



# GREEN GLOBE CERTIFICATION: A CROSS-FUNCTIONAL, STRUCTURED APPROACH TO VILLAGE OPERATION



After eight pilot tests conducted between 2008 and 2010, Club Méditerranée determined that the certification process was effective and relevant for ramping up team commitment and instilling a continuous improvement mindset in each village.

In 2010, Club Méditerranée was the only group in the tourism sector with three internationally recognized certifications: European Ecolabel for tourist accommodations (EE), EarthCheck (EC) and Green Globe Certification (GGC). After a thorough analysis of the various international certifications for hospitality establishments, Club Méditerranée chose to focus on Green Globe certification. This tourism-specific label is based on stringent standards and mandatory improvement measures to win renewal each year. Demanding, comprehensive and practical, Green Globe enjoys a strong reputation and international recognition.

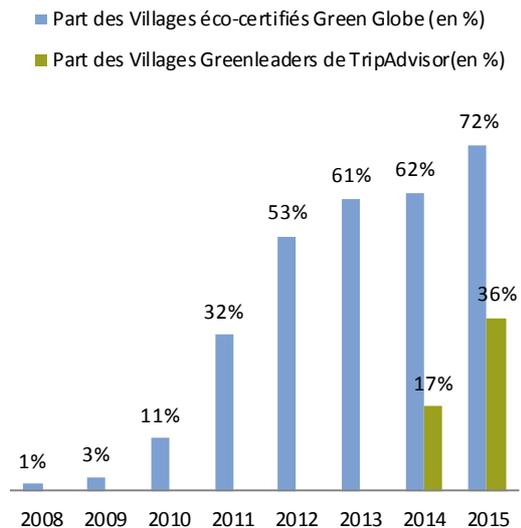
**The Green Globe benchmark indicators cover the entire CSR process for sustainable tourism**

## Objective: all villages certified by 2018

The Green Globe certification process launched in 2010 was continued in 2015 with the ongoing deployment of tools (e.g., village diagnostics, Green Globe self-assessments, configurable action plans, training modules, etc.) and with guidance, monitoring and support for the villages involved.

At the end of 2013, 61% of all villages were eco-certified.

Évolution du % de Villages éco-certifiés :



Green Globe international certification for sustainable tourism was launched in 1993 in the United Kingdom. **Based on the commitments made by the tourism industry at the Earth Summit in Rio de Janeiro in 1992**, it applies to all tourism sectors. This demanding certification attests to an establishment's commitment to an active approach to sustainable tourism and ensures that it achieves a high level of performance and instills good practices concerning environmental, social and societal issues.

**Member of the Global Sustainable Tourism Council (GSTC), Green Globe has defined its benchmark indicators based on recognized international standards issued by this organization, known as the Global Sustainable Tourism Criteria.**

These benchmark indicators cover **the three pillars of sustainable development** and are based on 40 topics **broken down into more than 300 compliance indicators**, some of which are mandatory and others optional. Certification is awarded (by independent third-party audit) when the mandatory requirements are met and when the compliance rate with the indicators is over 50% on each topic. A new audit is conducted on an annual basis for each village and ongoing improvement is required in order to retain the certification.

**A dedicated organization supports the deployment process.** It has a dual hierarchy:

- a functional reporting structure with “Green Globe Trotters” reporting to the Sustainable Development department and assigned to several successive villages to provide expertise in the process to obtain first certification;
- an operational reporting structure with “Green Globe Coordinators”, i.e., GO® and GE working in the villages who are trained by the Green Globe Trotters and spend a portion of their time ensuring coordination of the action plan and ownership of the process by the village teams.

To ensure lasting progress in the company’s practices, tools and processes, a “Green Globe Keeper”, reporting to the Sustainable Development department, coordinates the effort

and provides necessary support to the Green Globe Coordinators.

