

# Ecotourism Evaluation Framework

Intent, Requirements, and Implementation



Industry Criteria Inspired by Existing Sustainability Certifications

1. GSTC Industry Criteria Version 3
2. Living Building Challenge V4.1
3. LEED V5
4. Green Globe Standard – Hotels & Resorts V1.7

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# Introduction

This framework was developed as part of a Master of Architecture thesis exploring ecotourism and sustainability. The goal of this thesis is to define what truly sustainable ecotourism is and distinguish it from greenwashing. To achieve this, the thesis developed an ecotourism evaluation framework that evaluates ecotourism projects based on their physical, economic, and educational impacts. **Ultimately, this framework serves as a resource that provides meaningful guidance for ecotourism development.**

According to The International Ecotourism Society, ecotourism is defined as: *"Responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education."*

The principles of ecotourism include:

- Minimizing physical and social impact
- Building environmental and societal respect
- Generating financial benefits for the local economy
- Providing educational experiences for guests
- Designing, building, and operating low-impact facilities
- Creating meaningful experiences for guests and staff
- Generating financial benefits for conservation
- Recognizing and supporting Indigenous peoples

This framework is designed as a guide and source of inspiration for developers, operators, designers, and builders of ecotourism resorts. It draws from established sustainability certifications such as the **Living Building Challenge**, **Green Globe Certification**, **Global Sustainable Tourism Council Certification**, and **LEED**. While many of the criteria in this framework are inspired by these certifications, they have been adapted specifically for ecotourism.

Each criterion in this framework includes:

- **Intent:** The overarching goal and purpose of the criterion.
- **Strategies:** A set of potential approaches to achieve the intent.
- **Evaluation Mechanisms:** Ways to track, measure, or verify the success of the strategies.

- **Influencing Certifications:** Recognized sustainability frameworks that informed the criterion.
- **Alignment with UN Sustainable Development Goals:** Global sustainability objectives that connect to the criterion.

These criteria are meant to serve as general guidance, not rigid requirements. The provided strategies are starting points—every ecotourism project has unique conditions, goals, and limitations. Users are encouraged to develop site-specific solutions that align with the framework’s intent.

# How To Use

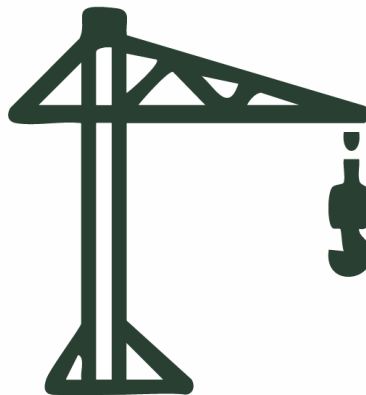
To qualify as an **Eco Resort or Ecotourism Destination**, a project must implement at least **one strategy** from each criterion. If none of the suggested strategies are suitable, the project team must develop an **alternative strategy** that meets the intent of the criterion. Any alternative approach must be **measurable or evaluable** to ensure accountability and impact. As a result no less than 25 unique and measurable strategies should be implement into the project for it to be considered a true ecotourism destination.

**Best Practices:** While meeting the minimum requirement is essential, the ideal approach is to maximize the number of strategies implemented within each criterion whenever possible. This will help create a more comprehensive and impactful ecotourism development.

By following this framework, ecotourism projects can ensure they operate in a way that truly benefits the environment, local communities, and visitors.

**NOTE:** All strategies underlined in red are strategies that will be implemented into the hypothetical design project portion of the thesis where an ecotourism development will be designed on Orcas Island, Washington. This is a developing project and framework and should still be considered under review and edit.

