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Ocean Rafting, QLD (Climate Action Innovator, Advanced Ecotourism)
The Climate Action Certification program is dedicated to reducing carbon emissions and assuring travellers that certified products are backed by a commitment to sustainable practices that help address climate change. Climate Action Certification is designed for all sectors of the tourism industry including hotels, attractions, tours, transport, restaurants, travel agents, tourism commissions and industry bodies.

Climate Action Certification provides businesses with:

- An understanding of climate change concepts and terminology
- Awareness of credible offsetting activities that can be undertaken
- Clear and practical ways to reduce their carbon emissions and ‘footprint’ through design, equipment selection and changes to operational practices
- Best practice examples relevant to the business sector and operating environment
- Adaptation approaches that will assist both the individual enterprise, the collective industry and the community to manage risks and build resilience to climate change impacts.

Why Climate Action Certification?

Orpheus Island Lodge, QLD (Climate Action Business, Advanced Ecotourism)
Climate Action Business
Businesses that have undertaken a set of adaptation and emissions reduction actions and are measuring and tracking their carbon footprint.

Climate Action Innovator
Businesses that have undertaken an advanced set of adaptation and emissions reduction strategies and are measuring and tracking their carbon footprint.

Climate Action Leader
Businesses that have incorporated strategic climate change responses across all relevant levels of business planning and operations. They are measuring and tracking their carbon footprint and have undertaken a comprehensive set of adaptation and emissions reduction strategies. Most Climate Action Leaders also offset their emissions and are working towards becoming carbon neutral.
Climate Action Certification provides:

- **A practical guide** to implement sound business principles and ecologically sustainable practices through our application process.
- Use of an **internationally-recognised logo** on your marketing material.
- **Recognition** for your best practice operations and climate action initiatives, positioning your business as a climate action trailblazer.
- **Cost-saving benefits** for businesses through efficiency gains as new initiatives are applied.
- **Environmental benefits** that flow from the initiatives you implement.
- **Easy recognition for guests** to identify your business as one that makes a concerted effort to combat climate change.
- **Free onsite audits** conducted by experienced, independent and trained professionals to showcase your business, support continuous development, and verify your certification standards.
- **Free marketing exposure** through Ecotourism Australia’s popular digital networks.
- **Promotion at international trade shows** such as the Australian Tourism Exchange.
- **A 25% discount to our annual Global Eco Conference** and invitations to exclusive Ecotourism Australia member events and professional development opportunities when they arise.
- **Full membership rights to Ecotourism Australia**, including voting rights and the right to nominate and stand for the Board of Directors.
Did you know?
If you already hold ECO Certification and wish to also become Climate Action certified, you will only have to address a few additional criteria and submit a climate action plan (templates available).
If you already hold ECO Certification, you are also entitled to a discounted annual fee for your Climate Action Certification.

How much does it cost?

<table>
<thead>
<tr>
<th>Your turnover</th>
<th>Annual fee (Climate Action only)</th>
<th>Discounted Climate Action annual fee (if combined with ECO)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; $250,000</td>
<td>580</td>
<td>130</td>
</tr>
<tr>
<td>$250,001 - $1,000,000</td>
<td>815</td>
<td>195</td>
</tr>
<tr>
<td>$1,000,001 - $5,000,000</td>
<td>1,170</td>
<td>270</td>
</tr>
<tr>
<td>$5,000,001 - $10,000,000</td>
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</tr>
<tr>
<td>&gt; $10,000,001</td>
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<td>375</td>
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</table>
Applying for Climate Action Certification

- Visit the Ecotourism Australia website and select “Apply now!”
- Fill out the online application form and pay your certification fee.
- Receive a confirmation email, follow the instructions and get started on your application!
- Free coaching sessions are available; contact the EA office with any questions.
- Submit your completed application to EA.
- Your application is assessed and any corrective actions are followed up with you. This process takes between 1-2 weeks.
- Certification granted
  An onsite external audit will be conducted within the first 12 months and then every three years thereafter.
The Climate Action Certification program has six sections:

1. Business details
2. Business relationships and communications
3. Business operations
4. Climate change risk assessment and adaptation
5. Reducing emissions
6. Innovative best practice

After getting certified...

Once you are certified, we will send you your certificate so you can proudly display your achievement.

Every year on the anniversary of your certification you will need to pay your renewal fees and send us your completed annual declaration stating that you are still committed to the previously agreed terms.

An onsite audit will be conducted every three years. To keep your certification up-to-date and facilitate the audit process, we require your documentation to be updated regularly.
1.1 Business ethics

Climate change is one of the most important issues facing the tourism sector.

- Reducing emissions is a collective responsibility and all levels of Climate Action certification are required to take action.
- Working together will make adapting to the impacts of climate change easier and more cost effective.
- Staying on top of environmental legislation is an important aspect of addressing climate change.

1.2 Insurance

Many of the impacts of climate change are unavoidable and businesses will need to consider how to manage the increased risks from more extreme weather and natural events. Part of this adaptation response will include a consideration of available insurance options to increase protection for personnel and property.
2.1 Staff and volunteers

It is important that staff and volunteers have a high level of awareness and understanding of climate change impacts, how the business is adapting to those impacts and what actions the business is undertaking to reduce its carbon footprint.

2.2 Customers

It is important to gain information on the social impacts of climate change, particularly how it affects customer travel and purchasing decisions. This will allow the business to develop ways to adapt to these new attitudes and behaviours via changes in products, services and marketing.

2.3 Suppliers and business partners

A business can make a positive contribution to emission reductions by choosing suppliers that are also taking action to reduce the emissions involved in the production and sale of their products and services.

