COP 17/CMP 7 RESPONSIBLE ACCOMMODATION CAMPAIGN

TOOLKIT

COP17/CMP7
UNITED NATIONS
CLIMATE CHANGE CONFERENCE 2011
DURBAN, SOUTH AFRICA

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1 COP 17/CMP 7

1.1 What is COP 17/CMP 7?

The United Nations Framework Convention on Climate Change (UNFCCC) was adopted in 1992 at what is commonly known as the Rio Earth Summit, as the basis for a global response to the climate change challenge. The ultimate objective of the Convention is to stabilise greenhouse gas concentrations in the atmosphere at a level that will prevent dangerous impacts on humans and the environment. Since the establishment of the UNFCCC, the countries that are members meet annually in the Conference of the Parties (COP) to assess progress in dealing with climate change and to review the implementation of the Convention. The Conference of the Parties serving as the Meeting of the Parties (CMP) is a meeting of the countries that have signed the Kyoto Protocol. The Kyoto Protocol was signed in 2005 and sets legally binding obligations for developed countries to reduce their greenhouse gas emissions. Since 2005 those countries that have signed the Kyoto Protocol have met during the COP, to adopt decisions and resolutions on the implementation of the Protocol. From 28 November to 9 December 2011, Durban will be hosting the 17th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP 17), and the 7th Conference of the Parties serving as the Meeting of the Parties (CMP).

1.2 Why is it Important?

COP 17 / CMP 7 will be important as world leaders will be meeting to decide how countries will work to reduce the rate of human-induced climate change and how they will respond to the impacts of climate change. With the only legally binding agreement that sets limits for greenhouse gas emissions, the Kyoto Protocol, expiring in 2012, this year's meeting will be pivotal in paving a way forward. The decisions taken at the conference will have a direct impact on all of us, and for two weeks the world's spotlight will be on Durban. Hosting COP 17/CMP 7 in an African country provides an important opportunity to raise the profile of African concerns around climate change. From a South African perspective specifically, hosting COP 17/CMP 7 will strengthen its position as a leader in the field of climate change, and demonstrate its ability to host mega-events.

1.3 What does it mean for Durban?

1.3.1 Profiling Durban as a Leader in Responding to Climate Change

Durban is an archetypal African city and as such represents a place where climate change poses significant and ongoing challenges to sustainable development and human well-being. As a city it is beset by the usual suite of development challenges facing Africa’s urban areas: high levels of unemployment, underdevelopment, service delivery backlogs, low levels of literacy and high prevalence of HIV / AIDS. All of this human need and development pressure is located in the middle of a global biodiversity hotspot as Durban is situated within the Maputo-Pondoland-Albany centre of endemism.

In spite of these challenges, Durban has made significant advances in developing a Municipal Climate Protection Programme, focusing on both mitigation of and adaptation to climate change. As a result of this work, Durban is increasingly being acknowledged as a global leader in the field of climate protection planning, and is certainly South Africa’s climate protection capital. COP 17/CMP 7 therefore provides the city with an...
important platform to profile its climate protection work, particularly in the field of adaptation which, for other African cities, will become an increasingly important focus area. In addressing the challenges of climate change, Durban has also put a great deal of attention onto the conservation of biodiversity as a key adaptation mechanism. By profiling this work in the build-up to and during the COP 17/CMP 7, it will be able to stand as an example to other cities facing similar challenges, particularly those in Africa.

1.3.2 Advancing the Position of Local Government in the Climate Change Negotiations

As a member of ICLEI (Local Governments for Sustainability), an association of over 1,200 local government members who are committed to sustainability, Durban is committed to working to ensure that the positions and perspectives of local governments are duly considered as part of the COP 17/CMP 7 climate change negotiations.

1.3.3 Economic and Tourism Benefits

COP 17/CMP 7 provides a critical opportunity for Durban to once again demonstrate that it has the organisational and infrastructural capacity to host mega-events of this nature. This is important if Durban is to position itself as a leading ‘eventing city’, and to be able to bid for other events of international significance. Over the period of COP 17/CMP 7, accommodation and event venues, food establishments, the airport and other transport networks are likely to be operating at capacity, thereby generating revenue for the city. In addition, COP 17/CMP 7 will bring Durban into the eyes of the world and therefore provides an opportunity to market the city on this international platform, especially to the conference delegates.

