



## BOUGAINVILLEA BEACH RESORT GOES PLATINUM

**28 August 2013, Barbados** – Bougainvillea Beach Resort has joined an elite number of organizations in the world in achieving the highest level of EarthCheck Certification.

In attaining Platinum, Bougainvillea Beach Resort has been recognized for having consistently demonstrated their commitment to host communities and high standards of environmental care, over a period of ten years or more.

Rather than opting for the easier path of simply collecting “green badges”, Bougainvillea chose a more meaningful approach to sustainable tourism. This involved using EarthCheck science-based software and tools to measure the effectiveness of their environmental and CSR practices.

Each day for the past decade, has seen all Bougainvillea staff adhere to an internationally recognized standard of Best Practice. They have reported their environmental footprint to EarthCheck annually and permitted independent auditors to verify the credibility of their environmental and social claims.

General Manager, Sharon Hugh-White expressing her pride in the ongoing efforts of her team, said “For over 10 years, we have actively worked to make a positive impact on our environment. This could not have been achieved without such a dedicated team.”

A number of key indicators such as energy and water consumption, total waste production, and community commitment were measured and benchmarked against their peers. This provided a competitive picture of efficiencies and performance and identified where room for improvement remained.

“There are no short cuts and no ways to buy your way in to the top spot,” explained EarthCheck CEO Stewart Moore. “Rather, this took everyone at Bougainvillea Beach Resort a great deal of hard work and commitment over many, many years to achieve.”

“They’re well ahead of most governments and industry players globally as a result of their efforts and serve as a leader in the field of sustainable practices. Their operations serve as an excellent example for how to gain buy-in from key stakeholders, achieve an excellent ROI, and increase asset effectiveness over time,” Moore concluded.

For economies reliant on travel and tourism, EarthCheck’s benchmarking data provides the only historical record of the global environmental impacts of the industry over the past 12 years. More importantly, it rates the effectiveness of industry efforts to reduce Greenhouse Gas emissions (GHG) and conserve natural resources at a project-by-project level.

For travellers the world over, it’s good to know there’s a credible body keeping track of sustainability claims. The EarthCheck logo represents travel and tourism’s efforts to come together and take meaningful steps to address the serious challenges faced by the planet.

## **EDITOR'S NOTES:**

**Bougainvillea Beach Resort** is a beautiful beachfront resort on the south-coast of Barbados, offering 138 spacious, studios, one and two bedroom suites with spectacular views. An ideal choice for island getaway, romance in the sun or family fun, Bougainvillea offers excellent resort facilities and amenities including three pools, swim-up pool bar, two restaurants, Spa, water sports, tennis, fitness centre, kids club, games room and complimentary wireless internet access.

**EarthCheck** is one of the world's largest certifiers of sustainable travel and tourism operators; with more than 1,200 clients in over 65 countries. EarthCheck certification complies with the Intergovernmental Panel for Climate Change (IPCC) Guidelines for National Greenhouse Gas Inventories, the World Business Council for Sustainable Development (WBCSD) Greenhouse Gas Protocol, and the International Organisation for Standardization (ISO) 14064 range of standards for greenhouse gas accounting.

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