A black and white photograph of a man in a forest pointing upwards, with two other people looking on in the foreground. The man is wearing a light-colored shirt and dark pants. The background is filled with tall, thin trees and dense foliage. The overall tone is educational and nature-focused.

EARTHCHECK ECO

SUSTAINABLE STORYTELLING

HOW YOU CAN BECOME
AN INTEGRAL PART OF THE COMMUNITY:
CULTURALLY, ENVIRONMENTALLY &
ECONOMICALLY.



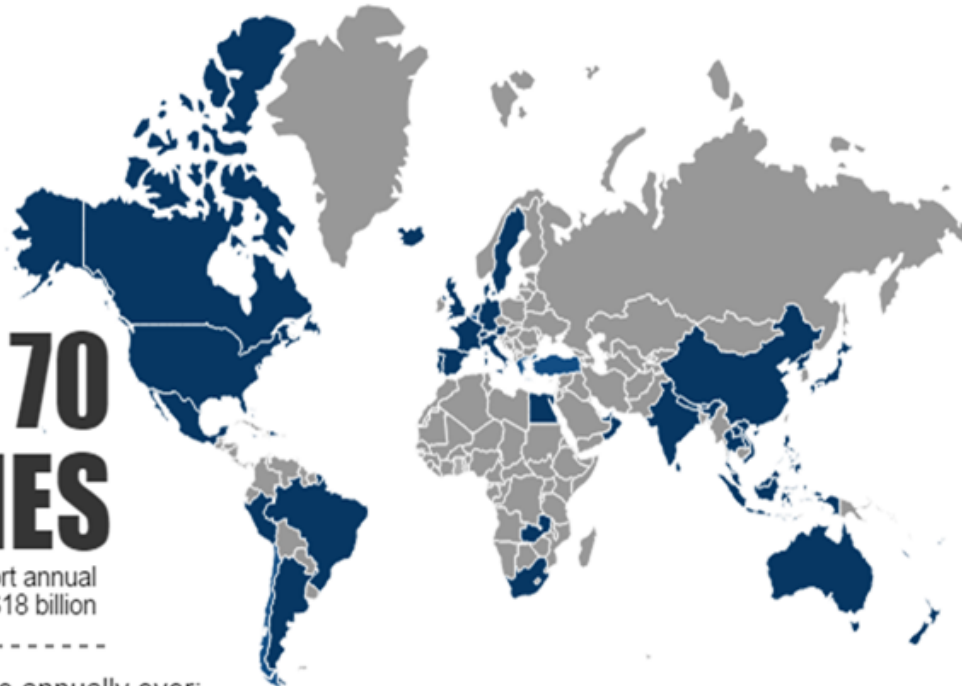
EARTHCHECK



We service clients
and partners in

70
COUNTRIES

which enable and support annual
revenues in excess of \$18 billion



EarthCheck's Systems measure annually over:



67 BILLION

litres of potable water



6 BILLION

kWh of Energy



2.1 MILLION

Tonnes of CO2 (Scope 1 & 2 only)

