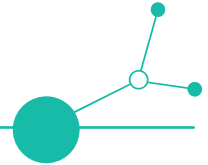


GREENPACT Self-Assessment & Certification Scheme

D.3.2.1



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CERTIFICATION SCHEME

Tourism and creative industry

Introduction

In recent years, sustainability has become a key concept for businesses across various industries. Responding to global challenges such as climate change, biodiversity loss, and social inequality is forcing businesses to look for ways to integrate environmental, social, and economic considerations into their business. Sustainability certification is an effective tool to support and evaluate these efforts. Certification schemes not only provide objective criteria for evaluating how successful businesses are in sustainability, but they also allow businesses to communicate their sustainability commitments to their customers, partners, and the wider public.

Based on the project application, the intention of this report is as follows: “PPs develop a transnational self-assessment tool based on the outcomes from WP 2 and A.3.1. and help (future) entrepreneurs to check for themselves, if they are on the right track. Based on the self-assessment tool results, a certificate may be awarded. As a main result, SMEs from CCI and tourism will be able to self-assess their own impact in an easy way. In A.3.2 the self-assessment will be developed based on the previous pilot action on the transnational level. Public awareness is needed for the success of the project. This is why the first approach for external awareness in this activity is the TTT, which helps to disseminate the developed self-assessment tool among other trainers and business support organisations. The developed deliverables help to prepare a successful dissemination of the tools, the outputs and also to show regional best cases to a broad public.”

The purpose of the certification scheme design is to create an evaluation system that considers the needs and conditions of the sector, focusing on the criteria that have the greatest impact on the environment and society. The certification scheme serves as a framework under which businesses can be assessed and certified based on their approach to energy efficiency, water management, waste management, ethical working conditions, and other key areas of sustainable development. This process allows businesses to identify their strengths, but also areas where they can improve their practices and thus contribute to achieving the Sustainable Development Goals set by the United Nations.

At the same time, it should be noted that the meaningfulness of the certification scheme proposal increases by involving the company in the self-assessment, i.e. The information comes directly from the company and is verifiable by annual reports, the behavior of the company and, of course, the perception of the company by customers (critical statements, comments).

The Self-Assessment tool built on the proposed certification scheme can be found on <https://greenpact.net/>



1. Justification of the certification scheme

One of the main benefits of sustainability certification is its ability to increase the credibility and transparency of a business. At a time when consumers and investors are increasingly sensitive to the environmental and social impacts of businesses, certification can be an important tool to gain their trust. Certified businesses declare that their sustainability commitments are based on measurable and verifiable criteria, which can strengthen their reputation and competitive advantage in the market. At the same time, certification schemes provide customers and partners with the ability to more easily identify businesses that truly value sustainability, allowing them to make decisions based on the values that matter to them.

A well-designed certification scheme can serve as a tool to improve business processes and increase efficiency. Many businesses that choose to participate in the certification process often find that their participation leads to improved internal processes, reduced costs, and better resource management. Evaluation criteria and regular monitoring allow companies to better understand their environmental and social impact and identify areas where they can make savings or introduce new innovative solutions. This approach supports the long-term sustainability of the business and makes it more resilient to changing market conditions and regulatory requirements.

However, the design of a certification scheme is a complex process that requires the involvement of a wide range of stakeholders as well as the evaluated person himself. It is important to ensure that the evaluation criteria reflect the needs and challenges of the sector for which the scheme is designed. This means that not only sustainability experts but also representatives of businesses, non-profit organizations and communities were involved in the design process. This participatory approach helps to ensure that the certification scheme is accepted as relevant and trustworthy, which is essential for its success and wide application.

In this context, the design of a sustainability certification scheme represents a fundamental step towards creating a systematic approach to measuring and improving sustainability in companies. This self-assessment tool not only supports businesses in their efforts to behave responsibly, but also contributes to the formation of more positive relationships between businesses and their customers, partners, and communities. Certification thus becomes a tool not only to improve business processes, but also to support a broader transformation towards a sustainable and fair society.

In the following sections of this document, we will focus in detail on the individual evaluation criteria, the methodology of the certification process. These steps will allow us to create a transparent and effective certification system that will benefit not only the businesses themselves, but also the wider community.



2. Certification scheme for businesses from sector “Tourism”

2.1 Introduction to the certification system

Tourism is one of the most important sectors of the global economy, representing a significant source of income, employment and development for many countries. However, its rapid growth also brings challenges, especially in the areas of the environment and social responsibility. Many tourist destinations face problems such as overtourism, increased strain on natural resources, pollution, and the degradation of local cultures and communities. Sustainability in tourism responds to these challenges, which aims to strike a balance between economic benefits and the protection of the environment and local communities.

The Sustainability Certification System for Tourism is designed to support businesses in the sector in achieving environmental, economic, and social goals. The aim of the certification is to provide tourism entrepreneurs with criteria according to which they can improve their business processes and minimize the negative impacts of their business on the outside world. This system is based on principles such as the protection of natural resources, the reduction of emissions and waste, an ethical approach to employees and a positive contribution to local communities.

The sustainability certification scheme assesses key aspects such as energy and water efficiency, biodiversity protection, support for local suppliers and products, social inclusion and promotion of cultural heritage. The self-assessment tool provides an assessment of these aspects and allows businesses to receive an “award” that demonstrates their commitment to the responsible approach to business. This is important not only for the business itself, which thus gains a potential competitive advantage, but also for customers, who are increasingly looking for tourist services and products that consider their values and preferences in the field of environmental protection.