# 1 Physical Metrics



## **A. Restoration and Enhancement of Ecosystems**

<b>Intent:</b> To ensure that the project site is enhanced or restored to its proper ecological condition, and that it continues to improve during the projects Operation
<b>Strategies:</b> <ul style="list-style-type: none"><li>- The project must restore or enhance the local ecosystem by integrating site-specific ecological improvements.</li><li>- Restoration efforts should prioritize native vegetation, habitat creation, and soil or waterway rehabilitation.</li><li>- Strategies must support long-term biodiversity and ecosystem health.</li></ul>
<b>Measurement Mechanisms:</b> <ul style="list-style-type: none"><li>- Conduct a pre-project ecological assessment to document site conditions.</li><li>- Provide a restoration plan with clear objectives and implementation steps.</li><li>- Monitor biodiversity and ecological improvements over time.</li></ul>
<b>Inspiration Certification / Source:</b> Living Building Challenge 4.1 Program Manual – October 2024_en (Pages 43-78) LEED-V5-BDC-New-Construction (Pages 34-35)
<b>UN Sustainable Development Goals:</b> Goal 14: Life Below Water / Goal 15: Life on Land

**B. Allocation of Land for Ecosystems**

<b>Intent:</b> to protect the land for other species as more and more land is taken for human use.
<b>Strategies:</b> <ul style="list-style-type: none"><li>- Designate and protect a portion of the site exclusively for natural ecosystems and wildlife habitat.</li><li>- Design the project in a manner that creates minimal human impact in protected areas to allow ecosystems to thrive.</li></ul>
<b>Measurement Mechanisms:</b> <ul style="list-style-type: none"><li>- Map and document the percentage of land set aside for conservation.</li><li>- Conduct periodic ecological assessments to monitor habitat health and species presence.</li></ul>
<b>Inspiration Certification / Source:</b> Living Building Challenge 4.1 Program Manual – October 2024_en (Pages 101-112) LEED-V5-BDC-New-Construction (Pages 34-35)
<b>UN Sustainable Development Goals:</b> Goal 15: Life on Land

### C. *Wildlife Interaction*

<b>Intent:</b> To protect wildlife and guests.
<b>Strategies:</b> <ul style="list-style-type: none"><li>- Design infrastructure and operations to avoid disrupting wildlife behavior, nesting, and migration.</li><li>- Educate guests on responsible wildlife interactions to ensure safety and ecological respect.</li></ul>
<b>Measurement Mechanisms:</b> <ul style="list-style-type: none"><li>- Conduct a wildlife impact assessment to identify potential risks and mitigation strategies.</li><li>- Develop and enforce guidelines for guest behavior and staff training on wildlife interactions.</li><li>- Monitor and document wildlife activity and incidents to adapt management practices as needed.</li></ul>
<b>Inspiration Certification / Source:</b> GSTC Industry Criteria Version 3 W/ Performance Indicators for Hotels & Accommodations (Pages 13-14)
<b>UN Sustainable Development Goals:</b> Goal 14: Life Below Water / Goal 15: Life on Land

## **D. Responsible Landscaping**

<b>Intent:</b> To keep the natural surroundings wild, healthy, and in harmony with native and local species while reducing the need for irrigation and maintenance.
<b>Strategies:</b> <ul style="list-style-type: none"><li>- Use native plants and vegetation that are suited to the local climate and ecosystem.</li><li>- Avoid the use of invasive species that could harm local biodiversity.</li><li>- Implement sustainable landscaping practices that conserve water, reduce erosion, and minimize the use of chemicals.</li></ul>
<b>Measurement Mechanisms:</b> <ul style="list-style-type: none"><li>- Regular assessments of plant health and removal of invasive species.</li><li>- Monitor water usage and soil quality.</li></ul>
<b>Inspiration Certification / Source:</b> Green Globe Certification Standard – Hotels & Resorts V.1.7 LEED-V5-BDC-New-Construction (Pages 34-35)
<b>UN Sustainable Development Goals:</b> Goal 14: Life Below Water / Goal 15: Life on Land

## E. Design for Transit

<b>Intent:</b> To contribute to the creation of a reduced fossil fuel-based transportation chain
<b>Strategies:</b> <ul style="list-style-type: none"><li>- Provide infrastructure and support for fossil fuel based travel</li></ul>
<b>Measurement Mechanisms:</b> <ul style="list-style-type: none"><li>- Install EV charging stations for cars, boats, and other vehicles.</li><li>- Create bike storage and pedestrian paths.</li><li>- Provide fuel free cars, boats, or bicycles for guest use.</li></ul>
<b>Inspiration Certification / Source:</b> Living Building Challenge 4.1 Program Manual – October 2024_en (Pages 113-142)
<b>UN Sustainable Development Goals:</b> Goal 13: Climate Action

## **F. Net Positive & Responsible Water Use**

### **Intent:**

To emphasize water as a precious resource by minimizing potable water waste, preventing downstream pollution, and ensuring that water use and reintegration align with the site's natural hydrology.

