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Caribbean Green Globe Program Watch

<http://www.cha-cast.com/GGproperties.html>

- # Certified Properties = 54



Celebrating 10 Years!

What isan “environmental management system”?

An EMS as popularly called, serves two main purposes:

- It proves to independent assessors that your operation actually does what it says it does - through records and documentation
- It is the blue print for action and meeting the environmental performance and efficiency objectives and targets developed by management and staff.

Without an EMS or a systematic method of tracking your performance, your actions could be described as *ad hoc*. It is also unlikely that your business is operating efficiently or saving any money!

Note from the Editor.....

A revised version of the Green Globe *Company Standard* was released by Green Globe International on Thursday April 19th 2007. The revisions along with changes to the audit process are explained on the Green Globe website at http://www.greenglobe.org/company_standard/ and we suggest that all Green Globe participants and would-be participants visit this information site. It has been developed to provide you with answers to your questions regarding what the revised Standard requires of those already certified. We at CAST are always available to answer your questions. As usual, please send your comments and feedback to us at: cast@cha-cast.com.

200 Standard Words on the Revised Green Globe Company (Version 3.1 of March 2007)

The streamlined version of the revised *Green Globe Company Standard for Travel & Tourism (Part A)* has clarified the approach for meeting all criteria. There are 6 steps to certification as shown in the revised Standard. These are Policy, Benchmarking, Compliance, Approach, Performance and Communication. A clear **policy** is the foundation stone for orderly progress to Certification.

Benchmarking includes the first two steps. Participants still need to Benchmark every year ensuring that their sector indicators are well above the established baseline. This would not be difficult for those properties that now routinely make decisions on the basis of monitoring data. To do otherwise would surely be foolhardy (or business as usual?).

Compliance with local legislation, international treaties and other guidelines is easier with a solid framework for decision-making. Even if new legislation is adopted, the disciplined approach offered by the Standard provides the capability to adjust whenever required. It also saves money as the staff becomes more adept at interpreting new external requirements for the business. This is the essence of good business practice, the pursuit and achievement of disciplined efficiency. In the next edition (May 2007), we shall review the last three steps of the Green Globe certification process.

Was this article helpful? Send your comments to cast@cha-cast.com.

TIP ↗ PiT....

Since our last edition (March 31st 2007), the latest (April 2007) predictions for the Atlantic Hurricane season by researchers from Colorado State University have increased:

- ✦ From 14 to 17 named storms
- ✦ From 7 to 9 hurricanes; and

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✦ From 3 to 5 intense hurricanes.

In other words, an above-average season will be brought on by observed dissipation of the El Niño effect in the Eastern Pacific. This correlates with a stronger hurricane season in the Atlantic. Whilst it is true that not all countries face the same level of risk, this is still a good opportunity to be a responsible employer and to check and re-check your property's level of preparedness. It only takes one storm to make your lives miserable.

Here's your tip: spend time working out a good guest notification strategy – one that gives them ample notice of an impending threat and an opportunity to either change their travel schedule or batten down with the rest of the property. If you choose the latter option, ensure that you also provide them information on your preparedness strategies and what is expected from them at every stage during a threatening storm. You owe it to the destination and your employees to be as robust and as resilient as possible, whilst also maintaining your service excellence.



Hurricane Preparedness Tips brought to you courtesy... ®

Were these tips helpful? Send your comments to cast@cha-cast.com

Readers' Vent!

"I always enjoy reading the *Green Globe Trotter* and learning what is happening in your region. The decision was made to consolidate the two Part Bs of the [new] Standard. The purpose of the change was to further simplify the process and avoid possible confusion to participants. This will mean that participants will no longer need to ascertain their category before commencing the checklist and provides consistency with the online certification program. Clear navigation through the checklist has been provided to help participants determine the relevant course of action." *Claire Hendrie, Customer Services Manager, Green Globe International, EC3 Global*

"I love getting your CAST newsletters. It is refreshing to know that there is so much environmental awareness and action in our Caribbean region." *Sue Gilman, Publisher, Caribbean Travel & Life, Destination Weddings & Honeymoons*

Be silent no longer. This is your chance to provide feedback or comment or to just vent. Send your comments to cast@cha-cast.com.