

# "The Green Globe Trotter"

A Newsletter of the Green Globe Caribbean Program



September 30th 2007  
Volume: 4 Number: 34

## 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: 5 days
- Date: November 12th-16th 2007
- Venue: Port-of-Spain, Trinidad

SET YOUR CALENDARS!

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

## From the Editor...

Regular readers to the Green Globe Trotter can expect to see us continuing our advocacy for preparedness of all tourism interests during the 2007 Atlantic hurricane season—which is predicted to be above average. The "Tip Pit" feature discusses the need for an effective communications strategy.

CAST's parent organization—the Caribbean Hotel Association—has added a new feature to its website. See our "Product Profile" feature for details.

We are also pleased to announce the upcoming Green Globe *Company & International Ecotourism* proficiency course to be held in Port-of-Spain, Trinidad, sponsored by the Tourism Development Company of Trinidad & Tobago. The dates are November 12th—16th 2007.

This training course will accredit auditors and consultants to assist Green Globe businesses with their Benchmarking and Certification needs, under the newly revised Standards. Qualified participants will be selected on a first-come-first-serve basis only.

Interested persons should send an expression of interest along with a detailed CV to [cast@cha-cast.com](mailto:cast@cha-cast.com).

Finally, Platts is organizing its "8th Annual Caribbean Energy" conference scheduled January 21-22, 2008 in Coral Gables, Florida. CHA members are offered a \$400 discount on the registration price. See below for details.

As usual, your comments and suggestions should be sent to: [cast@cha-cast.com](mailto:cast@cha-cast.com).

8th Annual  
**platts Caribbean Energy: Regional Energy Policies, Carbon and Renewable Alternatives, Attracting Investment**  
January 21-22, 2008 • Biltmore Hotel • Coral Gables, FL

<http://www.platts.com/Events/2008/pc802/>

## 200 Standard Words on...Green Globe 'Company' Standard

In the last edition (August 30th 2007) we discussed the goals and objectives of the Green Globe standards and certification program. In this edition, we will inform our readers of the efforts underway to revise the program.

Green Globe arose from the 1992 Rio Earth Summit held in Brazil and since that time the *Company* standard in particular, has significantly evolved. Since 2001, the standard has a **performance** focus, measuring a business' achievement of outcomes and levels of compliance. The travel and tourism business is a very dynamic one and as such, the Green Globe standards must also

undergo periodic revision in order to remain relevant. The 2007 revisions currently underway by EC3 Global — the managers of the global Green Globe program — have taken into consideration feedback from the market, customer research and industry needs.

What will be included in the revisions? Businesses will be increasingly required to demonstrate their corporate social responsibilities and the path taken to sustainability. A new pricing structure and enhanced product offerings will also provide participants with better choices and program flexibility. The Green Globe

website will also be greatly enhanced to allow participants to take ownership of their marketing information and to inform travelers searching for sustainable travel and tourism businesses and activities.

EC3 Global and CAST will also collaborate to ensure that the Caribbean participants have the best available information and appreciation for these revisions and the benefits to be realized.

For more see [www.ec3global.com](http://www.ec3global.com).

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

Hurricane preparedness tips courtesy...



Does your property have an effective communications plan in the event of a hurricane? For many, this is the million dollar question. Effective communication begins with a sound and well articulated policy. Crisis communications require specialized input. We have seen examples where communications in crisis situations that have not been thoroughly thought out have resulted in spectacular failures and often with dire consequences for the reputation of the business.

The tourism industry is particularly susceptible to such occurrences during major hurricanes because of the numbers of visitors which can be potentially affected and the emergence of the "weather warrior" class of reporters in the international media. You just cannot afford to leave your property's communication in the hands of amateurs seeking their 15 minutes of media notori-

ety.

Here are a few key tips:

1. Hire an experienced communications specialist who should be the one consistent voice heard.
2. This specialist should be authorized to vet all communiqués especially those from top management.
3. The information communicated should, as a general rule be clear, consistent, logical and free of words that are reactive or emotive.
4. "The truth shall set you free". Ensure that your facts are correct and verifiable. The words used should convey essential information and generally bring a sense of calm and control to the situation.
5. A press conference moderated by your communications specialist is a good idea if the information to be conveyed must come from multiple sources.

6. Be honest to your audience about the facts as you have them. People are generally very good at perceiving variations of the truth.
7. Consistency is key. Remember that you may be briefing the same persons over a period of time. Your message and information should therefore be consistent. Be sure to correct any mis-statements as soon as feasibly possible.

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.

**Product Profile:**

**Readers' Vent:**

**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)



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CARIBBEAN HOTEL ASSOCIATION



**For information on tourism products and services go to:**

[www.caribbeanhotelassociation.com](http://www.caribbeanhotelassociation.com)

The Caribbean Hotel Association recently launched a "members only" section on their website available to CHA members only. This makes available searchable databases for example, on Green Globe certified properties, a purchasing index featuring the products and services of CHA allied members (e.g. energy management/efficiency, green tourism, environmental products & services, wastewater systems etc.) among many other databases. Members now have a distinct advantage over non-members.

Join CHA now!

"At the Rockhouse we are committed to being responsible to the environment and have been committed to going down the path of getting our Green Globe Certification for many years and your recent Green Globe Trotter really struck a cord with me when you wrote "long time frames weigh heavily on the momentum required to motivate staff achieve goals".

We are currently working on uploading our data for the Benchmarking phase but are not sure what the best resource is to help us with navigating through this. Examples of such questions would be [to] help with understanding how grid electricity is generated in Jamaica to be able to correctly input our usage, or understanding [of] what is available locally in terms of environmentally friendly pesticides, or identify availability of and sources for eco labeled or recycled paper products in our area.

Do you have any suggestions on what resource we could leverage that would help us answer these questions and fully populate the database for the Green Globe benchmarking. Thanks for your help!

*Paul Salmon, Chairman, Rockhouse Hotel, Negril, Jamaica*

If you have a suggestion or good advice please send to [cast@cha-cast.com](mailto:cast@cha-cast.com).