### **Strategies:**

- Implement onsite water capture systems (e.g., rainwater harvesting or closed-loop systems).
- Use methods for onsite drinking water treatment without harmful chemicals.
- Treat and reintegrate greywater and black water with biosolids into the ecosystem, aligning with natural hydrology.

### **Measurement Mechanisms:**

- Monitor water capture and storage volumes to ensure efficient use of collected water.
- Track water treatment processes and assess water quality regularly.
- Measure the reuse of greywater and black water, and ensure biosolid treatment aligns with environmental standards.

### **Inspiration Certification / Source:**

Living Building Challenge 4.1 Program Manual – October 2024\_en (Pages 147-196)

### **UN Sustainable Development Goals:**

Goal 6: Clean Water and Sanitation / Goal 12: Responsible Consumption and Production

**G. Energy Use and Carbon Reduction**

<p><b>Intent:</b> To minimize energy-related carbon emissions, transition to renewable energy sources, and design buildings that eliminate onsite fossil fuel dependency, improving air quality while aligning with decarbonizing grids.</p>
<p><b>Strategies:</b></p> <ul style="list-style-type: none"><li>- Prioritize renewable energy sources (e.g., solar, wind) for all energy needs, including power generation and heating.</li><li>- Design buildings and systems to be fully electrified, avoiding the use of fossil fuels for heating, cooling, or energy production.</li><li>- Implement energy efficiency measures to reduce overall energy consumption and ensure energy use is as close to carbon neutral as possible.</li></ul>
<p><b>Measurement Mechanisms:</b></p> <ul style="list-style-type: none"><li>- Monitor the percentage of energy usage derived from renewable sources and track overall energy consumption reductions.</li><li>- Track carbon emissions reductions from eliminated fossil fuel use, including avoided emissions from onsite fuel combustion.</li><li>- Measure energy efficiency improvements through regular audits and energy use assessments, ensuring a continued reduction in overall carbon footprint.</li></ul>
<p><b>Inspiration Certification / Source:</b> Living Building Challenge 4.1 Program Manual – October 2024_en (Pages 200-264) LEED-V5-BDC-New-Construction (Pages 74-75)</p>
<p><b>UN Sustainable Development Goals:</b> Goal 7: Affordable and Clean Energy / Goal 12: Responsible Consumption and Production / Goal 13: Climate Action / Goal 15: Life on Land</p>

## H. Healthy Interiors and Non-Toxic Materials

<b>Intent:</b> To create high-quality indoor environments with healthy air and materials, promoting a transparent material economy free of toxic or harmful chemicals.
<b>Strategies:</b> <ul style="list-style-type: none"><li>- Use materials and finishes that ensure high indoor air quality, free from VOCs and harmful chemicals.</li><li>- Avoid the use of Red List materials (substances identified as toxic or harmful to health and the environment).</li><li>- Prioritize natural, non-toxic, and sustainably sourced materials for all interior finishes and furnishings.</li></ul>
<b>Measurement Mechanisms:</b> <ul style="list-style-type: none"><li>- Conduct indoor air quality assessments to ensure compliance with low-VOC and toxin-free standards.</li><li>- Maintain a materials inventory to track compliance with Red List material avoidance and identify any harmful chemicals.</li><li>- Regularly assess the sourcing and certification of materials to confirm their sustainability and health standards.</li></ul>
<b>Inspiration Certification / Source:</b> Living Building Challenge 4.1 Program Manual – October 2024_en (Pages 288-308, 351 - 388)
<b>UN Sustainable Development Goals:</b> Goal 3: Good Health and Well-Being / Goal 12: Responsible Consumption and Production

## I. Sustainable Materials and Embodied Carbon Reduction

**Intent:**

To promote transparency in material sourcing, support sustainable extraction practices, reduce embodied carbon, and keep materials in a circular economy through reuse, while identifying and mitigating the carbon impacts of building structure and design.

