

# Your green policy

## What to consider and how to write it

**Your green policy is a succinct but important strategic document that encapsulates and communicates your commitment to sustainability.**

Your green policy sets out your business vision around sustainability and some overarching goals – it's key in the strategic development of your business, and not simply an afterthought. Ideally just one page long, it helps owners and managers easily communicate the vision, aims and objectives relating to sustainability to their employees, customers and other interested parties.

Your policy should complement the ten key themes outlined in the Green Tourism criteria – management, communication, social responsibility, energy, waste, water, procurement, travel, nature and culture – and your assessment is an opportunity to review this and develop your plans.

While larger businesses may produce an annual report with a statement on progress, smaller businesses might prefer to tell their green story in a more informal way.

### What your green policy should contain

1. The vision and overarching goals for the business
2. A commitment to legal compliance – to environmental legislation but also the Equality Act 2010 and Modern Slavery Act 2015
3. A commitment to continuous improvement. Our assessment and grading system supports this
4. All aspects of sustainability – environmental but also social responsibility and equal opportunity
5. Top-level endorsement from the business owners and senior management.

### What a good green policy looks like

- **Succinct:** Ideally a single sheet of A4
- **Future-focused:** Sets the goals of the business within a sustainable vision for the future
- **People-oriented:** Recognises the values of staff, guests and owners
- **Accessible:** Easy to read, understand and buy into
- **Aligned:** Complements local, national and international sustainability objectives
- **Signed and dated:** by the owner or Managing Director to show top-level endorsement.

### Reviewing your policy

Review your policy and goals annually, or every three to five years along with the company strategy. Your Green Tourism assessment will help you review whether activities are in line with objectives and highlight practical opportunities for improvement.

#### Telling your green story

Rather than have a formal policy, smaller businesses may prefer to tell their green story in a positive, engaging way with anecdotes and examples to illustrate their green journey, e.g. “we now have a flock of happy chickens supplying our eggs”.

#### What about your suppliers?

Ask to see the Green Policy of your suppliers and partners. Request their action plan or audit results so you can ensure their practices and services are aligned to your objectives.



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