We strive to reduce
consumption and have
helped realise over

\$500



MILLION

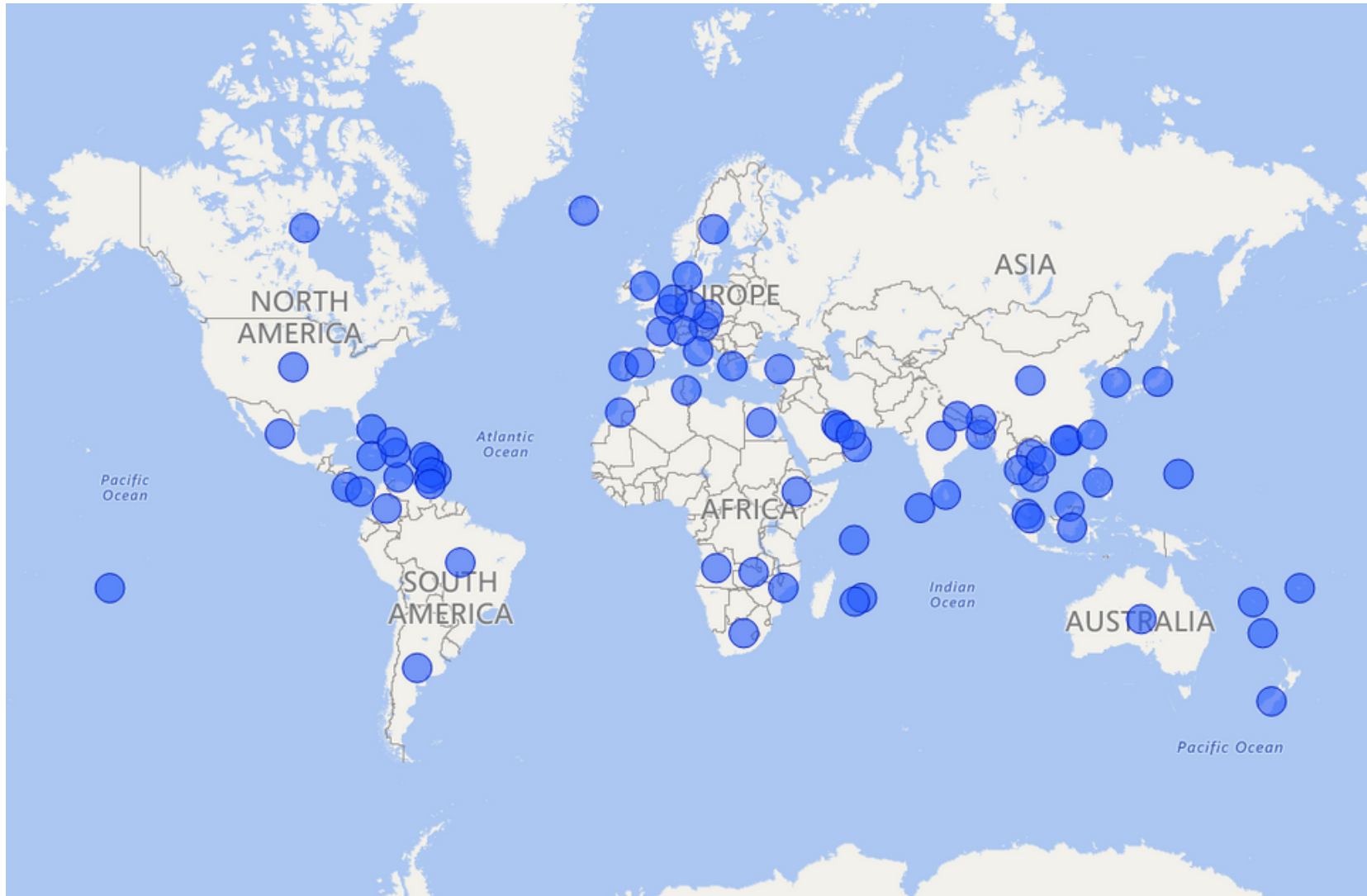
in savings
for our
clients.



6 MILLION
CONSUMERS

a week are touched by EarthCheck's branded solutions

GLOBAL REACH



PARTNERS INCLUDE



Australian Government
Great Barrier Reef
Marine Park Authority



Asia-Pacific
Economic Cooperation



中标合信(北京)认证有限公司
CHINA STANDARD CONFORMITY ASSESSMENT CO.,LTD

Kempinski
HOTELIERS SINCE 1897



Delaware
North.

MELIÀ HOTELS
INTERNATIONAL

THE PENINSULA
HOTELS



Hotels Resorts
and Palaces

Alila
HOTELS AND RESORTS

Queensland
Airports LIMITED



Sands
LAS VEGAS SANDS CORP.

Dusit
INTERNATIONAL



AN ALL-INCLUSIVE EXPERIENCE



ECOLAB®

PATA®
Pacific Asia Travel Association

Sandals
The Luxury Included® Vacation

VISIT ICELAND
VISITICELAND.COM



A PARTNERSHIP
TO...HELP GATHER
MEANINGFUL DATA,
DEVELOP **INSIGHTFUL**
ANALYSIS AND
DELIVER **ACTIONABLE**
INFORMATION TO
ASSIST YOUR BUSINESS
MINIMISE YOUR **RISK,**
OPTIMISE YOUR
PERFORMANCE
AND PROTECT YOUR
BRANDS.