**Strategies:**

- Use responsibly sourced or on-site materials, prioritize local industry, and support sustainable extraction to minimize environmental impact.
- Incorporate reused materials in the design, reducing demand for virgin resources and contributing to material circularity.
- Assess and quantify the embodied carbon of structure, enclosure, and hardscape components to identify opportunities for carbon reduction.

**Measurement Mechanisms:**

- Track material sourcing and certification to ensure transparency, sustainability, and minimal environmental impact.
- Monitor the percentage of reused and recycled materials incorporated into the project design.
- Conduct an embodied carbon cradle-to-gate assessment of the project, measuring the carbon footprint of materials and identifying key areas for reduction.

**Inspiration Certification / Source:**

Living Building Challenge 4.1 Program Manual – October 2024\_en (Pages 322-349, 416-429)

LEED-V5-BDC-New-Construction (Pages 101-105)

**UN Sustainable Development Goals:**

Goal 3: Good Health and Well-Being / Goal 9: Industry, Innovation, and Infrastructure / Goal 12: Responsible Consumption and Production / Goal 13: Climate Action / Goal 15: Life on Land

## J. Net Positive Waste

<b>Intent:</b> to integrate waste reduction, recycling, and composting into all phases of the project.
<b>Strategies:</b> <ul style="list-style-type: none"><li>- Implement waste reduction strategies during design, construction, and operation phases to minimize overall waste generation.</li><li>- Set up comprehensive recycling and composting programs for both construction debris and operational waste.</li><li>- Ensure that all materials are properly sorted and diverted from landfills, with a focus on achieving a net positive waste outcome (e.g., diverting more waste than generated).</li></ul>
<b>Measurement Mechanisms:</b> <ul style="list-style-type: none"><li>- Track total waste generated, recycled, and composted throughout the project lifecycle, aiming for a reduction in overall waste sent to landfills.</li></ul>
<b>Inspiration Certification / Source:</b> Living Building Challenge 4.1 Program Manual – October 2024_en (Pages 416-429)
<b>UN Sustainable Development Goals:</b> Goal 9: Industry, Innovation, and Infrastructure / Goal 12: Responsible Consumption and Production

## K. Climate Resilient Design

<b>Intent:</b> To reduce the risk of impacts from natural and climate events on-site through resilient design and construction.
<b>Strategies:</b> <ul style="list-style-type: none"><li>- Design structures to withstand extreme weather events, such as fires, floods, earthquakes, sea rise, and heatwaves.</li><li>- Incorporate natural features like vegetation and water management systems to enhance site resilience to flooding, erosion, and other climate-related stresses.</li><li>- Provide storage of power, water, and food for emergency events.</li></ul>
<b>Measurement Mechanisms:</b> <ul style="list-style-type: none"><li>- Assess the climate resilience of designs through simulations or modeling of extreme weather events.</li><li>- Monitor the effectiveness of water management and landscaping systems in mitigating flood risks and soil erosion.</li><li>- Evaluate the long-term performance of materials and systems in withstanding stress, tracking maintenance needs and durability over time.</li></ul>
<b>Inspiration Certification / Source:</b> LEED-V5_BDC-New-Construction (pages 42-44)
<b>UN Sustainable Development Goals:</b> Goal 12: Responsible Consumption and Production / Goal 13: Climate Action / Goal 15: Life on Land

## L. Reduce Resource Loads

**Intent:**

To minimize the demand for resources like water and electricity needed for lighting, thermal comfort, and water use by using high efficiency systems, passive design strategies, and by giving guests and staff the ability to toggle mechanical and passive controls.

**Strategies:**

- Integrate high-efficiency systems for lighting, heating, cooling, and water use to reduce energy and water consumption.
- Utilize passive design strategies, such as natural ventilation, passive solar heating, and shading, to reduce reliance on mechanical systems.
- Allow guests and staff to control mechanical systems (e.g., HVAC, lighting) and passive systems (e.g., windows, shades) to optimize resource use based on occupancy and needs.