1.4 What does it mean for your business?

The hosting of COP 17/CMP 7 in Durban at the end of 2011 is expected to attract between 20,000 and 30,000 delegates and visitors. This is significant, and represents probably the largest conference-related gathering in the world.

Thompsons Africa, as the official booking agency for the conference, will be responsible for booking the accommodation for the majority of delegates and visitors. However, there will be a large number of visitors to Durban that will choose to book their own accommodation or select accommodation facilities not affiliated with Thompkins Africa. This presents a key opportunity for these accommodation facilities to also benefit from COP 17/CMP 7 by providing additional beds.

A key point is that the kinds of people and organisations travelling to Durban, by virtue of the focus of COP 17/CMP 7, will generally be more environmentally aware than is perhaps usually the case. The facilities associated with the conference will therefore be under greater scrutiny, in terms of their eco-friendliness, than would have been the case during the 2010 FIFA World Cup or other conference events. Given the level of media exposure associated with the event, this presents a key opportunity for accommodation and conferencing facilities to profile themselves as responsible tourism facilities to their eco-friendly visitors.
2 Climate Change

2.1 What is Climate Change?

Over thousands of years the earth’s climate changes naturally. However, due to human actions, the climate is now changing much faster than it would naturally. This human-induced climate change that the world is facing means that the earth is getting warmer and warmer at a much more rapid rate than would naturally occur.

2.2 What does it mean for Durban?

This does not, however, mean that in the future the only concern will be that temperatures in Durban will be slightly higher. For example, it is projected that during the next century, daily temperatures in Durban will increase by between 2°C and 4°C. There are a number of other impacts associated with climate change that can potentially have a detrimental impact on people and infra-structure in Durban. This includes:

- **Increases in rainfall variability.** Rainfall will fall over shorter periods which results in increased flooding, damage to infrastructure, and potential loss of life.
- **Increase in the frequency and intensity of extreme weather events,** such as the tornado which destroyed parts of Hillcrest and Molweni in 2009.
- **Sea level rise.** It is projected that sea levels will rise between 230mm and 585mm during this century, which can increase the destruction caused to coastal infrastructure during storm surges, such as the one in 2007.
- **Impact on human health.** It is projected that there will be an increase in the number of days in which temperatures will exceed 30°C, increasing the risk of heat stress, particularly for children and the elderly. The warmer and more humid conditions increase the likelihood that malaria may eventually occur within Durban.
- **Decreased food security.** Increases in temperatures can lead to a decrease in yields of staple crops. This includes maize, which has been found to be Durban’s most important crop grown.
- **Loss of biodiversity.**

2.3 What does it mean for your business?

The greatest impact of climate change on your business will be increased operating costs. For example, due to the higher daily temperatures, your air conditioners or fans need to be used more often and for longer periods. Due to the increase in rainfall variability, water will become more scarce, and prices will increase. Certain foods will also become more expensive as these can no longer be grown locally and must be imported from other areas.

The impacts of extreme weather events can also potentially affect the attractiveness or desirability of your facility. For example, the storm surge in 2007 destroyed large portions of Durban’s beach infrastructure, which negatively affected the beachfront hotels that rely on these facilities.
3.1 Responsible Tourism

3.1.1 What Is Responsible Tourism?

Responsible Tourism is a triple-bottom-line approach to tourism which focuses on economic, social, and environmental responsibilities. It is a relatively recent form of tourism which emerged in response to the growing global environmental consciousness within the tourism industry. But how does it differ from similar forms of ‘green’ tourism, such as ecotourism?

These other approaches tend to have a strong focus on environmental responsibilities, while responsible tourism includes environmental responsibility as well as social or cultural responsibilities, and financial sustainability.

Responsible tourism is based on the following principles:

- Avoid waste and over-consumption.
- Use local resources in a sustainable manner.
- Maintain and encourage natural, economic, social and cultural diversity.
- Be sensitive to the host culture.
- Involve the local community in planning and decision-making.
- Assess the environmental, social, and economic impact as a prerequisite to developing tourism.
- Ensure that communities are involved in and benefit from tourism.
- Market tourism that is responsible, and that respects the local, natural, and cultural environments, and
- Monitor the impact of tourism and ensure open disclosure of information.

