE AREA: ENERGY CONSUMPTION

Global energy consumption is forecast to continue to grow throughout the 21st Century. Paralleling such consumption are increasing impacts to air quality and negative effects such as pollution and global warming. Individual operations helping to reduce the consumption of energy make a difference. The collective effect of these contributions from an industry such as Travel and Tourism can achieve global scale improvements.

The purpose of the measure is to help reduce energy use and to encourage the use of renewable energy sources

The measures collected are simply obtained from your energy bills and receipts for the previous 12 months such as:

- Electricity Bills
- Vehicle Gasoline Fuel Bills
- Liquid Petroleum Gas Bills
- Diesel Fuel Bills
- Other Energy Bills

A total energy consumed figure is needed, however the differences in the types of energy consumed are a technicality that needs to be accommodated. GREEN GLOBE has made this easy for you. You have been provided a Benchmarking Compact Disc (CD) that includes a table for you to record your measures (see Section 8). The energy section also has a special calculator which automatically converts your different energy measures into one unit, "megajoules" once you have inserted the primary information. It also calculates the amount of greenhouse gases (carbon dioxide) your energy use creates. If you do not have access to the compact disc for whatever reason, you may provide your primary energy information on the form at the end of this guide, and forward it to GREEN GLOBE.

GREEN GLOBE uses a calculation, a ratio to ensure that energy consumption is based on a per consumer basis. For hotels for example, the ratio is the total energy used per annum divided by the total number of guests per annum.

5.3 KEY PERFORMANCE AREA: GREENHOUSE GAS EMISSIONS

The production of greenhouse gases, principally carbon dioxide, is causing changes to Earth's atmosphere and causing global warming. Global warming brings with it major changes to life on Earth as we currently know it. Research predictions advise that such disruptions will bring changes to rainfall patterns; influence the melting of the great icefields; cause rising sea levels; and, will influence the distribution of areas impacted by extreme aridity. Severe storm events will influence new areas of the planet. Habitats for native species will alter and in many instances, will lead to extinctions.

GREEN GLOBE, through Benchmarking and Certification, aims to help reduce greenhouse gases.

This is achieved collectively through the reduction in energy use; reduction in the primary consumption of raw materials; reduction in the energy required for potable water transmission; sequestration of carbon through habitat conservation; and, reduction in the use of energy required for water treatment and cleanup. GREEN GLOBE Benchmarking indicators have been designed to help encourage the reduction of greenhouse gases as part of the certification process. This may occur through direct actions an operation may take (improved energy efficiency through technology or refined operations for example) or indirectly, through other organisations thanks to the application of purchasing policies and business to business transactions which achieve reduced packaging (for example) which means less primary resources used and less greenhouse gases consumed transferring the subsequent waste to landfill.

5.4 KEY PERFORMANCE AREA: POTABLE WATER

There are large volumes of fresh water on Earth's surface. Some of these waters are potable and available for human consumption, however, in many areas potable waters are in short supply. GREEN GLOBE has targeted the use of potable fresh water as one of its key Benchmarking indicators. The principle objective is to reduce the volume of potable water used.

The key part of the measure is simple. It is the volume of water used, and the volume readings from your annual water supply bills are used. Your financial records typically would have this information.

In the absence of a water meter, GREEN GLOBE will ask that a water meter be installed to measure the volume of water used to achieve certification. If your water is supplied from local streams, ground water, or tanker supply, GREEN GLOBE still requests that your water use is measured. Supply of water from rain water tanks should also be measured but may be given special consideration. The actual measure used by GREEN GLOBE is a ratio. It is the volume of water consumed in megalitres divided by the total number of individuals consuming the water. In the case of a hotel for example, the GREEN GLOBE Benchmarking indicators used are calculated by dividing the volume of water used by the number of people guests using the water (guest nights).

5.5 KEY PERFORMANCE AREA: SOLID WASTE REDUCTION

Solid waste pollution is a major problem facing the planet. GREEN GLOBE's objective is simple. Reduce the amount of solid waste going to landfill. This simple outcome will automatically inspire actions such as recycling, use of composting systems, and business to business transactions which reduce the amount of packaging received by an operation in the first instance.

The information to be collected is simple. The volume of waste going to landfill is used. This will require records of the number of bins collected, and the volume of waste disposed of annually. Sampling procedures may be required.

The GREEN GLOBE Benchmarking Indicator is calculated by dividing the total volume of waste by the total number of people that generated the waste.

