

# Excellence in Tourism



## Green Seal Scheme

Sustainable Certification for Falkland Islands Tourism

*for*

Accommodation Providers

Restaurants, Cafés, Bars and Pubs

Tour Operators

# About the Scheme

The Green Seal Scheme is a sustainable certification assessment of tourism businesses in the Falkland Islands. It aims to support businesses to adopt and maintain eco-friendly and responsible business practices. The scheme has been updated to enable tourism businesses to take part in supporting the preservation of the Falkland Islands' unique and precious ecosystem for future generations of residents and visitors.

The Green Seal Scheme is part of the Excellence in Tourism Scheme for the Falkland Islands, an accreditation scheme for tourism businesses.

**Accommodation providers, food and beverage outlets and tour operators are all invited to take part in the scheme.**

Deciding to become an eco-friendly business is a long-term commitment and the Green Seal Scheme encompasses a wide range of practices to which all providers can aspire. Whilst there are many practical applications to any sustainability scheme, the key to success is ensuring that all eco-friendly efforts are regularly and formally monitored, which subsequently enables evaluation and fine-tuning. This is essential to ensure that sustainability is ongoing and can be adapted as new ideas and technologies emerge and become commonplace.

Consequently, being part of a certification scheme is more than just fixing a leaking tap, using low energy light bulbs or turning the thermostat down to a sensible temperature, it requires commitment to continuously monitor efficiency and actively seek new ways to improve sustainability. While many businesses may already have adopted some of the more basic practices and others will have gone further, to be formally certified under the scheme will require some adaptation to incorporate and maintain formal monitoring systems.



It is well documented that tourism providers reap many benefits from belonging to a green scheme in terms of business generation and an enhanced reputation. As the Falkland Islands are one of the world's most important wildernesses areas, and home to outstanding wildlife, most visitors to the islands will appreciate an active and participatory green scheme, and many visitors will expect an environmental policy to be in place on account of the ecological nature of the destination.

# WAYS TO SAVE THE EARTH EVERY DAY

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

1. TURN SCRAPS INTO COMPOST
2. USE REUSEABLE SHOPPING BAGS
3. RECYCLE ELECTRONICS
4. USE A COMPACT FLUORESCENT BULB
5. CONSERVE ENERGY BY TURNING OFF LIGHTS
6. WALK, BIKE, OR CARPOOL
7. PICK UP TRASH
8. UNPLUG ITEMS WHEN THEY'RE NOT IN USE
9. USE A REUSABLE WATER BOTTLE
10. RECYCLE
11. TURN OFF WATER WHILE BRUSHING TEETH
12. USE A DRYING RACK INSTEAD OF DRYER
13. TAKE SHORTER SHOWERS
14. GO MEATLESS A FEW TIMES A WEEK
15. BUY SECONDHAND
16. MAKE YOUR OWN CLEANING SUPPLIES
17. SUPPORT GREEN BUSINESSES



# Benefits for Members

1. Certified businesses will be eligible to use the term, *Green Seal Accredited* in all promotional material. They will also be entitled to use the quality assurance logo on their own website, their page on the FITB website and in their property.
2. Businesses will be able to apply for Green Seal sustainable assistance grants.
3. A scorecard that summarises the sustainable activities undertaken by the business will be provided for display in the premises.
4. It will help support business owners to improve the sustainability of their operations and identify ways to save money through increased efficiency.
5. Membership of the scheme will promote high levels of visitor satisfaction while promoting sustainable tourism practices.

## What do members of other Green Schemes say?

*"Accreditation reassures our customers we're not just saying we're green, we actually have the proof of our commitment."*

*"Being a member has been well worth it for us. We have been told by many guests that they choose to stay with us because of our green values and our award. Other guests don't say anything directly but have obviously studied our website before they booked because they make frequent comments about our use of local and home grown produce."*

*"Caring for the environment is fundamental to our business. Our guests expect us to be responsible. Our businesses rely on the landscape – why would we not want to protect it?"*

*"Although it's nice not to worry about water....there are plenty of environmentally-friendly travellers who like to see half-flush loos in their rooms and little notices about saving water, etc. Things like that show that you care for your environment and are responsible with it. Eco-tourists like that."*



# Joining the Green Seal Scheme

The process to join the Green Seal Scheme is straightforward.