In summary, responsible tourism aims to maximise the social, economic, and environmental benefits of tourism, while at the same time minimising the costs or impacts of the tourism sector on local people and the natural environment.

3.1.2 Where Does It Come From?

The concept of responsible tourism emerged in response to the growing global environmental awareness within the tourism sector. This awareness or consciousness was primarily driven by the realisation that:

1. Natural resources, such as energy, food, and water are becoming scarce and that the tourism industry cannot continue with a business-as-usual approach. The industry has to change the way in which it manages and uses natural resources.

2. Tourism can have adverse impacts on the local people and natural environment. These impacts exist because:
   - Tourism is a resource dependent industry, where the tendency to over-use resources is high.
   - Resource demands of the tourism industry are often in direct conflict with demands of local communities.
   - Tourism often takes place within or in close proximity to sensitive natural areas.
   - The tourism industry is highly competitive, which makes it difficult to encourage voluntary compliance. At the same time, it is also multi-faceted, which makes it difficult to regulate.
Responsible tourism has been adopted as the key guiding principle for tourism development in South Africa. The benefits of adopting this approach for the South African tourism industry include:

1. To better align the South African tourism industry with the latest international trends. The global tourism industry is very competitive and if South Africa wants to remain a sought-after destination, it has to respond to the changes in international trends, or get left behind.

2. To meet the growing demands for responsible tourism products. There is a growing group of consumers who want their travel to a destination to be less invasive and be more beneficial to the host community and the local environment. These consumers are seeking an alternative form of tourism to mass tourism: responsible tourism. In order for South Africa to take advantage of this emerging market, the tourism industry has to cater for these tourists by offering tourism products which are economically, socially and environmentally responsible.

3. To minimise costs to and increase the benefits of tourism for local communities. The South African tourism industry can, through the adoption of responsible tourism, enable local communities to enjoy a better quality of life through increased socio-economic benefits and improved management of natural resources.

4. South Africa is rich in biodiversity with a variety of landscapes, including the ocean, beaches, forests, grasslands, savannah, desert, and mountains. The South African tourism industry can, through the promotion of responsible tourism, improve the protection and management of the natural environment, and in doing so, protect South Africa’s rich natural heritage.

3.1.3 What Does It Mean for South Africa?

There has however been a groundswell of global voluntary standards or guidelines in recent years to better manage the tourism industry. These standards are often based on the principles of sustainability and responsible tourism. This includes for example:

- The Global Sustainable Tourism Criteria developed by the Global Sustainable Tourism Council (GSTC). See www.new.gstcouncil.org.


The importance of these global standards is that they provide an overarching framework for the development of standards at a national or local level.
The South African National Minimum Standards for Responsible Tourism

In 1996, the National Department of Tourism (NDT) adopted responsible tourism as the guiding principle for tourism development in South Africa. However, they soon realised that there were several existing interpretations of responsible tourism and that some of these did not embrace all three elements of responsible tourism i.e. economic, social and environmental responsibilities. It was also found that inconsistent interpretations of responsible tourism confused consumers and that it could potentially damage the reputation of a tourism destination.

Further to this, there was no way in which the NDT or consumers could assess whether or not the existing accreditation schemes conform to national policy without a single, unified national minimum standard for responsible tourism. In this context, consumers found it difficult to evaluate the credibility of the certification schemes as several different sets of criteria are being used.

The NDT therefore developed the **South African National Minimum Standards for Responsible Tourism (NMSRT)** to:

- Establish a common understanding of the minimum criteria for responsible tourism.
- Establish the minimum criteria to be used for accrediting the certification schemes which assess and certify the sustainability of tourism facilities.
- Promote responsible tourism as the guiding principle in the South African tourism sector.

There are in total 41 criteria, which are grouped under the following four headings:

1. Sustainable operations and management.
2. Social and cultural criteria.
3. Economical criteria.
4. Environmental criteria.

The value of this standard is that it provides tourism facilities with a set of minimum requirements for responsible tourism which can be used to:

- Implement, maintain and enhance sustainable practices in their operations.
- Screen their facilities in accordance with the requirements of this standard. The Screening Checklist on the attached CD presents a useful tool which can be used to perform a first party conformity assessment.
- Prepare for certification under this standard by a third-party certification scheme. Section 5 discusses third-party certification and the benefits thereof in more detail.