**Measurement Mechanisms:**

- Track energy and water consumption and compare with baseline usage to measure reductions in resource loads.
- Monitor the use of mechanical systems and the effectiveness of passive strategies through sensors or usage data.
- Survey guest and staff behavior to assess engagement with resource-saving controls and strategies.

**Inspiration Certification / Source:**

LEED-V5\_BDC-New-Construction (pages 76-79)

**UN Sustainable Development Goals:**

Goal 12: Responsible Consumption and Production / Goal 13: Climate Action / Goal 15: Life on Land

## **M. Biophilic Design, Access to Nature, and Well-Being**

### **Intent:**

To create environments that connect occupants to nature through sensory experiences, access to views, natural light, sound quality, and fresh air, while ensuring high indoor air quality and overall well-being.

### **Strategies:**

- Design spaces with ample natural light, operable windows, good acoustics, and ventilation systems to enhance indoor quality and comfort.
- Integrate biophilic elements such as natural materials, indoor greenery, water features, and multi-sensory experiences (e.g., natural sounds, scents, and textures).
- Ensure access to views of nature in most spaces including BOH staff space.

### **Measurement Mechanisms:**

- Assess daylight penetration, air quality, and ventilation effectiveness through predictive analysis systems.
- Conduct occupant surveys to measure perceived well-being, comfort, and connection to nature.

### **Inspiration Certification / Source:**

Living Building Challenge 4.1 Program Manual – October 2024\_en (Pages 268-286, 310-317, 468-480)

LEED-V5-BDC-New-Construction (Pages 132-137)

### **UN Sustainable Development Goals:**

Goal 3: Health and Well-Being

## 2 Economic Metrics



## **A. Local Food, Capital Goods, and Consumer Goods**

### **Intent:**

To ensure sustainable acquisition of capital goods, consumer goods, food, beverages, and materials by prioritizing local sourcing, recyclable/reusable goods, and environmentally responsible products.

### **Strategies:**

- Prioritize locally sourced products and food to reduce transportation emissions and support local economies.
- Purchase goods made from recyclable, reusable, or compostable materials to reduce waste and encourage material circularity.
- Ensure that products meet recognized sustainability standards or certifications, such as fair trade, energy-efficient, or low-carbon footprint labels.

### **Measurement Mechanisms:**

- Track the percentage of locally sourced goods and services compared to non-local alternatives.
- Measure the proportion of purchases made from recyclable, reusable, or compostable materials.
- Monitor the number of products purchased with sustainability certifications or standards, ensuring alignment with eco-friendly purchasing goals.

### **Inspiration Certification / Source:**

GSTC Industry Criteria Version 3 W/ Performance Indicators for Hotels & Accommodations (Page 11)

### **UN Sustainable Development Goals:**

Goal 2: Zero Hunger / Goal 8: Decent Work and Economic Growth / Goal 12: Responsible Consumption and Production

**B. Local and Environmentally Preferable Materials**

<p><b>Intent:</b> To prioritize local materials in construction and strengthen relationships with local communities and businesses by supporting their economic health through responsible sourcing.</p>
<p><b>Strategies:</b></p> <ul style="list-style-type: none"><li>- Source construction materials and goods from local suppliers to reduce transportation emissions and support the regional economy.</li><li>- Establish partnerships with local businesses and artisans to integrate locally made products into the project's operations and supply chains.</li></ul>
<p><b>Measurement Mechanisms:</b></p> <ul style="list-style-type: none"><li>- Track the percentage of materials and goods sourced from local suppliers.</li><li>- Evaluate the economic contributions to the local community through purchasing records and partnerships with local businesses.</li></ul>
<p><b>Inspiration Certification / Source:</b> GSTC Industry Criteria Version 3 W/ Performance Indicators for Hotels &amp; Accommodations (Page 7) Living Building Challenge 4.1 Program Manual – October 2024_en (pages 322-349, 407-414)</p>
<p><b>UN Sustainable Development Goals:</b> Goal 9: Industry, Innovation, and Infrastructure / Goal 12: Responsible Consumption and Production /</p>

