

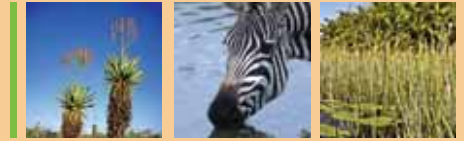


Botswana Ecotourism Certification System

| Ecotour Standards |



## Foreword



Botswana Ecotourism Certification System | Ecotour Standards |

### From 'Green...to...Eco'

The Botswana Tourism Board (BTB) is pleased to present the first ever Botswana Ecotourism Certification System Standards. The standards conclude the Botswana National Ecotourism Project which commenced with the strategy adopted in 2002, the manual completed in 2008 as well as a feasibility to determine the need for certification.

The production of the standards demonstrates the BTB's strong commitment to environmentally responsible tourism. These standards and the associated certification system are the foundation of our continued commitment to working with our industry and those associated with it on the development of tourism facilities and services that can position Botswana as a leading sustainable ecotourism destination.

With 140 standards, our system is one of the most comprehensive and rigorous systems in the world. Botswana is blessed with a diverse and distinctive environment and rich natural resources. The standards will motivate sustainable utilisation of resources and reflect our unique position in Africa and the world. The protection of these precious resources requires dedication and direct action in; water and energy conservation, waste management, elimination of hazardous chemicals and contribution to community development.

Those who accept to go through the eco-certification process demonstrate that they have made a commitment

to the highest standards in good eco-business practices. Your sincere dedication to protect our environment will not only ensure that your enterprise is sustainable but that you are also providing high levels of satisfaction to your guests. In addition you will be supporting Botswana's leadership on a variety of fundamental environmental issues from biodiversity protection to climate change.

We would like to thank the Biokavango Project who were an integral part of this project, and through whose efforts we have produced these standards that we fully believe will meet the requirements of the travel industry.

If well followed, implemented and continuously improved upon these standards will help preserve our natural resources for future generations.

Best wishes for a successful certification.



**Myra T. Sekgororoane**  
Chief Executive Officer  
Botswana Tourism Board

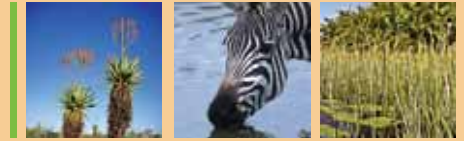


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# Introduction



## 1.0 INTRODUCTION

The Botswana Ecotourism Certification System is designed to encourage and support responsible environmental, social and cultural behaviour by tourism businesses and make sure they provide a quality eco-friendly product to consumers. It comprises a set of performance standards, which are designed to meet or exceed basic environmentally responsible standards or legislation.

The system is built on the foundation of the Botswana National Ecotourism Strategy (2002). The five guiding principles from the Botswana National Ecotourism Strategy are:

Minimising negative social, cultural and environmental impacts.

Maximising the involvement in, and the equitable distribution of economic benefits to, host communities.

Maximising revenues for re-investment in conservation.

Educating both visitors and local people as to the importance of conserving natural and cultural resources.

Delivering a quality experience for tourists

The system is further integrated with such internationally recognised schemes as the Global Sustainable Tourism Criteria and Green Key. Its development has been guided by the Botswana Tourism Policy (1990) and the Botswana Tourism Master Plan (2000). Both documents call for tourism activity within Botswana to be undertaken on an ecologically and economically sustainable basis. Further guidance was provided by; the baseline Criteria of the Sustainable Tourism Certification Network of the Americas, Agenda 21 and principles for Sustainable Development endorsed at the Earth Summit in 1992, the Mahonk Agreement and the ISO 9001 and ISO 14001 standards.

The system was developed in close co-operation with the Botswana tourism industry and has received high levels of support throughout. Its development followed that of the Botswana Ecotourism Best Practices Manual (2008) which is used as a reference document in association with these standards.

## 1.1 CERTIFICATION LEVELS

The system uses a three-tiered structure (levels) designed to incorporate the broadest cross-section of tourism operations while still distinguishing an urban operation, from a true ecotourism product in a pristine natural environment. The three-tiered structure promotes progress and is designed to encourage operators to improve their performance towards achievement of the next higher level. Of the three levels, the simplest to obtain is Green followed by Green+ and finally the Ecotourism level.

**Green:** - This is the basic entry level and reflects all of the mandatory criteria that are necessary for all facilities to be considered for certification. The standards for this level deal primarily with the environmental management systems of the facility.

**Green +:** - This level has additional requirements and is of a higher standard than the Green level.

**Ecotourism:** - This level upholds the principles of ecotourism, as stated in the Botswana National Ecotourism Strategy (2002) and defines those facilities that have met all the principles of ecotourism. The level reflects the facilities' commitment to and involvement with local communities in tourism development, nature conservation, environmental management and interpretation of the surrounding environment to the guests.

## 1.2 APPLICATION GUIDELINES

The certification process takes place in nine steps, starting with the operators self assessment or evaluation and concluding with the award of the certificate and the logo. The steps are outlined at Annexure 1 of these Standards.



## 2.0 Certification Criteria

### 2.0 CERTIFICATION CRITERIA

The Ecotour Standards can be applied to all operations within Botswana that operate under the Department of Tourism's C through to I Tourism Licences. The Standards presented here include a Self-Assessment pack (Annexure 2), that provides you with step by step information to help complete the certification process and to fill in the standards document. Please read Annexure 1 and 2 before commencing with the self assessment.

#### LEVELS AND CRITERIA

The Ecotour Standards are composed of a multiple tier certification system. This enables the certifying body to reward and encourage a greater diversity of tourism operators to improve their environmental management and sustainable operations than is possible with a single tier Ecotourism Standard.

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There are 141 criteria within the Ecotour Standards, 70 are compulsory for the first level of the system (defined as *Green*). There are 51 criteria that are not compulsory for any level, but generate extra marks for the operator and are used to differentiate between a *Green* and *Green+* tour. Each of these criteria are worth one point and operators are rewarded with points for each they attain. There are a further 20 criteria that provide additional points towards *Green+*, but are also compulsory for the final third level (defined as *Ecotourism*). If not all of the compulsory Ecotourism criteria are attained the points can be used towards attaining the *Green+* level.

**Green** is the basic entry level and reflects all of the mandatory criteria that are necessary for all operations to be considered for certification. To attain this level within the system, all of the 70 compulsory standards must be met. These criteria deal primarily with the environmental management systems of the operation.

**Green+** provides a higher standard for those who have achieved the first level. To attain this level, all of the compulsory 70 *Green* criteria must be met, plus at least a further 22 points, this is equivalent to attaining a total of 92 criteria (or 65% of the 141 criteria), of which 70 are compulsory for *Green*.