2.4 Community contributions

Climate change impacts will affect all individuals, businesses and communities. Participating in collaborative responses to reduce emissions and adapt to unavoidable impacts is likely to be an easier and more cost-effective way of combating climate change.
3.1 Construction, renovation and redevelopment

The selection of methods and materials used for construction, renovation and redevelopment activities determine the level of emissions produced by these activities as well as the emissions generated by the ongoing use, maintenance and waste disposal associated with the facilities. Construction, renovation and redevelopment provide opportunities to incorporate design elements that will help make built facilities more resilient to unavoidable climate change impacts associated with more extreme weather patterns and events.

3.2 Landscaping

Landscaping design, materials, plant selection and development choices will affect the level of emissions generated in establishing and maintaining the landscapes established. Landscaping can also be used to help minimise emissions generated by artificial heating and cooling, water consumption and waste disposal.

3.3 Building design and operations

Building design can significantly influence the level of energy (and consequent emissions) involved in building use and maintenance. Equipment and fittings will similarly affect the level of energy consumed by day to day energy and water consumption as well as waste production.
3.4 Energy sources for electricity

Using clean energy to supply electricity directly reduces the amount of emissions generated and released into the atmosphere. Supporting and/or moving to the generation of clean energy is also a means of adapting to the economic impacts of climate change.

3.5 Lighting

Using energy efficient lighting decreases both operational costs and energy use. Lower energy use in general contributes to reduced emissions.

3.6 Water

Significant energy is consumed in water treatment, transportation and heating. Emissions associated with this energy consumption can be reduced through efficient water capture, use, heating and recycling. Efficient water management can also help adapt to the impacts of climate change, which can include less predictable rainfall patterns and more frequent extreme weather.

3.7 Waste

Significant energy is consumed (and associated emissions produced) during solid waste treatment and disposal. Incineration and waste transportation in particular produce significant emissions. Businesses can reduce their emissions by minimising the amount of solid waste produced and recycling waste wherever possible.
3.8 Transport

Motorised transport (including vehicles, vessels and aircraft) is a significant source of emissions. Efficient use of motorised transport, use of technologies that minimise fuel consumption and emissions generation, use of cleaner fuels and use of alternative means of transportation can all help reduce emissions. These strategies can also reduce operational costs in the face of rising fuel prices.

3.9 Other equipment

Portable motorised equipment also generates emissions. Efficient use, use of technologies that minimise fuel/electricity consumption and emissions generation, use of cleaner fuels and use of more labour-intensive alternatives for tasks can all help to reduce emissions. These strategies can also reduce operational costs in the face of rising fuel and electricity prices.

3.10 Fire

Fires release significant amounts of greenhouse gases into the atmosphere. Strategies to minimise both planned and unplanned fires can help prevent emissions. These strategies, together with effective fire mitigation and response procedures, can also help adapt to the impacts of climate change, and increased bushfire risks in particular.
4.1 Business vulnerability to climate change

Climate change may cause a range of unavoidable impacts including increasing average temperatures, sea level rise and decreasing average rainfall. Extreme natural events such as heavy floods and storm surges, heatwaves, droughts, bushfires, hailstorms and cyclones are likely to become more frequent and intense. Climate change risk assessment is part of the business planning process and involves considering which impacts may affect the business and how.

4.2 Adapting to climate change impacts

Adaptation refers to the actions taken by the business to help reduce any potentially negative effects on business viability identified during the risk assessment process. Adaptation includes taking advantage of business opportunities that may arise from climate change.
Tourism operators often rely heavily on the climate to deliver experiences, which is why it’s essential to combat the impacts of climate change. By identifying, measuring and monitoring your business’ emissions you can work out the best ways to reduce them, therefore increasing your energy efficiency and reducing associated costs, and helping to combat climate change impacts.

5.1 Emissions assessment

A formal assessment and measurement of business-related emissions provides a much more strategic approach to minimising emissions. It allows the business to set reduction targets, consistently monitor improvements in emissions reduction over time and direct emissions reduction investment into priority (highest emissions) areas.

5.2 Emissions reduction

Incorporating an emissions reduction action plan within the business’ operational plan provides a more consistent and strategic approach to reducing emissions, enabling actions to be monitored, reductions measured and performance reported.

5.3 Emissions offsetting

After emissions have been reduced as much as practical, there are still likely to be emissions associated with business activities. These remaining emissions may be partially or totally ‘offset’ or ‘neutralised’ by supporting projects that extract and store greenhouse gases. A business may operate an offset project themselves or in partnership with others (e.g. forest plantation). Offsetting schemes should follow a verified methodology.
6. Innovative best practice

Businesses can gain additional points towards their Advanced score for Climate Action Innovator and Leader levels of certification by demonstrating innovative best practices above and beyond the criteria used in this program.
About us

Ecotourism Australia (EA) is a not for profit, membership-based organisation inspiring environmentally sustainable and culturally responsible tourism. Internationally recognised through the Global Sustainable Tourism Council, EA designs and delivers certification programs for tourism products and destinations, assuring travellers that these are backed by a strong commitment to sustainability and quality. Currently representing more than 500 responsible ecotourism operators, 1,700 products and a growing number of destinations, Ecotourism Australia also represents the interests of ecotourism operators and destinations through membership on advisory boards, reference groups and industry bodies, working closely with diverse industry stakeholders to implement and reward sustainable tourism practices. These include operators, protected area managers, state/federal government agencies, local/regional tourism associations, consultants, planners, academics, students and travellers.

Contact us

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Become part of our community

With over 1,700 certified tourism products around Australia, becoming certified is also a way to become part of Ecotourism Australia’s large community and interact with people who, just like you, are working to protect Australia.

Join the conversation with us on social media and get your message out there!

Follow us on social media:
Get in touch!