The intention is to use the NMSRT as the standard for certification schemes seeking accreditation from the South African Bureau of Standards (SABS) in the future. Certification schemes will therefore have to include this standard in their own criteria in order to be accredited. This means tourism facilities will also need to meet this standard in order to be certified by one of the accredited certification schemes.
3.1.4 What Does It Mean for Durban?

As the host city for COP 17/CMP 7, Durban is required to host an event that is carbon-neutral and which embraces the concept of sustainable development. In order to meet these obligations, a national COP 17/CMP 7 Greening Programme was established. The Municipality, through its Environmental Planning and Climate Protection Department (EPCPD) will be responsible for delivering on core elements of this programme, which has been based primarily on the lessons learned from the Greening Durban 2010 Programme for the 2010 FIFA World Cup™. The COP 17/CMP 7 Greening Programme includes the following core focus areas:

- Minimising and offsetting the event carbon footprint through community based reforestation projects.
- Reporting on the event’s Ecological Footprint (or its impact on ecosystems).
- Greening of event venues:
  - Maximising energy efficiency.
  - Conservation of water resources.
  - Sustainable management of waste.
- Promoting environmentally efficient transportation systems.
- Promoting Responsible Accommodation.

The city of Durban also recognises that there is a growing demand for responsible tourism products and services. Durban intends to increase its market visibility and to enhance its exposure through the greening of major events such as the 2010 FIFA World Cup™ and COP 17/CMP 7.

In the medium term, the intention is to build a stronger “Green Event” brand for Durban that will position the city as a green eventing destination in the future.

3.1.5 What Does It Mean For Your Business?

There are potentially several benefits to your business with the adoption of responsible tourism as a guiding principle.

Firstly, by reducing your energy and water use and the amount of waste generated, you will be reducing your operating costs. In doing so, you will be increasing the profitability of your business.

Secondly, you are able to respond to the growing market demand for responsible tourism products. It has been shown that ethical business practices can provide a commercial advantage and that responsible tourism can be used as a positive marketing tool.

Thirdly, there is the “feel good” factor associated with knowing that what you are doing is the right thing to do. In this context, positive publicity and customer feedback, as a result of responsible business activities, can further motivate and engender pride within staff, and pave the way for meaningful relationships with local businesses and communities.
The primary aim of the COP 17/CMP 7 Responsible Accommodation Campaign is to encourage Durban’s hospitality sector to increasingly incorporate responsible tourism practices into their businesses through:

- Increasing environmental awareness with regards to climate change, COP 17/CMP 7, and responsible tourism.
- Providing practical tools to tourism businesses for starting the process.

The COP 17/CMP 7 Responsible Accommodation Campaign comprises four parts:

1. Responsible Accommodation Forums
2. Responsible Accommodation Campaign Toolkit
3. Screening Checklist, and
4. Responsible Visitor Charter.

COP 17/CMP 7 therefore presents a key opportunity to build on the lessons learnt from the 2010 FIFA World Cup™ and Greening Durban 2010 Programme, in order to develop and pilot a campaign encouraging Durban’s hospitality sector to increasingly incorporate responsible tourism practices into their businesses.

3.2.1 Context
The concept of a campaign first emerged during the 2010 FIFA World Cup™ with the realisation that while the Greening Durban 2010 Programme was very successful in greening municipal infrastructure associated with the event, such as the Moses Mabhida Stadium and FIFA Fan Fests™, it did not engage with the hospitality sector.

3.2.2 Scope of the COP 17/CMP 7 Responsible Accommodation Campaign

The primary aim of the COP 17/CMP 7 Responsible Accommodation Campaign is to encourage Durban’s hospitality sector to increasingly incorporate responsible tourism practices into their businesses through:

- Increasing environmental awareness with regards to climate change, COP 17/CMP 7, and responsible tourism.
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The COP 17/CMP 7 Responsible Accommodation Campaign comprises four parts:
Responsible Accommodation Forums

The purpose of the forums is to increase the environmental awareness of the owners/managers of accommodation facilities in and around Durban. It is at these forums that accommodation facilities will join the campaign and receive this toolkit. All participants will also receive a certificate acknowledging their participation in this campaign.

