



**THE PLANET  
DESERVES  
MORE THAN  
HALF MEASURES®**



EARTHCHECK



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## **EC3 Global Commenced 1987**

National Centre for Studies in Travel and Tourism,  
Australia's first national tourism research centre.

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## **Became the commercialization arm of the STCRC**

World's largest source of sustainable tourism research

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## **Not for profit**

Millions reinvested in research and development

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## **Global Coverage**

Delivering results in over 70 countries to 1,300+ clients

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## **Multi-sectoral**

+30 sectors including accommodation, retail,  
hotel apartments and convention centres



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# Global Reach





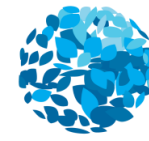


# Global Recognition



World Business Council for Sustainable Development





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# New Partnerships in 2013



Mexico  
SECTUR / CCE

Thailand  
DASTA / PATA

Macau  
MGTO / PATA



ORIENT-EXPRESS



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**Turn your data into  
actionable information**

**<http://youtu.be/DBZyXvgvBWA>**



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## 70 COUNTRIES

The clients and partners we service, in more than 70 countries, enable and support annual revenues in excess of \$18 billion.

EC3 Global's systems measure annually over:

**16 BILLION**

kWh of energy



**34 BILLION**

litres of potable water



**2.5 MILLION**

tonnes of CO<sub>2</sub>e



## \$100 MILLION

We strive to reduce consumption and have help realise over \$100 million dollars in savings for our clients.



## 6 MILLION CONSUMERS

6 million consumers a week are directly touched by EarthCheck's branded solutions and in the last decade, we have supported over 360 research projects with a total value of \$260 million.



# Online System – includes Benchmarking



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**Your Region**  
Australia

**JW Marriott Hotel Beijing**  
Profile | Billing | Logout

Language  
English

**HOME** PROGRAM LOGO RESOURCES CONTACT US

**Your Sector**  
Accommodation - Vacation Hotel | Golf Course | Resort

### Your Performance

— BEST PRACTICE — BASELINE

**Energy Consumption**  
MJ / Guest Night

NOW **2393.83** vs LAST YEAR **4393.83**  
~ 20% decrease

View this year | View previous years

**Greenhouse Gas Emissions**  
MJ / Guest Night

NOW **2600.05** vs LAST YEAR **4393.83**  
~ 20% decrease

View this year | View previous years

**Potable Water Consumption**  
MJ / Guest Night

NOW **0** vs LAST YEAR **4393.83**

View this year | View previous years

**Waste Sent to Landfill**  
MJ / Guest Night

NOW **2393.83** vs NO DATA AVAILABLE FOR LAST YEAR

View this year | View previous years

### Optional Indicators

**Turtles Released**  
Number of turtles

YOUR TARGET **100**

**Trees Planted**  
Number of trees

YOUR TARGET **300**

### Your Progress

1st January 2013 - 31st December 2013

Not Complete | Partially Complete | Complete

#### Self Assessment Checklist

**Your data is late!**  
Please enter the data for the preceding period.

**Energy Consumption**  
Enter data

**Greenhouse Gas Emissions**  
Enter data

**Potable Water Consumption**  
Enter data

**Waste Sent to Landfill**  
Enter data

**Another**  
Enter data

**Another**  
Enter data

#### Benchmarking

Community | Another | Another Indicator | Another Indicator

Enter data | 2013 | Enter data | 2013 | Enter data | Enter data

### Your Savings

1st January 2013 - 31st December 2013

- Electricity: **\$500** SAVED
- Fuel: **\$250** SAVED
- Water: **\$1000** SAVED
- Waste: **\$250** SAVED

**THIS YEAR \$2500** vs **LAST YEAR \$1250**

New User Interface to be launched 2013





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# What is EarthCheck Certified?

- The World's leading international **environmental benchmarking and certification program** for the travel and tourism industry.
- Over **1,300 businesses** participate in EarthCheck branded programs including sectors such as accommodation, convention centres, casinos, golf courses and tourism precincts.
- A suite of integrated and scalable products, EarthCheck enables organisations **identify weaknesses & opportunities** whilst ensuring sustainability claims are genuine.
- EarthCheck Capacity and Training enables communities and global organisations to build and implement sustainable solutions, with internationally **recognised metrics**.



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# Why did they choose EarthCheck?

- ✓ Internationally recognised, scientific standards and operational processes
- ✓ Independent third party auditing and certification that adheres to a recognised international standard.
- ✓ Evidence-based scientific benchmarking that allows reporting against an industry baseline and best practice.
- ✓ Technology that enables year-on-year monitoring of sustainability efforts, and supports capacity building within the organisation.
- ✓ Proven commercial application that has been successfully implemented worldwide by industry leaders in the field.