“

**The value of standards goes
beyond planning. They are
valuable tools for measuring and
monitoring effectiveness,
development and progress.**

. . .

RANDY DURBAND,
CHIEF EXECUTIVE OFFICER, GSTC.
MEKONG FORUM



SO, IF
MEASURING AND
MONITORING
EFFECTIVENESS
IS IMPORTANT,
HOW CAN YOUR
BUSINESS
ACHIEVE THIS?



“

**You can't manage what you
don't measure. Be prepared to
start with little steps...doing
nothing is no longer acceptable.**

. . .

STEWART MOORE
CEO AND FOUNDER, EARTHCHECK



SUSTAINABILITY IS
WHAT YOU DO-
IT'S NOT A LOGO
OR A STAMP.



BENCHMARKING
WILL ASSIST YOU
TO MEASURE AND
QUANTIFY YOUR
PERFORMANCE



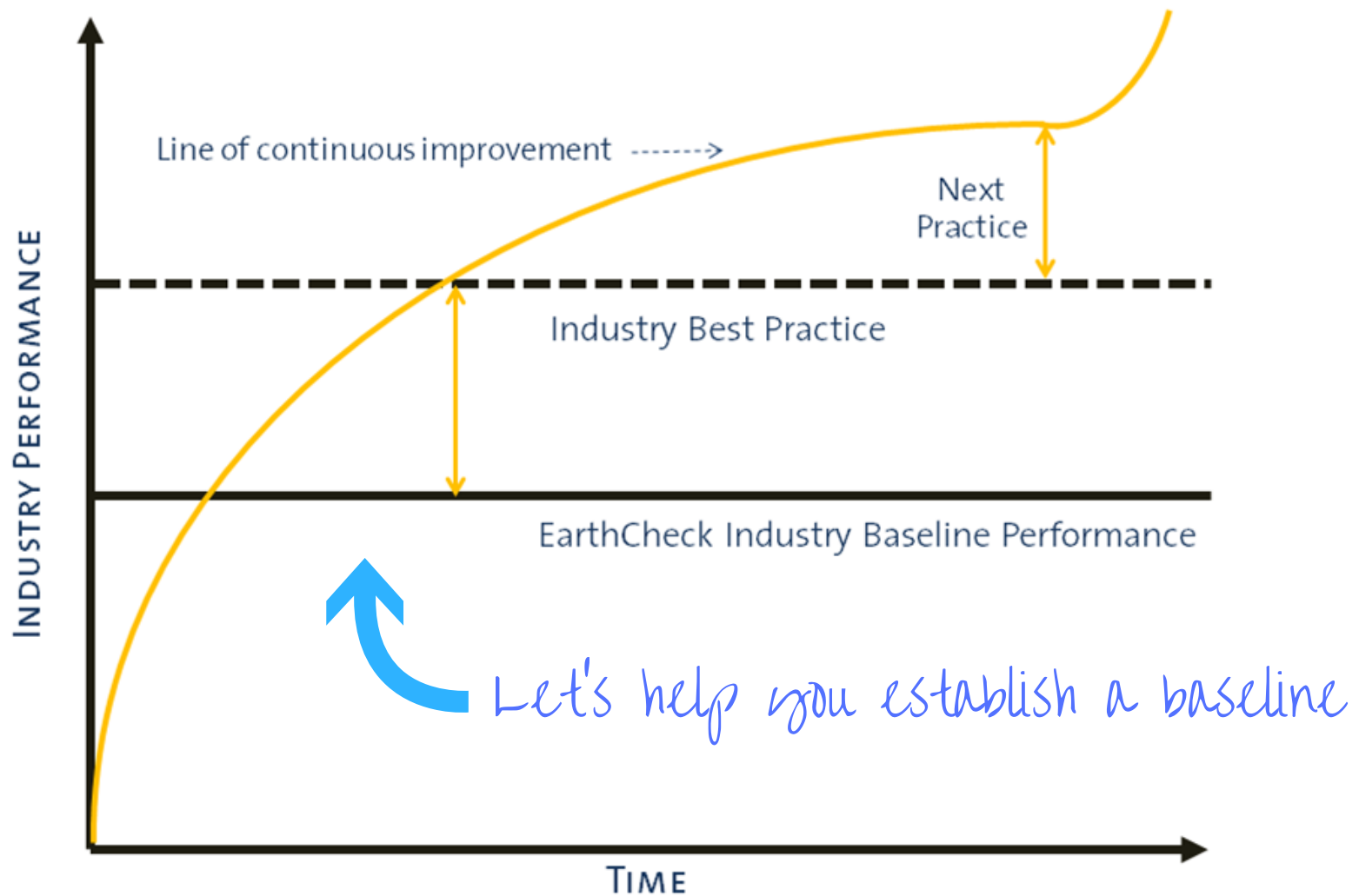
BENCHMARKING
CAN HELP YOU TO
IDENTIFY GAPS,
OPPORTUNITIES
AND WAYS TO
CELEBRATE YOUR
ACHIEVEMENTS.



