



Beyond Green Sustainability Criteria Overview

Bringing together the very best of sustainability and hospitality, Beyond Green represents hotels, resorts, and lodges that combine true inspiration in travel with authentic and innovative design, unsurpassed service, and an array of guest experiences that inspire personal renewal, wellness, learning, and adventure in some of the most unique and fascinating urban, rural, and remote places on our planet — all wrapped together with a deep commitment to sustainability leadership across our three pillars: Nature, Culture, and Community.

Onsite inspections are the foundation of Beyond Green's credibility as a global sustainable tourism leadership brand. All new Beyond Green members undergo a pre-joining onsite inspection to ensure that they meet our standards, and existing members undergo an onsite re-inspection every 24 months. This process is overseen by Beyond Green Travel, our sister sustainability consulting company, which works with a global network of independent sustainability auditors to conduct inspections.

Our auditors assess over fifty sustainability indicators that are aligned with the United Nations Sustainable Development Goals (SDGs), among other leadership standards and industry best practices, to verify that members meet our brand standards and consistently demonstrate impact in action across:

- 1. Environmentally Friendly Practices**
- 2. Support for Protection of Natural & Cultural Heritage**
- 3. Social & Economic Wellbeing of Local People**

Auditors additionally assess **Sustainable Tourism Management** indicators, including how members track, monitor, and manage their holistic sustainability performance by collecting data, setting goals, and verifying progress in real time. Finally, physical facilities, guest services, and the overall guest experience are also assessed throughout the inspection.

Examples of Beyond Green's sustainability indicators are included below.



Environmentally Friendly Practices

The focus of this pillar is on the “green operations” of being a sustainable hotel: Reduce, reuse, recycle, renew. ‘Going green’ is a globally recognized concept that encourages innovative practices across operations to reduce energy, water, waste, and carbon impact.

Examples of indicators include:

- Single-use plastic water bottles have already been completely eliminated. **(This is a Beyond Green member requirement)**
- Any property with a golf course meets certification standards by [GEO Foundation for Sustainable Golf](#). **(This is a Beyond Green member requirement)**
- Demonstrable policies in place to “reduce, reuse, recycle,” including food waste, with reduction targets set at least annually.
- Reduction of other single-use plastics is monitored and managed, with reduction targets set at least annually.
- Water use is monitored and managed, with reduction targets set at least annually.
- Energy use is monitored and managed for energy conservation, including a priority on renewable energy sources, with reduction targets set at least annually.
- Environmentally friendly chemicals, including cleaning products, are sourced and utilized.
- Wastewater is appropriately treated, and grey water is recycled and reused where possible.
- Local sourcing is a priority to reduce carbon footprint, with percentage of local sourcing monitored and identified.

Support for Protection of Natural & Cultural Heritage

Whether urban or rural, on land or sea, all Beyond Green members are engaged in programs, policies, and initiatives to help protect nature and support cultural heritage.

Examples of natural heritage indicators include:

- Support to local, national and/or international conservation organizations.
- Collaboration with scientific research projects aimed at protecting biodiversity.
- Initiatives to restore and protect natural ecosystems, whether terrestrial or marine.
- Hotel landscaping prioritizes the use of native species.
- Invasive species are eradicated and controlled, where applicable.
- Monetary and in-kind contributions that support the protection of biodiversity conservation are documented and maintained.
- Local, national, and international regulations and guidelines for wildlife viewing and the illegal trade in endangered species are adhered to.



- Guests are educated and informed about avoiding purchase of illegal wildlife products/souvenirs.

Examples of cultural heritage indicators include:

- The hotel embraces local cultural vernacular in hotel design and decor.
- Local cultural traditions are reflected in cuisine, activities, events, and services on hotel.
- The hotel supports local and regional traditions such as music, dance, art, and handicrafts.
- The hotel helps to preserve historic buildings and sites of archeological significance, where applicable.
- Monetary and in-kind contributions that support the protection of cultural heritage are documented and maintained.
- Guests are provided with advice on culturally respectful behavior in the region and country where the hotel is located.
- Measures are in place to ensure culturally respectful interactions with local communities.
- Cultural artifacts are not sold, traded, or displayed, except as permitted by law.

Social & Economic Wellbeing of Local People

All Beyond Green members are committed to ensuring the social and economic wellbeing of local people in the area or region where the hotel is based.

Examples of indicators include:

- Priority to hire locally according to fair wages, benefits, and non-discrimination policies that meet or exceed legal requirements.
- Documented policy against exploitation and harassment is implemented and communicated.
- Community members are consulted in identifying local needs and opportunities, including monitoring and evaluating community benefits.
- Monetary and in-kind contributions to local community initiatives, such as education, micro-enterprise development, clean water access, and health and sanitation, are documented and maintained.
- Training and capacity building are offered to local residents to enhance their employment and career advancement opportunities.
- Company diversity and inclusiveness policies are in place, with internal promotion opportunities provided to all without discrimination.
- Goods and services purchased from locally owned and operated businesses are documented, with goals set at least annually for increasing the percentage of local sourcing.
- Advice and support are provided to local service providers on the quality and sustainability of their services.