

## STEP ONE

### Gather your team



Confirm your Destination Authority, including key stakeholders and a representative for the certification process.

With the support of EarthCheck's Relationship Management team, the Destination Authority will workshop your sustainability aspirations and goals.

## STEP TWO

### Make a commitment & policy



Develop your Environmental, Cultural, Social and Economic Sustainability Policy.

This is where your destination commits to a sustainability pathway, and takes action on it.

## STEP THREE

### Benchmark

Let's assess your current state.

Uploading your destination-specific data to the MyEarthCheck portal will enable you to:

- Assess performance over time
- Identify opportunities
- Prioritise critical issues and initiatives
- Report performance

You will be benchmarked across areas such as:



### ACHIEVEMENT

You're on your way to becoming certified! Once Step 3 is complete, you can celebrate your Bronze Benchmarked status and share the results with stakeholders.



### IMPLEMENTATION

Now that you're benchmarked, it's time to effect change by implementing your sustainability management system. This allows teams and individuals to easily measure and manage the sustainability activities of your destination. EarthCheck has criteria, guides, templates and people to guide your teams and departments through the process systematically.

START

## ACHIEVEMENT

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If you meet the requirements, you will be awarded certification and use of the EarthCheck Certified logo to promote your achievement. Marketing and communication tools are provided to assist you and the team in spreading the news of your certification.

Your certification level is upgraded the longer it's maintained.



## AUDIT

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When you have completed Steps 1-6, we will organise a certification audit with a credible and experienced independent auditor to verify your commitments.

The auditor will produce a detailed certification report, and will make a recommendation to the certification body as to whether your destination is compliant and certifiable.

## STEP SIX

### Consultation, communication & reporting



- ✓ Demonstrate transparency
- ✓ Improve your destination's image
- ✓ Community consultation and feedback

## STEP FIVE

### Planning for continual improvement



- ✓ Develop and implement a multi-year Destination Management Strategy and Action Plan to manage and improve the overall performance of the Destination
- ✓ Develop compelling initiatives

## STEP FOUR

### Compliance



- ✓ Identify and manage your destination's risks
- ✓ Strengthen the processes within your destination
- ✓ Ensure continuity for the destination

RENEW every 12 months