IDEALLY IT SHOULD
BE UNDERPINNED
BY EVIDENCE
BASED DATA, THAT
IS TRACKED AND
VERIFIED
(CERTIFICATION)



UNDERSTANDING BENCHMARKING

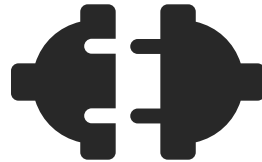


KEY PERFORMANCE AREAS

CAN INCLUDE FORMAL & OPTIONAL INDICATORS



GREENHOUSE
GAS EMISSIONS



ENERGY
EFFICIENCY &
CONSERVATION



MANAGEMENT OF
FRESHWATER
RESOURCES



ECOSYSTEM
CONSERVATION &
MANAGEMENT



SOCIAL &
CULTURAL
MANAGEMENT



AIR QUALITY &
SOLID WASTE
MANAGEMENT

“

**Data is the new oil,
start drilling! But remember,
rubbish in will deliver
rubbish out.**

. . .

PROF. DAVID SIMMONS
PROFESSOR OF TOURISM / DIRECTOR OF
RESEARCH STRATEGY AND DEVELOPMENT
FACULTY OF ENVIRONMENT, SOCIETY AND DESIGN
LINCOLN UNIVERSITY, NEW ZEALAND

We Data

Our software collects on average 462 data points per client per year.

The approximate cumulative total of all these data inputs over the past 15 years is 4,000,000 with over 2,000,000 of these being used to calculate the baseline and best practice figures which show a client how they are performing against their peers within sector, country and region.



EarthCheck
Data Analytics Platform

ACQUISITION



Clients



SaaS



API



Import

Interfaces

DATA MANAGEMENT



VALIDATION

+ Warnings
+ Hints



TAGGING

+ Outlier Tagging



TRANSFORM

+ Dataset transformations



INTEGRITY

+ Outlier Correction

INSIGHT & DELIVERY



Interactive Reports



Reporting Consoles



API



+ Research
+ Industry Analysis
+ Predictive Analysis
+ Big Data

Spark
(in development)

GLOBALLY RECOGNISED





CLIENT STORY



PERFORMANCE TARGETS & ROI

IN 2010, EARTHCHECK WORKED WITH THE CARLSON REZIDOR ASIA PACIFIC EXECUTIVE TEAM TO SET KEY ENVIRONMENTAL TARGETS FOR THE ENTIRE GROUP FOR THE NEXT 5 YEARS.

BY 2015, CARLSON REZIDOR PROPERTIES HAD NOT ONLY ACHIEVED, BUT EXCEEDED THE GROUP'S ENVIRONMENTAL TARGETS.



