Criteria Catalog for Companies

May 2021

1 Management

1.1 Mission Statement

The company has a mission statement published on its website that addresses the management of the following aspects: (i) human rights, (ii) working conditions, (iii) environmental protection, (iv) biodiversity, (v) continuous improvement.

1.2 Sustainability Manager

Management assumes CSR responsibility and has appointed a responsible person as Sustainability Manager with sufficient authority and time resources. The Sustainability Manager coordinates sustainability tasks internally, engages and motivates employees, and serves as a contact person for external stakeholders.

1.3 Legal Compliance

The company ensures compliance with all relevant laws and all applicable local, national, and international obligations (e.g. health, safety, labor, environmental aspects, anti-corruption).

1.4 Human Rights

The company has identified relevant human rights aspects and risks and has established a due diligence procedure. The company ensures that its business practices respect the rights and participation of local communities and follows internationally and nationally recognized best practices as well as locally agreed guidelines.

1.5 Risk Management

The company has a crisis and risk management plan to protect tourists in emergencies and, if necessary, draw consequences for tourism offers. Responsible employees receive training from relevant authorities on acute safety and health risks for tourists.

1.6 Stakeholder Analysis

The company has identified its internal and external stakeholders (e.g. through a stakeholder map) and assessed their mutual interactions.

1.7 Stakeholder Dialogue

The company maintains an active CSR dialogue with its stakeholders, provides information about its CSR management, and promotes the sustainable development of stakeholders.

1.8 Prioritization of Fields of Action

Based on the baseline assessment, the company has conducted a strengths and weaknesses analysis as well as a prioritization of sustainability topics and identified its key fields of action (portfolio analysis or materiality analysis).

1.9 Monitoring and Continious Improvement

The company's suggestion system and improvement management are functional. As part of monitoring continuous improvement, the improvement program is updated annually.

1.10 Sustainability Report

For each certification and recertification, the company prepares and publishes a sustainability report with current data and indicators.

1.11 Sustainable Tourism Planning at the Destination

The company contributes positively to sustainable tourism planning and management at the destination.

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2 Economic Data

2.1 Economic Stability

The company regularly collects data on its economic stability.

2.1.1 Revenue Structure

2.1.2 Revenue Development Over the Past 3 Years

2.1.3 Revenue per Employee

2.1.4 Profit Margin

2.1.5 Expenditure Structure

2.1.6 Percentage (%) oft he Price Remaining in the Destination

2.1.7 Revenue per Guest/Overnight Stay

2.1.8 Average Length of Stay

3 Offering

3.1 Product Development

The company regularly collects and evaluates the degree of sustainability of its own tourism products.

3.1.1 CSR-Index (%) Product Design

3.2 Accessibility

The company enables barrier-free access and collects data on the proportion of accessible beds. Appropriate information for people with special needs is provided (e.g. on the website).

3.2.1 Percentage (%) of Accessible Beds

4 Customer / Guests

4.1 Information and Communication

The company actively promotes sustainable travel among its customers through transparent communication.

Information about the sustainability of service providers is provided in appropriate places.
Advertising messages and images used in marketing activities present locations and destinations respectfully and provide an authentic and realistic representation of the destination or product.

4.2 Customer Satisfaction

The company regularly measures customer satisfaction, including perceptions of sustainability aspects of travel.

4.2.1 Customer Satisfaction Index

4.2.2 Response Rate (%) of Customer Surveys

4.2.3 Staff-to-Guest Ratio (Group Size per Supervisor)

4.2.4 Percentage (%) of Returning Guests/Customers

4.3 Guestinformation and Complaint Management

The company regularly assesses the quality and sustainability of its customer information. The company actively informs guests about: (i) environmentally friendly travel to the destination,(ii) environmentally friendly mobility at the destination, (iii) environmentally and socially responsible behavior on site.

4.3.1 CSR Index (%) Customer Information

5 Employees

5.1 Safety

The company ensures a safe working environment for its employees.

5.2 Sustainability Training

All employees, including those in destinations, receive training at least once a year on at least one of the following topics: (i) human rights, (ii) working conditions (including safety and health protection, risk and crisis management, economic efficiency and quality), (iii) environmental protection, (iv) biodiversity, (v) their role and responsibility in implementing these aspects.

5.3 Incentive Sytsems and Social Benefits

The company offers voluntary social benefits, career opportunities, and additional benefits to employees (e.g. mobility subsidies, free meals, etc.).

5.4 Compensation

The company commits to compliance with minimum wage and collective bargaining agreements. Wages must at least ensure a living income and cover local living costs.

5.5 Overtime Regulation

The company has regulations governing overtime.

5.6 Employee Representation

The company supports the establishment of employee representation or workers' councils.