Two forums will be held, with one taking place in September and the other one in October. Both forums will comprise two sessions.

1. The first session of both forums will start with a short introduction and a series of brief discussions on the following topics:
   - COP 17/CMP 7.
   - Climate change.
   - Responsible tourism.
   - COP 17/CMP 7 Responsible Accommodation Campaign.
   - Responsible tourism certification schemes.

2. The second session of the first forum will then focus on the personal experiences of owners/managers that have successfully implemented responsible tourism as a guiding principle at their accommodation facilities. The second session of the second forum will focus on practical ways in which accommodation facilities can conserve energy and water, and reduce and/or recycle their waste.

The intention is not to run the forums as a conference or a seminar, but to encourage the active participation of those involved.

Responsible Accommodation Campaign Toolkit

The purpose of the toolkit is to provide accommodation facilities with practical tools for starting the process of incorporating responsible tourism practices into their businesses. The toolkit comprises the following:

1. Background information on a number of topics:
   - COP 17/CMP 7.
   - What is it? Why is it important? What does it mean for Durban? And what does it mean for your business?
   - Climate change.
   - What is it? What does it mean for Durban? And what does it mean for your business?
   - Responsible tourism.
   - What is it? Where does it come from? What does it mean for South Africa? What does it mean for Durban? And what does it mean for your business?
   - COP 17/CMP 7 Responsible Accommodation Campaign.
   - The context and contents of the Campaign, and what it means for your business.
   - Responsible Tourism Certification Schemes.
   - Benefits of certification and existing certification schemes.

2. Set of tools:
   - Screening checklist.
     - Spreadsheet which can be used to screen your facility in respect of compliance with the criteria of the NMSRT. The screening process also helps facilities set targets and identifies actions needed to incorporate the minimum standards into their business practices.
   - Green guideline series.
     - Practical guidelines for conserving energy and water, undertaking sustainable waste management, and green landscaping. The guideline series also contains a simple “Green Events Guide” for those facilities that offer events involved in hosting/conferencing services.
   - Responsible Visitor Charter.
     - Printable copy of a charter which encourages visitors to commit to playing their part in helping you run a “responsible” facility.
   - Other useful resources.
     - Reports, articles and websites which provide additional information.
The most important benefit for your business is that you have taken the first step towards becoming a responsible accommodation facility by participating in this campaign.

There are however a number of other benefits, which include:

- **Increased environmental awareness.** You and your staff will have been exposed to a number of pressing environmental issues, such as climate change, resource depletion, pollution etc., during the forums and by reading through this toolkit.

- **Increased knowledge.** You and your staff will have been exposed to a number of practical suggestions, which are often based on personal success stories, for making your business more responsible during the forums and by reading through this toolkit. Attached are also a number of practical guidelines which provide detailed information on how to go about making your business more responsible.

- **Better equipped.** You received a screening checklist as part of this toolkit which can used to determine the position of your business in relation to the criteria of the National Minimum Standards for Responsible Tourism. This checklist can also be to guide the implementation of more sustainable practices in your business.

- **Positive image.** By participating in this campaign, your facility received recognition, in the form of a certificate which can be displayed in your foyer, for taking the first steps towards becoming more responsible. You also received a Responsible Visitor Charter which can be distributed to all your guests encouraging them to become responsible visitors. These materials can potentially be used as a marketing tool to create a positive image for your facility now and in the future.

- **Potential cost saving.** As mentioned earlier, by reducing the amount of energy and water that you facility uses, as well as, the amount of waste generated, you can potentially reduce your operating costs. Further to this, by encouraging guests to become more responsible by signing the Responsible Visitor Charter, you may potentially make additional savings.

- **‘Feel good’ factor.** You and your staff should feel good that you are taking the first steps towards making your business more responsible.

So what is the next step?
4. Third-Party Responsible Tourism Certification

4.1 Why should you become certified?

There are several benefits associated with certifying your accommodation facility through a recognised certification programme. This includes the following:

1. Capture part of the growing consumer demand for responsible and sustainable tourism products. This demand is set to grow and with more and more facilities entering the market, competition is likely to increase substantially. It is an opportunity to establish an early market presence and to build a good reputation.