One of the main benefits of a sustainability certification scheme for tourism is to increase the credibility of businesses and their positive perception in the market. Certified businesses can clearly declare their commitment to sustainability, which can attract environmentally and socially conscious customers who are willing to support businesses with a positive attitude towards nature conservation and local communities. In the competitive environment of tourism, where offerings are often similar, certification can become a significant differentiator that can contribute to the long-term success of a business.

In addition to improving the image, certification also has internal benefits for the businesses themselves. The certification system's assessment process provides businesses with an overview of their sustainability strengths and weaknesses. This allows them to better manage their resources, optimize energy and water consumption, and identify areas where they can reduce their costs by streamlining processes. Certification can also serve as motivation for employees, who may feel proud to work for a business that emphasizes responsible behavior.

The Sustainability Certification System for Tourism is therefore a strategic tool for businesses that want to become leaders in the field of responsible business and gain an advantage in the eyes of customers. This tool allows them not only to improve their internal processes and reduce their environmental impact, but also to actively contribute to the protection of the natural and cultural heritage that underpins the tourism industry. In the following sections, we will provide a detailed description of the criteria, evaluation methodology, and examples of successful certified business initiatives that demonstrate how certification can contribute to sustainable development in tourism.

Link to the relevant section: <https://greenpact.net/tourism.html>



2.2 Self-assessment tool - battery of questions and possible answers

Sustainability certification in tourism businesses is important for evaluating and improving the environmental, social and economic aspects of operations. The procedure of the certification scheme is divided - into four thematic blocks, with formulated questions, where respondents (businesses) can choose answers from a pool of 5 options.

I. SUSTAINABILITY POLICY / MANAGEMENT

Question 1: What is your overall commitment to environmental management and internal environmental policy?

0. No measures taken, we are not considering changes in this area
1. Basic level
(We comply with all applicable legislative requirements related to environmental protection and have an internal policy in place to monitor environmental performance)
2. Monitoring and improvement
(We carry out regular internal audits of environmental policy, monitor key indicators (emission limits, resource consumption) and implement preventive measures to reduce our environmental impacts)
3. Employee training and engagement
(We regularly train our employees in the framework of environmental policy, involve them in the design and implementation of economical and pro-ecological projects, and reward innovative ideas to improve environmental performance)
4. Goals and transparent reporting
(We have set both annual and strategic environmental goals (e.g. reducing CO₂ emissions by X, recycling waste to Y%), which we monitor and publicly report in our Annual Sustainability Report, ensuring transparency and accountability)
5. Integrated management and continuous improvement
(Our internal environmental policy is part of an integrated management system (ISO 14001), independent audits are carried out regularly, we apply the principles of the circular economy, we innovate processes with regard to ecosystem services, and we annually evaluate and deepen our commitments in the field of environmental protection)

Question 2: How do you protect biodiversity and the natural environment near your facility?

0. No measures taken, we are not considering changes in this area
1. Basic level
(We comply with all legal requirements for nature conservation and regularly check that our operating procedures do not endanger the environment)
2. Monitoring and prevention
(In addition to meeting legal standards, we regularly monitor the state of the surrounding flora and fauna, and in case of detecting a negative change, we take immediate measures to remedy it)
3. Landscaping and habitat support



(Our employees participate in the maintenance and replenishment of greenery in the area (e.g. planting native trees and flowers), thus increasing biodiversity and creating favorable conditions for pollinators and small animals, while monitoring their condition)

4. Collaborate with experts and the community

(We work with environmental organizations and local residents on educational events, create habitat restoration plans, and organize civic volunteer days for cleanliness and revitalization of the neighborhood)

5. An integrated and innovative approach

(We have incorporated the protection of biodiversity directly into our corporate strategy: we have developed green infrastructures (e.g. green roofs, retention ponds), we apply the principles of the circular economy, we invest in research on ecosystem services and we transparently report our results in the field of sustainable development every year)

Question 3: How do you improve the working conditions of employees?

0. No measures taken, we are not considering changes in this area

1. Basic level

(We ensure that the work areas meet all legal standards and safety regulations regarding occupational health)

2. Regular monitoring and remediation

(We carry out regular inspections of the working environment (lighting, noise, temperature) and immediately address any deficiencies found)

3. Employee training and engagement

(We organize trainings focused on good ergonomic habits, safety practices and a healthy lifestyle, where employees can directly suggest improvements)

4. Support Programs and Feedback

(We have implemented well-being programmes (e.g. flexible working hours, sports and wellbeing allowances), regularly conduct anonymous satisfaction surveys and adjust our measures based on feedback)

5. Integrated approach and continuous improvement

(Improving working conditions is part of our integrated management system (ISO 45001): we regularly evaluate KPIs (accident rate, turnover, satisfaction), involve employees in innovation working groups, and update the strategy annually based on audit and workplace safety and well-being trends)

Question 4: How do you educate your employees about sustainability?

0. No measures taken, we are not considering changes in this area

1. Basic level

(We have published internal guidelines and information boards on the basic principles of sustainability of our company, which are available to all employees)

2. Informing employees through emails and newsletters

(We regularly share articles and news about sustainability to raise awareness on the topic)



3. Training and workshops for employees
(We organize internal trainings and workshops where employees learn about the basics of sustainability and how they can contribute to the improvement of our company)
 4. Creating an Internal Sustainability Team
(We have a team that focuses on the development and implementation of sustainability strategies. This team regularly organizes educational activities, supports projects aimed at reducing the impact of our company on the environment)
 5. Integrating sustainability into all aspects of the business
(Sustainability is part of our corporate culture and strategy; employee training is an ongoing process that is integrated into all departments and levels of our company; we support continuous improvement and innovation in the field of sustainability)
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Question 5: How do you collect and process guest feedback on your sustainable practices?

