

CERTIFICATION

AS A CONSUMER TOOL

A TOOL THAT MATTERS



**SUSTAINABLE
DESTINATION**
LOCAL ENGAGEMENT
IN A LONG PERSPECTIVE



EARTHCHECK



IMPROVING, THUS BETTER CHOICES

1. Competition
2. Improving more specific
3. More quality & information
(transparency)
4. awareness

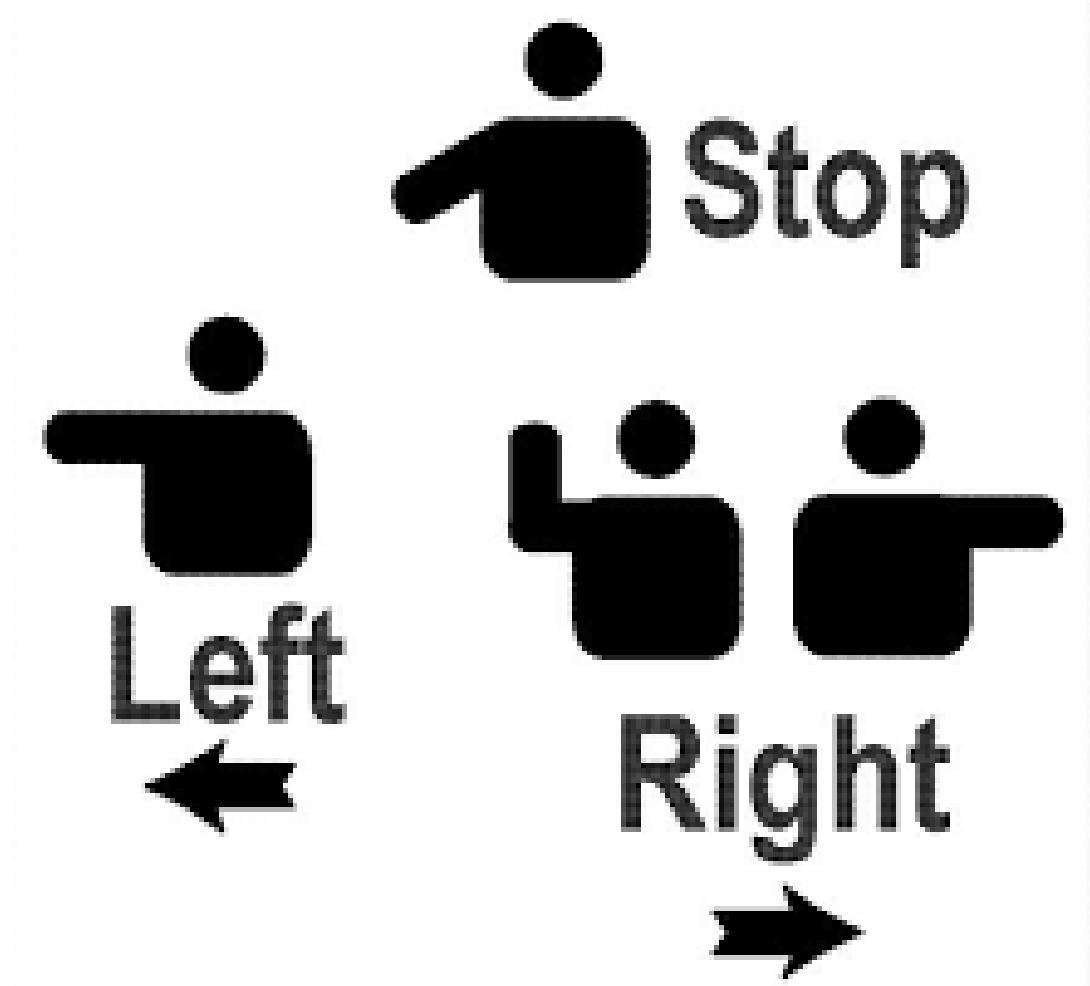


Better choices

YET CONFUSING



AND MORE STRINGENT....YET



POSITIVE IN MANY WAYS... CASE OF HUATULCO

- 100% WASTE DISPOSAL
- Water recycling and capturing
- -12% carbón emissions pp
- -23% energy consumption
- -3% to 4% growth rates from 2000-03 vs 2004-2008

IT NEEDS TO ENSURE CONSIDERING LOCAL CONTEXT, THUS:

1. Consider local stakeholders in their elaboration
2. Differentiated Access
3. Transparency
4. Incentives
5. Rule of law (legal framework)
6. Effective monitoring mechanisms

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