**Ecotourism** defines operations that have achieved the highest level of responsible operations. Ecotourism operations must attain all of the compulsory 70 criteria at *Green* level and all of the additional 20 compulsory *Ecotourism* criteria





### **3.1 PRINCIPLE 1**

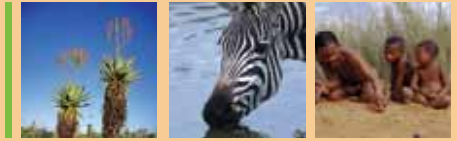
Implementation of Sustainable  
Management Policies

(23 Points)



## 3.0 Ecotour Standards

Standard No.	Standard	Compulsory Green	Points for Green+	Measurable Indicator	Notes
<b>3.1 PRINCIPLE 1: Implementation of Sustainable Management Policies (23 Points)</b>					
1	Legal Compliance	(1 Point)			
1.1	<b>Compliance with Relevant Laws and Regulations of Botswana</b>				
1.1.1	Where applicable the company declares it meets all relevant laws and regulations, with specific reference to: Botswana Tourism Board Act (2003) (Under Review) Public Health Act (1981) (Under Review) Waste Management Act (1998) Tourism Regulations (1996) Botswana National Ecotourism Strategy (2002) Wildlife Conservation and National Parks Act (1992) National Parks and Game Reserve Regulations (2000) Herbage Preservation Act (1977) Monuments and Relics Act (2001) Control of Smoking Act (1992) Employment Act (1984) Workmen's Compensation Act (1998) Trade Act (2003)	✓			Declared in the application form



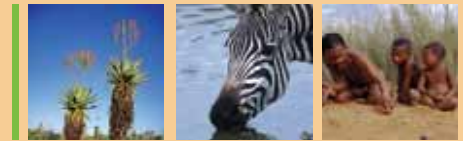
Standard No.	Standard	Compulsory Green	Points for Green+	Measurable Indicator	Notes
2	Requirements of Environmental Management Plan	(15 Points)			
2.2	Energy Conservation Policy (ECP)				
2.2.1	The company can present and indicate where it is implementing a basic Energy Conservation Policy and Monitoring Plan, that details where throughout the tour the company is trying to conserve energy use i.e. use of; halogen lights in the company office/ low energy use appliances where possible / signs to indicate to both staff and guests where and how to save energy both on the tour and in the head office	✓			Presentation of documents, such as an EMP and field evaluation
2.3	Preventative maintenance plans				
2.3.1	The company can present and indicate where it is implementing a routine preventative maintenance plan for electrical equipment, with continual verbal instructions to staff	✓			Presentation of a reporting schedule and report books
2.3.2	For the tour, the company can present and indicate where it is implementing a routine vehicle preventative maintenance plan	✓			Presentation of a reporting schedule and report books
2.3.3	For the tour, the company can present and indicate where it is implementing a formal, written preventative maintenance plan, detailing pre-tour electrical checks of all equipment with roles and responsibilities for staff		1	✓	Presentation of a reporting schedule and report books
2.4	Fire Prevention Plan				
2.4.1	For the tour, the company can present and indicate where it is implementing a fire prevention plan, with knowledgeable staff in all departments trained how to respond to fires and how to operate equipment such as fire extinguishers, beaters etc	✓			Presentation of documents, such as an EMP and field evaluation





## 3.0 Ecotour Standards

Standard No.	Standard	Compulsory Green	Points for Green+		Measurable Indicator	Notes
2.5	<b>Water Use and Conservation Policy</b>					
2.5.1	For the tour, the company can present and indicate where it is implementing a basic Water Conservation Policy that details how the company is trying to conserve water such as; towel re-use policy etc	✓				Presentation of documents, such as an EMP and field evaluation
2.6	<b>Waste Management Policy</b>					
2.6.1	For the tour, the company can present and indicate where it is implementing a basic Waste Management Policy that demonstrates compliance with all government regulation and is developing a viable recycling system	✓				Presentation of documents, such as an EMP and field evaluation
2.7	<b>Purchasing Plan</b>					
2.7.1	For the tour, the company can present and indicate where it is implementing a basic Purchasing Plan that demonstrates all four of the following: how the facility; <ul style="list-style-type: none"> <li>i. chooses products with longer life span</li> <li>ii. buys in bulk, including concentrates</li> <li>iii. reduces packaging</li> <li>iv. minimises food waste</li> </ul>	✓				Presentation of documents, such as an EMP and field evaluation
2.7.2	For the tour, the company can present and indicate where it is implementing a professional Purchasing Plan that demonstrates all of the above and; <ul style="list-style-type: none"> <li>i. how the company chooses products that can be recycled and/or reused,</li> <li>ii. how the company ensures that its suppliers reduce packaging</li> </ul>		1		✓	Presentation of documents, such as an EMP and field evaluation

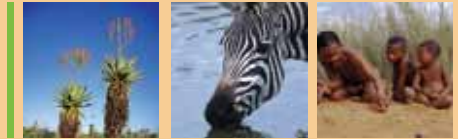


Standard No.	Standard	Compulsory Green	Points for Green+		Measurable Indicator	Notes
2.8	<b>Wood and surface treatment</b>					
2.8.1	The company has a policy of using paints, veneers, stains and coatings that have a clean life-cycle and are non-toxic under normal uses as prescribed by manufacturer	✓			Field evaluation - ask about materials and origin	
2.9	<b>Limited toxic or off-gassing materials and furniture</b>					
2.9.1	The company has a policy of using and can demonstrate selecting furniture that emit no, or very low levels of volatile organic compounds (VOC's), which is common in prefabricated or pressed wood and plastic furniture, polyester materials, plastic/vinyl coatings and laminations		1		Field evaluation - ask about materials and origin	
2.10	<b>Environmentally Responsible Supplies and Services</b>					
2.10.1	The company can present and indicate where at least 2 of its service companies (e.g. accountants, transport agents- especially fuel transport agents, shops, auto mechanics) has an environmental policy and can demonstrate environmental responsibility		1		Presentation of documentary evidence	
2.11	<b>Botswana Associated Services</b>					
2.11.1	The company has a policy of selecting Botswana companies over foreign companies to undertake its service contracts, such as camp equipment manufacture, transportation, waste management		1		Presentation of documentary evidence	



## 3.0 Ecotour Standards

Standard No.	Standard	Compulsory Green	Points for Green+		Measurable Indicator	Notes
2.12	<b>Departmental Environmental Handbook</b>					
2.12.1	For the tour, the company can present job descriptions for staff within each department with details of minimum service standards, practices, procedures and processes ensuring ongoing compliance with regulatory and legislative requirements.	✓			Presentation of documents (for example operation manuals) and field evaluation	
2.12.2	For the tour, the company can present and indicate where it is providing a "take home" message to staff, encouraging them to improve environmental conservation in the community		1	✓	Field evaluation	
3	<b>Emergency Response</b>	(2 Points)				
3.1	<b>Health and Safety</b>					
3.1.1	The tour adheres to all relevant national health and safety regulations such as provision of adequate number of fire extinguishers, ensuring all food handling staff have appropriate certificates etc	✓			Field evaluation and presentation of appropriate certificates	
3.1.2	For the tour, the company can present and indicate where it is implementing a policy addressing medical emergencies and routine incidents within its tour and how and when staff are trained to deal with such incidents	✓			Presentation of an EMP and field evaluation	



Standard No.	Standard	Compulsory Green	Points for Green+		Measurable Indicator	Notes
4	<b>Business Plan, Market Analysis and Financial Viability</b>	(1 Point)				
4.1	<b>Tourism Business Plan</b>					
4.1.1	The company can present and indicate where it is implementing a 5-year business plan, including market analysis and financial viability	✓			Presentation of a Business Plan	
5	<b>Office Working Policy</b>	(1 Point)				
5.1	<b>Office Operation</b>					
5.1.1	The company has a policy of minimising waste through its office operations, i.e. buying recycled paper or from sustainable forests, re-using printed paper, recycling paper waste and printer cartridges	✓			Presentation of documentary evidence	
6	<b>Membership of Industry Associations</b>	(1 Point)				
6.1	<b>Participation in regional and/or national environmental and/or social organizations and/or tourism organization</b>					
6.1.1	The company is affiliated with an industry association that promotes sustainable business principles		1		Presentation of documentary evidence	



## 3.0 Ecotour Standards

Standard No.	Standard	Compulsory Green	Points for Green+	Measurable Indicator	Notes
7	Botswana Links	(2 Points)			
7.1	Registration and Ownership of the Company				
7.1.1	The company can demonstrate that it is a Botswana registered Company	✓		Presentation of documentary evidence	
7.1.2	The company can demonstrate that it pays the applicable taxes and fees, for example: <ul style="list-style-type: none"> <li>i. Value Added Tax</li> <li>ii. Royalties</li> <li>iii. Lease Rentals</li> <li>iv. Training Levies</li> <li>v. License Fees</li> <li>vi. Grading Fees</li> </ul>	✓		Presentation of documentary evidence	