0. No measures taken, we are not considering changes in this area
 1. Basic level
(We collect guest feedback through standard satisfaction questionnaires at check-out and through a separate suggestion box at the reception)
 2. Regular processing
(In addition to the basic collection of feedback, we carry out a frequent evaluation of questionnaires, identify the most common comments on sustainable practices and record them in an internal record)
 3. Digital integration
(In addition, we use online forms sent by email after a guest has checked out and QR codes in the rooms to directly forward responses to our sustainability team and regularly include them in clear reports)
 4. Active involvement
(In addition to passive collection, we organize occasional group discussions or "focus groups" with guests, where we discuss in detail their proposals for improving ecological measures and then implement the results of these meetings)
 5. Integrated, cyclical process
(Feedback is part of our integrated management system (ISO 14001): we set KPIs related to sustainability satisfaction, organize an annual feedback audit, publish the results in a sustainability report and transparently communicate to guests what actions we take based on their suggestions)
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Question 6: Do you share and present (specific) results of your impact and sustainable practices?

0. No measures taken, we are not considering changes in this area
1. Basic level
(We share the results of our sustainable practices with our internal team and board in the form of a simple overview in an email e.g. after the end of the quarter)
2. Regular internal reports
(In addition to informational emails, we prepare internal reports with key numerical indicators /energy savings, recycling level/, which we share with employees and boards)



3. External communication
(We publish summary results on our website and in the regular newsletter for customers and partners, including graphs of resource consumption and achieved goals)
4. Stakeholder presentations
(We organize discussions for suppliers, investors and the local community, where we present the measurable impacts of our measures and discuss future plans)
5. Comprehensive transparent reporting
(We publish an annual ESG report with specific data (CO₂ emission factors, % of recycled waste, water savings), verified by an independent audit and supplemented by interactive online dashboards where the public and management can see the current data in real time)

II. REDUCTION OF WASTE AND GREENHOUSE GASES

Question 7: What measures are you taking to reduce waste?

0. No measures taken, we are not considering changes in this area
1. Basic waste sorting and recycling
(We have introduced simple sorting stations with labeled containers for paper, plastics and mixed waste so that employees and guests can easily separate waste)
2. Conducting a waste audit or setting goals
(We regularly audit waste to identify the main sources of waste and set specific reduction targets, such as reducing the use of paper and single-use plastics)
3. Implementing a waste reduction policy or educating employees
(We have a corporate waste reduction policy that includes reduce, reuse and recycle /3R/, and we regularly train employees and inform guests on good practices and the importance of minimizing waste)
4. Implementing composting programs or working with suppliers
(We have launched a composting program to collect organic waste; we are working with suppliers to reduce packaging and use eco-friendly materials, minimizing the amount of waste in the landfill)
5. Integrating circular economy principles and continuous improvement
(Our company perceives waste as a resource that is reused within production and operational processes; we are constantly innovating processes, involving employees in the creation of sustainable solutions and working with certified partners to achieve the goal of zero waste)

Question 8: What measures are you taking to reduce the use of single-use plastics?

0. No measures taken, we are not considering changes in this area
1. Basic Steps to Reduce Single-Use Plastics
(We have removed plastic straws, disposable cups and cutlery from our premises and encourage staff to use their own reusable bottles and mugs)



2. Conducting an audit of plastic use and informing employees
(We regularly audit to identify where and how much single-use plastics are being used, and share this information with employees to increase their awareness and involvement in reducing plastics)
3. Working with suppliers to reduce plastic packaging
(We are actively communicating with our suppliers to reduce or replace single-use plastic packaging with more environmentally friendly alternatives, such as biodegradable materials or reusable packaging)
4. Implementation of a comprehensive 5R policy (Refuse, Reduce, Reuse, Repurpose, Recycle)
(We focus first on rejecting unnecessary single-use plastics, then on their reduction, reuse, reuse and finally recycling, all of which are part of the company's strategy and educational programs)
5. Integrating the circular economy and engaging partners for recycling and recovering materials
(Our company is working to replace single-use plastics with sustainable products that go back into production cycles; we work with recycling partners and support legislative initiatives that improve producer responsibility and reduce plastic waste at the level of the entire supply chain)

Question 9: How do you actively reduce greenhouse gas emissions?

0. No measures taken, we are not considering changes in this area
1. Basic reduction of energy consumption
(We strive to reduce energy consumption in offices and operations through simple measures such as turning off devices after hours, using LED lighting, and making better use of natural light)
2. Energy audits and the introduction of efficient technologies
(We regularly conduct energy audits, identify high-consumption areas, and invest in energy-saving technologies such as smart thermostats, efficient heating, air conditioning, and plant automation)
3. Transition to renewable energy sources
(We are gradually switching to renewable energy sources, such as solar or wind energy, or buying green energy from suppliers, thus significantly reducing fossil fuel emissions)
4. Supply Chain Optimization and Partner Engagement
(We work with our suppliers to reduce emissions throughout the supply chain - reducing transport distances, preferring eco-friendly materials and implementing circular economy principles, thus minimizing the overall carbon footprint)
5. Setting clear goals and involving employees in sustainability
(We have measurable emission reduction targets, which we regularly monitor and communicate; we actively motivate employees to behave ecologically, thus creating a corporate culture of climate responsibility and promoting innovation in the field of decarbonization)

Question 10: What measures do you take to minimise air pollution caused by your operation?

