

# **BENCHMARKING ASSESSMENT REPORT**

## **ECOTOURISM ECOTOURISM ATTRACTION BENCHMARKING**

### **Moorea Dolphin Center Moorea, French Polynesia (Revised)**


**Report Date: 13 November 2007  
Benchmarked Certificate Expiry: 17 October 2008**

Benchmarking Data Collection Period: 1 January 2006 – 31 December 2006



## OVERVIEW

This annual assessment of the **Moorea Dolphin Center** was undertaken against Earthcheck benchmarking indicators and checklists developed for Green Globe and listed below. <sup>1</sup> They have been carefully selected to track performance in key areas of environmental and social performance impact. Their outcomes which are presented in this report are used by Earthcheck to evaluate whether the operation has reached the standards necessary to use the Green Globe Benchmarked Bronze logo. <sup>2</sup>

	 earthcheck	Indicator Measure (Benchmark)
1	Sustainability Policy	Policy is produced and in place
2	Energy Consumption	Energy used (MJ / Customer)
		Renewable energy used (%) <sup>3</sup>
3	Water Consumption	Water used (L / Customer)
		% of total water used is that is recycled/captured (%) <sup>3</sup>
		Water saving (Checklist rating)
4	Waste Sent to Landfill	Waste landfilled (L / Customer)
		% of total waste produced that is recycled/reused (%) <sup>3</sup>
		Waste recycling (Checklist rating)
5	Community Commitment	Local employment (Employees living within 20 km of operation / Total employees)
		Community contributions (Checklist Rating)
6	Vehicle Management	Vehicle services completed / Vehicle services recommended
7	Customer Service Staff	Number of customer service staff formally trained / Total customer service staff
8	Contribution to Conservation	Monetary contribution to conservation (\$) pa / Net operational revenue
9	Paper Products	Paper product types used (Checklist Rating)
10	Cleaning Products	Cleaning product types used (Checklist rating)
11	Pesticide Products	Pesticide product types used (Checklist Rating)

<sup>1</sup> Please refer to the relevant Green Globe Sector Benchmarking Indicator (SBI) document for more details. For frequently asked questions (FAQs) about benchmarking or specific help, please log on to 'My EC3 Home' and visit your Earthcheck Benchmarking software.

<sup>2</sup> To meet the requirements that allow the right to use the Green Globe Benchmarked Bronze logo, the benchmarks for all the submitted Earthcheck indicators should be at, or better than, the Baseline level. Baseline and Best Practice performance levels are set with reference to the type of activity and appropriate national and international data which take into account social, geographical and climatic impacts.

If an operation fails to meet the minimum requirements for up to two submitted Earthcheck indicators (Baseline performance or better), but achieves Baseline performance or better in all the other Earthcheck indicators, then the operation is allowed to use the Green Globe Benchmarked Bronze logo. It is, however, given a maximum of 12 months to improve performance in at least one of the indicators to Baseline performance or better. If on the next submission this is not achieved without substantiated evidence that the situation was beyond the control of that operation (e.g., occurrence of a natural disaster), then the right to use the Green Globe Benchmarked Bronze logo will be withdrawn.

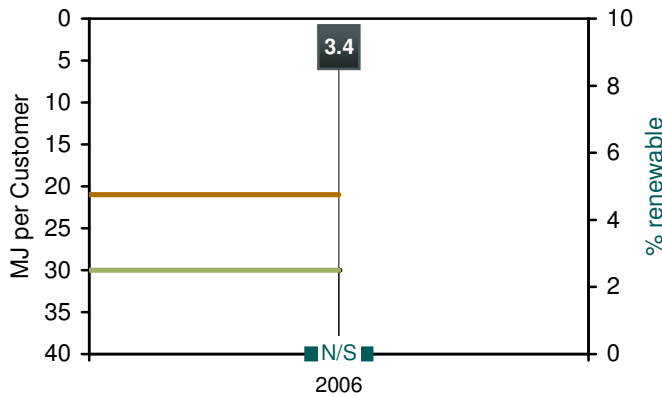
As a standard policy, all Earthcheck indicators are continuously reviewed, along with the performance levels which operators have to achieve in order to use the Green Globe Benchmarked Bronze logo. This review takes into account "business-as-usual" changes in practices and equipment, and is used to update where appropriate Baseline and Best Practice levels. Advanced warning will be given of changes in any benchmarking related requirements and data.

