

Best Practice Videos

Save on Energy and Water Consumption and Improve Overall Environmental Performance with CAST's 5 Environmental Best Practice video series titled: "Environmental Best Practices In Action for the Hotel Industry (2004)".

Titles Include:

1. Energy Conservation:

- Best practices and opportunities for savings
- Energy Audits
- Investment opportunities and simple techniques
- Awareness, monitoring and maintenance
- Detailed assessment of hotels functional areas

2. Water Conservation

- Monitoring
- Water uses and discharges
- Equipment maintenance
- Staff training

3. Solid Waste Management

- Practicing the 3 R's
- Waste Investigation
- Purchasing Policies
- Staff awareness and community impacts

4. Environmental Management

- Environmental Walk-Through (EWT)
- No cost / low cost measures
- Investment and payback period
- Environmental Policy formulation
- Environmental Management System

5. Preventative Maintenance

- Definitions
- Implementation steps
- Maintenance Requirements
- Inventory log

Available individually or as a set of 5 at a discounted rate. See the CAST website to order yours TODAY!

CAST is led by a Governing Council that meets annually in the region. Council membership includes hotels, Caribbean and other business institutions. For a complete list of CAST's governing council members go to <http://www.cha-cast.com> or to express in joining, call us at (787)-725-9139

For more information about CAST and all of its services and programs, please visit our website <http://www.cha-cast.com>, or contact us at:



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CAST's Mission is
"to enhance the practices of the region's hotel and tourism operators by providing high quality education and training related to sustainable tourism; promoting the industry's efforts and successes to the traveling public and other stakeholders; and serving as a vital link to all stakeholders with sustainable tourism interests in the Caribbean region."

About CAST

The Caribbean Alliance for Sustainable Tourism (CAST), the environmental subsidiary of the Caribbean Hotel Association (CHA), was established in 1997 to enhance the practices of the region's hotel and tourism operators by providing high quality education, training and environmental best practices related to sustainable tourism; to promote the industry's efforts and successes to the traveling public and other stakeholders; and to serve as a vital link to all stakeholders with sustainable tourism interests in the Caribbean region.

Strategic Focus

1) Sustainable tourism certification and standards

development including the promotion of standards for environmental leadership & performance in the hotel sector :

- **Green Globe 21:** a worldwide certification program for sustainable travel and tourism operators. Green Globe Certification helps companies and destinations to demonstrate their commitment to environmental and social responsibility.
- **Blue Flag:** an international voluntary certification program for beaches and marinas. Get involved today and protect your valuable beachfront property.
- **Quality Tourism for the Caribbean (QTC):** Large, small and medium sized enterprises can now access food safety, sanitation, environment, health and safety standards training through this CAST/CAREC program.

2) Development of environmental best practice tools:

e.g. best practice publications, guides, manuals, videos etc. for use by tourism businesses;

3) Advocacy: promoting responsible environmental and social issues within the Caribbean tourism sector as well as representing the successes of the sector at key regional and international forums;

4) Fund raising: targeted fund raising for educational programs and dissemination of best practice tools.

Programs & Services

1) Sustainability

- **Hotel Environmental Leadership and Performance (HELP):** a program developed to recognize and promote the achievements of Caribbean Hotels and other tourism businesses in implementing best environmental and social practices and achieving sustainable levels of performance. Help defines the road map to sustainability and has three levels of achievement:
 1. **Awareness:** Begin by increasing your awareness with an environmental walk-through (EWT) - a preliminary assessment of your operation.
 2. **Performance:** Measure your property's performance and compare it against others.
 3. **Leadership:** Be the "best in class" and stand out as a Caribbean leader.

2) Training

Improve your operations with training from CAST! Here are some of the exciting opportunities available:

- **Hurricane Preparedness and Response (1 day course – offered April - July):** Don't be caught unprepared! Register today to prepare your staff for the onset of the Caribbean hurricane season (June 1 – November 30).
- **Developing High Performance Teams (1 day course— offered Aug-Sept):** Learn how to create successful, high performance teams that get the job done with superlative results.
- **Fundamentals of Environmental Management Systems (1/2 day seminar offered year-round):** EMS is the surest method of managing your property's environmental impact, conserving on consumption, and improving your property's social standing in the community.

Programs & Services Cont'd

3) Advocacy

- Industry surveys and research
- Meetings and conferences (attendance/participation)
- Preparation of industry briefs, position papers
- Providing speakers upon request

4) Fund Raising

- Friends of CAST: a contributory program for individuals and organizations which helps raise funds to support regional programs.)
- Research grants and program support
- Green Marketplace: located on the CAST website, it showcases green suppliers.
- Targeted fundraising events
- Promotional merchandising

5) Environmental Best Practice Tools:

- Publications (for a complete list of CAST publications see the website: <http://www.cha-cast.com>)
- Best Practice Manuals
- BroadCAST: keep abreast of what is happening in the region through CAST's Quarterly Newsletter. To subscribe write cast@caribbenanhotels.com
- Videos: covering topics in environmental best practices