



LUXURY ECO CERTIFICATION STANDARD (LECS) PROGRAM OVERVIEW

The Luxury Eco Certification Standard (LECS) is one of the only programs that feature the Triple Bottom Line (People, Planet and Profit) and adheres to the Global Sustainable Tourism Criteria and the Accreditation Council (GSTC). LECS is designed to be user-friendly, educational in nature, and practical as a measurement and management tool, while being applicable to luxury accommodations of all sizes, newcomers to sustainability, those wanting to improve their existing approach, and those that have long-standing sustainability programs.

Based on extensive research and experience, there is no question that sustainable tourism is on the rise, regardless of current economic conditions. Consumer and corporate demand for green hotels is growing, travel industry suppliers are developing new green programs, and governments are creating new policies that mandate sustainable practices in the accommodation sector. In fact, most global industries recognize sustainability as a key driver in business innovation and long-term economic success.

The LECS program, jointly created between Sustainable Travel International (STI) and Leading Quality Assurance (LQA), consists of 100 environmental, social, and economic criteria for luxury hotels to meet in order to be eco-certified. We call this our “100 Steps to Sustainability.” The areas of evaluation are broken into the below five sections:

1. Policy and Documentation
2. Energy Conservation
3. Water Conservation
4. Recycling
5. Community

To become LECS certified, applicants will first complete and submit all policy and documentation requirements in order to receive a desk assessment. Upon approval, this will be complemented by an on-site assessment of criteria specific activities.

Please be aware that becoming a LECS certified hotel will be challenging and will require serious commitment. However, the standard itself is an educational tool that provides guidance to develop a sustainability framework and operational activities. As such, we are confident that all interested luxury hotels can obtain this valuable certification.

It is recommended that you have at least one person dedicated to ensuring that your hotel meets the standards in order to become certified. Should your hotel require additional support, STI is available to assist. STI is dedicated to providing tangible, solutions-oriented programs and services to help you become more sustainable.

In return, this certification program has been designed to make your hotel operate more efficiently and sustainably, and it will reduce your long term operating costs, while creating customer and employee good will.

2011 LECS Application Process

*Action 1

Getting Started

Hotels interested in applying for certification must first **send a completed and signed 2011 LECS Participation Form** as directed below. Once received, we will invoice you for the **participation payment** and will send you the LECS Standard. At this point you can select an advisory service package (remote or on-site) with a LECS eco-certification specialist or request the LECS Policy & Documentation Templates to prepare the assessment and certification documents in-house.

Participation Fee

GBP £150

Sustainable Travel International

Contact Marilyn Larden

marilyn@sustainabletravel.com

fax at +44 (0)208 090 6199

* Action 2

Applying for Certification

In order to apply for certification, you must remit Application/Assessment payment in full to LQA for the remote and on-site assessments. At the time of payment, you **submit documented evidence** (via zip folder) related to the first 37 criteria in Section One (“Policy & Documentation”) to LQA for the initial review and evaluation, also known as a *desk assessment*.

The LECS Standard illustrates which criteria are “Required” and details the point value associated with the other criteria. Please note, all 37 criteria must be met to some degree and you must pass the “Policy & Documentation” desk assessment to be scheduled for an on-site assessment.

In addition to meeting the “Required” criteria, hotels should try to meet as many point-valued standards as possible. The certification will be based on the overall score combining each category (“Policy & Documentation”, “Energy Conservation”, “Water Conservation”, “Waste & Recycling”, and “Community Local Environment”).

Application/Assessment Fee

GBP £1,595

Leading Quality Assurance

Contact Nicholas Underwood

ops.manager@leadingquality.com

* Action 3

On-Site Assessment

Once the “Policy & Documentation” section of the standard has been reviewed and approved by LQA, hotels will have two months to schedule the on-site assessment to assess the remaining sections of the standard (“Energy Conservation”, “Water Conservation”, “Waste & Recycling”, and “Community Local Environment”). During the on-site assessment, you must provide the LQA assessor with **evidence and documentation to support compliance with all LECS criteria** you wish to have evaluated and receive credit for.