0. No measures taken, we are not considering changes in this area



1. Basic measures to reduce emissions
(We have introduced regular inspections and maintenance of equipment to minimize leakage of pollutants, and encourage employees and guests to use alternative modes of transport, such as walking, cycling or public transport, e.g. by providing the respective means or vehicles)
2. Increasing energy efficiency and reducing fossil fuel consumption
(We optimize operations and use energy-saving technologies to reduce energy consumption and fossil fuel emissions, for example by switching to LED lighting and efficient heating)
3. Switching to renewable energy sources and improving ventilation
(We are gradually switching to renewable energy sources such as solar energy, while ensuring quality ventilation and regular replacement of filters in buildings, thus improving indoor air quality)
4. Measuring and monitoring emissions to set ambitious targets
(We regularly measure and evaluate emission sources throughout the site, set specific targets to reduce them, and involve employees in activities to improve air quality)
5. Integrating pollutant reduction into corporate strategy and collaborating with partners
(We take a holistic approach that includes innovation in low-emission technologies, working with suppliers to minimize pollution throughout the supply chain, and actively engaging the community and regulators to improve air quality in the long term)

III. RESOURCE EFFICIENCY

Question 11 What measures to reduce energy consumption do you use?

0. No measures taken, we are not considering changes in this area
1. Basic level
(We follow the basic rules of energy efficiency, such as turning off lights and appliances when they are not needed.)
2. Technical measures
(In addition to basic habits, we have installed energy-saving LED lighting, timers, and motion sensors in public spaces to minimize unnecessary lighting.)
3. Energy monitoring and maintenance
(We have implemented a system of regular monitoring of energy consumption, optimize heating and air conditioning settings, and regularly service technical equipment to make it work as efficiently as possible.)
4. Renewables and smart systems
(We have invested in renewable energy sources (e.g. photovoltaics, solar collectors) and are using intelligent building management systems (BMS) to optimize consumption in real time.)
5. Integrated energy strategy and carbon footprint reduction



(We have a comprehensive energy strategy in place with clear targets for reducing consumption and CO₂ emissions, regularly report results, collaborate with experts, and involve employees and guests alike in initiatives to reduce energy intensity.)

Question 12 What is the rate of use of renewable energy sources in your business?

0. No measures taken, we are not considering changes in this area
 1. Basic level
(We do not currently use renewable energy sources, but we are aware of their importance and are considering introducing them in the future.)
 2. Partial use - purchase
(We cover part of our electricity consumption (e.g. up to 25%) by purchasing energy from certified renewable sources from a supplier.)
 3. Combination of purchase and in-house production
(In addition to purchasing Renewable Energy Sources, we also produce our own green energy (e.g. through solar panels or heat pumps), which means that renewables cover approximately 30-50% of our total energy consumption.)
 4. High share of own renewable energy
(We cover more than 75% of our consumption from renewable sources - mostly from our own production (e.g. solar panels, biomass, geothermal systems), with the aim of being completely independent of fossil fuels.)
 5. Almost complete or complete energy independence
(We are fully or almost fully energy self-sufficient thanks to renewables: 100% (or more in the case of excess) of our energy comes from our own renewable energy sources. We return surpluses to the grid and serve as a model for energy-sustainable equipment.)
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Question 13 What measures do you take to reduce water consumption?

0. No measures taken, we are not considering changes in this area
1. Basic level
(We make sure to turn off the taps and encourage staff and guests alike to conserve water, especially for cleaning and personal hygiene.)
2. Installation of energy-saving devices
(In addition to encouraging responsible behaviour, we have equipped toilets, showers and faucets with aerators and water-saving flushing systems to reduce water flow.)
3. System monitoring and maintenance
(We regularly monitor water consumption and carry out preventive maintenance to prevent water leaks. In case of fluctuations, we can intervene quickly.)
4. Water reuse and rainwater harvesting
(In addition, we are implementing rainwater harvesting systems (e.g. for irrigation of green spaces) and we are using recycled water for secondary purposes, such as cleaning outdoor areas.)
5. Integrated water management



(We have created a comprehensive water management system, including real-time digital monitoring, consumption analytics, and environmental optimization of operations. We regularly publish the results and savings and involve employees and guests in education and co-responsibility.)

Question 14 What sustainable transportation options do you provide for guests and employees?

0. No measures taken, we are not considering changes in this area
1. Basic level
(We provide basic information about public transportation options (e.g., buses, trains) near the facility for both guests and staff.)
2. Promoting public and shared transport
(In addition to informing, we provide guests and employees with discounted or free tickets for public transport and support employee carpooling in the form of an internal ride-sharing system.)
3. Green infrastructure
(We have built safe bicycle stands, charging stations for e-bikes and electric scooters.)
4. Active use and rental of environmentally friendly means of transport
(We offer guests the possibility of renting bicycles or e-bikes directly in the facility and organize themed bike trips. Employees can use eco-friendly company cars or shared e-vehicles, bikes or scooters.)
5. Integrated Sustainable Mobility Strategy
(We have a comprehensive sustainable transport strategy in place: we analyse transport habits, set targets for reducing transport emissions, cooperate with local carriers, organise campaigns to promote sustainable mobility and communicate the results transparently to the public and stakeholders.)

IV. SUPPORTING THE LOCAL ECONOMY AND COMMUNITIES

Question 15 How do you support the local economy and communities?

