



GREENMark Checklist

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The standards listed below form the basis of a Sustainability System from which any business can grow and expand, as it suits their operation and customer and marketing demands. The GREENMark audit will place great weight on the Website Communication standard as this is the primary public messaging by the business to all stakeholders.		Sustainability Elements Addressed	Sustainable Development Goals (SDG's) addressed
1	GREENMark Charter. All members must sign the GREENMark Charter confirming that they will uphold the GREENMark principles.		
2	Sustainability Compliance. Members are required to sign the Declaration that states that they are compliant with all applicable Environmental, Social & Governance (ESG) Legislation and Regulations and Local Authority environmental requirements.	Regulatory Compliance	
3	Staff Engagement - Green Leader/Team/Training. Members must identify who is leading the programme, what support they have from owners/management, how all staff are made aware of the business's environmental/sustainability policies. Where environmental/sustainability training is delivered this must be recorded. <i>Delivers one of the actions required to qualify for the All-Island Sustainable Tourism Assurance Scheme - First Step.</i>	Management	
4	Environmental Performance Assessment Survey. Each member is required to complete the GHP Free Environmental Assessment survey before starting to implement the GREENMark standards and then just before applying for the certification audit.	Management	
5	Sustainability Plan. Members must have a sustainability plan, policy, targets, and actions. There should be timeline dates set to achieve these targets. <i>Delivers one of the actions required to qualify for the All-Island Sustainable Tourism Assurance Scheme - First Step.</i>	Management	
6	Consumption Information. Members must measure their environmental footprint annually - and specifically Energy, Carbon, Water and Waste. They must identify a baseline year and then record data annually from then. <i>Delivers one of the actions required to qualify for the All-Island Sustainable Tourism Assurance Scheme - First Step.</i>	Management	
7	Carbon Footprint. Member must calculate their Carbon Footprint using one of the free tools available. <i>Delivers one of the actions required to qualify for the All-Island Sustainable Tourism Assurance Scheme - First Step.</i>	Environmental / Economic	
8	Action Plan. Members must have an action plan showing how they will achieve the Major Targets.	Management	
9	Website Communication. Members must have a dedicated page(s) on their website that is easy to find, updated at least annually, and includes information about their Sustainability Plan, Sustainability Policy & Targets and Sustainability Actions in progress and planned.	Management	
10	Communicating with your Customers. Members must be able to show how they communicate their environmental practices/approach with customers when they are in the premises or engaging with the business or service. Customers must be given sufficient information to allow them to maximise their separation of waste.	Management	
11	Green Procurement/Purchasing. Members must have a written Green Procurement/Purchasing Policy and show how they are supporting Local and Irish producers and where goods/services are imported what steps they are taking to responsibly source as many of these as possible.	Green Procurement	
12	Energy Efficiencies and Management. Members must identify what actions they have taken, are taking, and planning to take to minimise the use of energy or become more energy efficient.	Environmental / Economic	
13	Energy - Lighting. Members must have at least 90% of all bulbs/lights LED and 100% of lights that are on for more than 5 hours per day (average) are LED - or show when within the next 6 months this will take place.	Environmental / Economic	
14	Waste Management. Members must separate their waste streams and identify what actions they have taken, are taking, and planning to take to minimise waste.	Environmental / Economic	
15	Waste - Single Use Plastics. Members must have a specific action plan to minimise and/or eliminate the use of single use plastics (SUPs) - and must identify at least 3 SUPs that are/have been minimised/eliminated, where relevant.	Environmental / Economic	
16	Water Management. Members must be able to identify what actions they have taken, are taking, and planning to take to minimise water consumption.	Environmental / Economic	
17	Employee Welfare. Member must be able to show what action(s) they have implemented to improve employee welfare.	Social	
18	Local Community. Members must show how they are engaging with the local community to promote/support environmental/sustainability actions. This can include Tidy Towns membership, local community activism engagement, etc.	Social / Community	
19	Biodiversity. Members must show how their actions are minimising their biodiversity impact through direct action and/or green procurement, and/or how the business supports/protects and/or promotes biodiversity.	Biodiversity	
20	Leave no Trace. Members must communicate the 7 Leave no Trace organisation principles to all customers	Biodiversity / Conservation	
21	In-House Actions. Where a member is implementing other Environmental/Sustainability Actions they should provide information on these. This section is also for members to declare other required sustainability actions their membership of an industry body requires them to implement.	General	