

MEMBER LEVELS

COMMITTED

STARTING THE JOURNEY

Demonstrates a strong commitment to sustainability by implementing eco-friendly practices in everyday operations.

EXPLORER

PUTTING SUSTAINABILITY INTO ACTION

Effectively executes sustainable operations, fosters awareness among staff and guests, and supports community and environmental initiatives.

LEADER

LEADING BY EXAMPLE

Emphasizes sustainability, community engagement, and inclusive workplace environments, fostering trust among stakeholders and setting industry benchmarks.

INNOVATOR

SETTING THE STANDARD FOR SUSTAINABILITY

Implements innovative sustainable measures and demonstrates measurable impact through transparent sustainability reporting.

PROGRAM DETAILS

ECOMAR and the Belize Barrier Reef Watch are excited to introduce the ECO Ambassador Program! This innovative initiative is designed to encourage sustainable practices and increase conservation education, leading to a variety of benefits.

- Receive recognition for YOUR existing sustainable practices
- Adopt new sustainability guidelines
- Training opportunities for staff and guests
- Support conservation initiatives
- Availability of Citizen science educational resources
- Increased marketability

The guidelines are grounded in the Sustainable Development Goals & Targets. A thorough application assesses businesses regarding the sustainable practices they have adopted.

The program is open to hotels, resorts, restaurants, tour operators, retail businesses and NGOs. Membership dues are based on size of business.

From Committed to Innovator, Eco Ambassador businesses earn their stars taking real action to protect Belize's environment and communities. The program uses a tier system based on current sustainable practices. Four-star businesses represent the highest standard—excelling in sustainability and innovation.



A QUICK GUIDE TO

Sustainable Practices Certification

Supporting Conservation Education

www.belizebarrierreef.org
www.ecomarbelize.org



With Support From

Belize Fund For A Sustainable Future





The **Sustainable Development Goals** - SDGs - are built upon five core pillars—known as the 5 Ps: **People, Planet, Prosperity, Peace, and Partnership.**

These **intertwined pillars** ensure that economic, social, and technological progress occurs in harmony with nature and human rights.

People: Ending poverty and hunger in all forms, ensuring dignity, equality, and a healthy environment (Goals 1-5).

Planet: Protecting the planet’s ecosystems, managing resources sustainably, and combating climate change to support future generations (Goals 6, 12, 13, 14, 15).

Prosperity: Ensuring fulfilling lives and economic, social, and technological progress in harmony with nature (Goals 7-11).

Peace: Fostering peaceful, just, and inclusive societies free from fear and violence, crucial for sustainable development (Goal 16).

Partnership: Mobilizing global, national, and local cooperation to implement the agenda through shared responsibility (Goal 17).

[HTTPS://SDGACTIONCAMPAIGN.ORG](https://sdgactioncampaign.org)

SUSTAINABLE PRACTICES TO EMBRACE!

REDUCE PLASTIC USE 6/12

- Avoid single use plastic
- Use reusable water bottles & cups
- Ask guests to bring their own water bottle
- Provide branded water bottles for sale
- Install a water purification system to filter rain or tap water
- Install bulk dispensers for liquid bath amenities in hotel bathrooms



PROPER WASTE DISPOSAL 3/12/14/15

- Never dispose of trash along highways, rivers or in the sea
- Ensure proper disposal of trash in designated areas
- Recycle glass, oil, when possible
- Properly dispose of toxic chemicals & batteries
- Establish compost system for organic waste



WATER CONSERVATION 6

- Harvest and utilize rainwater
- Reduce laundering to every 3 days or upon request
- Use Turkish towels that require less water to wash
- Install water efficient fixtures
- Recycle grey water for landscaping use



ENERGY CONSERVATION 7/12

- Turn off AC and lights when not in use
- Install energy-efficient lighting
- Use occupancy sensors to control room temperature and lighting
- Upgrade to Energy-Efficient Appliances
- Install solar energy systems
- Use 4-stroke engines



ENVIRONMENTALLY FRIENDLY DEVELOPMENT 7/12/15

- Preserve forest cover
- Incorporate energy-efficient practices in development and building design
- Integrate preservation of natural habitats into the business model (nature trails, waterways)
- Implement nature-based solutions for shoreline preservation (hedged mangroves for aesthetic purposes and erosion control)



DISPLAY EXEMPLARY REEF ETIQUETTE 14

- Avoid touching/standing on corals
- Never chase, touch, feed, or harass marine life
- Always pick up marine debris or trash
- Never collect shells or coral; they serve a purpose in the reef ecosystem
- Take only photos, leave with only memories
- Use reef safe sunscreen



SUPPORT LOCAL ECONOMY 1/2/4/5/8/10/11

- Establish ties with farmers & fishers
- Purchase handicrafts from artisans
- Support women-led businesses
- Engage in cultural entertainment
- Offer internships and scholarships
- Provide equal job opportunities for community members



COMMUNITY INVOLVEMENT 11

- Participate in community upkeep - beach & roadside clean-up
- Support community initiatives - municipal, education & conservation
- Support fundraisers
- Enroll in Pack for a Purpose



SUSTAINABLE PRACTICES EDUCATION 4/12/13/16/17

- Adopt a sustainability manual
- Include orientation on sustainable practices for staff
- Support enhancement programs for staff
- Deliver standardized eco-briefings for guests
- Promote sustainable practices through marketing to foster accountability among businesses



PARTICIPATE IN CONSERVATION INITIATIVES 13/14/15/17

- Submit regular reports to Belize Barrier Reef Watch
- Adopt a Beach with Belize Turtle Watch
- Adopt A Reef with the Belize Coral Watch
- Cull and report to the Belize Lionfish Project
- Process lionfish fins for artisanal use and export
- Fish Right, Eat Right
- Enter the Mangrove Friendly Challenge
- Support beach cleanups



REFOREST DEGRADED LANDS 15

- Restore littoral forest, replant native trees
- Support biodiversity monitoring

