

A Sustainable Start

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The four C framework gives you a 360° view of your organization, and helps you to identify areas of excellence, areas of potential weaknesses, and to create opportunities to discuss and address these, as well as challenge yourself to improve where possible. Using the 4Cs helps test decisions against your sustainability goals in a practical way.

Conservation

Is about safeguarding biodiversity and the integrity of the ecosystem services it provides, which support global needs. Resilience lies in diversity, which is through our practices and investments, including sound environmental management practices, climate action, and direct or indirect conservation support and efforts.

Consider

What do you aspire the status of your biodiversity conservation to be within 1-3 years?

Example: To restore the natural environment to a pristine condition; to re-establish and protect natural biodiversity.

What is your environmental management (E, W, W) plan for the next 1-3 years?

Example: To reduce resource consumption of energy and water, move to 50% renewable energy by 2025, and have less than 15% of waste go to landfill.

What changes do we want to see and contribute to in the ecosystem? (urban context relevance?)

Example: Reduced carbon emissions via additional renewable energy solutions

Specific actions - 12 month time frame

| Conservation | Environmental Management |
|---|---|
| <p><i>Example: Known species on your property/area of responsibility (document species lists)</i></p> <p><i>Example: Develop Reserve Management Plan/ Species protection and/ or support plan</i></p> | <p><i>Example: measure energy usage across all categories, e.g. grid power, diesel, gas, with goal to reduce consumption</i></p> <p><i>Example: Develop Environmental Management policy, with directives for energy, water and waste.</i></p> |

Community

Looks at whether the business is a responsible, responsive, and supportive member of the local communities it impacts directly or indirectly, and does it contribute to the social and economic wellbeing of the internal stakeholders, providing a rewarding workplace.

Consider

Who is your internal and external community/ stakeholders?

Example: Internal – employees and external the local community/ neighbourhoods situated near your property location

What do you aspire to impact, influence and improve in your communities for the next 1 - 3 years?

Specific actions - 12 month time frame

| Internal | External |
|--|---|
| <p><i>Example: Conduct a remuneration benchmarking exercise and thereafter review every 3 years.</i></p> <p><i>Example: Set up team volunteering guidelines, to involve employees in neighbourhood projects.</i></p> | <p><i>Example: Identify our “local communities/ neighbourhoods” that we are committed to working with.</i></p> <p><i>Example: Hold community workshops/ dialogues to better understand the most pressing needs, the outcomes of which form a plan of action, with budget.</i></p> |

Culture

Is about nurturing our cultural assets. Celebrating commonalities and difference, promoting diversity, tolerance, respect and innovation. Valuing cultural heritage directly or indirectly through engagement, exchange, and protection while striving to become an active agent of positive change.

Consider

What are your cultural aspirations?

How do we want to impact heritage and cultural expression of the communities we interact with directly or indirectly?

Example: We are committed to finding and implementing models of sustainable tourism that conserve and celebrate cultural and social resources.

What changes do you want to see in the cultural landscape? What can our role be?

Example: Celebrate regional/ local culture.

What is our business organizational culture?

Specific actions - 12 month time frame

Example: Develop a 12-month team engagement calendar of celebration and social events. Each team responsible for a month/ event/ theme.

Example: Document/ develop business values, involving team members.

Commerce

Is about financial resilience, long term viability to sustain a successful business, ethical practices and the other Cs. This also about how the other component “C’s” draw on commerce and vice versa. This is done through the implementation of best management practices to create better customer experience, shared value, and to build resilient partnerships.

Consider

Where do you want the business to be in 1 –3 years?

Example: A sustainable and prosperous business that drives exceptional standards of tourism, environmental management and conservation, while sharing value and creating a positive net impact.

What are your core business principles?

Example: Our business values (explicitly documented)

What impact do you want your business to have?

Example: Net positive and enduring impact, that shares value, is never extractive or exploitative.

Specific actions - 12 month time frame

Example: Soft refurbishment of hotel (use local suppliers),

Example: Additional staff housing for lodge

Questions:**1. What is your company's vision statement?**

A vision statement summarises your business long-term goals. It is a formal way to communicate your aspirations and commitments to others.

Vision Statement

Insert answer here

2. What are your medium-term (1 – 3 year) objectives and goals?**Goal/ Objective:**

Example: to restore the natural environment to a pristine condition; to re-establish and protect natural biodiversity.

Goal/ Objective 1: Insert answer here

Goal/ Objective 2: Insert answer here

Goal/ Objective 3: Insert answer here

Goal/ Objective 4: Insert answer here

Goal/ Objective 5: Insert answer here

3. 12-month activity schedule

| Activity <i>Example: offer trips which are 100% free of single-use plastics</i> | Owner <i>Example: Operations manager</i> |
|---|--|
| Focus area: <i>Example: Conservation</i> | |
| Activity 1: Insert answer here Focus area: Insert answer here | Insert answer here |
| Activity 2: Insert answer here Focus area: Insert answer here | Insert answer here |
| Activity 3: Insert answer here Focus area: Insert answer here | Insert answer here |
| Activity 4: Insert answer here Focus area: Insert answer here | Insert answer here |
| Activity 5: Insert answer here Focus area: Insert answer here | Insert answer here |