<sup>3</sup> These indicators are for guidance only and do not affect the overall benchmarking evaluation.

**1 Sustainability Policy ★**

**2 Energy Consumption**

Energy consumed / Customer ★



Carbon dioxide (CO<sub>2</sub>) produced / Customer



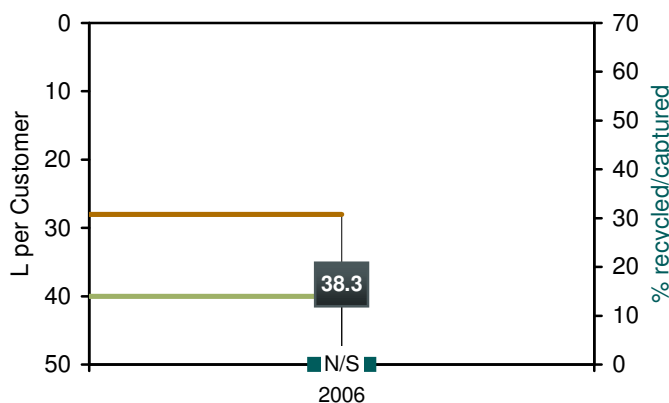
The **Moorea Dolphin Center** consumed 3.4 MJ per Customer for the year 2006 (1/01/06 – 31/12/06), which was 84% better than the Best Practice level.

Reported Energy Consumption for the year 2006 (1/01/06 – 31/12/06) produced an estimated 0.26 kg of CO<sub>2</sub> per Customer.

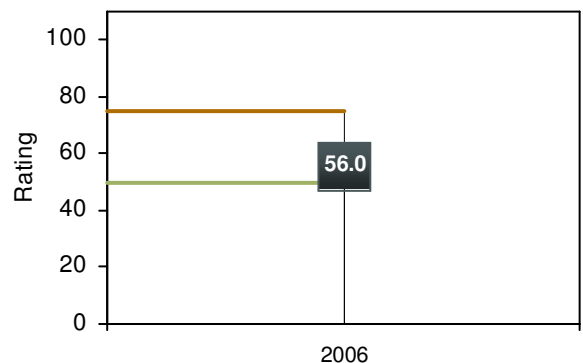
Energy type	Quantity used		Calculated Energy		Calculated CO <sub>2</sub>	
			MJ	% of total	kg	% of total
Diesel	10,051	kWh	36,185	100.0	2,802	100.0
Totals:			36,185	100	2,802	100

**3 Water Consumption**

Water consumed / Customer ✓



Water saving ✓



The **Moorea Dolphin Center** consumed 38.3 L per Customer for the year 2006 (1/01/06 – 31/12/06), which was 4% better than the Baseline level.

The Water Saving checklist rating for the year 2006 (1/01/06 – 31/12/06), was 6 points better than the Baseline level.