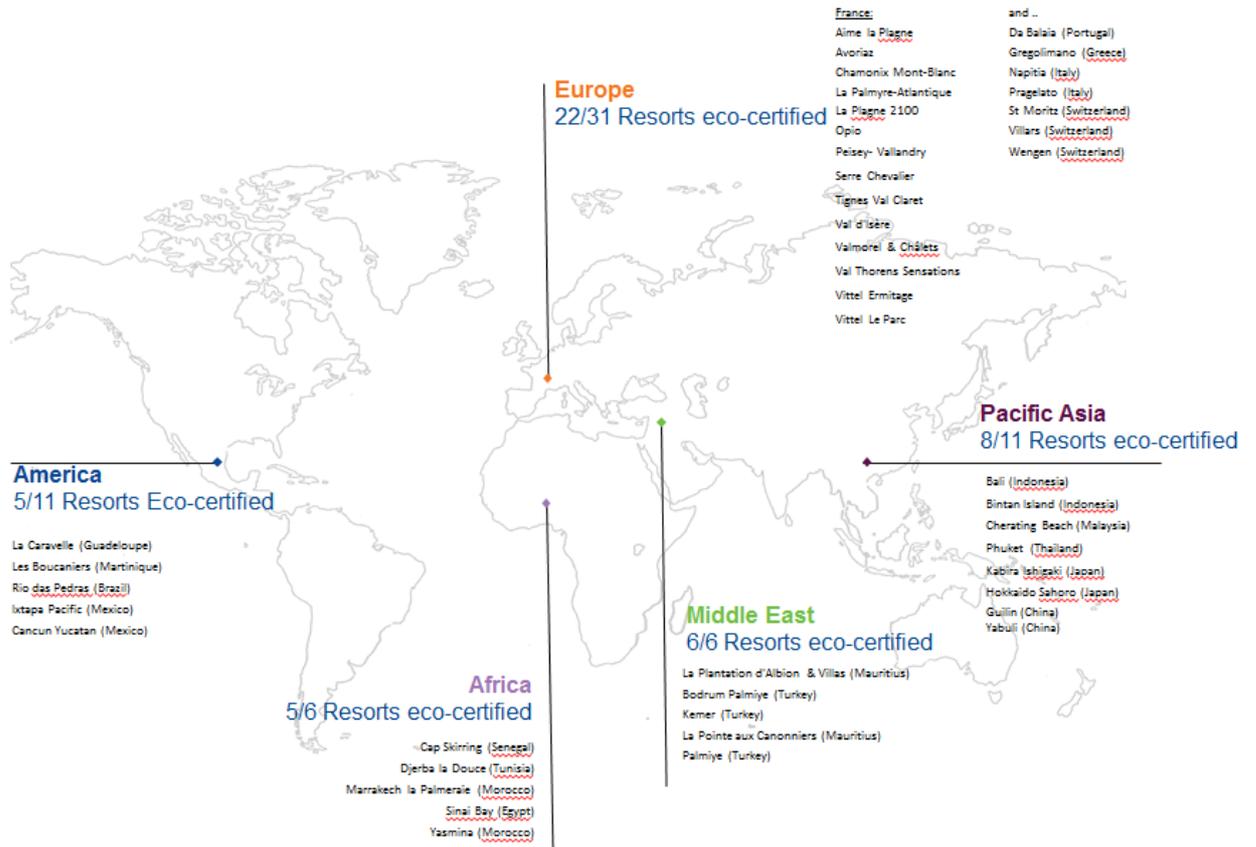
It is a **highly structured approach for sustainable development implementation** in the villages, as well as at the corporate level, where it provides material support for the sustainability actions of the various departments, such as Purchasing, Operations, etc.

It enables better understanding and consideration of sustainable tourism issues in each Business Unit and by everyone concerned. **All GO® and GE at villages involved in the Green Globe certification or renewal process are trained in sustainable development issues** and their day-to-day impact on what they do. In addition, village managers are given objectives for obtaining and maintaining certification.



# Eco-certification des Villages

**Eco-certified Resorts – october 2015**  
46/65 Operated Resorts eco-certified (71%)



## Thématiques Green Globe à satisfaire

### Green Globe Certification

39 thematics to satisfy



#### SUSTAINABLE MANAGEMENT

Implement a Sustainability Management System

Legal Compliance

Employee Training

Customer Satisfaction

Accuracy of Promotional Materials

Local Zoning, Design and Construction: Compliance with Legal Requirements

Local Zoning, Design and Construction: Sustainable Design and Construction of Buildings and Infrastructure

Interpretation

Communications Strategy

Health and Safety

#### SOCIAL

Community Development

Local Employment

Fair Trade

Support Local Entrepreneurs

Respect Local Populations

Exploitation

Equitable Hiring

Employee Protection

Basic Services

#### CULTURAL HERITAGE

Code of Behavior

Historical Artifacts

Protection of Sites

Incorporation of Culture

#### ENVIRONMENT

Conserving Resources: Purchasing Policy

Conserving Resources: Consumable Goods

Conserving Resources: Energy Consumption

Conserving Resources: Water Consumption

Reducing Pollution: Greenhouse Gas

Reducing Pollution: Wastewater

Reducing Pollution: Waste Management Plan: Plan and Reduce

Reducing Pollution: Waste Management Plan: Reuse

Reducing Pollution: Waste Management Plan: Recycle

Reducing Pollution: Harmful Substances

Reducing Pollution: Other Pollutants

Conserving Biodiversity, Ecosystems, and Landscapes: Wildlife Species

Conserving Biodiversity, Ecosystems, and Landscapes: Wildlife in Captivity

Conserving Biodiversity, Ecosystems, and Landscapes: Landscaping

Conserving Biodiversity, Ecosystems, and Landscapes: Biodiversity Conservation

Conserving Biodiversity, Ecosystems, and Landscapes: Interactions with Wildlife