2. By affiliating or subscribing your facility with a recognised responsible tourism standard, you will be sending out a strong signal that your business is committed to responsible tourism. Certification enhances the market visibility of your facility and ensures that your business attracts the environmentally aware traveller, consumer or retailer. The certification programmes also promote and market their members through their websites and tourism networks.

3. Consumers are becoming more environmentally aware and beginning to ask simple questions about the way that the places that they visit do business. Further to this, the media enjoys covering stories of corporate environmental irresponsibility. It is important that your business maintains and enhances its good name, and committing to a programme which will assist it in becoming greener and more responsible will support this aim.

4. One of the key benefits for your facility is the cost savings associated with reducing the use of energy and water, and through the reduction of waste generated by your facility. In most cases, the cost of these interventions is paid back within months of their implementation, through improved management of resources. The certification programmes provide support for the development and implementation of responsible tourism policies and procedures.

5. Another key benefit is the improved management of staff, contractors, and suppliers. This can lead to enhanced staff morale, greater staff retention, and better overall business operations.

6. Access to the diversity of networking and supporting services offered by certification programmes.

4.2 Existing South African Responsible Tourism Certification Systems

4.2.1 Fair Trade in Tourism South Africa

What We Do
Fair Trade in Tourism South Africa (FTTSA) is a non-profit organisation that promotes sustainable tourism development. We do this through awareness raising, research and advocacy, capacity building and by facilitating the world’s first tourism Fair Trade certification programme.

FTTSA’s Certification Programme
FTTSA encourages and publicises fair and responsible business practice by South African tourism establishments. We do this by offering a certification programme (and supporting activities) that endorses tourism establishments that meet stringent criteria.

- Fair wages and working conditions, fair operations, purchasing and distribution of benefits
- Ethical business practice
- Respect for human rights, culture and the environment
Our Vision
FTTSA’s vision is for a fair, participatory and sustainable tourism industry in South Africa.

Our Mission
FTTSA’s mission is to facilitate the integration of Fair Trade in Tourism principles and criteria into South African tourism so that the industry is more sustainable.

Our Assurance
By electing to stay at or use the services of an FTTSA-certified establishment, tourists are assured that their travel benefits local communities and economies, and that the business is operated ethically and in a socially and environmentally responsible manner.

Who is Certified?
The coveted “FTTSA-certified” status is currently awarded to 64 tourism businesses in South Africa1. These include accommodation of all standards, activities, attractions and volunteer tourism programmes!

Please see a list of all our clients on our website www.fttsacertification.org.za and a description of these clients on www.fairtourismsa.org.za.

4.2.2 Green Leaf Environmental Standard

The Green Leaf™ Environmental Standard is an internationally recognised responsible and sustainable tourism certification body established in 2007 by the Wilderness Foundation, a globally recognised non-profit organisation founded by Dr. Ian Player in 1970.

Leading European and South African tour operators (Tourvest Destination Management, Thompsons Africa, Thompsons Holidays, ECCO Tours, Flight Centre, Travelbag and Travel 2) requested the Green Leaf™ Environmental Standard to design a framework of measurement for the accommodation sector focusing on South African minimum standards in responsible tourism, now published as SANS 1162, together with additional measurement areas to include carbon emissions reductions, carbon offset and contributions toward water neutrality.

Our aims focus on ethical education, increased awareness, reducing operating savings, responsible tourism best practice, continual improvement, enhanced brand image, sustained profitability and carbon neutrality.

Green Leaf™ Environmental Standard “enables and certifies the balance between business and nature”. Our clients include large groups to small accommodation establishments, including Three Cities, Protea Hotels, Premier Hotels, Dubai World Africa, Mantis Collection, Oyster Box Hotel, Three Tree Hill Lodge and Rocktail Bay Beach Camp. We are contracted to over 150 hoteliers across Southern Africa through the Green Leaf™ C2E Programme. We are proud that the Green Leaf™ C2E Programme is assisting hoteliers identify up to 20% operating savings through our advisory services whilst implementing responsible tourism best practices.