Following the on-site assessment, a full report will be sent to you outlining your score in each section, as well as comments and / or corrective actions requested. The decision to grant LECS eco-certification will be determined by Sustainable Travel International (STI) who acts as the LECS Certifying Body. The decision will be based on the results of the assessment, your overall score, and the final LQA Report. If approved, STI will bestow the hotel with the LECS Eco-certification Award.

STI Advisory Packages

Package 1 - Remote Support: Includes up to a half day of support with a LECS specialist via teleconference and email to address issues like drafting sustainability policies, measuring energy consumption, establishing a waste management program, etc. This service is advised for shorter engagements, and is designed for general managers, operations managers and other hotel management who do not require the traditional on-site consulting services that are available.

Price is USD \$450 or GBP £275.

Package 2 – On-site Advisory Services: Includes consultative hands-on support that provides you with all of the information you need to achieve Luxury Eco-certification. This includes working directly with a LECS specialist to guide you through the process, clarify what is expected, and help you implement the “100 Steps toward Sustainability.” Deliverables include up to 3 days (up to 2 days onsite), helping to clarify and set expectations, explain the process and the P&D requirements, provide a GAP analysis between existing efforts and LECS requirements, and a detailed report with recommendations. This in depth service is designed for general managers, operations managers and other hotel management who require in depth onsite consulting services.

Price is USD \$2495 or GBP £1520 (excluding travel costs).

Ongoing advisory support requests will be quoted at STI’s daily or hourly rate. Company commitment and availability of all relevant management and team players during advisory support period is absolutely mandatory.

2011 Leading Hotels - Luxury Eco Certification Standard (LECS)

PARTICIPATION FORM

Summary of Fees

For hotels admitted for the calendar year 2011 certification, the following fees will apply:

- Participation Fee **GBP £150**
- Application/Assessment Fee **GBP £1745***

* The Application/Assessment Fee includes:

- The LECS Standard
- A two day/one night assessment
- All air travel, including international, to-and-from a hotel, wherever they are located
- Access to benchmarking data and dynamic reporting options
- All airport taxes and visa expenses
- Courier expenses of the final report to the hotel

This fee does not include:

- Charges incurred during the analysis (i.e. accommodation, food, beverage and extras)
- Airport transfers
- **LECS Plaque Fee (USD\$500)**

In order to initiate the certification process, please indicate your acceptance of these terms by signing below and returning one copy via facsimile to:

Sustainable Travel International

835 SW William Drive

White Salmon, WA 98672

Telephone: (1-503) 488-5500

Facsimile: (1-866) 624-8303 USA, +44 (0)208 090 6199 Europe

Email: info@sustainabletravel.com, cc marilyn@l@sustainabletravel.com

Website: www.sustainabletravel.com

Accepted: _____

Hotel: _____

Name: _____

Title: _____

Signature: _____

2011 NON -Leading Hotels - Luxury Eco Certification Standard (LECS)

PARTICIPATION FORM

Summary of Fees

For hotels admitted for the calendar year 2011 certification, the following fees will apply:

- Participation Fee **GBP £300**
- Application/Assessment Fee **GBP £1978***

* The Application/Assessment Fee includes:

- The LECS Standard
- A two day/one night assessment
- All air travel, including international, to-and-from a hotel, wherever they are located
- Access to benchmarking data and dynamic reporting options
- All airport taxes and visa expenses
- Courier expenses of the final report to the hotel

This fee does not include:

- Charges incurred during the analysis (i.e. accommodation, food, beverage and extras)
- Airport transfers
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Email: info@sustainabletravel.com, cc marilyn@l@sustainabletravel.com

Website: www.sustainabletravel.com

Accepted: _____

Hotel: _____

Name: _____

Title: _____

Signature: _____