5.6 KEY PERFORMANCE AREA: SOCIAL COMMITMENT

GREEN GLOBE is based on Agenda 21 and social considerations are equally important to environmental indicators. GREEN GLOBE is currently focusing on the issue of Travel and Tourism reinvesting into

local communities. Indicators that reflect this are focused on local employment policies and local purchasing.

The information to be collected is simple. For local employment, the first measure is employees living locally, as calculated by a radius of 20 kilometres (or appropriate similar distance) from a work place. The second measure is the total number of employees. The GG Benchmarking indicator is calculated by dividing the number of employees living locally by the total number of employees. Measure focusing on local purchase reflect the regular purchase of local goods and services annually divided by the total funds spent on goods and purchases.

5.7 KEY PERFORMANCE AREA: RESOURCE CONSERVATION

This indicator focuses on a reduction of use of the primary natural resources of the planet. The simple aim is to reduce consumption of these resources. This will also help to reduce the indirect impacts on the planet. Green Globe has focused on minimising the use of paper derived from the primary forests of the world, and has emphasised the use of ecolabel paper.

The first measure is the volume of ecolabel paper purchased per annum. This reflects a reduction in the consumption of natural resources. The second measure is the total paper used. The GG Benchmarking Indicator is calculated by dividing the amount of ecolabel paper purchased by the total volume of paper purchased.

5.8 KEY PERFORMANCE AREA: WATER QUALITY

Water quality is critical to a healthy planet and healthy human populations. The primary goal of GREEN GLOBE is to improve the quality of surface water, ground water and aquatic habitats. This measure relates to the actual water quality measurements undertaken by operations as part of their normal licensed waste water management system. There is an expectation that the majority of regular water quality readings taken across a year will be above licensed performance levels. The measures are the total number of samples that have passed water quality standards per annum and, the total number of water samples that have been tested. The GG

Benchmarking indicator is calculated by dividing the total samples passed by the total samples tested

5.9 KEY PERFORMANCE AREA: BIODIVERSITY CONSERVATION

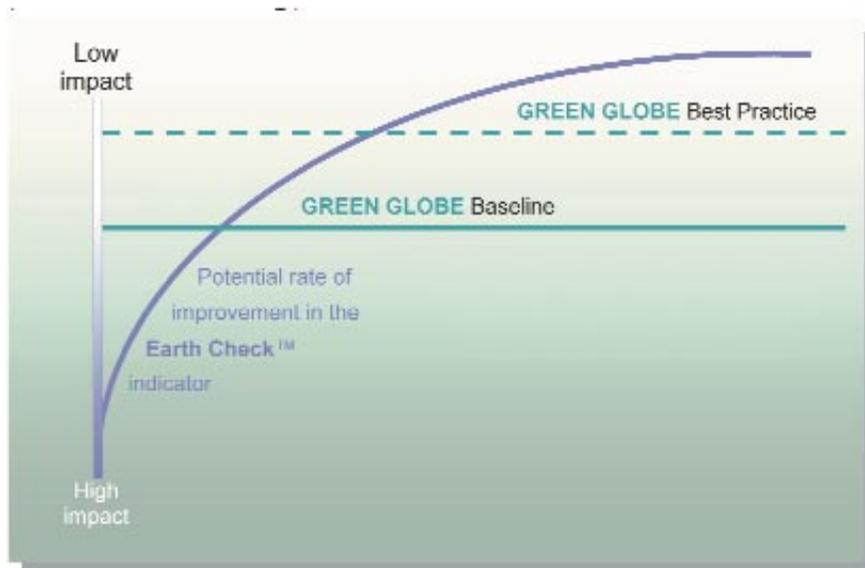
GREEN GLOBE has focused on the conservation of native habitat as its principle tool for the conservation of Biodiversity. The Benchmarking indicators target the rehabilitation of native habitat as well as effective conservation of existing habitat. In this way, species of native plants and animals have a greater chance of survival. Simple measures are used. The first measure is the area of native vegetation area permanently designated for conservation in hectares. The second measure is the total area under consideration in hectares. The GG Performance indicator is calculated by dividing the area permanently conserved by the total area under GG Benchmarking consideration. This indicator does not suit some travel and tourism sectors and it is not included in all Benchmarking Guides.

5.10 BENCHMARKING: LANDUSE PLANNING

Landuse planning that has regard for environmental, social and cultural considerations including stakeholder participation in the planning process. GREEN GLOBE considers this a fundamental part of achieving sustainable outcomes for travel and tourism.

