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### Caribbean Green Globe Program Watch

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

- # Certified Properties = 52
- # Benchmarked = 61

### Note from the Editor.....

This edition will be the last for 2006. It has been a very busy year for CAST and we look forward to a deserved rest and to bringing you more news and advice in 2007 editions of the **Globe Trotter!** We conclude our report on the recent [Green Globe International and Caribbean Green Tourism Conference](#) held in Montego Bay, Jamaica during November 2006, with a second and final installment, reporting on the best rated speakers.

We take this opportunity to wish all our readers, friends and supporters a cheerful holiday season and the very best wishes for 2007! As always we encourage you to send your comments and suggestions to us at: [cast@caribbeanhotels.org](mailto:cast@caribbeanhotels.org).

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### Best Rated Speakers of the recent Green Globe International & Caribbean Green Tourism Conference

*Conference attendees were surveyed after each plenary session. This second and final installment describes reviewers' comments about the best Conference speakers and was prepared by Carolin Stamm, CAST Intern.*

CAST distributed an evaluation form after each session in order to grasp the ideas and perceptions of the people serving this industry. The second part of our report on the [Green Globe International and Caribbean Green Tourism Conference](#) identifies the top three speakers of this event, as determined by Conference participants. We hasten to add that all Conference speakers were highly rated receiving >75% approval ratings.

Speakers' presentations are provided in downloadable files at:

[http://www.greenglobe.org/page.aspx?page\\_id=129#Conference%20Presentations](http://www.greenglobe.org/page.aspx?page_id=129#Conference%20Presentations).

95% of conference participants rated the following speakers as either good or excellent:

**"Mr. Onaje Jackson's** presentation [on sustainable building design] was outstanding." He gave an impressive account of how cost and time required to complete a site assessment and master plan for sustainable buildings have the potential to be three times less than in conventional master planning processes, through application of basic sustainability principles. He debunked the myth that sustainable planning, design and technology take up much more resources and time – the key is to do it right and from the beginning. As one conference participant summarized: *"tangible, specific, detailed information. Excellent!"*



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Fond Moments from:

The Green Globe International & Caribbean Green Tourism Conference, Half Moon Hotel, Montego Bay, Jamaica

October 31<sup>st</sup> – November 3<sup>rd</sup> 2006

### Photo Album



Ms. Karen Turner, Mission Director USAID Jamaica/Caribbean in conversation with Sir Frank Moore AO, Chairman, Green Globe Asia Pacific



General Manager of the Half Moon Hotel, Mr. Peter Komposch (left) and Chairman of CAST, Sir Royston O. Hopkin KCMG

### Conference Verbatim:

"This has been an excellent Conference. The networking was great and matched the vibe."

"CAST – please keep up this valuable work!"

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**Mr. Jem Winston**, owner and manager of the 3 Rivers Eco Lodge in Dominica, was given great plaudits for his presentation on energy conservation as well as his property's social commitment. Planning the Eco Lodge from the start was based on state-of-the-art sustainable building principles. All energy needs are now fully supplied on-property through solar panels and micro-hydro power sources. The consequence has been no net increases in the cost of energy in spite of prevailing high energy prices! Apart from these obvious environmental benefits, giving back to his community is one of Jem's passions. For example: facilitating locals schools with computers, purchasing local produce and encouraging staff to take their conservation skills home. Jem is living proof that environmentally friendly practices and ongoing successful Green Globe 21 certification are equally feasible for a small operator as it is for a large-scale resort.

**Ms. Erna Spikjerbosch** from the Holiday Park "Creeksyde" in Queensland, New Zealand was rated amongst the best speakers for precisely one reason: "*the humanness of her presentation*". After successfully operating an accommodation complex for years, she and her husband decided to become Green Globe certified. She traced their long path towards sustainability, providing examples of obstacles along the way as well as successes, and driving home one central message: "*if we can do it, you can do it too!*"

At the heart of all these presentations lay one common theme: whether one is a supplier to, or operates an accommodation complex or located in a developing or developed country, the issues are similar but can be overcome through leadership, commitment and a passion for the cause of sustainability! Sharing success stories also encourages the rest of the industry to follow suit.

Was this article helpful? Send your comments to [cast@caribbeanhotels.org](mailto:cast@caribbeanhotels.org)

### TIP ↘ ↙ PiT....

Many tourism businesses are keenly interested in sustainable marketing opportunities. We offer a few tips.

- ✦ Spruce up your website with information on the good works you do for the environment, your employees and the community. Select good quality pictures, clean and attractive formats and layout. Visitors to your website will value this information highly.
- Consider joining forces with other like hotels, restaurants or entertainment facilities to co-market your destination, product and service offerings. This lowers the overall cost of marketing to each collaborating business.
- Participate in the Rainforest Alliance's [Certified Products in the Americas](#) catalog (a second edition is in the works), and the [Eco-Index Sustainable Tourism](#), a searchable database that helps travellers find sustainable destinations in Latin America and the Caribbean.

CAST is always ready to assist you further in your needs! Contact us at [cast@caribbeanhotels.org](mailto:cast@caribbeanhotels.org) or call 787-725-9139

Were these tips helpful? Send your comments to [cast@caribbeanhotels.org](mailto:cast@caribbeanhotels.org)

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Please include your name and location.  
CAST reserves the right to edit all  
letters for grammar and accuracy prior  
to publishing.

## Readers' Vent!

"We have established among our goals for 2007 to apply for and win more hotels awards. Which is the best one to apply for and how should we begin?"  
ANON

Be silent no longer. This is your chance to provide feedback or comment or to just vent. Send your comments to [cast@caribbeanhotels.org](mailto:cast@caribbeanhotels.org).