## **3.2 PRINCIPLE 2**

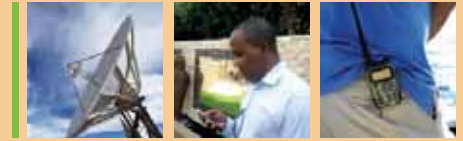
Green and Responsible  
Marketing

(7 Points)



## 3.0 Ecotour Standards

Standard No.	Standard	Compulsory Green	Points for Green+		Measurable Indicator	Notes
<b>3.2 PRINCIPLE 2: Green and Responsible Marketing</b>						
1	Responsible or Green Marketing	(5 Points)				
1.1	Target environmentally responsible markets, green markets and ecotourists					
1.1.1	The company demonstrates through its marketing plan that it specifically targets Botswana's preferred segments, such as; <ul style="list-style-type: none"> <li>a) Wildlife enthusiasts,</li> <li>b) Birdwatchers</li> <li>c) Amateur photographers</li> <li>d) Scientific tours</li> <li>e) Culture oriented tours</li> <li>f) Archaeological tours</li> </ul>		1		✓	Presentation of documentary evidence
1.1.2	The company's promotional materials are accurate and do not promise more than can be delivered	✓				Presentation of documentary evidence and field evaluation
1.1.3	The company provides promotional materials about other alternative green rated and/or eco-rated activities/facilities for guests		1			Presentation of documentary evidence and field evaluation
1.2	Use of low impact marketing mechanisms					
1.2.1	Production of the company's principal marketing document uses recycled paper or board or is electronically available	✓				Presentation of documentary evidence and field evaluation



Standard No.	Standard	Compulsory Green	Points for Green+		Measurable Indicator	Notes
1.2.2	At least 50% of the company's printed marketing material uses recycled or post consumer paper or board, and environmentally-friendly inks and is available in electronic format		1	✓	Presentation of documentary evidence and field evaluation	
2	<b>Low Carbon emissions</b>	<b>(2 Points)</b>				
2.1	<b>Use of Carbon offsets</b>					
2.1.1	The company provides a carbon emission off-set option to all clients through a certified program		1		Presentation of documentary evidence and field evaluation	
2.1.2	The company purchases credits for all company travel, including to all trade shows through a recognized international or local program, and ensures all international travel is carbon neutral		1		Presentation of documentary evidence and field evaluation	



### 3.3 PRINCIPLE 3:

Minimisation of Negative  
Impacts on Environment by  
Physical Design and Operations

( 39 Points)





Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
<b>3.3 PRINCIPLE 3: Minimise Negative Impact on Environment produced by Operations</b>						
1	Staff Accommodation	(1 Point)				
1.2	Staff Accommodation					
1.2.1	The tour has suitable and appropriate accommodation for staff	✓			Field evaluation	
2	Bed night energy / fuel use	(6 Points)				
2.1	Fuel use in Generators for tour					
2.1.1	The tour uses less than the following Litres of Fuel per bed night; : 2.0	✓			Presentation of documentary evidence and field evaluation	
2.1.2	The tour uses less than the following Litres of Fuel per bed night; : 1.5		1	✓	Presentation of documentary evidence and field evaluation	
2.2	Gas use on tour					
2.2.1	The tour uses less than the following kgs of gas per bed night; : 0.05	✓			Presentation of documentary evidence and field evaluation	
2.2.2	The tour uses less than the following kgs of gas per bed night; : 0.01		1	✓	Presentation of documentary evidence and field evaluation	



## 3.0 Ecotour Standards

Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
2.3	<b>Paraffin use on tour</b>					
2.3.1	The tour uses less than the following Litres of Paraffin per bed night; : 2.5	✓			Presentation of documentary evidence and field evaluation	
2.3.2	The tour uses less than the following Litres of Paraffin per bed night; : 1.5		1	✓	Presentation of documentary evidence and field evaluation	
3	<b>Water Conservation and Recycling</b>	(2 Points)				
3.1	<b>Towel and linen reuse program</b>					
3.1.1	A guest towel and linen reuse program is operated during the tour and staff receive instruction on the implementation of the program	✓			Presentation of documentary evidence and field evaluation	
3.2	<b>Drinking Water</b>					
3.2.1	The tour provides either filtered, treated water for guests, that is monitored for quality, or uses other forms of drinking water that reduces the number of plastic water bottles, such as providing each guest with their own refillable water container which is replenished from a central point.		1	✓	Field evaluation	
4	<b>Waste Management and Recycling</b>	(10 Points)				
4.1	<b>Refillable Amenity Dispensers, refillable/recyclable containers and no single packaging</b>					
4.1.1	Refillable (soap and shampoo) dispensers are provided for guests on the tour		1		Field evaluation	



Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
4.1.2	There is no single soap packaging used by guests on the tour, unless wrapping is biodegradable		1		Field evaluation	
4.1.3	Only refillable dispensers and refillable/recyclable containers are used throughout the tour		1		Field evaluation	
4.2	<b>Separation and Recycling program</b>					
4.2.1	For the tour, the company can demonstrate that it records the volume of solid waste production and is actively reducing waste volume by achieving annual targets		1	✓	Presentation of documentary evidence and field evaluation	
4.3	<b>Solid Waste Storage</b>					
4.3.1	All solid waste is appropriately stored within a covered area, with domestic animal and wildlife proof cage/storage area to stop leakage and soil contamination	✓			Field evaluation	
4.3.2	There is no litter scattered anywhere during tour	✓			Field evaluation	
4.4	<b>Use of biodegradable cleaners and certified pesticides</b>					
4.4.1	The company buys biodegradable cleaners, and environmentally friendly pesticides whenever available within the District	✓			Field evaluation	
4.4.2	25% of all cleaners used during the tour are biodegradable and pesticides are certified as environmentally friendly		1		Field evaluation	
4.4.3	50% of all cleaners used during the tour are biodegradable and pesticides are certified as environmentally friendly		1	✓	Field evaluation	



Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
4.4.4	100% of all cleaners used during the tour are biodegradable and pesticides are certified as environmentally friendly		1		Field evaluation	
<b>5 Transportation</b>		<b>(2 Points)</b>				
<b>5.1 Fuel-efficient boat motors and vehicles</b>						
5.1.1	For the tour, the company must demonstrate that a fuel efficiency policy is practiced, with each vehicle or boat being the best in its class for fuel efficiency		1		Presentation of documentary evidence	
5.1.2	For the tour, annual targets are set to reduce fuel consumption through use of alternative transport such as improved route planning		1	✓	Presentation of documentary evidence and field evaluation	
<b>6 Purchasing Practices</b>		<b>(1 Point)</b>				
<b>6.1 Life-cycle Audit or Assessment (LCA) for regularly purchased materials</b>						
6.1.1	For the tour, the company can demonstrate a basic consideration of a life-cycle assessment of at least 5 products that are frequently purchased, such as; food items and cleaning products		1		Field evaluation - ask about origins of products to test knowledge	
<b>7 Food and Beverages</b>		<b>(8 Points)</b>				
<b>7.1 Use of free range and/or fresh organic foods and beverages</b>						
7.1.1	5% of the value of all foods and beverages served during the tour and provided for staff are certified organic or known to be organic (i.e. grown with no pesticides)		1		Field evaluation	
7.1.2	20% of the value of all foods and beverages served during the tour and provided for staff are certified organic or known to be organic (i.e. grown with no pesticides)		1		Field evaluation	



Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
7.1.3	30% of the value of all foods and beverages served during the tour and provided for staff are certified organic or known to be organic (i.e. grown with no pesticides)		1		Field evaluation	
7.2	<b>Support to local producers</b>					
7.2.1	20% of the value of all foods and beverages served during the tour are produced within Botswana, such as; Botswana beef, mabele, locally grown vegetables, drinks from local breweries		1		Field evaluation	
7.2.2	40% of the value of all foods and beverages served during the tour are produced within Botswana		1		Field evaluation	
7.2.3	80% of the value of all foods and beverages served during the tour are produced within Botswana		1		Field evaluation	
7.3	<b>Support to local suppliers</b>					
7.3.1	The company has a policy of buying local with 50% of the value of all foods and beverages served during the tour is supplied by Botswana suppliers	✓			Field evaluation	
7.3.2	The company has a policy of buying local with 100% of the value of all foods and beverages served during the tour is supplied by Botswana suppliers		1		Field evaluation	
8	<b>Health and Safety (1 Point)</b>					
8.1	<b>Emergency Response</b>					



## 3.0 Ecotour Standards

Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
8.1.1	The tour has an appropriately and well stocked first aid kit, with all medication within the expiry date and is restocked every 6 months	✓			Field Evaluation	
<b>9 Employee Training</b>		<b>(8 Points)</b>				
<b>9.1 Environmental Awareness for staff about dangers of wildlife</b>						
9.1.1	Where applicable, the company can demonstrate that 100% of staff are provided with information to improve awareness about the dangers of working and living within a dangerous wildlife inhabited environment	✓			Field evaluation - ask staff on the tour	
<b>9.2 Employee Incentives and involvement in the Environmental Program</b>						
9.2.1	For the tour, the company has a policy of providing incentives to different departments to reward staff for achieving environmental targets		1		Presentation of documentary evidence & field evaluation - ask staff on the tour	
9.2.2	A member of each department within the tour is selected to be part of Company 'Green Team' and prepare (with management) a company Ecotourism and Environmental Policy / Environmental code of conduct		1		Presentation of documentary evidence & field evaluation - ask staff on the tour	
<b>9.3 Tour specific guide training programs</b>						
9.3.1	Guides employed / contracted by the company have undergone additional guide training that focuses on specific aspects of the tours surrounding environment, such as local and regional history, ecology, archaeology, communication skills, and an overview of ecotourism.		1	✓	Presentation of documentary evidence & field evaluation - ask staff on the tour	



Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
9.4	<b>Employees training program for chemical use and handling</b>					
9.4.1	For the tour, the company can demonstrate that all employees receive 1 in house chemical use and handling training program/year	✓			Presentation of documentary evidence & field evaluation - ask staff on the tour	
9.5	<b>Employees training program for first aid awareness</b>					
9.5.1	For the tour, the company can present and indicate where it ensures its staff have appropriate first aid training; for all senior management, guides, and selected front of house staff	✓			Presentation of documentary evidence & field evaluation - ask staff on the tour	
9.6	<b>Staff energy-use awareness</b>					
9.6.1	The company can present and indicate where it is implementing a basic 'staff energy-use awareness plan' that includes individual methods to conserve energy. Signs and/or information pamphlets are available for staff on how and where to conserve energy, such as; switch off lights in storerooms / switch off computers at night in the office etc	✓			Presentation of guest information package and field evaluation	
9.7	<b>Staff Water-Use Awareness</b>					
9.7.1	For the tour, the company can present and indicate where it is implementing a basic 'staff water-use awareness plan' that includes individual methods to conserve water while at the tour. Signs and/or information pamphlets are available for staff on how and where to conserve water, such as; don't leave taps running / efficient washing of clothes and equipment	✓			Presentation of documents such as an EMP and field evaluation	



### 3.4 PRINCIPLE 4:

Visitor Experience, Impact and Interpretation

(12 Points)



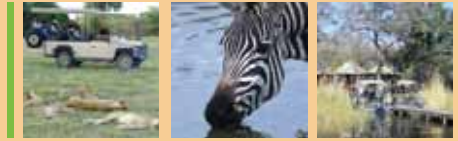


Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
<b>3.4 PRINCIPLE 4: Visitor Experience, Impact and Interpretation (12 Points)</b>						
1	Visitor impact	(4 Points)				
1.1	Visitor Code of Conduct					
1.1.1	For the tour, the company can demonstrate a basic Visitor Code of Conduct (provided in the guest information pack), has been prepared and provides information on the following points; i. How to minimize pollution		1	✓	Presentation of documentary evidence	
1.1.2	ii. How to minimise negative impacts on local population		1	✓		
1.1.3	iii. How to protect natural areas and heritage sites		1	✓		
1.1.4	iv. The potential for volunteer contribution of the visitor		1	✓		
2	Visitor experience	(4 Points)				
2.1	Guest Satisfaction Survey					
2.1.1	The company demonstrates that all visitors are encouraged to participate in a Guest Satisfaction Survey, which is used by the company to help improve the tour's performance	✓			Presentation of documentary evidence and records	
2.2	Visitor energy-use awareness					
2.2.1	For the tour, the company can present and indicate where it is implementing a basic 'visitor energy-use awareness plan' that includes individual methods to conserve energy while on the tour. Signs and/or information pamphlets should be available for guests on how and where to conserve energy use, where applicable, such as; switch off lights	✓			Presentation of guest information package and field evaluation	



## 3.0 Ecotour Standards

Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
2.3	<b>Visitor Water-Use Awareness</b>					
2.3.1	For the tour, the company can present and indicate where it is implementing a basic 'visitor water-use awareness plan' that includes individual methods to conserve water while on the tour. Signs and/or information pamphlets should be available for guests on how and where to conserve water use, such as; water conservation signs in all guest rooms i.e. re-use towels etc	✓			Presentation of documents such as an EMP and field evaluation	
2.4	<b>Inform guests of recycling program</b>					
2.4.1	Guests are informed about the company's recycling policy and activities		1	✓	Presentation of documentary evidence and field evaluation	
3	<b>Visitor interpretation</b>	(3 Points)				
3.1	<b>Interpretation and information about the local environment (ecological and social)</b>					
3.1.1	Basic information is provided to guests, either in a verbal orientation talk, or through a written information pack about the natural surroundings, local culture and cultural heritage of the tour		1		Presentation of documentary evidence or listening to verbal orientation talk	
3.1.2	Advanced information is provided to guests, either in a verbal orientation talk, or through a written information pack about all of the above and the geological, ecological setting and general ecological and social threats and concerns related to the surrounding environment		1	✓	Presentation of documentary evidence or listening to verbal orientation talk	



Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
3.1.3	<p>All front-of-house staff in contact with the guests have a basic knowledge of all of the following ecological issues (guests should be informed of staff knowledge and to ask questions):</p> <ul style="list-style-type: none"> <li>i. the natural and conservation values of the area;</li> <li>ii. the core principles of ecotourism</li> </ul> <p>Note: This criterion applies to all staff, whether or not they carry out interpretative activities (i.e. all front of house and bar staff etc.)</p>		1	✓	Field evaluation - test staff on knowledge base	
4	<b>Visitor Contribution</b>	(1 Point)				
4.1	<b>Visitor contribution towards local conservation and community projects</b>					
4.1.1	Basic information is provided to guests through a written information pack about the company's support for local conservation and/or community projects; Guests are given the opportunity to donate funds towards these causes		1		Presentation of documentary evidence	

### 3.5 PRINCIPLE 5:

Maximise Local (District)  
Community Benefits

(14 Points)





Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
<b>3.5 PRINCIPLE 5: Maximise Local (District) Community Benefits (14 Points)</b>						
1	Local (district) Community Relations	(14 Points)				
1.1	Use of fair employment practices					
1.1.1	The company can demonstrate basic fair employment practices including all of the following;				Presentation of documentary evidence - localisation and training plan	
	i. capacity building through training and promotion	✓				
1.1.2	ii. payment of better than or equal to minimum wage	✓				
1.1.3	iii. Basic health care provision that includes HIV awareness provision	✓				
1.1.4	iv. Basic health care provision and basic emergency health care planning for remote facilities	✓				
1.1.5	v. ensures gender and generation balance	✓				
1.1.6	The company can demonstrate a fair employment policy, creating employment opportunities for the physically challenged		1		Presentation of documentary evidence - localisation and training plan	
1.1.7	The company can demonstrate effective local capacity building, in areas such as tour management, and specialist skills (chefs, mechanics, etc).		1	✓	Presentation of documentary evidence - localisation and training plan	



## 3.0 Ecotour Standards

Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
1.2	<b>Proactive local hiring practices</b>					
1.2.1	For the tour, the company can demonstrate that it operates a proactive hiring policy, employing members of the local community wherever possible.		1	✓	Presentation of documentary evidence - localisation and training plan	
1.2.2	At least 90% of employees working on the tour are from Botswana		1	✓	Presentation of documentary evidence - localisation and training plan	
1.3	<b>Financial or in-kind support</b>					
1.3.1	The company can demonstrate that there are tangible benefits to the community through an ongoing, multi-year financial and/or in-kind support to at least 1 local community based project (e.g. HIV awareness, literacy). i.e. can produce documentary evidence.		1	✓	Presentation of documentary evidence	
1.3.2	The company can demonstrate that at least 2% of gross profits are provided directly or in-kind for community-based projects		1		Presentation of documentary evidence	
1.3.3	The company can demonstrate that at least 4% of gross profits are identified for community-based projects		1		Presentation of documentary evidence	
1.3.4	The company can demonstrate that at least 6% of gross profits are identified for community-based projects		1		Presentation of documentary evidence	
1.4	<b>Promotion of local cultural craft and performing arts</b>					
1.4.1	The company can demonstrate that it has an active policy of promoting locally produced crafts and performers		1		Presentation of documentary evidence and field evaluation	

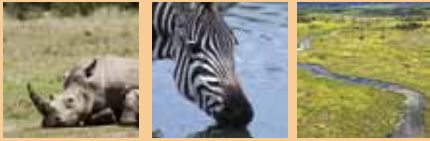


### 3.6 PRINCIPLE 6

Contribution to Conservation

(5 Points)





## 3.0 Ecotour Standards

Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
<b>3.6 PRINCIPLE 6: Contribution to Conservation (5 Points)</b>						
1	Direct support for nature conservation	(5 Points)				
1.1	<b>Portion of profits to conservation projects</b>					
1.1.1	The company can demonstrate financial and /or in-kind support for at least 1 significant local nature conservation project, which can be run by the company		1	✓	Presentation of documentary evidence	
1.1.2	The company sponsors or actively participates with a local school in at least 1 environment related program through financial and / or employee in-kind contribution.		1		Presentation of documentary evidence	
1.1.3	The company can demonstrate that at least 2% of gross profits or the equivalent in-kind support is directed for local and national nature conservation projects		1		Presentation of documentary evidence	
1.1.4	The company can demonstrate that at least 4% of gross profits or the equivalent in-kind support is directed for local and national nature conservation projects		1		Presentation of documentary evidence	
1.1.5	The company can demonstrate that at least 6% of gross profits or the equivalent in-kind support is directed for local and national nature conservation projects		1		Presentation of documentary evidence	



### 3.7 PRINCIPLE 7

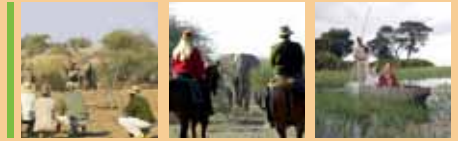
Tour Execution

(40 Points)



## 3.0 Ecotour Standards

Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
<b>3.7 PRINCIPLE 7 Tour Execution (40 Points)</b>						
<b>Tour Execution</b>						
1	<b>Tour Management and Monitoring (7 Points)</b>					
1.1	The tour is planned with a logical sequence		1		Field evaluation	
1.2	The tour is planned to disseminate a particular message about ecology / conservation / archaeology / socio-cultural issues		1		Field evaluation	
1.3	The tour has an initial verbal debrief that explains the potential dangers and safety requirements involved with any of the activities associated with the tour	✓			Field evaluation	
1.4	Tour quality is monitored regularly by the company through guest feedback	✓			Presentation of documentary evidence	
1.5	The tour is lead in its totality by a full professional guide if taking place within a national park / game reserve or wildlife management area, otherwise by a specialist guide at an archaeological / socio-cultural site	✓			Presentation of documentary evidence, such as guides licence	
1.6	The tour provides the services of specialized staff (i.e. ethno-botanist, ornithologist, anthropologist.). These guides should enhance the interpretation of the surrounding environment.		1		Field evaluation	

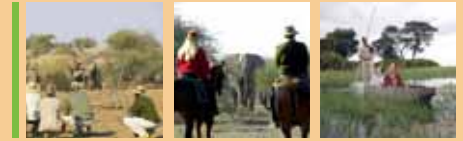


Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
1.7	Groups are limited to 18 people, with a maximum of 9 guests per guide or vehicle. In the case of mokoro trips there must be one professional guide for every 4 mokoro, with a qualified poler on the other 3 mokoro	✓			Field evaluation	
<b>2 Available Interpretation Information (1 Point)</b>						
2.1	The accuracy of the information provided to tourists is checked by referenced sources including; reference books, publications, specialized personnel (with due regard for indigenous knowledge)		1		Field evaluation	
<b>3 Environmental Protection, Health &amp; Safety and Security Measures (9 Points)</b>						
3.1	The environmental impact of the tour has been assessed, and measures have been taken in order to minimize or remove any negative impacts using either an in-house or professionally developed environmental management plan (EMP)	✓			Presentation of documentary evidence, such as EMP	
3.2	All activities of the tour that take place in protected areas, such as National Parks, Game Reserves and Wildlife Management Areas are undertaken in locations designated by, and according to specific guidelines as dictated by the relevant legislation and local area management plans	✓			Presentation of documentary evidence and field evaluation	



## 3.0 Ecotour Standards

Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
3.3	Where the tour is conducted within a WMA, no activities will be undertaken outside of designated/ marked roads/trails unless approved by the manager of the natural area	✓			Presentation of documentary evidence and field evaluation	
3.4	The tour has and implements a road use and driver policy, ensuring that no physical damage occurs to the environment through soil erosion, dust creation, off-road driving. The speed of driving is controlled, as is the approach of wildlife with vehicles.	✓			Presentation of documentary evidence and field evaluation	
3.5	No solid waste created during the tour is disposed of in natural areas but carried out for appropriate disposal or recycling. No solid waste is burnt during the tour.	✓			Field evaluation	
3.6	A fire prevention and action plan has been developed and is available for reference for all staff, while all tour staff are trained in fire control management	✓			Presentation of documentary evidence and field evaluation	
3.7	One of the operational staff in addition to the guide is trained in first aid, while all vehicles carry a fully comprehensive first aid kit	✓			Presentation of documentary evidence and field evaluation	
3.8	All staff and guests are made aware of the dangers of living, visiting and working within a wilderness environment (either verbally or with a written code of conduct), with relevant emergency procedures detailed.	✓			Presentation of documentary evidence and field evaluation	