6. BENCHMARKING: BASELINE PERFORMANCE

GREEN GLOBE requires that operations Benchmark their environmental performance against 9 key performance areas and that they be above Baseline level of performance.



GREEN GLOBE's research partner, the Australian Cooperative Research Centre for Sustainable Tourism is developing a unique database from 240 countries. It contains extensive information on domestic and individual resource consumption and conservation and social activity. The database provides the guides for the level of baseline and best practice for each country or province. Where it does not exist, a neighbouring region with similar geographical, climatic and economic profile is used as a proxy. Information has been compiled on baseline and best practice for individual travel and tourism sectors (eg hotels) found in individual countries and provinces. The travel and tourism industry values are tagged to the average domestic and industrial consumption/production/activity of their region. In summary, above baseline demonstrates an operation is achieving sound performance; below baseline requires operations to conduct further work to improve their performance; baseline performance accounts for variation between countries.

7. BENCHMARKING: BEST PRACTICE PERFORMANCE

Best practice performance is also linked to the average domestic and industrial consumption/production/activity of a region. Best practice is the target achievement for all operations, and GREEN GLOBE encourages operations to maintain this status once they have achieved this. If all key performance areas are at Best Practice, GREEN GLOBE will recommend that supplementary indicators are developed and actioned, thus maintaining the objective of continuous improvement.

8. BENCHMARKING: THE COMPACT DISC (BETA VERSION)

The GREEN GLOBE Benchmarking Compact Disc (CD) is a tool to assist with the collection of the individual Benchmarking measures. It is not a marketing or promotional statement. It is a functional tool which provides spaces for you to store your information. Some analysis is automatically calculated for you. It does this in a simple but effective way. The data is simply transferred from your information source to the CD. Some of the individual measures (such as energy) need a range of information sources, and this is catered for.

PLEASE NOTE: The CD supplied to you is a Beta Version. It reflects that it is a brand new product. Whilst every effort has been made by GREEN GLOBE to iron out all problems, its intensive use will potentially bring forward some technical issues. GREEN GLOBE will work with you to resolve any issues which may arise, and contact details are provided for this purpose.

9. OPERATING YOUR COMPACT DISC

Your Benchmarking CD is dispatched to you by airmail immediately following your registration and payment of your fee. It is accompanied by this Benchmarking User's Guide. When you register, you provide details of your travel and tourism operational sector along with the size of your Company. You will receive a unique GREEN GLOBE access code based on this information. This same code will be used for accessing your CD. It will assist with the calculation of your Benchmarking report.

9.1 LOADING THE COMPACT DISC ONTO YOUR COMPUTER

This process has been designed to be simple. Clearly you will need a computer with a capacity to drive a CD. If not, we have prepared this User's Guide to enable you to enter your measures and forward them to GREEN GLOBE by letter, facsimile or email.

Given that you have a CD reading capacity with your computer, the steps are simple. Firstly, insert the CD into your computer. The contents will automatically download and will display a Benchmarking Disc and a space to place your GREEN GLOBE code.

Should you receive an error message at this stage, it may reflect a software issue. GREEN GLOBE will assist you if required.

9.2 BENCHMARKING PERFORMANCE INDICATORS AND MEASURES

Your Benchmarking Indicator will be automatically loaded onto your CD based on your access Code. The display will ask you to provide details where the criteria is optional for a given Sector. Insert the measures sought by the Benchmarking Indicator Guide. This is a simple transfer of the measures obtained (typically) from your bills and receipts.

Some useful tips:

- Don't forget that you are providing 12 months worth of measures. Commonly you will have received four electricity bills, and your vehicle fuel bills will be multiple receipts. Other measures will be in multiple reporting sheets. GREEN GLOBE requires the total for these amounts for a year for the particular item. When you have added the amounts up, place them in the appropriate slots on the Benchmarking Disc (or on the Benchmarking Measures recording sheet attached to the User's Guide).
- Don't forget to retain the primary sources of information for your measures for the Assessor check (for Certification). Also, if they are kept in an orderly manner, that will assist with the speedy assessment.

9.3 SAVE TO DISC OR PRINTOUT

The CD provides you with a number of options in terms of storing the information as well as its dispatch:

- save the completed form on your computer;
- forward the benchmarking information to green globe as an email; or
- print out the Benchmarking information and fax or post the measures to GREEN GLOBE. GREEN GLOBE will then process the measures to prepare the Benchmarking report. The disc is then available for use for next year's Benchmarking measures unless the nature of your operation changes, or the Benchmarking CD is replaced by GREEN GLOBE.

