

**EARTHCHECK**

GUIDE – EarthCheck Destination Standard

Developing a Sustainability Policy for your Destination

Section 2.1 of the EarthCheck Destination Standard states: *“The Destination shall prepare a Sustainability Policy which addresses Environmental, Cultural, Social, and Economic (ECSE) outcomes, appropriate to the location, while specifically addressing tourism activity and tourism development issues”.*

An example Sustainability Policy has been prepared for you below:

Eco-Island Sustainability Policy

Eco Island is located 10km off the coast of Ausland and covers an area of 60,057 km². The island’s 105 km of coastline is surrounded by the Great Eco Reef. Eco Island is a sandy and dry location with limited water supply due to the large portion of limestone in the land.

Tourism is the primary industry on the island, receiving approx. 500,000 visitors each year. Other key industries include Aquaculture. The local resident population of the island is 60,000 people.

Eco Island is the cultural and spiritual home to the Eco people. The island’s strategic location along the Ausland –Asia trade route has contributed to its rich history as it has been dominated by various groups, most recently the Auslandians.

The Island Authority

The Island Authority (IA) was established in 2008 as a statutory body to protect and manage the environment, community and daily operations of Eco-Island. The IA administrative office is located on the southern tip of the Island, 2km from the Vacation Bay coastline. The IA manages the following:

- *Camping ground in Vacation Bay;*
- *Guided walking tours up Mt Vulcan;*
- *Public events (such as Eco-Island Spirit Festival); and*
- *Maintenance of infrastructure such as roads, paths and boating facilities.*

The IA works in collaboration with the following service providers:

- *Island Power, owners and operators of an integrated power generation system consisting of a power generation plant using diesel generators and a wind turbine;*
- *WaterWise, owners and operators of the local wastewater treatment plant servicing the island*
- *WasteConnect, owners and operators of the Resource Recovery Facility and licensed inert Landfill on the island*

Private operators in the Eco-Island community offer additional accommodation together with transport, retail, and leisure businesses. Partners including contracted facilities managers, other Government agencies and volunteer groups contribute to providing facilities and services for the small resident community and visitors.

Purpose of the Policy

The IA strives to achieve sustainability in line with its vision that Island Authority is an internationally recognised, sustainable, iconic tourism destination. The Policy defines IA's commitment to ECSE sustainability as a basis for externally audited EarthCheck benchmarking and certification. This Policy is applicable to all operations of the Authority and to all its officers, employees and representatives.

Sustainability Commitments

The IA commits to the following:

- *To comply with all relevant national and international environmental and sustainability agreements and policies, including the APEC PATA Code for Sustainable Tourism*
- *To recognise, understand and control the environmental risks associated with IA activities;*
- *Set annual targets to continually improve sustainability performance, undertake and report on annual benchmarking of performance through EarthCheck;*
- *To achieve local sustainability through consultation, leadership and guidance with the community ensuring that any action does not systematically undermine people's ability to meet their basic needs;*
- *To recognise and provide for the relationship of the local indigenous people and their culture and traditions with their ancestral lands;*
- *To facilitate responsible energy, water and waste management which seeks to maximise efficiencies and minimise non-renewable resource use, with long-term strategies to address future needs;*
- *To encourage the protection of significant ecosystems and expansion of biodiversity;*
- *To encourage minimal use of any pollutants that may cause environmental damage;*
- *To encourage environmental awareness and the use of environmentally friendly products;*
- *To provide equal employment opportunities, including employment of locally based workers; and*
- *Where possible to source goods and services whose origins are as close as possible to the local community, as long as this does not adversely affect the EIA's activities or have a negative environmental, social or economic impact.*
- *To provide education and learning opportunities for the local community*

The EIA reviews the Policy annually and publically promotes the Policy to all stakeholders, members of the general public, employees, customers and suppliers of goods and services of the Destination.

Signed,

John Smith

CEO, Island Authority