5.7 Equity and Inclusion

The company provides fair and equal opportunities for education, training, and employment regardless of origin, ethnicity, age, religion, gender, sexual orientation, or disability.

The local population receives equal opportunities for employment, promotion, and leadership positions.

5.8 Employment Structure

The company regularly collects data on its employment structure.

5.8.1 Number of Employees (Full-Time Equivalents)

5.8.2 Number of Managers, Skilled Employees, Trainees, Other Employees

5.8.3 Percentage (%) of Women in Leadership Positions

5.9 Employee Satisfaction

The company regularly measures employee satisfaction.

5.9.1 Employee Satisfaction Index (%)

5.9.2 Percentage (%) of Survey Participants

5.9.3 Average Length of Employment (Years)

6 Service Providers

6.1 Involvement of Service Providers

The company involves local businesses in the development and sale of products and services based on the region's nature, history, and culture.

6.2 Supplier Code

The company ensures, for example through contractual clauses or a Supplier Code of Conduct, that service providers comply with fundamental sustainability principles in the areas of: (i) human rights,(ii) working conditions, (iii) environmental protection, (iv) biodiversity.

6.3 Survey of Service Providers

The company regularly surveys service providers and suppliers and measures their level of sustainability.

6.3.1 CSR Index (%) Suppliers

6.3.2 Total Number of Suppliers

6.3.3 Percentage (%) of Surveyed Suppliers

6.3.4 Percentage (%) of Suppliers with Sustainability Labels

6.4 Business Partners

The company regularly measures the satisfaction of business partners and the quality of sustainability communication with them.

6.4.1 CSR Index (%) Business Partners

7 Local Communities

7.1 Support for Sustainability Projects

The company supports sustainable initiatives or projects at its own location and/or in the destinations visited.

7.1.1 Expenditure (€) for Supporting Sustainability Projects for example in the fields of education, vocational training, health, sanitation, or projects addressing climate change impacts.

7.2 Protection of Essential Community Resources and Livelihoods

The company ensures that its activities do not endanger access to basic food supplies, water supply, transportation, housing, public pathways, and other essential services for local communities.

The company also ensures that residents' access to local land, sites, and traditions of historical, archaeological, cultural, and spiritual importance is not impaired.

7.3 Rights of local Communities

The acquisition of land, water rights, and property by the company complies with local and indigenous rights.

Local populations are informed and consulted in advance, and their free prior consent is obtained so that no involuntary resettlement is required.

7.4 Protection of Preservation of Cultural Heritage

The company integrates authentic elements of traditional and contemporary local culture into its activities, gastronomy, and other offerings while respecting intellectual property rights of local communities.

Historical and archaeological artifacts are sold, traded, or displayed only when permitted under local and international law.

7.5 Regional Landscape and Townscape

The company supports initiatives to preserve traditional cultural landscapes and projects aimed at maintaining and enhancing historic townscapes and architectural features.

7.6 Protection of Vulnerable Groups

The company ensures protection of all people, especially children, youth, women, minorities, and other vulnerable groups, including protection against sexual exploitation throughout the company and value chain.The company follows the recommendations of "The Code" and the ILO Declaration on Fundamental Principles and Rights at Work. The organization does not use illegal child labor. Contractual partners reject all forms of commercial exploitation and harassment.

8 Climate Protection

8.1 CO_2 Emissions from Travel

The company regularly collects data on the climate impact of sold trips and the percentage distribution of passengers by flight distance.

8.1.1 CO_2-Emissions (t)

8.1.2 Flight-(CO_2) per Guest/Day

8.1.3 Flight-(CO_2) per Flight Distance

8.1.4 Compensated CO_2 Emissions (t)

8.1.5 Percentage (%) Climate Compensation

8.1.6 CO_2 Emissions (kg) Minus Compensated Emissions per Guest and Day

8.2 Green Electricity

The company sources 100% renewable electricity.

8.3 CO_2-Emissions and Compensation

The company regularly measures CO_2 emissions at its site and compensates at least 50% of emissions from business travel.

8.3.1 CO2-Total CO_2 Emissions (t) by Source

8.3.2 CO2-Emissions (t) from Business Flights

8.3.3 CO2-Emissions (t) per Employee

8.3.4 Percentage (%) of Compensated Business Travel

8.4 Mobility

The company continuously reviews resource-efficient transport alternatives and actively promotes clean and resource-efficient mobility options among customers, employees, and suppliers.

9 Resourcen Management

9.1 Energy

The company regularly collects data on energy consumption at the company site.

9.1.1 Total Energy Consumption (kWh), per Employee and per Guest

9.1.2 Total Electricity Consumption (kWh), per Employee and per Guest

9.1.3 Total Heating Energy Consumption (kWh), per Employee and per Guest

9.2 Paper

The company regularly collects data on paper consumption at the office site..

