Learning Objectives

By the end of this short module...

• You will understand the concept of eco-label(-ing) and you will be able to distinguish between accreditation, certification and recognition.

• You will have some basic knowledge on the work done by GSCT and other Certification bodies.

• You will know what the main labels in the tourism / leisure industry are.

NOTES:
Agenda

6.1 Key concepts:
   • Eco-labelling
   • Differences between accreditation, certification and recognition
   • Video

6.2 Many labels much confusion
   • Accreditation Bodies
   • Certification Bodies
   • The Pledge (Food Waste certification)

6.3 GSTC criteria: the Framework
   • Why use The GSTC Criteria?

NOTES:
How can I be 100% sure that the product or service that I am consuming has followed a rigorous process to comply with certain rules or standards? A straightforward answer is checking if that product or service has a little label that certifies what I am looking for. However, you must know that not only products and services are certified, destinations can also be.

Labels have mushroomed in the last decade and nowadays there is a wide range of labels in the market, which at the same time create much confusion. Increasingly though, customers pay attention to these things when purchasing.
**** SECTION 1 ****

Eco-labelling

NOTES:
Differences between... (+video)

NOTES:
Video

Accreditation
Certification
Recognition

Randy Durband
CEO, GSTC

video

NOTES:
SECTION 2

Many labels, much confusion
Accreditation Bodies

NOTES:
Certification Bodies

NOTES:
The Pledge

www.thepledgeonfoodwaste.org

NOTES:
**** SECTION 3 ****

GSTC Criteria: The Framework

NOTES:
Why use The GSTC Criteria?

NOTES:
Clean Plate Competition

“Most people want to do the right thing. They just need to know what the right thing is.”

by Randy Durband
SELAMAT!
You are done. Are you ready for the exam now?