



**EARTHCHECK**

EarthCheck Pty Ltd  
PO Box 12149  
George Street  
Queensland 4003  
Australia

P +61 7 3238 1900  
W [www.earthcheck.org](http://www.earthcheck.org)

# **Bougainvillea Beach Resort**

## **AWARDED EARTHCHECK GOLD CERTIFICATION**

### **FOR ENVIRONMENTAL PRACTICES**

***FOR IMMEDIATE RELEASE***

**26<sup>th</sup> October 2010, Barbados** – The environmental practices of **Bougainvillea Beach Resort** have been recognised by EarthCheck; the world’s leading sustainable travel and tourism certification organisation.

The EarthCheck Program is widely regarded as the world’s most scientifically rigorous, and is focused on maximising operational efficiencies to minimise CO<sub>2</sub>e emissions, while supporting host communities. It looks at key environmental indicators such as energy and water consumption, total waste production as well as community commitment, to determine the level of performance.

Only those companies that can demonstrate operational practices that adhere to the highest environmental standards receive the much-coveted Gold Certification.

As Sharon Hugh-White, General Manager of **Bougainvillea** stated, “Protecting the environment is a critical issue that needs our action today. We all bear some responsibility for the damage that has been done and becoming part of the solution by taking responsibility for our own issues is a step in the right direction. The environmental strategies and ideas that are presented by our team at **Bougainvillea** are integrated into our business practices and taken into our homes as well. Encouraging and supporting this exciting process has resulted in the raising of awareness as we work towards the goal of achieving a sustainable society.”

Prior to achieving Certification, **Bougainvillea** successfully benchmarked and certified its operations using the EarthCheck tool. This involved the organisation submitting a year’s worth of operational data, and having it compared to that of other organisations that are similar in kind.

The EarthCheck Program uses more than a decade of factual, operational data, submitted by over 1000 companies in 60+ countries. By taking such a holistic view of company practices, **Bougainvillea Beach Resort** was able to identify where they were out-performing others, and where room for improvement remained.

“I am delighted that **Bougainvillea Beach Resort** has achieved Certified Gold status,” says Stewart Moore, CEO of EC3 Global. **Bougainvillea** has recognised a maturing of the science behind climate change and environmental sustainability, and has chosen to apply the highest possible standard to their practices.

“Going well beyond mere tick-box action is not an easy task. It requires the commitment of all levels of staff, as well as a readiness to submit to expert scrutiny. **Bougainvillea** has emerged as an

example of an organisation committed to environmentally sustainable tourism, and the EarthCheck logo will serve to demonstrate that their claims are both credible and relevant.”

Changing regulatory environments, rapidly evolving markets and complex risk implications require organisations access specialised tools and expertise. Taking a science-based approach, ***Bougainvillea Beach Resort*** has increased efficiencies, maximised guest experience and minimised their environmental footprint.

### **About EarthCheck**

EarthCheck is the next generation of environmental certification and benchmarking. It is the culmination of a journey that began in 1987 and continues to this day. Exclusively owned by EC3 Global, the EarthCheck Program is used by more sustainable travel and tourism companies than any other; helping them navigate the path forwards with certainty and peace of mind, while recognizing that the planet deserves more than half measures.

### **About *Bougainvillea Beach Resort***

***Bougainvillea Beach Resort*** is located on the south coast of Barbados and combines the beauty of Barbados with comfort, charm and outstanding service. Spacious suites face an amazing 1/4 mile of white sands, and overlook lagoon pools, tropical gardens and the inviting waters of the Caribbean Sea. With a commitment of reducing its negative impact on its environment, *Bougainvillea* continually strives to better its practices against global standards.

Media contact: Natalie Dyll, Environmental Coordinator - <a href="mailto:ndyall@bougainvillearesort.com">ndyall@bougainvillearesort.com</a>
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