0. No measures taken, we are not considering changes in this area
1. Basic level
(We prefer to purchase products and services from local suppliers if they are available and competitively priced.)
2. Active cooperation with local businesses
(In addition to shopping, we regularly recommend local restaurants, artisans, and attractions to our guests, thus boosting traffic and demand in the region.)
3. Support for local events and initiatives
(We are a partner or sponsor of local cultural, sporting or community events and are involved in their organization or promotion.)
4. Engaging with the community and developing skills



(We cooperate with local schools, associations and non-profit organizations, organize workshops, internships and programs aimed at developing the skills and employability of local residents.)

5. Long-term partnerships and strategic benefits for the region

(We implement projects with a long-term impact that have been created in cooperation with the local community (e.g. social enterprises, environmental initiatives), regularly measure their impact and actively contribute to the sustainable development of the region through planning, investment and joint decision-making.)

Question 16 To what extent do you cooperate with environmental organizations?

0. No measures taken, we are not considering changes in this area

1. Basic level

(We follow the recommendations and information from environmental organizations, but do not actively cooperate with them yet.)

2. Occasional cooperation

(We participate in selected activities or campaigns of environmental organizations, such as nature clean-up or awareness-raising events.)

3. Financial or material support

(In addition to participating in events, we regularly support selected environmental organizations in the form of a financial contribution, sponsorship or the provision of premises or materials.)

4. Programmatic cooperation

(We collaborate on specific projects (e.g. habitat restoration, environmental education, nature monitoring) that are long-term and also include the involvement of our employees and guests.)

5. Strategic partnership and co-creation of solutions

(We have long-term partnerships with environmental organizations, participate in the creation of environmental strategies, engage in research, and serve as a pilot facility for innovation in the field of nature conservation and biodiversity.)

Question 17 What preference do you give to local and seasonal products within your offer?

0. No preference, we are not considering changes in this area

1. Basic level

(We use local and seasonal products when they are available and cost-effective, but are not a systematic part of our offerings.)

2. Regular use of local products

(We regularly buy from local suppliers and in the season we prefer regional ingredients on the menu, especially fruits, vegetables and dairy products.)

3. Highlighting the origin of products on offer

(Local and seasonal products are clearly marked in our menu, we communicate their origin and actively recommend them to guests as part of our regional identity.)

4. Long-term cooperation with local producers



(We work directly with local farmers and artisans with whom we have long-standing relationships. Together, we plan the offer according to the season and ensure freshness and stability of supplies.)

5. Integrated approach and education

(Local and seasonal products form the basis of our offer. We organize farmers' markets, tastings and workshops for guests, educate about the importance of supporting local production and transparently communicate the environmental and social benefits of this approach.)

Question 18 How do you support local cultural heritage and traditions?

0. No measures taken, we are not considering changes in this area

1. Basic level

(We recognize the importance of local culture and traditions, we inform ourselves about them and respect them in our work, but we do not actively support them yet.)

2. Basic guest information

(We provide guests with information about local landmarks, traditional events, and cultural attractions (e.g., through information materials or staff).)

3. Active recommendation and linking

(We recommend and promote local cultural events, folklore performances and crafts, and organize excursions or visits related to local culture for guests.)

4. Cooperation with local bearers of traditions

(We work with local artisans, artists, and folklore groups who perform or present their art directly at our facility or at events we co-support.)

5. Long-term support and co-creation of cultural development

(We initiate or co-finance projects for the protection and development of cultural heritage (e.g. restoration of historical buildings, support of traditional crafts, creation of educational programs), while involving the community, guests and employees in the active preservation of the cultural identity of the region.)

2.3 Assessment of results from the self-evaluation tool

Final evaluation and recommendations - each answer except answers "0" and "1" is assigned a single point:

The maximum possible number of points is 72. The resulting score can be interpreted as follows:

The star rating system is based on a range of points, where each interval corresponds to a specific rating. A score between 0 and 7 earns 0 stars, while scores from 7.1 to 14.4 receive 0.5 stars. As the score increases, the rating improves in half-star increments: 14.5 to 21.6 gets 1 star, 21.7 to 28.8 gets 1.5 stars, and so on. This continues up to a score of 71.1 to 72, which is the highest range and earns a full 5-star rating. The system provides a clear and gradual scale for evaluating performance or quality based on point totals.

Recommendations for improvement: Companies with a rating below 4 should develop an improvement action plan and re-evaluate after 6 months.



3. Certification scheme for businesses from sector “Creative industry”

3.1 Introduction to the certification system

In today's world, sustainability is becoming one of the key aspects of a successful business. The creative industries are no exception, as artists and creative organisations are expected to make positive contributions to society and the environment in addition to producing quality art and cultural content. The Sustainability Certification Scheme for Creative Industries Enterprises was developed to provide entrepreneurs with a clear framework that allows them to evaluate and improve their environmental, social and economic practices.

Sustainability certification brings a number of various benefits to creative industry businesses. The first and fundamental benefit is an increase in operational efficiency and cost reduction. Implementing sustainable practices, such as the efficient use of energy, water, and other natural resources, leads to a reduction in operating costs. Motivated businesses will show interest in certification to prove their commitment towards energy efficiency and waste reduction, which leads not only to a reduction in environmental impact, but also to budget savings.

Another significant benefit of certification is the improvement of relationships with customers, partners, and the community. A sustainability certificate is a credible proof that a company pays attention to ethical and environmental principles. Nowadays, more and more customers are making decisions based on value criteria and prefer to work with businesses that behave responsibly. Therefore, certified businesses can benefit from increased trust from customers, leading to higher loyalty and greater interest in their products and services.