10. BENCHMARKING: ANALYSIS OF MEASURES BY GREEN GLOBE

After GREEN GLOBE receives the Benchmarking measures, these are initially checked for their completeness. They are then forwarded for analysis. The measures are analysed and a Benchmarking Assessment determined. In the immediate term, this will assess whether it is above baseline or best practice or not. In the future, a performance index will be calculated for each Key Performance Area and an aggregated Benchmarking Index calculated. A Benchmarking Assessment Report is prepared for an operation. If all indicators are above baseline, a "Benchmarked" Certificate is provided.

11. BENCHMARKING: ASSISTANCE

Help with the Benchmarking Process

GREEN GLOBE will handle minor enquiries. However for more complex Benchmarking matters, GREEN GLOBE has a core group of registered contract experts who can provide direct technical assistance to more complex enquiries. A fee would be charged for such services. Registered Companies are posted on the web site.

12. CONFIDENTIALITY OF INFORMATION PROVIDED

GREEN GLOBE has structured the indicators so that confidential information is not forwarded to GREEN GLOBE as part of the analysis. In addition, the analysis prepared for a Company or Community is confidential. GREEN GLOBE will however utilise aggregated Benchmarking information.

13. MANUAL RECORDING OF MEASURES

A standard sheet for the manual recording of Benchmarking information is attached at the back of this guide.

14. CONTACT FOR BENCHMARKING INFORMATION

Green Globe Asia Pacific

GPO Box 371
CANBERRA CITY ACT 2601
Australia

Phone	+61 (0)2 6257 9102
Facsimile.	+61 (0)2 6257 9103
Email:	customer.services@ggasiapacific.com.au
Web:	www.ggasiapacific.com.au

15. MANUAL RECORDING FORM FOR GREEN GLOBE MEASURES

Benchmarking Indicators for the 19 Travel and Tourism Sectors have been prepared (Section 5). Normally they are accessed through the Benchmarking CD. Should you be unable to operate the CD, GREEN GLOBE will be pleased to forward a printed copy of the relevant Benchmarking Indicator and the GREEN GLOBE Standard. Please contact Customer Services with your request. This information can be sent via email or post on confirmation of your Code number. You may be contacted by phone to confirm your request and User Name and Password. The Benchmarking Indicator documents provide the nature of the actual measures to be kept and forwarded to GREEN GLOBE. The following form has been prepared at a generic level. You may need to adjust it to accommodate your Sector specific Benchmarking Indicators. Not all of the indicator examples listed may be required. Some additional indicator measures may be needed. Please list these if this is the case.

BENCHMARKING MEASURES

FOR: _____

(Insert Company Name and GREEN GLOBE Code Number)

DATE THIS FORM COMPLETED: _____

KEY PERFORMANCE AREA: ENVIRONMENTAL AND SOCIAL SUSTAINABILITY POLICY

Policy completed: Yes/No

(Please confirm that you have completed your policy)

KEY PERFORMANCE AREA: ENERGY CONSUMPTION

The measures collected are simply obtained from your energy bills and receipts for the previous 12 months. GREEN GLOBE simply requires the total figure. The information usually includes:

Electricity used: _____

(as described by the sum of your electricity bills for the previous 12 months)
Please specify unit (generally kWh)

Vehicle gasoline used: _____

(as described by the sum of your fuel bills for the previous 12 months)

Please specify unit (generally Litres)

Liquid Petroleum Gas used: _____

(as described by the sum of your gas bills for the previous 12 months)

Please specify unit (generally Litres)

Diesel fuel used: _____

(as described by the sum of your fuel bills for the previous 12 months)

Please specify unit (generally Litres)

Other energy bills: _____

Please specify unit

These energy units are amalgamated using a common energy unit called megajoules. GREEN GLOBE will calculate this for you. Please ensure that you have listed all forms of energy consumption used by your company. Should you utilise renewable energy sources as part of your operation please provide an estimate of the contribution for GREEN GLOBE.