1. Register by completing the online application form using the link below, making sure you select the correct link for your business type. The application form includes a number of simple questions about your business; it should only take five minutes to complete.
  - Accommodation Providers (serviced): <https://www.research.net/r/green-seal-scheme-serviced-accommodation>
  - Accommodation Providers (self-catering): <https://www.research.net/r/green-seal-scheme-self-catering-accommodation>
  - Tour Operators: <https://www.research.net/r/green-seal-scheme-tour-operators>
  - Restaurants, Cafés, Bars and Pubs: <https://www.research.net/r/green-seal-scheme-food-and-beverage>
2. A visit by an independent auditor will be conducted and the information you provide will be checked. Additional information not yet provided will also be assessed.
3. Based on the assessment you will receive a badge to display on your business premises and also online. You will also receive an Environmental Sustainability Scorecard (see below) for display that outlines the progress the business is making towards achieving 'Excellent' in each Category.

GREEN SEAL CERTIFIED: ENVIRONMENTAL SUSTAINABILITY SCORECARD	
<b>Business Name:</b>	
<b>Business Type:</b>	
Excellent Good Requires Improvement	<b>Level Awarded: Member</b>
<b>Energy and Environmental Sustainability</b> Uses energy efficient measures Mainly uses energy efficient devices Uses green energy Runs an electric vehicle Operate scheme to encourage guests to reuse towels and bedlinen for at least 4 nights Use linen tablecloths and napkins only Provides guidelines for customers about conserving energy and resources Actively seeks opinions and ideas from guests Responsible Property Statement Contribution to conservation and/or sustainability programmes	<b>Health and Safety</b> Local and immediate surroundings are safe, inside and outdoors Health and safety measures published and available to clients Enhanced cleaning protocols against COVID-19 <b>Food and Beverage</b> Celebrates local and seasonal Provides Fairtrade, vegetarian, vegan and organic produce where possible Minimises use of foodstuffs in plastic packaging Commits to reduce use of single use plastics <b>Purchasing Practices</b> Eco-friendly household products Eco-friendly materials for packed lunches for guests Buys in bulk where possible Purchase Falkland Islands' produce where possible
<b>Waste</b> Sewage and wastewater discharged safely from property Has a suitable waste separation scheme in place through the premises Responsible disposal of recyclable items Other waste management practice Disposes of hazardous waste responsibly Composts perishable food waste Does not use individual breakfast items Does not use individual complimentary toiletry items	<b>Nature, Wildlife and Falklands Culture</b> Provides information about local nature and wildlife conservation Provides information about local events Offers authentic customer experiences Countryside Code for walkers Promotes locally available handicrafts and souvenirs Uses locally crafted furniture, signboards, artworks
<b>Water</b> Takes measures to reduce water use in showers and toilets Uses rainwater for irrigation purposes	

4. Businesses will be visited and reassessed annually, and certification renewed or upgraded as appropriate.
5. Business owners are encouraged to fully describe their sustainable efforts on their own website or on the FITB website as their environmental actions will be a major selling point for visitors.

# Assessment Categories

The Green Seal Scheme is a points-based system with three accreditation levels: Member, Silver and Gold. The scheme involves an individual assessment of businesses over seven categories, and within each category a wide range of sustainable activities are measured. These fall into the seven categories as follows:

- Energy and Environmental Sustainability
- Waste
- Water
- Health and Safety
- Food and Beverage
- Purchasing Practices
- Nature, Wildlife and Falklands' Culture

A full set of assessment criteria has been developed for each business type. These are presented in the following sections – more detail is available in a separate Assessment Form (available from FITB). Following assessment your business will be awarded Member, Silver or Gold level. Depending upon the type of business, different categories are included in the assessment as shown below:

Business Type	Categories	
Accommodation – Serviced	<i>Energy and Environmental Sustainability</i>	Green
	<i>Waste</i>	Red
	<i>Water</i>	Blue
	<i>Health and Safety</i>	Brown
	<i>Food and Beverage</i>	Pink
	<i>Purchasing Practices</i>	Yellow
	<i>Nature, Wildlife and Falklands' Culture</i>	Grey
Accommodation – Self-Catering	<i>Energy and Environmental Sustainability</i>	Green
	<i>Waste</i>	Red
	<i>Water</i>	Blue
	<i>Health and Safety</i>	Brown
	<i>Purchasing Practices</i>	Yellow
	<i>Nature, Wildlife and Falklands' Culture</i>	Grey
Food and Beverage Outlets	<i>Energy and Environmental Sustainability</i>	Green
	<i>Waste</i>	Red
	<i>Water</i>	Blue
	<i>Health and Safety</i>	Brown
	<i>Food and Beverage</i>	Pink
	<i>Purchasing Practices</i>	Yellow
	<i>Nature, Wildlife and Falklands' Culture</i>	Grey
Local Tour Operators	<i>Energy and Environmental Sustainability</i>	Green
	<i>Waste</i>	Red
	<i>Health and Safety</i>	Brown
	<i>Food and Beverage</i>	Pink
	<i>Nature, Wildlife and Falklands' Culture</i>	Grey

### Business Types Assessed: ALL

The Energy and Environmental Sustainability Category refers to a range of eco-friendly practices adopted by businesses and practiced by visitors. These encourage a joint commitment to address important environmental issues that affect the whole world today, including climate change, habitat preservation and wildlife conservation.

