

# Integrating a GREEN Policy into your Tourism Business

## PHASE #1 – Determine CURRENT Action / Policy and Communicate

- Review Planning and Policy Dev't Guide
- Determine / **identify actions already taken** within your organization
- Write your green policy** based on current activities/policy (**Do not Greenwash**)
- Communicate** new policy and actions to appropriate staff – with timeline
- Post current policy** on website and within your current staffing areas
- Create on-site customer messages** / signage
- Post** consumer messages

## PHASE #2 – Commit to CONTINUOUS IMPROVEMENT / education

- Select review period** (Annual / Bi-annual / Quarterly) for Green Policy updates
- Review Planning and Policy Dev't Guide
- Determine new actions** to take
- Create timeline** to implement
- Communicate** new policy and actions to appropriate staff – with timeline
- Update** staff posting / on-site consumer signage / website
- Follow up** with staff at timelines
- Repeat Step 2 **AS REQUIRED**

## PHASE #3 – Taking it to the NEXT LEVEL

### *No particular order.....*

- Create green action staff / group
- Determine carbon emission /use calculators
- Undertake a formal energy / green audit
- Consider / sign up for a Certification Programs
- Create a Carbon Off-set program (corporate / for consumers)
- AND more.....