**C. Local Employment**

<p><b>Intent:</b> To create stable, safe, and well-paid jobs for local community members while supporting diverse businesses through hiring, purchasing, and workforce development, fostering economic growth and industry diversification.</p>
<p><b>Strategies:</b></p> <ul style="list-style-type: none"><li>- Prioritize hiring local workers and collaborating with diverse, community-based businesses.</li><li>- Develop workforce training programs to build skills and create long-term employment opportunities.</li><li>- Ensure fair wages, safe working conditions, and inclusive hiring practices that benefit the local community.</li></ul>
<p><b>Measurement Mechanisms:</b></p> <ul style="list-style-type: none"><li>- Track the percentage of local hires and contracts awarded to local or diverse businesses.</li><li>- Monitor participation in workforce training and professional development programs.</li><li>- Assess wages, job stability, and working conditions to ensure fair employment practices.</li></ul>
<p><b>Inspiration Certification / Source:</b> GSTC Industry Criteria Version 3 W/ Performance Indicators for Hotels &amp; Accommodations (Page 7) Living Building Challenge 4.1 Program Manual – October 2024_en (pages 446-464)</p>
<p><b>UN Sustainable Development Goals:</b> Goal 8: Decent Work and Economic Growth / Goal 10: Reduced Inequalities</p>

## D. Local Entrepreneurs

<b>Intent:</b> To strengthen the local economy by supporting small businesses, including tourism operators, restaurants, food vendors, and entertainment providers, ensuring they benefit from the project's presence.
<b>Strategies:</b> <ul style="list-style-type: none"><li>- Prioritize partnerships with local entrepreneurs for tourism activities, dining, and entertainment offerings.</li><li>- Provide opportunities for local vendors to sell goods and services within or alongside the project.</li><li>- Promote local businesses to visitors through recommendations, signage, and collaborative marketing efforts.</li></ul>
<b>Measurement Mechanisms:</b> <ul style="list-style-type: none"><li>- Track the number and percentage of partnerships with local businesses.</li><li>- Monitor revenue generated for local entrepreneurs through direct engagement with the project.</li></ul>
<b>Inspiration Certification / Source:</b> GSTC Industry Criteria Version 3 W/ Performance Indicators for Hotels & Accommodations (Page 8)
<b>UN Sustainable Development Goals:</b> Goal 8: Decent Work and Economic Growth / Goal 10: Reduced Inequalities

## **E. Conservation Funding**

<b>Intent:</b> To protect and enhance biodiversity within the project site and surrounding areas by providing meaningful financial support to regional conservation initiatives.
<b>Strategies:</b> <ul style="list-style-type: none"><li>- Allocate a meaningful portion of project revenue or operational budget to fund local conservation efforts.</li><li>- Partner with regional conservation organizations to support habitat restoration, wildlife protection, and ecosystem preservation.</li><li>- Establish a transparent system to track and report financial contributions and their impact on biodiversity.</li></ul>
<b>Measurement Mechanisms:</b> <ul style="list-style-type: none"><li>- Track the percentage of revenue or total financial contributions allocated to conservation initiatives.</li><li>- Monitor conservation project outcomes, such as habitat restoration progress or species protection efforts.</li></ul>
<b>Inspiration Certification / Source:</b> GSTC Industry Criteria Version 3 W/ Performance Indicators for Hotels & Accommodations (Page 13-14)
<b>UN Sustainable Development Goals:</b> Goal 14: Life Below Water / Goal 15: Life on Land

## **F. Cultural Heritage Funding**

<b>Intent:</b> To protect and support local culture and Indigenous communities through meaningful financial contributions and ongoing engagement.
<b>Strategies:</b> <ul style="list-style-type: none"><li>- Allocate funding to local cultural preservation initiatives, including Indigenous-led programs, heritage sites, and traditional arts.</li><li>- Partner with local cultural and Indigenous organizations to support education, storytelling, and the protection of cultural practices.</li><li>- Ensure transparent reporting on financial contributions and their impact on cultural heritage preservation.</li></ul>
<b>Measurement Mechanisms:</b> <ul style="list-style-type: none"><li>- Track the percentage of project revenue or funds allocated to cultural heritage initiatives.</li><li>- Monitor the impact of funding on cultural preservation efforts, such as restored sites, supported artisans, or educational programs.</li></ul>
<b>Inspiration Certification / Source:</b> GSTC Industry Criteria Version 3 W/ Performance Indicators for Hotels & Accommodations (Page 10)
<b>UN Sustainable Development Goals:</b> Goal 4: Quality Education / Goal 11: Sustainable Cities and Communities

