

# 1.04 Green Policy: How to write Your Green Policy



The Green Policy (environmental/sustainability policy) should clearly state the aims and principles of the business (its mission/values) with respect to its impact on the environment including community. The policy should allow managers/owners to communicate aims and objectives to employees, customers and other interested parties.

## What is the Best Format and Style for the Policy?

There are a few basic rules to follow to ensure the policy is clearly written and concise:

- Keep the statement short - if it's longer than a sheet of A4, then it's probably too long.
- The statement is meant for everyone to see, so make sure it's easy to read and understand.
- The statement must be realistic, achievable and relevant to your businesses activities and practices.
- Demonstrate commitment to making the policy work and get the statement signed, dated and endorsed by the owner, managing director or other senior executive.

## What Statements Should the Policy Contain?

Policies normally contain the same themes, including those listed below. As a general rule, the policy should contain statements on the following criteria:

- A commitment to continuous improvement
- Recognition of compliance with relevant environmental legislation as a minimum level of performance
- A commitment to raising the awareness of employees with regards to green issues (and how they can help)
- The monitoring of progress and review of environmental performance on a regular basis (usually annually).

Specific issues relevant to your business, and which you may wish to address in your Environmental Policy, could include:

- Transport and travel
- Minimising waste (reducing packaging and recycling)
- Reducing the emissions of carbon dioxide and other greenhouse gases
- Efficient use of water and energy
- Use of more natural and eco friendly products and services
- Minimising use of hazardous and toxic substances
- Support for positive actions related to the local community
- Procedures to minimise noise disturbance to neighbours
- Support for ethical, fair trade and other socially responsible practices.

If your business is linked closely to key customers through the supply chain, obtain a copy of their Green Policy and request their action plan or audit results, so that your objectives are reflected in their activities and services.

*The information on this data sheet has been prepared by SEA Ltd with assistance from Envirowise*

## Why write a Green Tourism Policy?

The benefits associated with writing a Green Policy include:

- Helping preserve the quality of the destination
- Maintaining good public/community relations
- Reducing costs and improving efficiency
- Enhancing image and market share
- Reducing risks and meeting legislation
- Conserving natural resources
- Sharing environmental solutions and good practice
- Improving industry/government relations.



## Do I Need to Review the Policy and If So, How Often?

To check that your company's current activities comply with the Green Tourism Policy, a review needs to be undertaken regularly - usually annually. A more regular review may be needed initially to see if commitments are being addressed. The Green Tourism assessment will help review whether activities are in line with objectives and define further practical opportunities. Green Tourism also provides basic practical guidance on legal requirements

## Web Links

Smaller Tourism Operators: [www.bleasdalecottages.co.uk](http://www.bleasdalecottages.co.uk),  
[www.coombefarmwoods.co.uk](http://www.coombefarmwoods.co.uk), [www.rufflets.co.uk](http://www.rufflets.co.uk), [www.cottagehotel.org](http://www.cottagehotel.org),  
Holiday Parks and attractions: [www.tannerfarmpark.co.uk](http://www.tannerfarmpark.co.uk), [www.newquayzoo.org.uk](http://www.newquayzoo.org.uk)  
Hotels: [www.careysmanor.com](http://www.careysmanor.com), [www.edinburgh.radissonsas.com](http://www.edinburgh.radissonsas.com)