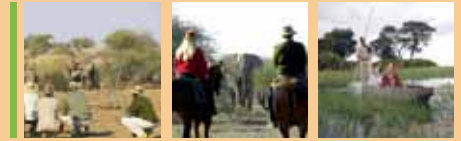


Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
3.9	A list of emergency contacts is available to all personnel and the clients, or guests are provided with a verbal debrief about how to use the radio in case of emergency	✓			Presentation of documentary evidence	
<b>4 Impact on Wildlife (5 Points)</b>						
4.1	The tour does not include deliberate intrusions that may cause any negative disturbance to wildlife behaviour and patterns in their natural habitat.	✓			Field evaluation	
4.2	The tour activities do not detrimentally affect wildlife habitats, such as destruction of nesting sites, termite mounds, aardvark holes etc	✓			Field evaluation	
4.3	There is no feeding of wildlife.	✓			Field evaluation	
4.4	All flashlights used in activities involving night watching are fitted with a red filter to minimize disturbance.		1		Field evaluation	
4.5	Route rotation is used to reduce the repeated impact on wildlife, soil and vegetation.		1		Field evaluation	
<b>5 Bush Walks and Camping Trips (7 Points)</b>						
5.1	Public toilets are used when available. Otherwise a hole of minimum 15 cm deep is dug not more than 20m away from the path (and at the guide's discretion) and 50m away from the nearest water body where applicable, or at the guide's discretion.	✓			Field evaluation	



## 3.0 Ecotour Standards

Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
5.2	The tour is encouraged to use gas stoves and reduce the use of wood fires for cooking, where applicable.		1		Field evaluation	
5.3	All evidence of fire must be buried after use, where applicable. Fires should not be left unattended.	✓			Field evaluation	
5.4	Camping is only permitted in designated areas, where applicable	✓			Field evaluation	
5.5	All solid waste is protected from wildlife during the complete tour and then carried out to be disposed of at designated sites.	✓			Field evaluation	
5.6	All efforts are made to ensure disposal of biodegradable waste does not lead to the introduction of exotic species	✓			Field evaluation	
5.7	No soil at the campsite, if applicable, should be disturbed apart from digging pit latrines and burying the fire	✓			Field evaluation	
<b>6 Vehicles and aircraft (9 Points)</b>						
6.1	At least 50% of the land/water vehicles (4X4, vans, powerboats) used during the tour are considered among the most energy efficient in their class (i.e. 4X4 vehicles that achieve more than 10km/L, and/or use of 4 stroke rather than 2 stroke boat engines)		1		Field evaluation	
6.2	No tour driver leaves the motor running for more than 3 minutes when stationary		1		Field evaluation	
6.3	Vehicles are properly maintained in order to minimize unnecessary emissions	✓			Field evaluation	



Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
6.4	Where vehicles are refuelled during the tour all efforts are made to ensure there is no spillage and soil contamination while vehicles are parked or during refuelling, e.g. temporary bund using tarpaulins and sand	✓			Field evaluation	
6.5	All water crossings are avoided if possible to reduce water contamination		1		Field evaluation	
6.6	All efforts are made to maximise the use of non-vehicular movements where possible (canoe, horse-riding, walking)		1		Field evaluation	
6.7	All private airstrips and helipads are located as far as possible from public areas and the use of aircraft has no negative impact on the visitor experience;		1		Field evaluation	
6.8	All flights over the protected areas maintain a minimum height / altitude set by protected area managers / Department of Civil Aviation	✓			Field evaluation	
6.9	All appropriate measures are in place to reduce fuel and oil spillage and measures are in place to mitigate soil contamination for helicopter refuelling e.g. temporary bund using tarpaulins and sand	✓			Field evaluation	





## 3.0 Ecotour Standards

Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
<b>7 Community relations (2 Points)</b>						
7.1	The tourism operation ensures that tourists are advised, either verbally, or through a written statement on the code of behaviour to be adhered to when visiting communities, where applicable. Note: The code of behaviour refers to the tourists' behaviour in relation to the ethical customs of the area (for example, visitors will wear decent clothing; will obtain the approval of the local people in order to have their photograph taken, be respectful when taking a photograph, etc.).	✓			Field evaluation	
7.2	No activities will be undertaken with traditional communities unless approved by the local designated leader.	✓			Field evaluation and presentation of documentary evidence	



**4.0 ANNEXURES**

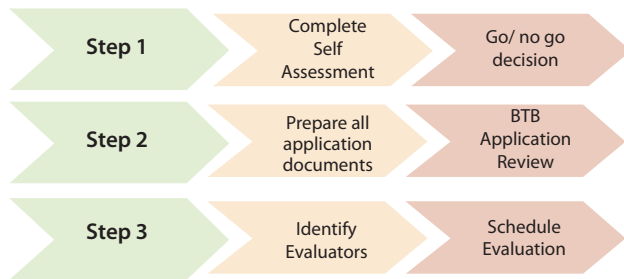


## 4.0 Annexure

### 4.1 Annexure 1: The Application Process

#### Introduction to the Process

The certification process will take place in nine steps, starting with the self-assessment or evaluation and concluding with the award of the certificate and the logo. The steps are as follows:



#### Step 1: Self-evaluation Procedure

Those tourism suppliers that would like to be certified must first complete a self-evaluation form, available free of charge on the BTB website or it can be mailed following a request to the Botswana Tourism Board (BTB) Quality Assurance Department.

The self-evaluation form allows the applicant to evaluate if their tourism product attains the desired level to be certified. After this self-assessment the tourism supplier can decide to proceed to Step two or to take additional time to improve the business operations before submitting the certification application.

#### Step 2: Application for Green, Green+ or Ecotourism Certification (Refer to Annexure 2)

After the self-evaluation is completed and the tourism supplier has decided to proceed with certification, an official request must be submitted to the BTB Quality Assurance Department. The request must be posted to the regional BTB office and include the following documents (all of which are available for download from the BTB website, or can be mailed following a request to the BTB Quality Assurance Department):

- application form;
- self-evaluation form, including compliance with all relevant legislation;
- the required documentation to be reviewed by BTB prior to the site evaluation (see list detailing documents in the application form), or detailing what is available for inspection on site

#### Step 3: Ecotourism Assessors Selection and Scheduling

BTB records all the requests and starts the internal process by appointing an assessor and arranging for the site / tour evaluation.

Site visits will be made when the applicant has clients on a tour in order to adequately assess their tourism product.





#### Step 4: Onsite evaluation

The onsite evaluation will be performed by BTB's assessors. Depending upon the size of the operation and tourism activities conducted, the evaluation will take place over the course of a full day, or may require more than a full day.

The assessor will fill in the evaluation form (same as this standards form) based on:

- objective observations,
- discussions with clients,
- discussions with staff.

The BTB assessor will collect the following materials:

- a. tour evaluation form completed;
- b. additional list with comments and recommendations
- c. promotion materials of the tourism supplier;
- d. photos taken during site / tour evaluation.

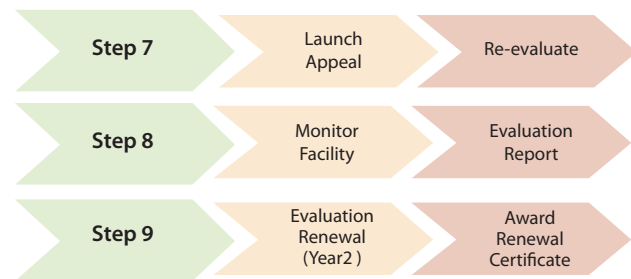
#### Step 5: Certification decision by the Quality Assurance Committee

The Quality Assurance Committee will be provided with all the necessary forms from the assessors. They will analyse all the information provided by assessors and decide if the certification will be awarded. Their decision will also include the level of certification. Where necessary a list of additional recommendations may also be included.

