



# green tourism

in newfoundland and labrador

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## Going Green: Taking the Next Step

Sustainability is a journey – not a destination. In the context of business, it is a value and a strategy – not a deliverable. As you begin successfully implementing some of the tips and tricks of being green and are finding success, you may be wondering: what's next?

### ➤ LOCAL RESOURCES

There are a number of organizations in Newfoundland and Labrador which provide excellent resources to help your business become more sustainable and find more cost savings opportunities. These organizations are available to discuss with you your specific business needs and avenues to achieve your desired outcomes. These organizations include:



**The ultimate resource on waste management.** The Multi-Materials Stewardship Board (MMSB) supports and promotes modern waste management practices in the province, with a particular focus on waste reduction and recycling, as a means of helping to ensure a clean and healthy environment. Visit [www.mmsb.nl.ca](http://www.mmsb.nl.ca).



Newfoundland and Labrador  
Environmental Industry Association

**The business of the environment.** The Newfoundland and Labrador Environmental Industry Association (NEIA) is a not-for-profit association of businesses that promotes the growth and development of the green economy in Newfoundland and Labrador. Visit [www.neia.org](http://www.neia.org).



**Your source for information and support in energy efficiency.** Newfoundland and Labrador Hydro and Newfoundland Power have joined together to form takeCHARGE to help raise awareness of the importance of using energy wisely and encourage more people to take action today to reduce their energy usage. Visit [www.TakeChargeNL.ca](http://www.TakeChargeNL.ca).



**HOSPITALITY**  
NEWFOUNDLAND & LABRADOR

**The voice of the provincial tourism industry since 1983.** Hospitality Newfoundland and Labrador (HNL) is a non-profit membership association that leads, supports, represents and enhances the province's tourism industry. Visit [www.hnl.ca](http://www.hnl.ca).



**A valuable asset for the food service industry province wide.** The Restaurant Association of Newfoundland and Labrador (RANL) has been representing the interests of the Food Service Industry in the province for close to fifty years. Visit [www.ranl.ca](http://www.ranl.ca).



**How does climate change affect your business, and how can you prepare?** The Government of Newfoundland and Labrador's "Turn Back the Tide" campaign is the Provincial Government's first-ever public awareness campaign on climate change and energy efficiency. Its website offers a wealth of information and resources on sustainable practices. Visit [www.turnbackthetide.ca](http://www.turnbackthetide.ca).

## ➤ STANDARDS AND CERTIFICATIONS

Acquiring a certification or adhering to a well known standard can be a valuable asset for your business for a number of reasons. The achievement can:

- objectively confirm by way of a 3<sup>rd</sup> party your business' environmental activities;
- be used promotionally to enhance your business' brand;
- gain access to a new and growing market of environmentally conscious tourists;
- increase customer loyalty;
- improve community relations; and
- contribute to your profitability.

There are a wide variety of certifications or standards related to tourism and the environment that may be applicable to your business. These certifications can relate to any number of your organizational processes or activities, including:

- hospitality and/or accommodations;
- attractions and activities;
- food and beverage service;
- management systems and processes;
- event management;
- building design or property maintenance;
- ISO (international organization for standardization) designation;
- and more.

There are *many* possible standards to pursue – of varying quality and recognition. It is important for you to research and understand which are most reputable and the best fit for *you*.



**How to responsibly dispose of electronics.** ERPA Newfoundland and Labrador is responsible for implementing and operating an industry-led and government-approved electronic products recycling program that is available for consumers and businesses throughout the province. Visit <http://recyclemyelectronics.ca/nl/>.

## ➤ BECOMING AN INDUSTRY LEADER

As your sustainability strategies mature, you may have developed a keen interest in green business – and how you might continue to lessen your impact on the environment and save on costs.

Whether it be through structural retrofits, the installation of renewable energy technologies, rainwater management, or industrial composting, there are always more pursuits in business sustainability.

Contact one of the resource organizations listed above for guidance on your business' next steps in its journey and to become a green business leader in Newfoundland and Labrador.

