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The Climate Action Certification program is dedicated to reducing carbon emissions and assuring travelers 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 in operational practices
- Best practice examples relevant to the business sector and operating environment
- Approaches to adaptation that will assist both the individual enterprise and the collective industry and community within its area of operation

Why Climate Action Certification
Climate Action Certification

Climate Action Business
Businesses have undertaken a set of adaptations and essential measuring their carbon footprint.

Climate Action Innovator
Businesses have undertaken a set of adaptation and emissions reduction, contemplate offsetting options and they are auditing and measuring their carbon footprint.

Climate Action Leader
Businesses have incorporated strategic climate change responses across all relevant levels of business planning and operations. They are measuring and auditing their carbon footprint via a creditable system and have undertaken an advanced level of adaptation, emissions reduction and offsetting 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.
- **Official 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 marketing exposure** through Ecotourism Australia’s popular digital networks; share your new developments, great initiatives, and even job vacancies.
- **Promotion at international trade shows** such as the Australian Tourism Exchange.
- **A 25% discount to our annual Global Eco Conference** and invitation 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.

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**How much does it cost?**

<table>
<thead>
<tr>
<th>Your turnover</th>
<th>Annual fee (Climate Action only)</th>
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<tr>
<td></td>
<td>GST inclusive</td>
</tr>
<tr>
<td>&lt; $250,000</td>
<td>580</td>
</tr>
<tr>
<td>$250,001 - $1,000,000</td>
<td>815</td>
</tr>
<tr>
<td>$1,000,001 - $5,000,000</td>
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<tr>
<td>$5,000,001 - $10,000,000</td>
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<tr>
<td>&gt; $10,000,001</td>
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<table>
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<tr>
<th></th>
<th>Discounted Climate Action annual fee</th>
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<tbody>
<tr>
<td></td>
<td>GST inclusive</td>
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<tr>
<td>&lt; $250,000</td>
<td>130</td>
</tr>
<tr>
<td>$250,001 - $1,000,000</td>
<td>195</td>
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<tr>
<td>$1,000,001 - $5,000,000</td>
<td>270</td>
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<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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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 corrections 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. Assessment criteria
2. Business
3. Measure
4. Reduce
5. Offset
6. Report
7. Audit
8. Innovative best practice

After getting certified...

Once you are certified, we will send you your certificate and marketing material 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 on-site 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 details

1.2 Business framework
Climate change is one of the most important issues facing the tourism sector, analysing the effects on the moral behaviour of organisational practices and procedures, allows organisations to generate actions that allow to control, mitigate or reduce the adverse effects they produce during the realization of their activities.

1.3 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. Business Relationships and Communications

2.1 Staff and volunteers
It is important that they 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 emissions reduction 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.
2.5 Marketing and engagement

Consumers have a great impact on climate change. Routine activities such as eating, drinking, using electrical appliances, driving cars and some others such as traveling, generate GHG emissions that contribute to climate change. Together with governments, industry, consumers are the third key pillar against climate change.

For the tourism sector, the importance of raising awareness of the problems of climate change and viable approaches for the client and other interested parties, have generated programs to attract attention and mitigate the impacts of the sector, through brand sustainability certifications. They often include engagement programs with customers, as well as informing consumers about the climate impact (or carbon footprint) of their products through their websites.
3.1 Business emission assessment

Determining and reporting a carbon metric associated with the operation of the business, will become easier and will help reduce greenhouse gas (GHG) emissions. A formal assessment and measurement of business related emissions however allows a much more strategic approach to minimising emissions.

3.2 Methodology


3.3 Business Operations

The analysis of commercial operations must include the emissions of all the activities carried out by the company, including energy used in buildings, logistics and vehicles owned by the company. It can also include measurements of indirect emissions from activities outside the organisation’s operations.
3.3.1 Construction, Renovation and Redevelopment

The selection of methods and materials used for construction, renovation and redevelopment activities will 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.

3.3.2 Landscaping

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

3.3.3 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.
3.3.4 Energy Sources for Electricity / Fire

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

3.3.5 Lighting

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

3.3.6 Other Equipment

Portable motorised equipment also generates greenhouse gas emissions. Efficient use, the use of technologies that minimise fuel/electricity consumption and emissions generation, use of cleaner fuels and the use of more labour intensive alternatives for the tasks can all help to reduce emissions.
3.3.7 Transport
Motorised transport is a significant source of greenhouse gas emissions. Efficient use of motorised transport, the use of technologies that minimise fuel consumption and emissions generation, use of cleaner fuels and the use of alternative means of transportation can all help to reduce emissions.

3.3.8 Water
Significant energy is consumed in water treatment, transportation and heating. Emissions associated with this energy consumption can therefore be reduced through efficient water capture, use, heating and recycling.

3.3.9 Waste
Significant energy is consumed for solid waste treatment and disposal. Incineration in particular produces significant greenhouse gas emissions and waste transportation also contributes. Emissions can therefore be reduced by minimising the amount of solid waste produces and recycling waste wherever possible.
4.1 Business Reduction Actions
A range of actions can be taken to reduce emissions without any formal assessment or measurement of business-related greenhouse gas emissions.

4.2 Emission reduction Strategy
Undertaking activities that reduce or prevent greenhouse gas emissions can be a task involving the application of energy-reduction, water-management and waste-reduction measures.

4.3 CC Business Vulnerability Risk Assessment
Climate change risk assessment can help organisations identify their climate change related risks or to test their existing risk management strategies under climate change and therefore identify areas where new strategies are needed.

4.4 Adapting to CC impacts
Adaptation refers to the actions taken by the business to help reduce any potentially negative effects on business viability identified in the risk assessment process. Adaptation also refers to taking advantage of any business opportunities that may arise from climate change.
5.1 Business Offsetting Actions

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.

5.1.1 Eligible offset units

The National Carbon Offset Standard (NCOS) is an Australian standard for carbon neutrality. The standard is based on a rigorous and clear framework, supported by international standards and made to order to the Australian context.
6.1 Assessment Report
Organisations must be able to understand and manage the risks associated with greenhouse gases, to ensure successful long-term performance in a competitive business environment. They must prepare an annual GHG report to facilitate the verification of the GHG inventory, or to inform internal and external users.

Annual reports keep the public and other interested parties informed in an open and transparent manner and communicate achievements in emissions management.
7.1 Audit report

A considered and transparent audit model provides confidence in carbon neutralization reports. The independent audit validates the accuracy and integrity of carbon calculations, including the adequacy of emission limits, methodologies and factors.

8. Innovative best practice

Businesses can gain additional points towards the higher 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, 1,600 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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eco@ecotourism.org.au
www.ecotourism.org.au

Become part of our community

With over 1,600 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!