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“The Globe Trotter”

The Green Globe Caribbean
Newsletter Presented by CAST

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GREEN GLOBE WATCH:

• **As of January 2005 there are 71 Certified Properties in the region and 87 Benchmarked.**

A Year in Review, Major Sustainable Tourism/ Environmental Awards and Recognitions Given in 2004

In 2004 the Caribbean took home some of the most coveted travel and tourism awards. The region's efforts are being recognized and rewarded. The list below highlights the recognitions given in 2004.

1) CHA/American Express Green Hotel of the Year:

- Large Hotel Category: [Beaches Boscobel Resort & Golf Club](#), Jamaica
- Small Hotel Category: [Sandals Inn](#), Jamaica

2) World Legacy Award, Hotel and Resort Category:

[Casuarina Beach Club](#), Barbados.

3) Responsible Tourism Award, Best Hotel

Category: [Casuarina Beach Club](#), Barbados.

4) Virgin Holidays Environmental Gold Award, World Travel Market:

[Sandals Resorts International](#)

5) IH&RA 2004 Environmental Award for "Innovation in Environmental Best Practice":

[Bucuti Beach Resort](#), Aruba

- Runner Up in the Chain Category: [Beaches Boscobel Resort & Golf Club](#), Jamaica

- Independent Honorable Mention: [3 Rivers Eco Lodge](#), Dominica

6) World Travel Awards (Sherbourne Conference Centre, Barbados on 11 December):

- Leading Caribbean Destination: Barbados

Green Globe Certified

A Note From the Editor (Jennifer Dohrmann-Alpert)....

CAST would like to express its deepest condolences to those people devastated by the Indonesian earthquake and Indian Ocean tsunami. CAST urges the Caribbean community to generously and swiftly respond with financial and material assistance so that the region can recover quickly. CAST recognizes the vulnerability of our Caribbean region to natural and technological disasters and it is the recognition of this vulnerability that provided the impetus for CAST to focus the next three issues of the Globe Trotter on disaster preparedness. In the following months please show your support by submitting information related to disaster preparedness to CAST. Send us your comments no later than the 20th of each month via cast@cha-cast.com THANK YOU!

200 Words on Standard Points....

This section presents commentary on the various requirements of the Green Globe 21 Company Standard. Send your comments and feedback to cast@cha-cast.com

Year 2004 was amongst the most catastrophic on record with the hurricane disasters experienced in the Caribbean and the earthquake and tsunami disasters in Asia. Recent accounts put the Asian death toll at 230,000, while the Caribbean suffered about 3,500 deaths.

Complying with the Green Globe 21 Standard requires businesses to pay attention to disasters through emergency planning and preparedness which should be applicable to the scales of operation and impact and should comply with existing standards and legislation (cf. § 3.2). An appropriate emergency response plan is required (cf. § 3.7).

Having a functional environmental management system (EMS) is one key mechanism of systematically identifying and relating the vulnerabilities of a property to its locality and formulating appropriate emergency and mitigation plans. Without an EMS, it will be difficult for businesses to cost-effectively prepare for, mitigate and/or recover from disaster situations.

The World Conference on Disaster Reduction held January 18th - 22nd 2005 in Kobe, Japan, concluded with a resounding call for "states to put disaster risk at the center of political agendas and national policies". For businesses, emergency response planning and preparedness could define the difference between total and minor losses. It pays to prepare, so let's get to it!

CAST offers Hurricane Preparedness and Response training for interested properties. See <http://www.cha-cast.com/Training1.htm> or contact CAST at: cast@cha-cast.com.

Simple Steps for Disaster Recovery...

Most of us will remember the year 2004 for the disasters wrought upon us and our neighbors. To be sure, Hurricane Ivan will go down in history as one of the region's most destructive if not deadliest storms. Recovery can only be considered if these basic needs are satisfied.

Short term recovery method

1. Apart from the latter group, we discuss below four simple steps which can assist you through the uphill road to recovery and in the shortest possible timeframe.
2. First, a damage assessment should be undertaken on your property. The Hurricane Procedures Manual published by CHA/CAST/CTO has a useful damage assessment tool which systematically evaluates the damage to property buildings and superstructure (roof, foundations, doors, windows etc.), infrastructure (utility services, road & communications networks), grounds (fences, landscaping) etc. The method provides a logical and systematic way of tabulating and assessing the damage.
3. Next, identify the remedial actions required for each item of damage along with its cost estimate, staff deployment and supplier requirements.
4. Prioritize urgent actions: it is essential that you remedy the critical functions of your operations first e.g. communication networks, utilities, security in order to make the most efficient use of resources.
5. Sequence in the non-critical remedial actions. These actions although not of the utmost priority, are also part of normal operations and hence should be actioned as soon as the recovery effort permits.

Longer term actions

After your recovery effort is completed you will want to do a more detailed analysis of why your structures, services or disaster preparedness plans failed or fell short of their expected outcomes. This requires you to undertake a root cause analysis using very well developed tools and methods e.g. cause-and-effect diagrams, and re-designing your plans, systems or structures.

The purpose is to design these analyses into your business systems and operations and to make them more robust. So that the next time you are faced with disaster your operations and infrastructure will be better prepared.

We will follow up in subsequent issues of the BroadCAST with more details on identifying the root