Estimate of renewable energy sources used: _____(Unit)

(eg Solar Power, hydro power) (Complete if applicable)

Note: GREEN GLOBE uses a calculation, a ratio to ensure that energy consumption is based on a per consumer basis. For hotels for example, the ratio is the total energy used per annum divided by the total number of guests per annum. GREEN GLOBE will require this figure, or the calculated ratio. If you would like GREEN GLOBE to undertake the calculation, the matter can be handled confidentially, with GREEN GLOBE utilising the information for the ratio calculations only. There is no need for this information to be left on file.

Ratio calculator: _____

(guest nights; transport units (etc) as defined by the Benchmarking Indicator)

Detach (Please copy or detach, and forward to Green Globe Asia Pacific)

**KEY PERFORMANCE AREA:
POTABLE WATER**

The measure used by GREEN GLOBE is a ratio. It is the volume of water consumed in megalitres divided by the total number of individuals consuming the water. In the case of a hotel for example, the GREEN GLOBE Benchmarking indicators used are calculated by dividing the volume of water used by the number of people guests using the water (guest nights).

Volume of water used: _____ (megalitres)

**KEY PERFORMANCE AREA:
SOLID WASTE REDUCTION**

The volume of waste going to landfill is used for the measure. This will require records of the number of bins collected, and the volume of waste disposed of annually. Sampling procedures may be required. The GREEN GLOBE Benchmarking Indicator is calculated by dividing the total volume of waste by the total number of people that generated the waste.

Volume of waste: _____ (m³)

**KEY PERFORMANCE AREA:
SOCIAL COMMITMENT**

For local employment, the first measure is employees living locally, as usually calculated by a radius of 20 kilometres (or appropriate similar distance agreed to with GREEN GLOBE) from a work place.

Number of employees: _____

Number of employees within x, (usually 20) kilometre radius: _____

Measures focusing on local purchase reflect the regular purchase of local goods and services annually divided by the total funds spent on goods and purchases.

Value of local goods purchased: _____
Total value of all goods purchased: _____

**KEY PERFORMANCE AREA:
RESOURCE CONSERVATION**

The measure is the volume of ecolabel paper purchased per annum. This reflects a reduction in the consumption of natural resources. The second measure is the total paper used. The GG Benchmarking Indicator is calculated by dividing the amount of ecolabel paper purchased by the total volume of paper purchased.

Ecolabel purchased per annum: _____ (kg)
Total amount of paper purchased per annum: _____ (kg)

**KEY PERFORMANCE AREA:
WATER QUALITY**

The measures are the total number of samples that have passed water quality standards per annum and, the total number of water samples that have been tested. The GG Benchmarking indicator is calculated by dividing the total samples passed by the total samples tested.

Total number of water quality samples
that have passed per annum: _____
Total number of samples tested per annum: _____

**KEY PERFORMANCE AREA:
BIODIVERSITY CONSERVATION**

Simple measures are used. The first measure is the area of native vegetation area permanently designated for conservation in hectares. The second measure is the total area under consideration in hectares. The GG Performance indicator is calculated by dividing the area permanently conserved by the total area under GG Benchmarking consideration. This indicator does not suit some travel and tourism sectors and it is not included in all Benchmarking Guides.

Area of native vegetation area permanently reserved: _____
Total area subject to GREEN GLOBE Benchmarking: _____

**KEY PERFORMANCE AREA:
LANDUSE PLANNING**

Landuse planning that has regard for environmental, social and cultural considerations including stakeholder. Participation in the planning process. GREEN GLOBE considers this a fundamental part of achieving sustainable outcomes for travel and tourism. Indicator measures are required for some Benchmarking Indicators.

ADDITIONAL INDICATOR MEASURES (PLEASE SPECIFY)

PLEASE ENSURE THAT A MEMBER OF THE EXECUTIVE OF YOUR COMPANY HAS APPROVED THIS INFORMATION AS A TRUE AND CORRECT RECORD AND THEN FORWARD THE MEASURES TO GREEN GLOBE ASIA PACIFIC

The above measures are a true and correct record of our Company's performance against the GREEN GLOBE measures.

Signed: _____

Date: _____

Position: _____

PLEASE FORWARD BY EMAIL, FACSIMILE OR POST TO:

Customer Services
Green Globe Asia Pacific
GPO Box 371
CANBERRA CITY ACT 2601
AUSTRALIA
Ph: +61 2 6257 9102; Fax: +61 2 6257 9103
Email: customer.services@ggasiapacific.com.au

Notes...

ASIA PACIFIC

GPO Box 371 Canberra,
ACT 2601, Australia
Tel: +61 2 6257 9102
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customer.services@ggasiapacific.com.au
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