Meetings are held at least twice annually. There is a two-year award period. The applicant must apply for a renewal of their certification midway through year two with a formal request sent to the BTB

#### Step 6: Presentation of Certificates

Based on the recommendation of the Quality Assurance Committee, the BTB issues the award to the applicant. The award comes in the form of a Certificate with the signature of the CEO of BTB and includes the time period for the right to use the Green, Green+ or Ecotourism logo.



#### Step 7: Appeals Procedure

If the evaluated operator does not agree with the grade awarded, they can request a re-evaluation. This process starts at Step 3.

#### Step 8: Re-evaluation and Renewal

During the last year of the certification, the awarded operation must re-launch the evaluation process including Steps 1 to 6. No extension of use of the certification logo will be authorized after the expiry date. Therefore the renewal and re-evaluation process must start at least six months in advance of the expiry date.

#### Step 9: Periodic Monitoring

During the award period, the certified operation will be monitored to ensure that the operation complies with stipulated requirements.

Following successful certification, a certified operation will be permitted to use the appropriate logo. This permission is granted for the duration of the certification.



## 4.0 Annexure

The logo may be used by tours which have met the requirements for a specific certification level. It may not be used in anyway other than as specified in the guidelines. Failure to comply with these instructions could result in revocation of the right to use the logo, and or termination of the certification.

### 4.2 Annexure 2: Self Assessment Pack

This package contains instructions and documents for Steps 1 and 2 of the Botswana Ecotourism Certification System.

Aim of this pack

This package gives operators the guidance and information they need in order to:

- I) Understand how to improve their performance on ecotourism principles,
- II) Accurately assess their readiness for on-site auditing and certification,
- III) Prepare for an on-site audit.

#### Documents Included within this Pack

Please check if you received the following documents:

1. **Application form** – used to provide feedback to the Quality Assurance Department on self-assessed performance level, to indicate readiness of the tour to apply for certification and if ready, request scheduling of an on-site audit.
2. The **Ecotour standards** – these are the same standards used by the auditors to maximise transparency in the system.

#### Process for Step 1

1. Obtain *Best Practice Manual* (from BTB).
2. Read *Overview of Botswana Ecotourism Certification System* (included or from BTB).
3. Conduct tour-based self-assessment using Ecotour Standards (included, with instructions) and *Best Practice Manual*.
4. Score the self-assessment using the scoring table (included).

5. Depending on the outcome of the self-assessment you may proceed to Step 2.

#### Process for Step 2

1. Complete application form (included).
2. Submit application to the nearest BTB offices

#### Instructions for self-assessment using the standards document

##### 1. Response to the standards

For each of the standards, there are up to 4 areas to record your response.

1. The two columns with tick marks (✓) show whether the standard is compulsory for *Green*, or for *Ecotourism* level. Please mark with a tick if your site reaches this standard in the white spaces (see **A** for Green and **B** for Ecotourism below).
2. If you believe that a standard is not applicable to your facility (where the standard states 'where applicable') then write *N/A* in the space and define your reasons in the notes column. When totalling up your score for the self assessment only count those standards that are applicable to your facility, i.e. if you believe that 5 of the compulsory *Green* standards are not applicable and you have attained all of the other compulsory *Green* standards then you will score 65 out of 65 compulsory green standards, rather than 65 out of 70 and therefore be eligible for the *Green* award. The same rule applies for the compulsory *Ecotourism* standards.
3. Each non-compulsory standard that is attained helps your facility to attain the *Green+* level. Each of these standards has a maximum score of one point. In the white box (see **C** below), please enter your self-assessed score for each standard.



4. The final Notes column (see **D** below) is for notes to justify the ticks, scores and non-applicables given. This should include as much detail as possible.
5. All standards defined as non-applicable will be re-appraised by the field assessor before any award is granted.

An example is given below:

Standard No.	Standard	Compulsory Green	Points for Green+	Compulsory Ecotourism	Measurable Indicator	Notes
<b>3.3 PRINCIPLE 3: Minimise Negative Impact on Environment produced by Operations</b>						
1	Staff Accommodation	(1)				
1.2	Staff Accommodation					
1.2.1	The tour has suitable and appropriate accommodation for staff	✓	0 - A		Field evaluation	
2	Bed night energy / fuel use	(6)				
2.1	Fuel use in Generators for tour					
2.1.1	The tour uses less than the following Litres of Fuel per bed night; :2.0	✓			Presentation of documentary evidence and field evaluation	
2.1.2	The tour uses less than the following Litres of Fuel per bed night; :1.5		1	✓	0 - B	Presentation of documentary evidence and field evaluation
2.2	Gas use on tour					
2.2.1	The tour uses less than the following kgs of gas per bed night; :0.05	✓			Presentation of documentary evidence and field evaluation	
2.2.2	The tour uses less than the following kgs of gas per bed night; :0.01		1	0 - C	Presentation of documentary evidence and field evaluation	0 - D



## 4.0 Annexure

### 4.3 Annexure 3: List of documents required for off-site and on-site audit

Operators should be able to provide the following types of documentation prior to the tour visit by the field assessor.

Each of these documents does not need to be a separate entity, but can form part of a well written and comprehensive Environmental Management Plan (EMP). This EMP does not need to be a professionally written document but can be developed 'in-house' and should cover all aspects of the company's and / or tour's operations. A copy of the EMP should be kept on the tour and used as a point of reference by the tour's management to aid the effective environmental management of the facility.

In other instances documentary evidence such as records of purchasing practices, maintenance records and examples of information provided to guests should be gathered for inspection during the field assessment.

Measurable indicators (Not all these are compulsory for all levels and many are only required to generate additional points towards attaining the Green + level)	Refer to section
<b>First Section</b>	
<b>PRINCIPLE 1</b>	
*Signed Declaration in the Application form	1.1
*Environmental Management Plan	2.2, 2.4, 2.5, 2.6, 2.7, 3.1.2
Tourism Business Plan	4.1
Proof of Membership Association	6.1
Company Registration Documents	7.1
Presentation of a Reporting Schedule and Report Books	2.3
Presentation of Documentary Evidence	2.10, 2.11
<b>PRINCIPLE 2</b>	
Marketing Documents	1.1
Carbon Off-set documents	2.1

<b>Second Section</b>	
<b>PRINCIPLE 3</b>	
Profile/resume of selected facility designers or architects	2.2
Material Life-Cycle Analysis Guidelines or Policy.	6.1
Fuel and gas bills, stock/order book	2.1, 2.2, 2.3, 4.1, 5.1
Guest information on recycling, and/or towel and linen reuse policy	3.1
Recycling and Separation Policy	4.2
Fuel efficiency policy, and/or fuel reduction policy	5.1
Training manuals / records of training for chemical use and environmental management	9.1, 9.2, 9.3, 9.4, 9.5
Staff Chemical handling training program manuals	9.4
<b>PRINCIPLE 4</b>	
Guest Information Pack, which includes; water & energy conservation / visitor code of conduct / guest satisfaction survey / guest recycling program / visitor interpretation pack / visitor contribution initiatives	1.1, 2.1, 2.2, 2.3, 2.4, 3.1, 4.1
<b>Third Section</b>	
<b>PRINCIPLE 5</b>	
Localisation and training plan	1.1, 1.2
Specific description of benefits to community	1.3, 1.4
<b>PRINCIPLE 6</b>	
Specific description of benefits to conservation	1.1
<b>Fourth Section</b>	
<b>Tour Execution</b>	
Tour Quality Guest Feedback	1.4
Guides Licences	1.5
Environmental Management Plan	3.1, 3.7
Fire Prevention and Action Plan	3.6
First Aid Certificates	3.8