Green Leaf™ Environmental Standard has three spheres of measurement; core, responsible and restorative. A minimum 75% level of compliance is required to be certified silver under the core sphere, with 95% compliance certifying gold and platinum in responsible and restorative spheres respectively. Green Leaf™ Environmental Standard currently has 35 certified silver and gold hoteliers.

Visit our website www.greenleafecostandard.net for more information on the Green Leaf™ Environmental Standard or contact Sue Mimm, our Relationship Manager, on +27 79 493 4975 or Andrew Phillips at our Head Office on +27 41 366 1814.

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1 At present FTTSA only certifies businesses within South Africa but we hope to expand regionally within the next few years.
4.2.3 Heritage Environmental Management Company

The Heritage Environmental Certification Programme® has been developed to provide operators of all types of tourism-based businesses with an effective environmental management system (EMS) designed to reduce and limit the impact that their operations have on the environment. Heritage incorporates the standards of seven international programmes in a threetiered approach to sustainability certification. Depending on levels of compliance with the Heritage® EMS, businesses are graded as either: Silver, Gold or Platinum.

The Heritage Environmental Certification Programme® is based largely on the Swan Eco-Label in Scandinavia, Green Globe Agenda 21, IHEI and ISO 9000, 14000 and 18000. Many of the standards developed for the commercial sector have been incorporated into the Heritage initiative to ensure international compatibility. Heritage is a global partner to the Green Globe programme – the world’s most successful environmental rating system and the company, and its EMS was recently accepted as an Associate Member of the UNTWO, one of only two tourism-based environmental rating systems to achieve this status globally. Heritage is recognised by amongst others the World Travel and Tourism Council (WTTC), FEDHASA and other local and regional organisations.

More recently, the standard has been adapted to meet the requirements of the National Minimum Standard for Responsible Tourism, which was published by the South African Bureau of Standards in the first quarter of 2011.

The Heritage Environmental Management Company is now the custodian and standard for over 150 hotels, lodges, conference facilities and other tourism businesses across sub-Saharan Africa and the acknowledged leader in this field on the continent and is rated among the top three systems internationally. The Durban ICC is also a participant in the Heritage Environmental Certification Programme®.

In 2010, the Heritage Environmental Management Company introduced the GreenLine Programme which is based completely on the National Standard and is aimed at accommodation facilities of less than 20 rooms.

See www.heritagesa.co.za for more information on Heritage Environmental Management Company and the Greenline Programme.

5 Tools

In order for you to start the process of incorporating responsible tourism practices into your business, the following set of practical tools has been provided:

- Digital copy of the Screening Checklist (see attached CD).
- Hard copies of the Green Guideline Series. This includes the following documents:
  - Energy Efficiency Guideline.
  - Water Conservation Guideline.
  - Sustainable Waste Management Guideline.
  - Green Landscaping Guideline.
- Digital copies of the following documents (see attached CD):
  - Saving Electricity in Your Home: Easy Ways to Spend Less Money on Electricity and Help Avoid Load Shedding.
- Hard copy of the Responsible Visitor Charter (A full-colour, digital copy of the Charter has also been included on the attached CD).
6 Other Useful Resources