The use of green energy through solar and wind is already widely adopted in the Falklands and ways that this energy is conserved to minimise the need to 'top up' using fossil fuels are important actions.

Businesses will be assessed on the following:

- Use of LED lightbulbs
- Use of thermostats and timers for heating and hot water
- Indoor temperature settings
- Efficiency of household appliances
- Proportion of green energy used by the business
- Use of electric vehicles.
- Implementation of a reuse towels and bedlinen scheme (accommodation providers)
- Use of linen tablecloths and napkins rather than the paper variety (any business that serves food)
- Use of signs to encourage guests to conserve energy and resources, e.g. turn off lights, don't leave taps running (*see examples of customer signs below*)
- Actively seeking opinions and ideas from customers
- Production of a *Responsibility Statement* that clearly outlines the sustainable activities that are practiced, designed to offer visitors a vision of the proactive environmental measures that the business has adopted, or aspires to reach (*see examples of responsibility statements on the next page*)
- Recognition of any active contribution made to support conservation initiatives or sustainability activities in the Falklands or internationally

### Examples of Customer Signs



**Bedlinen and towels washed daily in hotels and B&Bs around the world use millions of litres of water and detergent.**

Our standard is to change your bedlinen and towels every fourth day of your stay and again at checkout. If you would like your bedlinen changed sooner, just place this card on your pillow.

We encourage you to reuse your towels by placing them on the towel rail or hooks.

If you wish for us to wash your towels, please place them on the bathroom floor.

**Thank you**

### **Algarve Holiday Accommodation, Portugal**

The south-west of Portugal has the most sun hours and the cleanest air in Europe and facilitates many outdoor activities – stimulating peoples’ contact with nature and awareness of its value. At this moment, we have an organic vegetable garden, several fruit gardens and a diversity of flowering plants to attract bees and butterflies all year round. There are two solar systems, one for electricity and one for hot water and heating. The back-up of the hot water system is a bio-mass burner. Rainwater is collected, we recycle authentic building materials of architectural value, and whenever possible, we use natural materials in the developing processes. We use ecologically friendly cleaning products and recycle waste materials in order to create the lowest environmental impact possible.

### **Black Sheep Inn, Ecuador**

Black Sheep Inn’s goal is to become self-sufficient in energy, water and food production.

We have made significant steps in this direction, such as researching and designing for alternative energy installations, expanding gardens, and improving water collection. Black Sheep Inn will never be a ‘finished project’. Change, efficiency and improvements are a part of our everyday process. Using permaculture ideas, we have been connecting existing features and buildings on our property for a more efficient use and re-use of resources. We aim to increase environmental education in the area, enhance protection for the Iliniza Ecological Reserve, and participate in ecotourism conferences to share successes and best practices.





### Business Types Assessed: ALL

The effective management of waste is the core of any sustainable scheme. It is also the 'public face' of a green scheme and adopting responsible waste management practices demonstrates commitment to preservation of the environment. Reducing waste, encouraging reuse and having robust recycling systems in place form the basis for the Waste category.

Waste management measured in this category includes:

- Sewage and wastewater
- Recyclable items
- Hazardous waste
- Food waste



**Business Types Assessed: All Accommodation; Food and Beverage Outlets**

Reducing water use is a key consideration in the Water category. While there are several areas in the Falklands where water is abundant, encouraging guests to use water responsibly is still advised.

Water saving measures include:

- Reducing water use in toilets and showers
- Maintaining amenities to prevent leaking taps/showers/hoses and replacing faulty ball cocks and float valves in cisterns
- Harvesting rainwater for irrigation purposes

## WHAT DOES A 20% REDUCTION in water use look like?

**AVERAGE DAILY USE**  
The average Californian uses 196 gallons of water per day. Here are some easy ways to reduce water use. Find the right combination for you to reduce by 20% or 38 gallons a day.



