

# **The FOOTPRINT certification process for Accommodation providers 2019**

***JOIN US - FOR YOUR BUSINESS SUCCESS, FOR YOUR VISITORS  
- AND FOR OUR FUTURE GREENEARTH***



## WHY YOU NEED TO BOTHER?

1. Businesses that adopt green practices **outperform their competitors**
2. 75% of **consumers want more responsible holidays**
3. 66% of consumers **prefer to buy** products and services from companies that give back to society
4. 58% of Conde Nast Travellers said their hotel choice **influenced by green credentials**
5. 66% of Tripadvisor.com travellers often or **always consider environment** when choosing hotels and other providers
6. 50% willing to **pay more** for goods and services that have good corporate social responsibility credentials
7. TUI research found certified hotels **produced 24% less waste** per guest per night than uncertified hotels, **used 19% less fresh water, produced 10% less carbon dioxide and employed 9% more local staff**. Certified hotels also recorded higher customer-satisfaction scores.

## Why join the FOOTPRINT

### Eco-rating?

Our aim is to enhance your operational quality, improve your profitability and give you broader market appeal

Gaining a FOOTPRINT Eco-rated certificate provides your guests, trade buyers, staff and Government officials with a professional and independently audited rating of sustainability on your operations.

**It's a powerful & cost-effective way of highlighting your accommodation among discerning trade buyers and prospective visitors – who are increasingly demanding eco-friendly as part of their purchase**



## Benefits of FOOTPRINT Eco-rating?

- REAL COST SAVINGS HIGHLIGHTED BY REPORT
- ENSURING BETTER MORE PROFITABLE OPERATIONAL PRACTICES
- ENSURING GREATER STAFF RETENTION & RECRUITMENT
- ENSURING GREATER VISITOR SATISFACTION RATINGS
- PROVIDING YOU WITH GREEN PROMOTIONAL OPPORTUNITIES & BENEFITS



So how do you go about getting  
Eco-certification



## SEVEN KEY STEPS TO WINNING

### 1) Call the Green team



Our independent environmental team will talk you through the process. the costs and your initial application



## Who carries out the FOOTPRINT certification?

Sycom Projects Consultants Ltd, based in New Delhi are the professional and independent assessors of the globally known, United Nations GSTC recognised PUG certification scheme. We call them the 'Green Team.'

As professional environmental auditors and consultants, they are fully trained to carry out the Footprint certification to the highest International standards as GSTC qualified auditors.

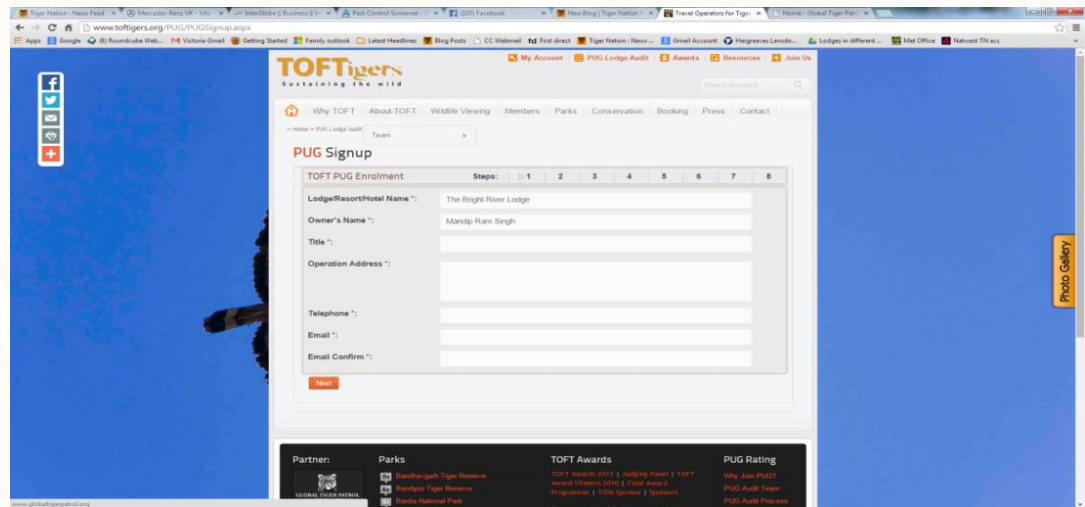
They carry out the assessment on TOFTigers behalf, prepare the reports and recommend certification as per their assessment.

Collectively they have done over 300 accommodation visits over the last 6 years.

## 2) Undertake the online sign up process

This is a 10 minutes online question and answers process done by the owner or most senior manager on [www.toftigers.org/Footprint/Signup.aspx](http://www.toftigers.org/Footprint/Signup.aspx)

- About you/company
- Your management and
- Your accommodation



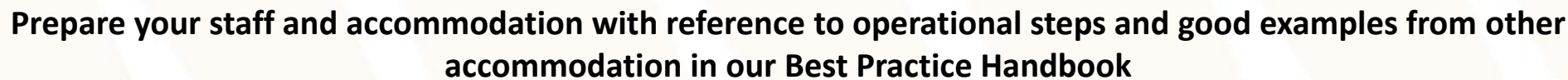
The screenshot shows a web browser displaying the TOFTigers website's 'PUG Signup' page. The page has a blue header with the TOFTigers logo and navigation links. The main content area is titled 'PUG Signup' and features a 'TOFT PUG Enrolment' form. The form includes fields for 'Lodge/Resort/Hotel Name', 'Owner's Name', 'Title', 'Operation Address', 'Telephone', 'Email', and 'Email Confirm'. A 'Next' button is at the bottom of the form. To the right of the form is a 'Photo Gallery' button. The footer contains links for 'Partner', 'Parks', 'TOFT Awards', and 'PUG Rating'.



