



NaturCert Sustainability Metric

For Hotels & Accommodations

About NaturCert

Local Sustainability. International Recognition.

We support tourism businesses in achieving a green & sustainable operation and meeting customer expectations!

NaturCert develops international sustainability criteria and programs, allowing **travel & tourism** organizations to operate responsibly and achieve international recognition as **green & sustainable**.

NaturCert operates through the **international network** of NaturCert Representative Offices and subsidiaries.

Further to that, NaturCert introduces international and local initiatives promoting **sustainability** and environmentally **responsible** as well as **corporate social responsibility (CSR)** practices.



International trends

Demand for Recognized Sustainable Services



LOHAS Lifestyles Of Health And Sustainability

Travelers purchase sustainable products and services.



Corporate Social Responsibility

Travelers and consumers expect companies to be socially and environmentally responsible.



Competitiveness through Sustainability

Travelers and travel businesses expect hotels to be sustainable for remaining attractive.

Sustainability measurement

The starting point for green and sustainable hotels

Sustainability measurement is a means to improve performance and increase recognition

Cornell University, School of Hotel Administration

underlines the importance of sustainability measurement at the latest report "*Developing Measures for Environmental Sustainability in Hotels*"

Deloitte. defines sustainability as a key priority for hospitality in the coming period as "*Rising populations and increasingly scarce resources will provide a challenging business environment in which sustainability will need to be embedded within all facets of the hospitality industry.*"

Our Solution

The “NaturCert Sustainability Metric”



An affordable online sustainability performance measurement tool for hotels

*Key characteristics of the **NaturCert Sustainability Metric:***

- Designed specifically for hotel operations
- In compliance with the Global Sustainable Tourism Criteria
- No Technical expertise required to use it
- Real-time Sustainability performance reporting
- Accessible online
- Unique ID (secret URL) for each hotel
- Multiple language versions

Our Solution

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SUSTAINABILITY
METRIC

Step 1: Register your hotel



NaturCert Sustainability Metric for Hotels & Accommodations (Pilot) (1 / 5)

Name:

Surname:

Position:

Company Name:

Email:

Phone:

Yes No

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Step 2: Measure your performance



NaturCert Sustainability Metric for Hotels & Accommodations (Pilot) (2 / 5)

1. ENERGY MANAGEMENT

	0	1	2	3	4	5
1.1 [Monitoring] Energy consumption is monitored and recorded for as many hotel departments as possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.2 [Monitoring] Energy consumption patterns are being researched and opportunities for energy efficiency improvements are identified for being adopted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.3 [Policy] An energy efficiency policy setting objectives, and covering all operational aspects of the hotel, exists and is included in the main sustainability policy of the hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.4 [Planning] Targeted actions for increasing energy efficiency and/or creating and implementing energy-saving practices have been planned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.5 [Implementation] Employees have been informed on how to identify and implement energy-saving practices in their respective roles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.6 [Implementation] Guests are encouraged to save energy wherever possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.7 [Implementation] Have alternative energy sources for reducing consumption and cost are researched annually	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Step 3: Receive real-time sustainability performance report



With detailed performance report for each sustainability aspect