ECO-CHECK
OVERVIEW

This module is aimed at encouraging proprietors to adopt best practice with regard to their environmental impacts. The auditing process highlights areas for improvement whilst also developing and maintaining existing environmental measures.

Module areas include:

Recognition of Sustainable Efforts
Our balanced weighting system ensures that no matter the scale of operations or availability of resources, sustainable efforts are recognized.

Emphasis on Actionable Results
EcoCheck focuses on activity and evidence of positive results rather than just documentation and policies.

Drive Awareness
Provides a framework to initiate dialogue and training on issues such as responsible consumption, waste reduction, equality, diversity and inclusion, community interactions, etc.

Holistic Approach
In contrast to many existing protocols, EcoCheck assesses the hotelier, their staff, guests, suppliers, and the regulatory environment in which they are operating.

Comparative Benchmarking
Evaluate performance against key sustainability goals normalized against relevant benchmark criteria such as occupancy levels, guest nights, and staff employed.

Meaningful Corporate Social Responsibility
Companies are increasingly encouraged to ensure that they adopt a corporate social responsibility (CSR) program. However, CSR must exert a positive influence to establish its validity.

Tourism-Specific
Focused on the sustainability issues unique to the global tourism market and addresses the need for a practical assessment of performance beyond the green marketing approach favoured by others.

Scalable Assessment
When benchmarking data, it is important that assessment criteria is proportional to the scale and nature of hotel operations. EcoCheck's metrics have been engineered to minimize bias against SMEs.

Focus on Equality, Diversity and Inclusion
There are various threads of equality, diversity and inclusion (EDI) which are notably absent from other audits. These include gender, religion, race, neurodiversity, sexual identity and orientation, and disabilities. EcoCheck addresses these aspects of EDI.

Robust Analyses
EcoCheck provides a robust dataset which can be used to demonstrate due diligence and measure positive impact.

Aligned with SDGs
Many certification schemes / green marketing initiatives lack alignment with key criteria of the UN SDGs. EcoCheck criteria is informed by the UN Global Compact 10 Principles which drive meaningful advancement of the SDGs.

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