

Training & Capacity Services



Who is EC3 Global

EC3 Global is an international tourism and environmental management and advisory group founded by the Sustainable Tourism Cooperative Research Centre (STCRC), the world's largest dedicated research centre specialising in sustainable tourism. EC3 Global offers a total solution for tourism businesses and destination in responding to the challenges of economic, environmental and social sustainability.

EC3 Global is globally focused and currently operates in over 70 countries worldwide. EC3 Global has three areas of key focus:

A. Advice & Consulting Sustainability Services – developing environmental and economic sustainability strategies for agencies, communities and tourism operators

B. Benchmarking & Performance Tools – EarthCheck (CO2 emissions benchmarking) and IPAT (an Industry Performance Analysis Tool) which are being integrated into specialty systems for schools, property measurement and the gaming industry

C. Certification of Environmental Sustainability – internationally recognised third party certification program EarthCheck across 3 'Standards'- Company, Community and Precinct Planning and Building Design

EC3 Global Consulting Specialises in

- Tourism strategy development & implementation
- Feasibility studies & infrastructure planning
- Destination planning & development
- Tourism policy planning & delivery
- Product development & marketing
- Sustainable business development
- Community capacity building
- Project management

EC3 Global Consulting

Innovative, sustainable and practical solutions that exceed your expectations

EC3 Global Consulting is an international tourism consultancy providing leading edge, evidence based, sustainability solutions. We work with enterprises, destinations and communities to:

- Plan, manage and achieve business, development and marketing objectives;
- Set and achieve sustainability goals with a triple-bottom-line focus; and
- Implement programs to achieve these objectives.

Our clients have access to experienced project managers and allied professionals as well as global tourism best practice, research and researchers. Our team has extensive experience in industry and community consultation and a commitment to quality demonstrated by a wide range of national and state award winning projects.



Risk Management Strategy - Thailand

Australian Government Department of Industry, Tourism and Resources

This project was designed to guide and assist a Thai Operational Team of government officials and industry representatives to plan, develop and implement a tourism risk management strategy for Phuket, Thailand. This Strategy enhanced existing general disaster preparedness strategies and policies in Thailand and Phuket, and better prepared Governments and tourism industry businesses and organisations to plan, respond and recover from any potential or real crisis or disaster which affected tourism.



SUSTAINABLE COMMUNITIES



SUSTAINABLE DESTINATIONS



SUSTAINABLE ENTERPRISES



TRAINING & CAPACITY SERVICES

Sustainable Enterprises

At the enterprise level EC3 Global Consulting assists operators to identify issues and opportunities relevant to their business. We deliver a range of business planning tools and tailored processes including the facilitation of workshops, planning sessions and conference presentations.

EC3 Global Consulting provides businesses with bespoke services including:

- Development of business and strategic plans that respond to a changing environment;
- Conduct of feasibility studies for a variety of tourism and related businesses;
- Preparation of state and national grant funding applications; -
- Conduct of structured, outcome focussed workshops, and forums to address business issues or align the goals of diverse stakeholders;
- Preparation and delivery of industry specific training programs and tool kits to assist tourism operators in a region in responding and adapting to sustainability issues;
- Development of databases and survey methodologies; and
- Engagement of key stakeholders who play a role in the success of a business or destination.



SHANGRI-LA

HOTELS and RESORTS

Shangri-la Hotels and Resorts Carbon Reporting Project

Shangri-la Hotels and Resorts

Shangri-La Hotels and Resorts have embarked on a long term journey towards sustainability and adopting a leadership position on carbon management and reporting. As part of their commitment, Shangri-la Hotels and Resorts applying a holistic management approach through the collection of internal operational data relating to scopes 1, 2 and selected scope 3 emission sources. To assist in this task, Shangri-la Hotels and Resorts has engaged with EC3 Global to develop a company specific, robust and transferable process for ongoing collection and reporting of Scopes 1, 2 and 3 emission sources.

Training & Capacity Programs

EC3 Global delivers a range of training and capacity programs to support sustainable tourism development and operations for business, communities and destinations. Options include general sustainability awareness programs as well as skill and knowledge based training in sustainability policy, risk management, strategy and practice.

EC3 Global's training and capacity programs bring together industry knowledge and experience with the leading edge, science based tools and systems of EarthCheck.



Weatherproof Your Business

Tourism Queensland

Delivered in partnership with Tourism Queensland, the Weatherproof Your Business workshop series provides tourism businesses with the insights on how they can best prepare for the unfortunate event of a weather-related crisis hitting their business. Delivered in an interactive workshop environment, the sessions educated operators on how crisis events are managed in their local area and assisted participants to prepare a Crisis Response Plan throughout the duration of the session. The workshop included a dedicated session on managing the media to ensure operators can get the right message out to staff, guests and other key stakeholders.

Business Sustainability Training with QTIC

The Queensland Tourism Industry Council (QTIC) is coordinating sustainability workshops using state of the art resources from EC3 Global. This initiative has been funded through the Queensland Government by the Department of Education and Training.