**G. Community Support**

<p><b>Intent:</b> To understand the local community’s identity, needs, and assets while ensuring that the project positively contributes to its well-being. This includes engaging stakeholders in decision-making, supporting local initiatives, and considering the project’s role in resilience and disaster support.</p>
<p><b>Strategies:</b></p> <ul style="list-style-type: none"><li>- Actively involve local stakeholders in the planning and decision-making process to assess community needs and concerns.</li><li>- Invest in local initiatives, such as education, infrastructure, or social programs, to create lasting benefits for the community.</li><li>- Design the project to serve as a resource hub for food, water, and power in times of crisis or disaster.</li></ul>
<p><b>Measurement Mechanisms:</b></p> <ul style="list-style-type: none"><li>- Track the number of stakeholder engagements, including meetings, surveys, and partnerships.</li><li>- Monitor financial and operational contributions to local initiatives, educational programs, or community support efforts.</li><li>- Assess the project's capacity to provide emergency support, such as access to water, energy, or shelter during disasters.</li></ul>
<p><b>Inspiration Certification / Source:</b> Living Building Challenge 4.1 Program Manual – October 2024_en (pages 58-78) GSTC Industry Criteria Version 3 W/ performance Indicators for Hotels &amp; Accommodations (page 7)</p>
<p><b>UN Sustainable Development Goals:</b> Goal 3: Good Health and Well Being / Goal 4: Quality Education / Goal 9: Industry, Innovation, and Infrastructure / Goal 11: Sustainable Cities and Communities / Goal 17: Partnership for the Goals</p>

## H. Food Access

<b>Intent:</b> To create opportunities for guests and the local community to access fresh, locally grown food while minimizing food waste and supporting local farmers, restaurants, and food entrepreneurs.
<b>Strategies:</b> <ul style="list-style-type: none"><li>- Integrate on-site agriculture, edible landscapes, or community gardens to provide fresh food.</li><li>- Establish partnerships with local farmers, restaurants, and food vendors to supply and serve locally sourced meals.</li><li>- Implement food waste reduction initiatives, such as donating surplus food to the community or composting programs.</li></ul>
<b>Measurement Mechanisms:</b> <ul style="list-style-type: none"><li>- Track the percentage of food sourced locally or grown on-site.</li><li>- Monitor food waste diversion efforts, including donation programs and composting success.</li></ul>
<b>Inspiration Certification / Source:</b> Living Building Challenge 4.1 Program Manual – October 2023_en (pages 80-89)
<b>UN Sustainable Development Goals:</b> Goal 2: Zero Hunger / Goal 3: Good Health and Well Being / Goal 9: Industry, Innovation, and Infrastructure / Goal 11: Sustainable Cities and Communities / Goal 17: Partnership for the Goals

### 3 Educational Metrics



## A. Staff Engagement

**Intent:**

To equip staff with the training, resources, and opportunities needed to actively participate in professional development and support sustainability initiatives within the project.

**Strategies:**

- Provide comprehensive personal development and sustainability training for staff, covering energy efficiency, waste reduction, and environmental best practices.
- Foster staff involvement in personal development and sustainability initiatives through leadership roles, feedback opportunities, and hands-on participation.
- Ensure ongoing access to resources, guidelines, and professional development related to self development and sustainability practices.

**Measurement Mechanisms:**

- Track staff participation in training programs and sustainability initiatives.
- Conduct surveys or feedback sessions to assess staff awareness, engagement, and confidence in implementing sustainable practices.
- Monitor the effectiveness of sustainability initiatives led or influenced by staff contributions.