Certification can also help to gain support from investors and public institutions. For investors who focus on long-term development and stability, sustainable businesses are more attractive as they have a lower risk associated with environmental and social problems. Likewise, public institutions and grant programs often prefer to fund projects that demonstrate their commitment to sustainability. Therefore, certification can be a key factor in obtaining external funding.

In addition, the certification fosters an internal culture focused on sustainability and innovation. Businesses that go through the certification process often introduce new management methods, employee training, and practices that encourage creativity and the search for green solutions. This process can positively impact the morale of employees who feel part of something bigger and meaningful. Motivated and engaged employees contribute to a better workplace, which in turn translates into higher productivity and quality of services provided.

Sustainability certification can be a powerful tool for creative industries to build a positive reputation and image. In the digital age, when consumer information and opinions are disseminated at the speed of light, it is important for businesses to actively work to build their reputation. The sustainability certificate shows dedication that a company aims to fulfil its obligations to the environment and society. This certificate can be communicated through various marketing channels, such as websites, social media, or press releases.

A positive reputation as a sustainable business contributes to a better brand perception and allows the business to create a stronger emotional connection with customers. People are often willing to pay more for products and services that have added value in the form of a positive impact on society and the planet. This gives certified companies a competitive advantage and can effectively communicate their sustainability achievements. This helps them not only to acquire new customers, but also to retain existing ones who value the values that the business represents.



Certification also opens new opportunities for partnerships and collaborations with other sustainable organizations and projects. For many businesses, certification is a way to become part of a broader ecosystem of organizations that share the same values and goals. These partnerships can be very beneficial, for example, in organizing joint events, workshops, or in promoting and selling products.

Ultimately, certification can help creative industry entrepreneurs build long-term trust and sustainable relationships with the communities in which they operate. Sustainable businesses contribute to the development of local communities not only by creating jobs, but also by engaging in activities that improve the quality of life in the regions. This makes businesses valuable members of their environment and gains the support of a public that values their contribution to society.

Link to the relevant section: <https://greenpact.net/cci.html>

3.2 Self-assessment tool - battery of questions and possible answers

Sustainability certification in creative industries is important for evaluating and improving the environmental, social and economic aspects of operations. The procedure of the certification scheme is divided - i) into three thematic blocks, with formulated questions, where respondents (businesses) can choose answers from a 5-point Likert scale; (ii) in the evaluation score, and (iii) in the evaluation report.

ECONOMIC SUSTAINABILITY

1. To what extent is your company financially dependent on multiple, diversified sources of income?
 - a) We have only one main source of income (core business), no grants, no funds.
 - b) We have two different sources of income.
 - c) We generate several types of income (e.g. sales, services, grants).
 - d) Our revenues are strategically diversified and regularly optimized.
 - e) We have an integrated financial resilience plan with multiple backup sources of income.

2. Do you have systematic financial planning and are you transparent towards interest groups?
 - a) We do not have a formal financial plan and stakeholder reporting.
 - b) We have a basic budget without regular evaluation.
 - c) We regularly update the budget and record expenses.
 - d) We regularly communicate our finances to business partners and employees.
 - e) Financial planning is part of strategic management and is subject to external control.

3. How actively do you invest in innovations (development of new products/services or processes)?
 - a) We have no time to invest in innovations.
 - b) From time to time, we test new forms of work or service.
 - c) Innovation is part of long-term growth and strategy.
 - d) We regularly allocate resources to innovations.
 - e) We co-operate with research or technology partners to develop innovative solutions.



4. To what extent does your company use digital technologies?
- a) We only use basic digital tools.
 - b) We have digital tools in place for administration.
 - c) Digitalization is part of several of our processes.
 - d) We work with advanced digital technologies (ie. artificial intelligence, virtual and augmented reality, customer relationship management).
 - e) We see digitalization as a strategic tool for growth, efficiency and innovation.
-
5. To what extent is your company prepared to handle economic shocks (ie. unexpected changes in the environment)?
- a) We don't have backup plans for unexpected situations.
 - b) We have basic reserves or insurance.
 - c) We have developed a risk plan and we have financial reserves.
 - d) Our company has a culture of readiness and adaptation to change.
 - e) We regularly test and update crisis scenarios.
-
6. To what extent do you develop strategic collaborations and partnerships with other entities that strengthen your economic sustainability?
- a) We operate independently without partners.
 - b) We have ad hoc collaborations.
 - c) We regularly co-operate with other entities in the sector.
 - d) We are actively building partnerships outside the sector as well.
 - e) We are part of an ecosystem of strategic partnerships and clusters.

ECOLOGICAL SUSTAINABILITY

7. How effectively do you approach reducing energy consumption and using energy-saving or renewable solutions?
- a) We do not have a structured approach yet, but we are aware of the need to reduce energy consumption.
 - b) We have implemented simple energy-saving steps, such as using LED lighting, switching off equipment when not in use, and encouraging staff awareness.
 - c) We have invested in energy-efficient technologies (e.g., modern HVAC systems, energy-saving appliances) and started using some renewable energy sources.
 - d) We regularly monitor and optimize our energy consumption, integrate renewable energy solutions (e.g., solar panels, green electricity contracts), and apply energy management standards.
 - e) We continuously optimize all processes to minimize energy use, rely primarily on renewable energy, and offset any remaining emissions to achieve carbon neutrality.
-
8. What is your waste management policy?
- a) We sort waste minimally or not at all.
 - b) We sort the basic types of waste.
 - c) We have introduced waste reduction and recycling.
 - d) We minimize waste already in the design of processes and products.
 - e) We operate on the principle of a circular economy.
-