EARTHCHECK

1000 Reasons to Act

Queensland Tourism Industry Council
EC3 Global and the Queensland Tourism Industry Council (QTIC) have made 1000 places available to help tourism businesses up-skill staff to better understand the challenges and opportunities resulting from the new carbon economy.

The program involves EC3 Global delivering two Nationally Accredited courses enabling staff to implement sustainable workplace practices in their business. The first course provides an overview of the fundamentals of sustainability and approach, the second provides communication and engagement strategies.

EarthCheck Training

EC3 Global delivers training courses in EarthCheck Standards. Program have been developed to ensure the success and continuity sustainability policy and programs and facilitate the EarthCheck process by developing capacity within organisations. EarthCheck training programs are designed for EarthCheck Coordinators, business Managers and staff to learn about the EarthCheck process and requirements for Benchmarking and Certification. Our training programs provide practical skills for developing, implementing and maintaining an effective sustainability system for your business.

Packages include Coordinator Training and a Master training program to develop capacity within organisations to guide and drive sustainability efforts and commitment.

Sustainable Communities

As we move towards a carbon constrained economy, communities need practical advice and assistance to adequately respond. Many of our clients are looking to take action but are unsure what programs best suit their needs and will deliver real outcomes.

EC3 Global provides a wide range of products and tools for communities to manage the effects of climate change and to support the development of sustainable practices for individual businesses and community groups. Backed by the scientific rigour of the Sustainable Tourism Cooperative Research Centre, our sustainability solutions, including EarthCheck science, are recognised globally.

Outlined below are just some of the programs EC3 Global can deliver to Sustainable Communities.

Sustainability Clusters

For many businesses the major barriers to improved efficiency and sustainability are at a community rather than a business level. EC3 Global facilitates a number of global clusters at a community level seeking local solutions to challenges such as waste management, sustainable energy affordability and Precinct Planning and Design. Sustainability Cluster programs have been initiated by local governments, agencies and leading businesses.



Green Tourism Sustainable Business Cluster Program

Huon Valley Kingborough Tourism Association (HVKTA)

The Green Tourism program was initiated by the HVKTA through a Government grant to deliver a sustainability program for businesses throughout the Huon Valley and Kingborough region.

EC3 Global provides the Environmental Best Practice components of the project, including a local train-the-trainer/mentor program, comprehensive training and a step-by-step guide for operators and the EarthCheck Assessed online health check and benchmarking program.

Green Tourism Participants saved approximately 584 tonnes of Co2 in 2010. This is the equivalent of taking 136 cars off the road for one year.

Community Capacity Building

EC3 Global Capacity Building programs provide skills for setting up, running and evaluating sustainability programs and businesses at a community level. The skill sets delivered include:

- Understanding the principles of sustainability and how these directly link to running and operating a profitable business;
- Compiling a list of green initiatives;
- Assessing environmental practices;
- Developing and applying a sustainable business policy and translating this to a sustainable plan for the community;
- Undertaking and trialling the sustainability plan for 12 months;
- Evaluating the outcomes of the trial;
- Refining the business policy and planning for sustainable environmental practices beyond the life of the project; and
- Promoting green business initiatives to the community, customers, and suppliers.



ClimateSmart Business Association Program

Clubs Queensland

In partnership with the Queensland Department of Environment and Resource Management and Clubs Queensland, EC3 Global worked with 20 Clubs to incorporate sustainable best practice into their operations. The program included a training program for operators and benchmarking through the EarthCheck Assessed program.

Schools Sustainability Challenge

EC3 Global's Sustainability Challenge for Schools brings the future of sustainability to the household level. The challenge is based on an interactive web program which allows students to enter their home energy, water and waste information from rates notices

and energy bills with the help of parents. This data is then evaluated using the EarthCheck system of environmental measurement. The program is designed for students in both primary and secondary education with a curriculum based program for teachers. Assessment can be conducted at the school level also.

Local Government Pathways to Sustainable Tourism

The Local Government Pathways to Sustainable Tourism Program provides staff, managers and elected representatives with a templated process to achieve sustainable tourism development. The program includes step-by-step assistance for Local Governments to undertake their own tourism planning and can be delivered as a self-guided resource or with the assistance of an experienced facilitator to deliver a tailored approach.

"We've found that the Pathways program has been very valuable in identifying and confirming roles and responsibilities for council and industry. The practical nature of the workshops and the quality support material made for a very straightforward and focussed process which has helped to identify our priorities".

David Pahlke, Councillor, Ipswich City Council

Sustainable Destinations

EC3 Global Consulting provides clients with a suite of integrated consulting services, products and tools to achieve sustainable destination management in their region, underpinned by the principle of triple-bottom-line to achieving economic, social and environmental outcomes.

We specialise in the development of Regional/Master Plans, community and destination planning, experience audits, product development strategies and risk management.

Please visit www.ec3global.com for further information about EC3 Global's Consulting services, projects and team.

Should you have any questions or would like to discuss anything please contact:

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