

# "The Green Globe Trotter"

A Newsletter of the Green Globe Caribbean Program



July 30th 2007  
Volume: 4 Number: 32

## Caribbean Green Globe Program Watch

- Number of certified properties = 54
- Number of Green Globe Standards = 4
  - ⇒ Company Standard
  - ⇒ Community Standard
  - ⇒ Precinct Planning, Design & Construction Standard
  - ⇒ International Eco-Tourism Standard

## TRAINING COURSE ALERT!

- Green Globe "Company" and "International Eco Tourism" Standard
- Duration: 4 days
- Date: September 2007
- Venue: TBA

View this newsletter online at: <http://www.cha-cast.com/Newsletters.html>

## From the Editor...

This is traditionally vacation time for many and we ourselves, also enjoyed a few weeks off! It was sorely needed.

We continue to update you on the recent and on-going changes to the Green Globe standards and global program administration. It is important that all Caribbean program participants pay attention, as Green Globe has listened to your comments and feedback and have begun the streamlining process.

What's in it for you? For example, low risk operations will no longer need to recertify each year. This is a distinct advantage for small businesses that like the program recognition but do not wish to be burdened by the cost and administration of annual recertification. In addition, the re-organization of the Green Globe group of companies in Australia is designed for improved customer benefits and services, globally.

On another note, we salute Sandals Grande

Ocho Rios Beach and Villa resort for copping the 2007 American Express Caribbean Environmental Award. This certified property and part of the Sandals Resorts International group of companies, were adjudged best among several other applicants across the region for their environmental and community activity programs.

In the Caribbean, we are approaching the statistical peak-season point (mid-August) for Atlantic hurricanes. Hurricane preparedness tips (courtesy American Express) are provided below. Please take note of these and ensure that your businesses can continue operations after a disaster. Your employees and shareholders are counting on you!

For those still on or about to proceed on vacation, travel safely. As usual, we welcome your comments. All feedback should be sent to: [cast@cha-cast.com](mailto:cast@cha-cast.com).

## Green Globe administration update...

The Green Globe Asia Pacific office in Sydney, Australia — formerly the global administrators of the Green Globe global certification program for travel and tourism — has now given way to new global program managers — EC3 (Evaluate, Communicate, Evolve), based in Brisbane.

EC3 ([www.ec3global.com](http://www.ec3global.com)) commenced operations in October 1st 2006 and is a wholly-owned subsidiary of the Australia-based Sustainable Tourism CRC. The latter brings to EC3 and the global Green Globe

program, expertise in tourism and travel research and the back-stopping of 16 of Australia's leading universities, as well as tourism industry private and public sector partners.

EC3 Global is an international technology and environmental services company and a world leader in sustainable tourism. The company will manage the Green Globe environmental benchmarking, certification and improvement program, which currently operates in over

50 countries worldwide.

An expert team has been assembled to deliver enhanced services and roll out new program technologies to travel and tourism businesses (e.g. EarthCheck, IPAT, ASPIRE). For more information check out their website at: [www.ec3global.com](http://www.ec3global.com).

**TIP PIT** Useful tips for improved performance!

Hurricane preparedness tips courtesy...



The Atlantic hurricane season is about to enter into its statistical peak period. All travel and tourism concerns should have their plans activated. How does your plan measure up in its readiness? Can you affirmatively answer the following 20 questions?

1. Are all essential personnel drilled and on stand-by for any emergencies?
2. Has your communications plan been activated and a written advisory on your preparedness plans prepared and distributed to staff and guests?
3. How do you plan to assist guests who prefer to change their travel schedules and depart ahead of an impending storm?
4. Have you trimmed all overhanging tree limbs close to buildings?
5. Are building doors and windows completely sealed off from the effects of high winds and driving rains?
6. Are property drains and outlets

cleaned and free of debris or other potential blockages?

7. Is there an up-to-date inventory of emergency equipment and supplies?
8. Are your business' historical records and insurance policies currently stored in a safe place offsite?
9. Does your property have back-up power supplies (e.g. generator)?
10. Is there sufficient potable water storage to last the hotel or property at least 3 days in the event of a loss of the public service?
11. Has management decided from which location emergency operations will be coordinated, if required?
12. Are the emergency contact numbers for the first responders (e.g. fire, police, ambulance, search & rescue) conspicuously posted and readily at hand?
13. Have you established relations and a contact focal point with your local disaster management office or community response coordination?
14. Have you set up mutual service agreements with restoration contrac-

tors in the event of severe damage to your property?

15. Are your storm shutters and other property protection equipment serviced and functional?
16. Do you have a ready and abundant supply of spare batteries?
17. Do you have short wave or CB radios on hand, charged and ready to use?
18. How do you plan to keep up-to-date on the progress of hurricanes?
19. Where will your company vehicles be parked during a hurricane?
20. Are you prepared for the effects of a major hurricane?

Share your own best tips with us at: [cast@cha-cast.com](mailto:cast@cha-cast.com).

CAST delivers hurricane preparedness workshops. Contact your local hotel association for details.

**Caribbean Alliance for Sustainable Tourism**

1000 Ave. Ponce de Leon  
5th Floor, San Juan  
Puerto Rico  
00907

Phone: (787) 725-9139  
Fax: (787) 725-9108  
Email: [cast@cha-cast.com](mailto:cast@cha-cast.com)  
Website: [www.cha-cast.com](http://www.cha-cast.com)



*Your Paradise!  
Our Mission!*

We're on the Web!  
[www.cha-cast.com](http://www.cha-cast.com)  
[www.greenglobe.org](http://www.greenglobe.org)

**Noteworthy!**



[Sandals Grande Ocho Rios Beach & Villa Resort](#)

Green Globe Certified

**Winner 2007 American Express Caribbean Environmental Award!**

**CONGRATULATIONS!**

**Readers' Vent**

"Keep it coming!" Dr. Anthony Richards, Antigua

"Great hurricane preparedness tips...all very practical! I would think that from the eyes of a hotelier, if your property hasn't done this as yet, CAST has just given them a check list for one aspect of preparedness." [Name withheld by request]

"What a NICE periodical. GOOD content! You should be proud of it!" Stan Smith, USA

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