9. To what extent do you use environmentally friendly materials?
- We use common materials regardless of their environmental impact.
 - Sometimes we use more environmentally friendly alternatives.
 - We prefer local, ecological or certified materials.
 - We analyze the entire life cycle of our products.
 - Our products/services are designed to be fully sustainable.
-
10. To what extent do you apply ecological principles in the field of mobility and logistics (e.g. transport, transport of materials)?
- We do not have a specific approach yet and mostly rely on conventional transport solutions.
 - We try to reduce unnecessary trips, combine deliveries, and promote basic eco-driving practices.
 - We use more sustainable options, such as shared transport, local suppliers to shorten transport distances, and optimize delivery routes.
 - We have partly transitioned to low-emission or electric vehicles, use green logistics providers.
 - We fully integrate sustainable mobility principles: a fleet based on renewable energy, cooperation with carbon-neutral logistics providers, offsetting residual emissions to achieve climate-neutral transport.
-
11. To what extent are employees familiar with environmental issues and initiatives?
- The topic ecology is not a part of our internal culture.
 - Employees are informed about the basic principles.
 - We conduct training and support green initiatives.
 - Employees are actively involved in environmental activities (ie. cleaning public spaces, planting trees, etc.)
 - We integrate employee volunteering programs focused on sustainability and mentoring for green startups.
-
12. How actively do you consider the impact of your activities on the local environment?
- We rarely consider the environmental impact of our activities and only react when regulations require it.
 - We comply with environmental laws and occasionally implement small measures (e.g., reducing waste, saving energy) when it is convenient.
 - We regularly monitor our environmental footprint and implement planned measures to reduce negative effects.
 - We actively integrate environmental considerations into business planning, cooperate with local communities, and adopt circular economy principles.
 - We pursue sustainability goals such as carbon neutrality, regenerative practices, and measurable positive impact on the local environment.
-



SOCIAL SUSTAINABILITY

13. To what extent is equal opportunity, diversity and inclusive principles applied in your company?

- a) The topic is not addressed in our company.
- b) We try not to consciously discriminate.
- c) We have introduced the principles of equality and justice.
- d) We support the active inclusion of disadvantaged groups.
- e) Inclusion is an essential part of our culture and strategy.

14. To what extent do you support your employees in their professional development?

- a) We don't have a structured approach to caring for people.
- b) We provide basic working conditions and leave development fully within the competence of the employee.
- c) We support the professional and personal development of employees.
- d) We create flexible and healthy working conditions.
- e) We actively invest in programs to support the well-being and growth of all employees.

15. How actively do you co-operate with the local community?

- a) We have no contact with the local community.
- b) We interact with the community at occasional events.
- c) We involve the community in our activities.
- d) We co-create projects with local actors.
- e) Our activities have a measurable positive impact on the local community.

16. To what extent do you have transparent ethical standards in your activities and decision-making?

- a) We have no ethical principles or decision-making rules yet.
- b) We adhere to basic established ethical principles and approaches.
- c) We have adopted a code of ethics and principles of transparency.
- d) We have established mechanisms for monitoring and adhering to ethical principles.
- e) Ethics and integrity are the foundation of our long-term operations and we require our stakeholders to adhere to them.

17. How do you ensure the protection of intellectual property?

- a) We don't have the capacity to take care about intellectual property or fair remuneration.
- b) We respect the fundamental rights of authors/contributors in accordance with copyright law.
- c) We have a system of fair remuneration and incentive contracts in place.
- d) We actively protect the intellectual property of third parties and combat its misuse.
- e) We actively participate in the creation of legislative and systemic solutions in the field of copyright.

18. To what extent are you involved in educational or awareness-raising activities that have a social benefit?

- a) We do not organize or participate in any educational or awareness-raising activities.
- b) Occasionally, we participate in educational events.
- c) We organize our own internal educational activities and events.
- d) We organize public educational / awareness-raising activities and events.
- e) We are part of associations/clusters focused on the development of civil society through community education programs and civic engagement.



3.3 Assessment of results from the self-evaluation tool

Final assessment and recommendations - evaluation on a 5-point scale - each answer is assigned an appropriate number of points:

- Answer a) = 0 points - very unsustainable.
- Answer b) = 1 points - slightly unsustainable.
- Answer c) = 2 points - average.
- Answer d) = 3 points - good sustainability effort.
- Answer e) = 4 points - excellent sustainability effort.

The maximum possible number of points is 72. The resulting score can be interpreted as follows:

The star rating system is based on a range of points, where each interval corresponds to a specific rating. A score between 0 and 7 earns 0 stars, while scores from 7.1 to 14.4 receive 0.5 stars. As the score increases, the rating improves in half-star increments: 14.5 to 21.6 gets 1 star, 21.7 to 28.8 gets 1.5 stars, and so on. This continues up to a score of 71.1 to 72, which is the highest range and earns a full 5-star rating. The system provides a clear and gradual scale for evaluating performance or quality based on point totals.

Recommendations for improvement: Companies with a rating below 4 should develop an improvement action plan and re-evaluate after 6 months.

In the Annexes section of the document, mock-up examples of assessment results and Certificate provided can be found. These are living versions and are subject to change based on continuous feedback collection.



Conclusion

The sustainability certification scheme is an important tool for promoting environmentally, socially and economically responsible behaviour of enterprises in the tourism and creative industries. The aim of the certification is to create a framework under which businesses can be evaluated based on specific criteria aimed at reducing the negative impacts of their business while maximizing the benefits for local communities and the environment.

