



CHECK LIST

On the way to sustainable tourism
Part of the VAKINN environmental system

Name of company: _____

Completed by: _____

Date: _____

On the way to sustainable tourism:

How does one use the check list?

This simple check list helps you to pinpoint where the company is situated on its way to sustainable tourism. Its aim is also to give a clear picture of the company's present position with regard to environmental matters. This list must, in all cases, be completed by company management prior to applying for a VAKINN environmental category, as designated by the Icelandic Tourist Board.

The company is not expected to have carried out all the items mentioned on the list. This is only intended as a snap shot of the current situation, and what could be done to further enhance its performance.

How should the check list be used?

The list should be completed by ticking the appropriate boxes.

The list gives an idea of what can be done to improve performance. In this way it creates a picture on which to base a plan of action. It is by no means certain that all items on the list will apply to all applicants concerned.

When the list has been completed, the final page can be used to draft an action plan, detailing those improvements deemed most imperative and easiest to tackle.

The number of tasks already implemented, is one of the items which give points towards the company's environmental category.

To achieve a bronze badge the company is required, for example, to have carried out 6 significant actions to reduce waste, save energy, encourage environmentally friendly procurements etc.

As far as those actions are concerned, it is best to look first to operational matters, where directors and staff could better their performance by changing work procedures.

This is often merely a case of changing accepted customs or examining what and from whom supplies are ordered.

There is also the question of what the company contributes to society. No company is independent of the society within which it operates and a good co-existence with its immediate surroundings could raise the opinion of visitors, thus increasing business.

Next, the operational side is considered, where investment might be rewarded by long-term savings. Ideas for further actions may be found on: www.vakinn.is

1. Strategy formation and work procedures	Not on the agenda	Requires attention	Already in place	N/A	What requires attention?
1.1. Compile a declaration with emphasis on sustainable tourism.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1.2. Present the vision of sustainable tourism and company strategy to the staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1.3. Re-examine this vision and strategy regularly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1.4. Encourage the staff to voice their opinions and ideas about environmental protection and social responsibility.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1.5. Strengthen environmental awareness among the staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1.6. Assess the financial performance of the company regularly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1.7. Assess the company's environmental performance regularly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1.8. Assess the company's social performance of regularly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1.9. Set objectives and publish a report on environmental performance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other – enter here:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2. Procurements and resources	Not on the agenda	Requires attention	Already in place	N/A	What requires attention?
2.1 Develop and adopt a procurement strategy which supports sustainability.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2.2 Consider the cost of commodities' useable life span with regard to procurement and other decision-making.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2.3 Purchase supplies produced in the surrounding area rather than items of a similar kind from other sources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2.4 Organise orders and procurements in such a way that delivery runs are kept to a minimum.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2.5 Opt for goods without packaging, with minimum packaging, large volume packages or packaging which can be reused.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2.6 Avoid purchasing single use commodities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2.7 Use products sparingly and reduce the use of agents containing toxic substances, e.g. cleaning materials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2.8 Purchase goods marked as environmentally friendly or bio certificated items wherever possible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2.9 Purchase "Fairtrade" goods (reasonable business terms) whenever possible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2.10 Install water saving appliances and equipment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2.11 Reduce water usage; never allow water to run unnecessarily.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2.12 Offer tap water rather than bottled water.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2.13 Use environmentally friendly building materials and construction methods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other – enter here:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3. Energy	Not on the agenda	Requires attention	Already in place	N/A	What requires attention?
3.1 Ensure proper and regular maintenance of cooling and heating systems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3.2 Ensure proper and regular maintenance of ventilation systems and use them in moderation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3.3 Measure and register energy use regularly, according to area, volume, room occupancy rates or number of guests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3.4 Compile a strategy for reducing energy consumption, taking the above measurements into consideration.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3.6 Purchase energy efficient appliances and equipment (consult information labels).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3.7 Switch off lighting appliances and equipment which is not in use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3.8 Train drivers in ecodriving.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3.9 Ensure regular maintenance of vehicles.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3.10 Keep up with developments regarding new types of fuel, and use these as far as possible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3.11 Support and encourage ecotravel by staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3.12 Support and encourage ecotransport of goods, pooling of journeys etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other – enter here:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