6.1 Publications and Articles


6.2 Websites

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<th>Organization / Website</th>
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<td>EThekwini Environmental Planning and Climate Protection Department (EPCPD)</td>
<td><a href="http://www.durban.gov.za/durban/services/development-planning-and-management/epcpd/copy_of_about/intro">www.durban.gov.za/durban/services/development-planning-and-management/epcpd/copy_of_about/intro</a></td>
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<tr>
<td>COP 17 / CMP 7 (Official website)</td>
<td><a href="http://www.cop17-cmp7.com">www.cop17-cmp7.com</a></td>
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<tr>
<td>Fair Trade in Tourism South Africa</td>
<td><a href="http://www.fairtourismsa.org.za">www.fairtourismsa.org.za</a></td>
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<tr>
<td>Federated Hospitality Association of Southern Africa (FEDHASA)</td>
<td><a href="http://www.fedhasa.co.za">www.fedhasa.co.za</a></td>
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<tr>
<td>Global Sustainable Tourism Council (GSTC)</td>
<td><a href="http://www.new.gstcouncil.org">www.new.gstcouncil.org</a></td>
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<tr>
<td>Greening Durban 2010 Programme</td>
<td><a href="http://www.fifaworldcup.durban.gov.za/Pages/GreeningDurban2010.aspx">www.fifaworldcup.durban.gov.za/Pages/GreeningDurban2010.aspx</a></td>
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<tr>
<td>Green Leaf Environmental Standard</td>
<td><a href="http://www.greenleafecostandard.net">www.greenleafecostandard.net</a></td>
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<td>Heritage Environmental Management Company</td>
<td><a href="http://www.heritagesa.co.za">www.heritagesa.co.za</a></td>
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<tr>
<td>ICLEI - Local Governments for Sustainability</td>
<td><a href="http://www.iclei.org">www.iclei.org</a></td>
</tr>
<tr>
<td>KwaZulu-Natal Tourism Authority</td>
<td><a href="http://www.kzn.org.za">www.kzn.org.za</a></td>
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<tr>
<td>Rainforest Alliance: Sustainable Tourism</td>
<td><a href="http://www.rainforest-alliance.org/work/tourism">www.rainforest-alliance.org/work/tourism</a></td>
</tr>
<tr>
<td>United Nations Framework Convention on Climate Change (UNFCCC)</td>
<td><a href="http://www.unfccc.int">www.unfccc.int</a></td>
</tr>
<tr>
<td>World Tourism Organisation (WTO)</td>
<td><a href="http://www.unwto.org">www.unwto.org</a></td>
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Responsible Visitor Charter

Durban is working towards becoming a green event hosting destination: committed to continual improvement in hosting major events in a sustainable manner that protects and enhances the natural, social, and economic environment. But we need your help.

As a visitor to our City you can help to reduce the impact of tourism on our local environment by making responsible choices. Here are some ideas on how you can help Durban to become a more environmentally responsible destination, which conserves and protects its natural assets, and minimises its impacts on global climate change:

1. I understand that the majority of South Africa’s energy is generated from coal, a non-renewable resource, and that I must conserve energy where possible. I therefore commit to switching off all lights when I am not in the room, minimising the use of air conditioning, and turning off unplugging appliances instead of putting them on standby.

2. I understand that Durban is situated in a water scarce region, and that I must use water wisely. I therefore commit to not leaving the tap running while brushing my teeth, taking shorter showers, adhering to the towel reuse policies in accommodation establishments, and supporting any other water saving initiatives.

3. I understand that the majority of Durban’s solid waste goes to landfill sites, and that I must reduce, reuse, and recycle. I therefore commit to avoiding overly packaged goods, drinking Durban’s tap water, which is safe to drink, instead of bottled water, reusing shopping bags, and separating my waste into the appropriate recycling bins, where they are provided.

4. I understand that vehicles emit carbon dioxide (CO2) which contributes to global climate change, and that I should give the car a rest. I therefore commit to walking, riding a bike, or using public transport whenever possible.

5. I understand that organic and locally produced food, drink, and arts and crafts, generally have a smaller carbon and ecological footprint than imported products. I therefore commit to making responsible choices about the products I use, and in doing so, also supporting local businesses and community development projects.

6. I understand that Durban is situated in an area rich in biodiversity, and offers tourists a wide range of outdoor attractions and experiences. I therefore commit to supporting the conservation of these natural areas by participating in outdoor experiences such as visiting a local nature reserve or donating to ecosystem-based climate adaptation projects.

__________________________________________
NAME                                                                 SIGNED             DATE

And finally, if you feel there is anything else we could be doing to make Durban a more sustainable destination, please submit your suggestions to the Environmental Planning and Climate Protection Department, eThekwini Municipality, Manisha Maganlal, maganlalm@durban.gov.za.
This toolkit has been prepared as part of the COP 17/CMP 7 Responsible Accommodation Campaign, a sub-programme of the eThekwini Municipality’s COP17/CMP7 Greening Programme. The aim of implementing this programme for the COP 17/CMP 7 is to ensure that it is hosted in an ecologically, socially, culturally and economically responsible manner.

The content of this toolkit is intended for information purposes only and does not constitute legal advice. While every effort has been made to ensure the comprehensive nature of the information, the suggestions and technologies contained herein should not be considered exhaustive. Any liability that arises from the use of the toolkit is excluded.