9.2.1 Total Paper Weight (kg) and per Employee

9.2.2 Percentage (%) of 100% Recycled Paper in Total Paper Consumption

9.3 Waste

The company regularly collects data on waste generation at the company site, including food waste and disposable or single-use products, strives for low-waste procurement, and promotes the circular economy through reuse and recycling of waste.The company ensures that waste disposal does not negatively affect the local population or the environment.

9.3.1 Total Waste Generation (l)

9.3.2 Waste Generation (l) per Guest/Day

9.3.3 Percentage (%) of Residual Waste

9.3.4 Residual Waste Generation (l) per Guest/Day

9.3.5 Percentage (%) of Plastic WasteAnteil (%) Plastikmüllaufkommen

9.3.6 Percentage (%) of Food Waste

9.3.7 Percentage (%) of Recycled or Reused Waste

9.4 Water

The company regularly collects data on water consumption at the site and identifies water sources.The company assesses water risks, particularly in water-scarce areas, and operates an efficient and economical water supply adapted to regional water availability without negatively impacting the environment. Wastewater, including greywater, is appropriately reused, treated, or discharged, provided that no negative impacts occur for the local population or the environment.

9.4.1 Total Water Consumption (m^3)

9.4.2 Water Consumption (m^3) per Guest

9.5 Chemicals und Hazardous Substances

The company collects data on the use of chemicals at the company site and takes measures to minimize or replace them.

The company maintains a hazardous substances register.

9.5.1 Solid Cleaning Agents (kg) Total

9.5.2 Solid Cleaning Agents (kg) per Overnight Stay

9.5.3 Liquid Cleaning Agents (l) Total

9.5.4 Liquid Cleaning Agents (l) per Overnight Stay

9.5.5 Hazardous Substances (l) Total

9.5.6 Hazardous Substances (l) per Guest

9.6 Environmental Pollution

The company identifies and minimizes sources of environmental pollution caused by runoff, erosion, ozone-depleting substances, and air, water, noise, light, and soil pollution.

9.7 Procurement of Goods and Services

When purchasing goods and services, the company prioritizes sustainable options such as regionally produced, ecological, fair-trade, and environmentally friendly products, services, capital goods, and construction materials.

9.7.1 Percentage (%) of Expenditure on Sustainable Products and Services

9.8 Sustainable Food

The company regularly collects data on the share of sustainable food products, including packed lunches provided during tours.

9.8.1 Percentage (%) of Fair-Trade Food Products

9.8.2 Percentage (%) of Regional Food Products

9.8.3 Percentage (%) of Organic Food Products

9.8.4 Percentage (%) of Sustainable Food Products Overall

10 Environmental Protection and Conservation

10.1 Protection of Biodiversity

The company contributes to the conservation of natural protected areas and areas of high biodiversity value, including through the management of its own properties. Any disturbance of natural ecosystems is minimized, rehabilitated, and compensated where appropriate. The company informs its customers/guests about the biodiversity of the region and possible protected areas and provides guidance for behavior in ecologically or culturally sensitive areas, as well as recommendations on how guests can contribute to the protection of biodiversity and cultural heritage.

10.2 Invasive Species

The company ensures that invasive animal and plant species are neither introduced nor kept on company-owned premises or facilities under its direct influence. Whenever possible, the company uses native species for landscaping and ecological restoration.

10.3 Interactions with Wildlife and Plant Life

Interactions with wildlife are regularly assessed and managed in a way that avoids adverse impacts on the animals, their behavior, and the viability of their populations.The company is familiar with and complies with existing local, national, and international guidelines, requires compliance from service providers, participates in the development and implementation of local standards, and consults experts where necessary. Wild animals are not hunted, consumed, displayed, sold, or traded unless this is permitted under local and international law and contributes to sustainable use.

10.4 Animal Welfare

The company ensures the protection of animals and avoids activities that compromise animal welfare.No wild animal species are acquired or bred. Housing, care, and handling of all wild and domestic animals comply with the highest standards and are in accordance with local and international law.

11 Company-Owned Buildings and Infrastructure

11.1 Land Use

The company collects data on land use related to its operations.

11.1.1 Total Area (m²)

11.1.2 Sealed Surface Area (m²)

11.1.3 Percentage (%) of Sealed Surface Area

11.2 Land Use Planning

Land use, including planning, site selection, construction, renovation, operation, and demolition, takes into account natural and cultural conditions and complies with local land-use plans and laws relating to protected and sensitive areas as well as cultural heritage requirements.

11.3 Local and Sustainable Construction Methods and Materials

Planning, design, and construction are based on locally appropriate and sustainable construction methods and materials.

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