# Benefits (specific)

- Common metrics to facilitate multi brand/multi sector integrated reporting (CSR report, Sustainability Report).
- Common metrics to facilitate future KPI setting for properties.
- Individual property login as well as group log in.
- Available and serviced in 5 Languages (English, French, German, Spanish ,Thai and Chinese)
- Flexibility (Hotels, Spa, Conferencing)
- Credibility (independent 3rd party auditing)
- Holistic approach
- Value for money



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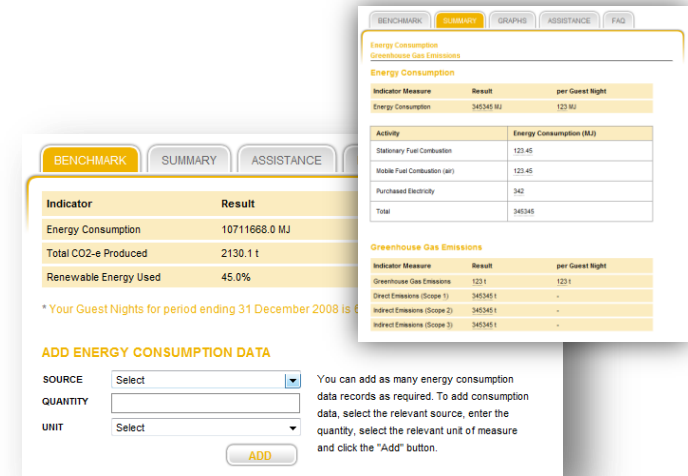
| Key Step 1<br>POLICY<br>→ | Key Step 2<br>BENCHMARKING                              | Key Step 3<br>COMPLIANCE                                     | Key Step 4  |   | Key Step 5<br>PERFORMANCE  | Key Step 6<br>COMMUNICATION   |
|---------------------------|---|--|---|---|--|---|
|                           |   |  | RISK ASSESSMENT   | APPROACH  |  |   |
|                           | Commit to:<br>- Benchmarking<br>- Continual improvement | - Commit to comply with legal and regulatory requirements    | - Identify Risks<br>- Commit to address risks             | - Guide Action Plan, Program or EMS<br>- Review Policy against actions and targets                | - Commit to address and improve Key Performance Areas              | - Consult and communicate with stakeholders<br>- Management endorsement and promotion |
|                           | <b>Key Step 2<br/>BENCHMARKING</b><br>→                 | - Mandatory reporting requirements<br>- Corporate compliance | - Identify Risk for indicators below baseline             | - Identify areas for action<br>- Establish performance targets<br>- Review targets and objectives | - Measure Key Performance Areas<br>- Identify KPAs for improvement | - Communicate report<br>- Promote results<br>- Gather feedback on results             |
|                           |   | <b>Key Step 3<br/>COMPLIANCE</b><br>→                        | - Identify non-compliance or potential for non-compliance | - Identify actions, remedies and controls   | - Minimum performance requirements                                 | - Stakeholder Consultation<br>- Staff Training and awareness                          |
|                           |   |  | <b>Key Step 4<br/>RISK ASSESSMENT</b><br>→                | - Plan, document and implement actions, remedies and controls                                     | - Identify and assess risk in all Key Performance Areas            | - Consultation with Stakeholders<br>- Reporting<br>- Training & Awareness             |
|                           |   |  |   | <b>Key Step 4<br/>APPROACH</b><br>→   | - Address all Key Performance Areas                                | - Green Team<br>- EarthCheck Coordinator<br>- Training & awareness<br>- Reporting     |
|                           |   |  |   |   | <b>Key Step 5<br/>PERFORMANCE</b><br>→                             | - Training & awareness<br>- Guest education<br>- Training<br>- Community engagement   |
|                           |   |  |   |   |  | <b>Key Step 6<br/>COMMUNICATION</b>   |

# 6 easy steps to achieve Certification



# Support & Tools:

- Online Tools:
  - EarthCheck Company Standard
  - My EarthCheck for participants
  - Online Benchmarking Software
  - Online Self Assessment Checklist
  - Online EMS Tool
  - Sector Benchmarking Indicators
  - Handbooks
  - FAQ's
  
- Relationship Managers
  - Available to provide ongoing assistance and technical support



The screenshot displays two overlapping windows from the EarthCheck software. The background window shows a 'SUMMARY' tab with the following data:

| Indicator                         | Result        |
|-----------------------------------|---------------|
| Energy Consumption                | 10711668.0 MJ |
| Total CO <sub>2</sub> -e Produced | 2130.1 t      |
| Renewable Energy Used             | 45.0%         |

Below this is an 'ADD ENERGY CONSUMPTION DATA' form with fields for SOURCE, QUANTITY, and UNIT, and an 'ADD' button. A note states: "You can add as many energy consumption data records as required. To add consumption data, select the relevant source, enter the quantity, select the relevant unit of measure and click the 'Add' button."

The foreground window shows a 'BENCHMARK' tab with two tables:

**Energy Consumption**

| Indicator Measure  | Result    | per Guest Night |
|--------------------|-----------|-----------------|
| Energy Consumption | 345345 MJ | 123 MJ          |

**Greenhouse Gas Emissions**

| Indicator Measure            | Result   | per Guest Night |
|------------------------------|----------|-----------------|
| Greenhouse Gas Emissions     | 123 t    | 123 t           |
| Direct Emissions (Scope 1)   | 345345 t | -               |
| Indirect Emissions (Scope 2) | 345345 t | -               |
| Indirect Emissions (Scope 3) | 345345 t | -               |

Activity table:

| Activity                     | Energy Consumption (MJ) |
|------------------------------|-------------------------|
| Stationary Fuel Combustion   | 123.45                  |
| Mobile Fuel Combustion (air) | 123.45                  |
| Purchased Electricity        | 342                     |
| Total                        | 345345                  |



# Fees

## • Annual Fee:

- AUD\$317 per month (charged annually)

## • Certification Fees:

- Offsite Certification Assessment \$1,900
- Onsite Certification Audit \$2,200
- Additional Onsite Audit Days \$1,500
  - Note: Frequency of Audits determined by risk:
  - High Risk = Yearly, Low Risk = Every 2 years.

*the planet deserves more than half  
measures®*



Thank You