### 3) Arrange a date for the 'Green Team' to visit you



This must be when you are fully operational and will take a day





5) **ON SITE VISIT – Our Green Team will undertake a comprehensive 24 hour assessment of your accommodation service and product.**

**THEY LOOKS AT :**

## 1) Your economic impact



Legal compliance  
Health & Safety

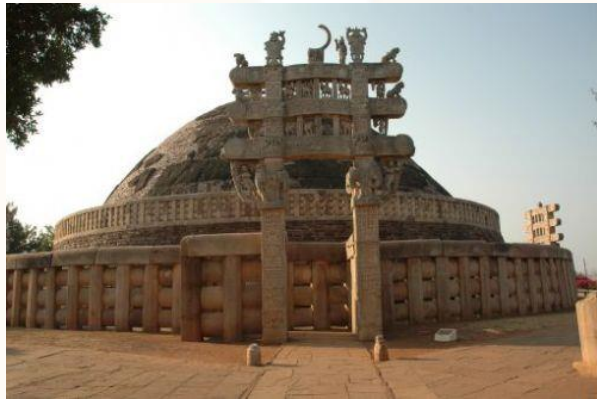


Pay, Employment,  
Workforce Training  
& Retention



Promotion, feedback  
& appraisal

## 2) Your social impact



Cultural & Natural Heritage  
Preservation and interpretation



Construction, built environment



Local support and engagement

## 3) Your operation's environmental impacts



Landscaping  
& restoration



Water use &  
treatment



Energy & pollution



Disposal &  
waste recycling



Lighting efficiency & use



Chemical use  
& storage



## 6) EVALUATION - A confidential report is written and presented to you within one month





- 7) **Granted FOOTPRINT certification rating by TOFTigers for next 2 years. Now able to use certification in all promotional literature**



## What if I don't qualify ?

- We want you to know that sustainability is a continuous journey. Our aim is to help everyone to gain our minimum rating and ultimately help everyone reach for our highest rating
- Our aim is to give you advice and support - through our confidential report and the green team's visit - to get the FOOTPRINT
- Nobody is perfect or good at everything – its about assessing your whole operation
- Our aim is to applaud your good points and highlight where you can do better.
- If you do not reach the mark - we tell you what you need to do to pass – and then you can invite us back to review your efforts.

## What the FOOTPRINT is not

- We do not assess ‘comfort levels’. You can be a simple homestay or a luxury hotel or resort – and still get the best rating
- The age of your property is not an issue. It can be old and historic or new and just built – but it does need to have been in operation for a year to be audited.
- We can also advise on new projects before building begins – ensuring a better start

## **Time required for the certification:**

The on-site visit by the Green team takes 24 hours. This comprises a detailed visit of your property and the verification and collection of proof. A check list of the documents and evidence required is send to you before the visit.

## **Green team's Accommodation and Food needs:**

The lodging and food requirements of the certification team needs to be covered by the accommodation provider, so that they are able to spend the whole time with you & get a thorough and detailed view of operations and the product you are offering.

## **FOOTPRINT Certification Fees:**

The FOOTPRINT fees structure is based on the number of rooms and the published tariff rate (Its based on lowest published twin/double category of room per night rack rates including tax and meals ~~—BUT does not include any jungle plan~~). *(For full details and costs of the ~~PUG~~ audit see [add linkhttp://www.toftigers.org/FOOTPRINT](http://www.toftigers.org/FOOTPRINT))*

## **Payment and Service Tax:**

**Certification Fees** as applicable would be exclusive of service tax (S.T Payable extra). The payment schedule is: 50% of the Fees payable before assessment & 50% of the Fees payable before the report is **submitted** and certification **is** granted.

## **Travel Expenses**

A charge for travel expenses is made to cover the costs of getting **to** and from the property. This can be reduced significantly if its possible to do it alongside other providers in the same destination. You also have the option to do it at your end.

A few of the leaders of who has been a part  
of our certification process



We have certified 76 accommodation providers



## What does the industry say about us ?



**Netherland's based Green Online Travel Agent  
bookdifferent.com states:**

TOFTigers PUG certification has been given a 100% eco-label performance score. It's the most comprehensive eco-label in the world.

*Lonneke Dekort   CEO*

## **FAQ's**

- **Is it necessary to be member of TOFTigers before certification?**  
No not at this time but in near future this may change.
- **Do we have to fill in both the agreement form as well as the Online Footprint certification form?** No. One or the other.
- **Do they have to pay the Footprint certification fee to TOFTigers ?** No- the fee goes to Sycom Project, the independent Green team

**Because doing good  
tourism business is good  
for your business and for  
saving our planet**



## TO CONTACT US:

We are here to help you: Join us now

Delhi Office : [ritu.makhija@toftindia.org](mailto:ritu.makhija@toftindia.org)

Tel: +91 9810117090

[admin@toftindia.org](mailto:admin@toftindia.org)

Tel: + 11 41006608

International Office : [julian.matthews@toftigers.org](mailto:julian.matthews@toftigers.org)

Tel: + 44 1963 824514