The basic idea behind the certification scheme is to provide businesses not only with guidance on how to improve their internal processes, but also on how to increase their credibility and positive perception from customers and other stakeholders. Sustainability certification can serve as a tool to create a competitive advantage, as customers increasingly prefer products and services that respect sustainability principles.

The certification scheme includes the evaluation of companies based on structured questionnaires tailored to each sector. For tourism businesses, the evaluation is divided into four thematic blocks: Sustainability Policy/Management, Reduction of Waste and Greenhouse Gases, Resource Efficiency, and Supporting the Local Economy and Communities. Each question is scored based on the level of sustainability effort, with answers from level 2 to 5 receiving one point. For creative industry businesses, the evaluation is based on a 5-point Likert scale across three thematic blocks: Economic, Ecological, and Social Sustainability. Each answer is scored from 0 to 4 points, reflecting the degree of sustainability effort. In both cases, the maximum score is 72 points, and the star rating system provides a clear interpretation of the results.

The self-assessment process offers businesses an insight into their performance in these areas, allowing them to identify strengths and areas for improvement. Businesses have the opportunity to promote their results with a certificate as proof of their commitment to sustainability. This proof can be used in marketing and communication strategies to attract customers who value responsible business.

At the same time, the certification system provides recommendations for improvement based on the results of the evaluation. Businesses can use these recommendations to optimize their processes and better manage resources, which often leads to cost savings and more efficient business. For example, if a business achieves a lower waste reduction score, it is recommended to implement more efficient waste recycling and sorting practices or use technologies to reduce waste production.

Sustainability certification also has a wider societal impact, as it incentivizes businesses to actively participate in addressing global issues such as climate change and social inequality. Businesses that choose to receive certification become sustainability leaders and a positive example for other organizations. This approach fosters a culture of responsible business conduct and can have a positive impact on the overall direction of the industry.

The certification system must be flexible enough to be applicable to different types of enterprises and consider the specifics of local conditions. At the same time, it should take into account international standards to ensure its credibility and comparability with other certifications. Thus, successful certification requires close collaboration between businesses, sustainability experts and communities.

In summary, the design of a sustainability certification scheme offers a systematic approach to evaluating and improving sustainable practices in businesses. Certification serves not only as a tool to increase credibility and improve image, but also as a practical tool for optimizing processes and promoting sustainable development within the assessed sectors - tourism and creative industries. The implementation of this system contributes to the positive development of society and the creation of a business environment that emphasizes long-term responsibility towards people and the planet.



Annexes

Annex 1: Assessment results with rating, score, evaluation & recommendations.

Results for Annex Example

★ ★ ★ ★ ★ 3.0 / 5 ★

Total score: **50** out of 72

Evaluation & recommendations

Annex Example demonstrates a varied performance across its sustainability readiness, with a spectrum of development observed. While the company has established strong practices in several key areas, indicating significant commitment and effective implementation, there are also a few aspects that appear to be in their nascent stages. A substantial portion of the company's sustainability efforts falls into a developing category, showing progress but with clear opportunities for further enhancement.

Based on this evaluation, here are three personalized recommendations:

- 1. Prioritize Foundational Development:** Focus immediate attention on establishing clear strategies and foundational practices in those sustainability aspects that currently show the lowest levels of readiness. Developing a robust base in these areas is crucial for overall readiness and will provide a stable platform for future improvements.
- 2. Amplify Existing Strengths:** Leverage the strong performance observed in your most developed sustainability areas. Identify best practices from these well-performing segments and explore how they can be scaled, integrated, or adapted to uplift other developing areas, potentially setting more ambitious internal benchmarks.
- 3. Strategically Elevate Developing Aspects:** For the numerous areas demonstrating moderate readiness, implement targeted initiatives to refine existing processes and enhance their maturity. This could involve improving data quality and reporting, expanding stakeholder engagement, or integrating sustainability considerations more deeply into operational decision-making to move these areas to a higher level of performance.

[Download Certificate \(PDF\)](#)

[Start Over](#)



Annex 2: Page 1 of Certificate, showing company name, star rating, one line evaluation summary & project branding. Companies can put this certificate in their premises to promote their commitment to sustainability goals.

Annex Example



This company is consistently working on sustainable practices.





Annex 3: Page 2 of Certificate, providing rating and full evaluation & recommendations from the website. This page is meant for companies to keep as a guideline to focus on areas of potential improvement.



Sustainability Readiness Assessment

You scored 3.0 out of 5 stars

Evaluation & recommendations

Annex Example demonstrates a varied performance across its sustainability readiness, with a spectrum of development observed. While the company has established strong practices in several key areas, indicating significant commitment and effective implementation, there are also a few aspects that appear to be in their nascent stages. A substantial portion of the company's sustainability efforts falls into a developing category, showing progress but with clear opportunities for further enhancement. Based on this evaluation, here are three personalized recommendations: 1. Prioritize Foundational Development: Focus immediate attention on establishing clear strategies and foundational practices in those sustainability aspects that currently show the lowest levels of readiness. Developing a robust base in these areas is crucial for overall readiness and will provide a stable platform for future improvements. 2. Amplify Existing Strengths: Leverage the strong performance observed in your most developed sustainability areas. Identify best practices from these well-performing segments and explore how they can be scaled, integrated, or adapted to uplift other developing areas, potentially setting more ambitious internal benchmarks. 3. Strategically Elevate Developing Aspects: For the numerous areas demonstrating moderate readiness, implement targeted initiatives to refine existing processes and enhance their maturity. This could involve improving data quality and reporting, expanding stakeholder engagement, or integrating sustainability considerations more deeply into operational decision-making to move these areas to a higher level of performance.



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