4. Waste	Not on the agenda	Requires attention	Already in place	N/A	What requires attention?
4.1 Put together a strategy for action to reduce waste generation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4.2 Reuse paper and cardboard.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4.3 Try to reuse, sell or give away goods when they have reached the end of their usefulness to the company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4.4 Collect drinks containers to hand in to the recycling facilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4.5 Collect paper and cardboard for recycling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4.6 Collect glass for recycling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4.7 Collect plastic for recycling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4.8 Collect metal for recycling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4.9 Collect electrical gadgets and appliances for recycling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4.10 Collect hazardous waste for transport to a toxic waste disposal centre.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4.11 Return unused medication to the pharmacy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4.12 Collect organic waste for composting or use as animal fodder.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4.13 Work in cooperation with the municipal authorities and waste disposal companies to find solutions in the field of waste management.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other – enter here:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5. Nature conservation	Not on the agenda	Requires attention	Already in place	N/A	What requires attention?
5.1 Support land revegetation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5.2 Participate with other parties to check the spread of invasive plant species.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5.3 Follow instructions on sewage management.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5.4 Monitor what is being put down drains.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1.5. Strengthen environmental awareness among the staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5.5 Work on improving road and area signposting (thus helping to control traffic in ecologically sensitive areas).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5.6 Support or participate in environmental research.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5.7 Support non-governmental nature preservation organisations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5.8 Support measures to reduce greenhouse gas emissions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5.9 Support education on nature conservation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5.10 Support action to reduce the negative environmental impact caused by the activities of the operator concerned.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5.11 Support the reduced idling of vehicle engines.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5.12 Support the improvement of access and pathways to the near and/or distant environment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other – enter here:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6. The community	Not on the agenda	Requires attention	Already in place	N/A	What requires attention?
6.1 Form long-term relationships and support community groups (e.g. sports clubs, nature conservation associations, charity organisations etc).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6.2 Support individual local causes short-term, e.g. travel of participants in sporting contests, assistance to individuals requiring medical treatment etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6.3 Donate products or services to community projects.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6.4 Donate used equipment to schools or community groups.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6.5 Sit on a committees or the board of a local organisations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6.6 Provide counselling and guidance to local companies or community groups.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6.7 Work in conjunction with other tourist services in the area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6.8 Offer vocational training courses in tourism.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6.9 Provide organised support for local suppliers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6.10 Utilise local knowledge and the local workforce.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6.11 Hold an open house for local people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6.12 Work towards a local policy plan in conjunction with the municipal council.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other – enter here:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

7. Suppliers and market	Not on the agenda	Requires attention	Already in place	N/A	What requires attention?
7.1 Recognise the key organisations or associations which are most important for company sustainability.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7.2 Work with other pioneers in the world of commerce to bring about changes in the community and local tourist services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7.3 Encourage the responsible and safe use of the company's own products or services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7.4 Check client expectations of and satisfaction with the services provided, environmental issues and sustainability.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1.5. Strengthen environmental awareness among the staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7.5 Check where the company's strongest competitors stand in the field of sustainability.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7.6 Search for marketing possibilities which are linked to worthy causes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7.7 Gather information on where the most important raw materials are to be found and how they are produced.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7.8 Acquaint suppliers with the company's emphasis on and demands in the field of sustainability.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7.9 Seek cooperation with suppliers and competitors in the field of ecotransport.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7.10 Use every opportunity to monitor the suppliers, to ensure a desirable work process.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other – enter here:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

8. Customer information	Not on the agenda	Requires attention	Already in place	N/A	What requires attention?
8.1 Encourage guests to use the same towel more than once.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8.2 Encourage clients to sort all rubbish.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8.3 Encourage clients to save energy e.g. water, heating and electricity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8.4 Provide the clients with information on the quality of tap water.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8.5 Provide the clients with information on the quality of surface water in the surrounding area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8.6 Instruct customers on the history and nature of the surrounding area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8.7 Inform the clients of the company's areas of emphasis regarding sustainable development.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8.8 Inform clients about the VAKINN environmental system.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8.9 Inform the clients about company policy on environmental issues and sustainability, and how they can support this cause.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other – enter here:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Action Plan

Action	Estimated time of completion Date:	Project Completed Date:	Verified by assessor