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GREEN TOURISM CANADA CRITERIA OVERVIEW

The Green Tourism assessment process is based on over 140 possible measures in eleven categories. Tourism businesses recognized through the program have been graded on between 30 and 60. Each measure is rated from zero to five based on the level of activity, with a zero representing no activity and a five being an outstanding level of activity.

CATEGORIES	
COMPULSORY	Compliance with environmental legislation and a commitment to continuous improvement
MANAGEMENT	Demonstrating good environmental management, including staff awareness, specialist training, monitoring, and record keeping
SOCIAL & COMMUNICATION	Looks at how your business interacts with society and communications of environmental actions to customers through a variety of channels and range of actions
ENERGY	Energy efficiency of lighting, appliances, and renewable energy
WATER	Using water wisely and water efficiency
WASTE	Minimizing the production of waste
PURCHASING	How and what you buy
TRAVEL	How your business minimizes travel impact
NATURAL & CULTURAL HERITAGE	On-site measures aimed at increasing biodiversity and preserving cultural values.
INNOVATION	Above and beyond

[IF YOU ARE A TOURISM BUSINESS AND WOULD LIKE TO LEARN MORE ABOUT THE CRITERIA AND THE ASSESSMENT PROCESS, YOU CAN REGISTER FOR ONE OF OUR BI-WEEKLY WEBINARS HERE.](#)

If you would like to speak to us in person, please contact us at 1-800-469-7830 or email info@greentourismcanada.ca.