INSTALL AERATORS ON BATHROOM FAUCETS

*saves*  
**1.2 GALLONS**  
per person/day



WASH ONLY FULL LOADS OF CLOTHES

*saves*  
**15-45 GALLONS**  
per load



TURN OFF WATER WHEN BRUSHING TEETH OR SHAVING

*saves*  
**10 GALLONS**  
per person/day



TAKE FIVE MINUTE SHOWERS INSTEAD OF 10 MINUTE SHOWERS

*saves*  
**12.5 GALLONS**  
with a water efficient showerhead



FILL THE BATHTUB HALFWAY OR LESS

*saves*  
**12 GALLONS**  
per person



INSTALL A WATER-EFFICIENT SHOWER HEAD

*saves*  
**1.2 GALLONS**  
per minute



FIX LEAKY TOILETS

*saves*  
**30-50 GALLONS**  
per day/toilet



**10 GALLONS**  
per average 10-minute shower



INSTALL A HIGH-EFFICIENCY TOILET (1.28 GALLON/FLUSH)

*saves*  
**19 GALLONS**  
per person/day



RUN DISHWASHER WHEN FULL INSTEAD OF HALF FULL

*saves*  
**5-15 GALLONS**  
per load

For more tips on reducing water use, visit [saveourH2O.org](http://saveourH2O.org)!



### Business Types Assessed: ALL

Ensuring guests' and staff safety are at the heart of the Health and Safety category and cover business premises both inside and outside. Reassuring customers through robust cleaning protocols in the wake of the COVID-19 pandemic will be paramount as tourism resumes.

Health and safety measures are:

- Location and immediate surroundings to be safe and well-maintained
- Health and safety measures available to customers
- Enhanced cleaning protocols adopted against COVID-19



**Business Types Assessed: Serviced Accommodation; Food and Beverage Outlets; Tour Operators**

Making sustainable food choices that minimise carbon footprint through a focus on local and seasonal produce are important activities within the Food and Beverage category. The Falkland Islands are well-placed to adopt sustainable business practices that are good for the planet and appeal to an increasingly discerning tourist seeking to minimise their impact while travelling.



Deciding what to offer guests is the first step towards establishing sustainability and showcase the best the Falklands has to offer.

Assessment of this category will involve the following:

- Celebrating local and seasonal
- Sourcing Fairtrade items, such as coffee, tea and chocolate, to provide a fair price to the growers/suppliers
- Providing a wider range of vegetable, vegan and organic produce where possible
- Choosing fewer foodstuffs that are supplied in plastic packaging to help minimise carbon footprint
- Committing to reduce or even eliminate the use of single-use plastics





REUSABLE  
WATER  
BOTTLES



GLASS OR  
STAINLESS  
STRAWS



SILICONE BAGS  
VERSUS PLASTIC  
ZIPLOCK BAGS



Opt out of plastic  
produce bags in  
grocery stores and  
**BRING YOUR OWN  
GROCERY TOTE BAGS**

# Ways to **REDUCE PLASTIC**



**SWITCH TO GLASS  
TUPPERWARE**



**AVOID PLASTIC  
CONTAINERS  
OR PLASTIC BAGS  
OF FOOD WHEN  
SHOPPING**



**BUY CARTONS  
OR GLASS VERSUS  
PLASTIC WHEN  
POSSIBLE**



**USE CLOTH NAPKINS OR  
REUSABLE TOWELS IN THE  
KITCHEN** to avoid extra trash  
(plastic garbage bags!)

**REUSABLE COFFEE  
MUGS OR A MASON  
JAR** (to the juice or  
smoothie shop): you  
often get a discount  
when you bring these!



**MAKE YOUR OWN  
HOUSEHOLD  
PRODUCTS** like  
cleaning sprays,  
body scrubs, etc.



**USE/BUY LESS PACKAGED  
FOODS** (bonus: you'll be  
eating less processed  
foods along the way!)



**FIND LOCAL "BUY  
NOTHING GROUPS"**  
to pass on your unused  
stuff to avoid waste.



**SHOP IN THE  
BULK SECTIONS**



**Business Types Assessed:** All Accommodation; Food and Beverage Outlets

Sensible purchasing policies are encouraged in the Purchasing Practices category in the following areas:

- Purchasing eco-friendly household products
- Purchasing co-friendly items for packed lunches for guests
- Buying in bulk where possible
- Sourcing Falkland Islands' produce where possible





**Business Types Assessed: ALL**

Promoting the unique nature, wildlife and outstanding wilderness of the Islands to visitors while offering a truly immersive and authentic experience of Falklands' culture is the key factor of this category. Visitors to the Falklands are typically well-educated and keen to be part of Falklands life for their short stay. The quality of information and authenticity of activities that are provided for them will significantly enhance their experience. Care taken in how Falklands life is presented will add to the pleasure they derive from their trip and the value they place on the destination.

Businesses will be assessed on how they:

- Provide information about local nature and wildlife conservation in the Falklands
- Provide information about local events
- Offer authentic customer experiences
- Present the Countryside Code to walkers
- Promote locally available handicrafts and souvenirs
- Use locally crafted furniture, artworks, sign boards