#### 4.4 Annexure 4: Botswana Ecotourism Certification System Application Form

<b>1. BASIC INFORMATION</b>		
1. Name of tour/location		
2. Operating company name		
3. Location of main site (CHA #, GPS, or description) or operating area		
4. Site category (tick)	C Licence - Mobile off-site facilities <input type="checkbox"/>	F Licence - Motor Boating <input type="checkbox"/>
	D Licence - Travel Agents <input type="checkbox"/>	G Licence - Other Activities <input type="checkbox"/>
	E Licence - Transport of guests outside of Protected Areas <input type="checkbox"/>	H Licence - Mekoro Operators <input type="checkbox"/>
	I Licence - House Boat Operators <input type="checkbox"/>	
5. Existing BTB star grading level		
6. Tourism license category & number		
<b>2. APPLICANT CONTACT DETAILS</b>		
1. Name of contact person		
2. Position/title		
3. Contact details (telephone, fax, postal address, physical address, and email)		
<b>3. SELF-ASSESSMENT (see Instructions for self-assessment for information Annexure 1 &amp; 2)</b>		
1. I have read the Overview of The Botswana Ecotourism Certification System (tick box)	<input type="checkbox"/>	
2. I have obtained a copy of the Best Practice Manual (tick box)	<input type="checkbox"/>	

3. Date self-assessment completed (enter date)	__/__/----
4. Number of Green/Green+ levels compulsory ticks scored	
5. Number of Ecotourism level compulsory ticks scored	
6. Total self-assessed score	
7. Self-graded level (circle)	GREEN GREEN+ ECOTOURISM
<b>4. DOCUMENTS AVAILABLE FOR EVALUATION (refer to Indicative List of Documents required for more information Annexure 3)</b>	
1. Included with this application are:	
2. Environmental Management Plan (tick box)	<input type="checkbox"/>
3. Marketing materials (tick box)	<input type="checkbox"/>
<b>5. DECLARATIONS AND SIGNATURE</b>	
1. I declare that the company meets all laws and regulations relevant to the site (sign/initial)	
2. I declare that the company meets all relevant health and safety regulations (sign/initial)	
3. Signature	
4. Print name	
5. Date	





## 4.0 Annexure

### 4.5 Annexure 5: Field Assessment Checklist

Field Assessment Checklist	✓
<b>Guest accommodation</b>	
1. Certified wood products have been used	
2. Each guest room has adequate shade	
3. Individual Guest rooms or clusters are positioned to create ambient environment	
4. Movement between guest areas and main areas is efficient	
5. Interior of guest room offers ambient experience	
6. There are limited or no materials that emit VOCs	
7. Guest information pack	
a. visitor energy use awareness plan	
b. visitor water use awareness plan	
c. guest towel/sheet re-use policy	
d. visitor code of conduct	
e. Guest satisfaction survey	
f. Information on local natural surroundings, local culture etc	
8. Where is the power supply for the guest room generated	
9. Low energy-use appliances are used in the room	
10. Low energy consumption lights are fitted	
11. How is the water heated for the guest room	
12. Refillable soap dispensers are used	
13. There is no single soap packaging	
<b>Communal areas</b>	
1. The site uses natural vegetation or landforms to screen and visually integrate buildings	
2. Certified wood products have been used	
3. Outside of site is shaded with natural trees	
4. There are limited or no materials that emit VOCs	

Field Assessment Checklist	✓
5. Where is the power supply generated	
6. Low energy-use appliances are used	
7. Low energy consumption lights are fitted	
<b>General</b>	
1. First aid kit is available, with medication within expiry date	
2. Fire Prevention Plan and trained staff	
3. Company buys in Bulk and minimises waste in food supplies	
4. All paints, veneers, stains and coatings are non-toxic	
5. Job descriptions and 'take home' environmental message	
6. Marketing materials are accurate and environmentally friendly	
7. Carbon off-set plans are in place	
8. Life-cycle assessment of 5 frequently-purchased products	
9. Company buys local	
10. Buying of organic food and beverages	
10. Fuel, gas and paraffin use	
11. Staff training for chemical use & handling, water conservation, energy saving, waste management and dangers of wildlife (where applicable)	
12. Additional guides training	
13. Staff incentives and a 'Company Green Team'	
14. Front of House staff have basic knowledge of nature and conservation	
<b>Kitchen</b>	
1. Staff energy use awareness plan	
2. Staff water use awareness plan	
3. Low energy use appliances are used where possible	
4. Low energy consumption lights are fitted	
5. Cleaning products are biodegradable, have a longer life span and are bought in bulk. Pesticides are environmentally friendly	



Field Assessment Checklist		✓
6.	Dish washers (where used) use short cycles	
<b>Staff Accommodation</b>		
1.	Each room has adequate shade	
2.	There are limited or no materials that emit VOCs	
3.	Where is the power supply for the guest room generated	
4.	Low energy-use appliances are used in the room	
5.	Low energy consumption lights are fitted	
<b>Ecotour Activities</b>		
1.	There is an initial tour debrief, while the tour has been planned and has a focus on the local ecology, archaeology or sociology	
2.	The tour provides the services of specialized staff and is lead by a full professional or assistant professional guide	
3.	The size of the tour is limited to a maximum of 7 guests per guide or vehicle and guest feedback on the tour is monitored	
4.	The information on the environment and ecology, provided to tourists, is available through at least two sources and the accuracy of this information is checked by referenced sources	
5.	All activities that take place in protected areas do so according to local management objectives	
6.	There is a first aid kit on the tour, while the guide is trained in first aid	
7.	A list of emergency contacts is available to everyone on the tour, while the tours activities have been assessed for health and safety issues, with an EMP also available	
8.	The driver follows a drivers-code-of-conduct and road use policy, with route rotation. No tour driver leaves the motor running for longer than 3 mins when stationary	
9.	Vehicles are properly maintained	
10.	The majority of vehicles are best in their class	
11.	Targets are set to reduce fuel consumption e.g. by alternative transport or route planning	

Field Assessment Checklist		✓
12.	In secure environments, at least 50% of all movement/ transport is non-vehicular	
13.	There is no litter scattered anywhere	
14.	Disposal of biodegradable waste is not likely to lead to introduction of exotic species	
15.	No solid waste is left on the tour or burnt during the tour	
16.	The company can demonstrate it records the volume of solid waste production, actively tries to reduce waste volume by achieving annual targets and carefully stores solid waste away from animals and to prevent soil contamination	
17.	The tour does not negatively affect wildlife or natural habitats, while no wild animals are fed	
18.	Public toilets are used where possible; long drop loos are placed in appropriate location	
19.	All evidence of fires is buried, while a fire prevention plan is available. Fires are not left unattended	
20.	Gas is used for cooking where possible	
21.	No soil at the campsite is disturbed apart from digging pit latrines and burying fire	
22.	The tour uses red light filters for night-watching flashlights (if applicable)	
23.	Water crossings are avoided if possible	
24.	Camping only permitted in designated areas, where applicable	
25.	All refuelling etc is done appropriately	
26.	All private airstrips/ helipads are located far from public areas and have no impact on visitor experience. Flights over protected areas maintain minimum altitude	
27.	Tour guests are advised about appropriate behaviour with local communities, while approval by a designated leader of the community has been obtained	





**Notes:**

A set of two columns of horizontal lines for taking notes. Each column contains 20 lines, providing a total of 40 lines of space for handwritten entries.



**BOTSWANA TOURISM BOARD OFFICE LOCATIONS**

**BOTSWANA TOURISM BOARD**  
 Fairgrounds Office Park  
 Plot 50676, Block B, Ground Floor  
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 Plot 246, Apollo House  
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 Boseja, Maun  
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 Airport: (+267) 686 3093  
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**KASANE SATELLITE OFFICE**  
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 Plot 2951, Madiba Shopping Complex  
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**FRANCISTOWN SATELLITE OFFICE**  
 P. O. Box 301236, Francistown  
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