611 MILLION MJ
ENERGY

25,658 HOUSEHOLDS



917 MILLION LTRS
WATER

367 OLYMPIC POOLS



7.8 MILLION LTRS
WASTE

207 CARGO
CONTAINERS



www.carlsonrezidor.com

WHAT ARE OUR KEY
ENVIRONMENTAL
TARGETS BY 2015?



Water consumption reduce by 10% Energy Consumption reduce by 10% CO² emissions reduce by 10% Waste reduction by 10% Water consumption reduce by 10% **Energy Consumption reduce by 10%** CO² emissions reduce by 10% Waste reduction by 10% Water consumption reduce by 10% Energy Consumption reduce by 10% **CO² emissions reduce by 10%** Waste reduction by 10% Water consumption reduce by 10% Energy Consumption reduce by 10% CO² emissions reduce by 10% Waste reduction by 10% Water consumption reduce by 10% Energy Consumption reduce by 10% CO² emissions reduce by 10% **Waste reduction by 10%** Water consumption reduce by 10% Energy Consumption reduce by 10% CO² emissions reduce by 10% Waste reduction by 10% Water consumption reduce by 10% Energy Consumption reduce by 10% CO² emissions

“

**Since joining EarthCheck, the
Carlson Rezidor Group has
reduced its environmental
footprint and saved
USD\$6.9 million**

NEXT
STEPS...





CERTIFICATION

EarthCheck ECO

EarthCheck ECO is a dedicated suite of accreditation program's for Ecotourism operators operating in both Terrestrial and Marine Parks. They are aligned to the Global Sustainable Tourism Council's (GSTC) Sustainability Criteria, recognised by the Great Barrier Reef Marine Park Authority ([GBRMPA](#)) and Queensland Parks and Wildlife Services ([QPWS](#)) and provide opportunities for businesses to extend their operating permits.

EarthCheck ECO offers multiple options for businesses of all sizes wishing to maintain and report on their sustainability practices and identify areas of improvement through access to internationally accepted criteria and benchmarks. These practical and easy-to-use programs are delivered online and are perfect for park operators who want to track and improve their triple bottom line performance.

EarthCheck ECO programs's use internationally recognised criteria to report on management performance covering a wide range of areas including environment, risk and quality management and interpretation.

EarthCheck ECO



DOWNLOAD & LINKS

[EarthCheck ROI](#)

A close-up photograph of a person's hands writing on a small, white notepad with a yellow marker. The person is wearing a blue shirt and a dark wristband. The background is dark and out of focus.

Fees

Annual Published EarthCheck ECO rate:

AUD\$950 (ex GST)^

Includes the following:

- a) Access to the online EarthCheck ECO platform through 'My EarthCheck'**
- b) Relevant Achievement Logo & Achievement E-Kit**

^ Submitted information is verified via an offsite assessment in the first year and subsequent sample based onsite audits ensuring that each operator is audited at least every 3 years. Assessments are included in the annual fee. Travel costs are not included.

A close-up photograph of a person's hands. The left hand holds a yellow and black marker, and the right hand is writing on a small, white, spiral-bound notepad. The notepad has some handwritten text in cursive. The background is dark and out of focus.

Fees

Annual Published EarthCheck ECO - Certified rate:

AUD\$4,800 (ex GST)^

Includes the following:

- a) Access to the online EarthCheck ECO Benchmarking and Certification Program through 'My EarthCheck'**
- b) Annual Performance Report**
- c) Dedicated Relationship Manager for technical and general program support (min 32 hours)**
- d) Relevant Achievement Logo & Achievement E-Kit**

^ Excludes Onsite Certification audit. AUD\$2,420 Day 1 and AUD\$1,650 per additional day*. Audits are required in the first year and at intervals in future years depending upon performance and property risk profile.

*** Auditor travel expenses are in addition to certification fees. Such Travel Costs will be reimbursed upon submission of relevant invoices. To ensure travel expenses are kept at a minimum, Certification Services are conducted on a regional schedule in order to streamline Benchmarking and Certification within a region, and reduce auditor travel costs for both our members and on the environment.**

Thank You

the planet deserves more than half measures®



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melinda.watt@earthcheck.org