**Inspiration Certification / Source:**

GSTC Industry Criteria Version 3 W/ Performance Indicators for Hotels & Accommodations (page 4)

**UN Sustainable Development Goals:**

Goal 4: Quality Education / Goal 17: Partnerships for the Goals

**B. Education and Interpretation**

<p><b>Intent:</b> To provide clear, honest communication about environmental strategies, operational performance, and local context, ensuring that guests and staff are informed, inspired, and encouraged to adopt sustainable behaviors.</p>
<p><b>Strategies:</b></p> <ul style="list-style-type: none"><li>- Present sustainability initiatives and environmental claims transparently through accurate signage, digital platforms, and guided experiences.</li><li>- Develop educational programs and materials that explain the project's sustainability efforts, local ecology, and cultural significance.</li><li>- Encourage responsible visitor behavior by providing interpretation on environmental and cultural sensitivities related to the site.</li></ul>
<p><b>Measurement Mechanisms:</b></p> <ul style="list-style-type: none"><li>- Present sustainability initiatives and environmental claims transparently through accurate signage, digital platforms, and guided experiences.</li><li>- Develop educational programs and materials that explain the project's sustainability efforts, local ecology, and cultural significance.</li><li>- Encourage responsible visitor behavior by providing interpretation on environmental and cultural sensitivities related to the site.</li></ul>
<p><b>Inspiration Certification / Source:</b> GSTC Industry Criteria Version 3 W/ Performance Indicators for Hotels &amp; Accommodations (pages 4, 6) Living Building Challenge 4.1 Program Manual – October 2023_en (pages 481-490)</p>
<p><b>UN Sustainable Development Goals:</b> Goal 4: Quality Education / Goal 17: Partnerships for the Goals</p>

### **C. Immersive Stewardship**

<b>Intent:</b> To engage guests in meaningful, hands-on experiences that deepen their understanding of sustainability, site restoration, and local ecology through direct participation in conservation and stewardship activities.
<b>Strategies:</b> <ul style="list-style-type: none"><li>- Offer interactive programs where guests actively contribute to environmental restoration or sustainability efforts.</li><li>- Design experiences that connect participants to local ecology and culture, reinforcing responsible stewardship.</li></ul>
<b>Measurement Mechanisms:</b> <ul style="list-style-type: none"><li>- Track guest participation rates in sustainability and restoration activities.</li><li>- Collect feedback through surveys to assess learning outcomes and engagement levels.</li><li>- Monitor the tangible environmental impact of guest-led initiatives, such as the number of trees planted or waste collected.</li></ul>
<b>Inspiration Certification / Source:</b> GSTC Industry Criteria Version 3 W/ Performance Indicators for Hotels & Accommodations (pages 4, 6) Living Building Challenge 4.1 Program Manual – October 2023_en (pages 481-490)
<b>UN Sustainable Development Goals:</b> Goal 4: Quality Education / Goal 17: Partnerships for the Goals

**D. Recognition of Indigenous Peoples**

<p><b>Intent:</b> To honor and integrate Indigenous culture and traditions into the project’s design, operations, and guest experiences while fostering meaningful engagement between visitors and Indigenous communities.</p>
<p><b>Strategies:</b></p> <ul style="list-style-type: none"><li>- Collaborate with Indigenous groups to incorporate cultural heritage, traditional knowledge, and design elements into the project.</li><li>- Provide opportunities for guests to engage with Indigenous culture through storytelling, guided experiences, and artisan markets.</li><li>- Ensure Indigenous voices are included in decision-making processes related to site operations and programming.</li></ul>
<p><b>Measurement Mechanisms:</b></p> <ul style="list-style-type: none"><li>- Track partnerships and collaborations with Indigenous communities in design, operations, and guest experiences.</li><li>- Assess guest participation in Indigenous-led activities and cultural programs.</li></ul>
<p><b>Inspiration Certification / Source:</b> GSTC Industry Criteria Version 3 W/ Performance Indicators for Hotels &amp; Accommodations (pages 10)</p>
<p><b>UN Sustainable Development Goals:</b> Goal 4: Quality Education / Goal 17: Partnerships for the Goals</p>