**Performance level:**

Baseline —

Best Practice —

**Current result:**

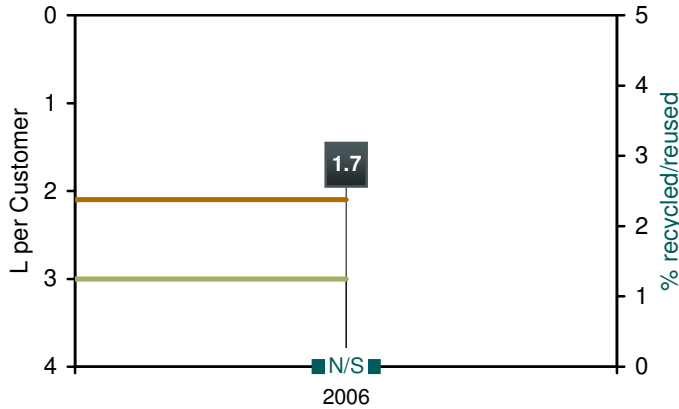
Below Baseline ✘

At or above Baseline ✓

At or above Best Practice ★

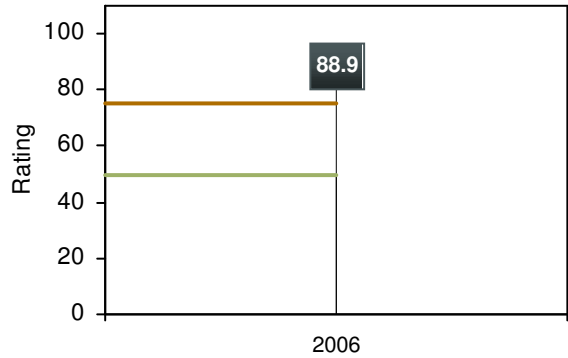
**4 Waste Sent to Landfill**

Waste landfilled / Customer ★



The **Moorea Dolphin Center** produced 1.7 L per Customer for the year 2006 (1/01/06 – 31/12/06), which was 21% better than the Best Practice level.

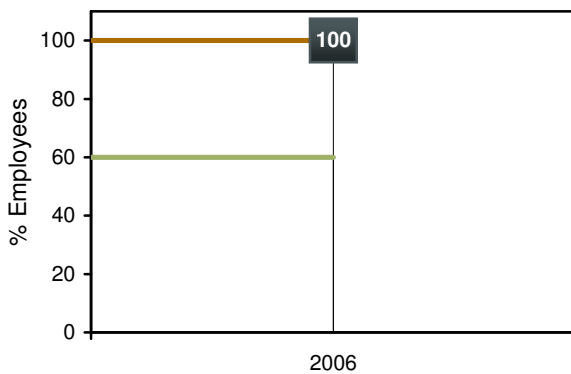
Waste recycling ★



The Waste Recycling checklist rating for the year 2006 (1/01/06 – 31/12/06) was 13.9 points better than the Best Practice level.

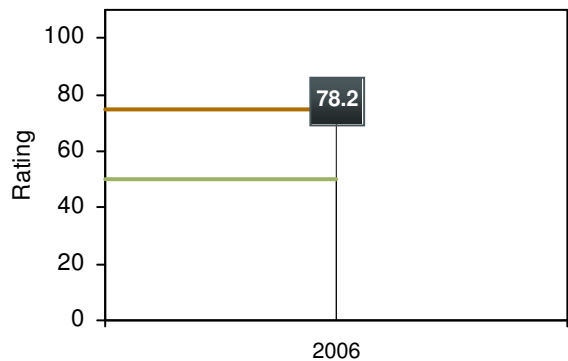
**5 Community Commitment**

Employees living within 20 km of operation / Total employees ★



Community Commitment for the year 2006 (1/01/06 – 31/12/06) was at the Best Practice level.

Community contributions ★



The Community Contributions checklist rating for the year 2006 (1/01/06 – 31/12/06) was 3.2 points better than the Best Practice level.

**Performance level:**

Baseline —

Best Practice —

**Current result:**

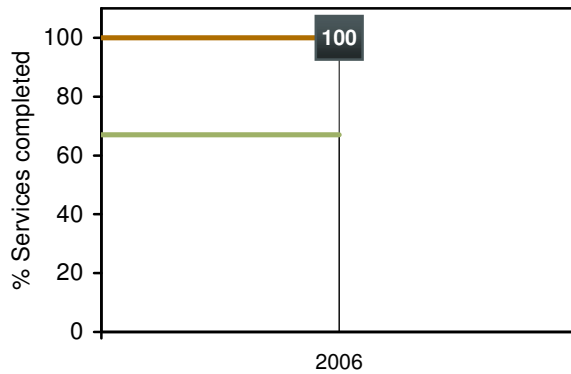
Below Baseline ✖

At or above Baseline ✔

At or above Best Practice ★

**6 Vehicle Management**

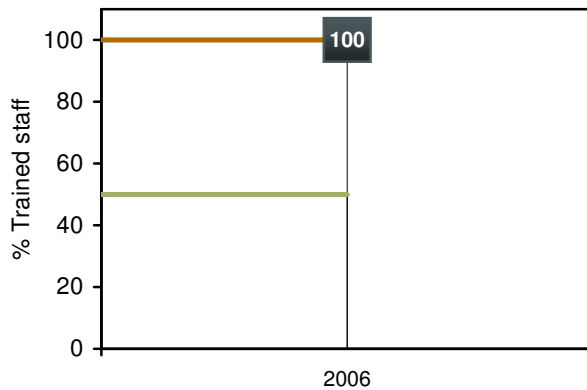
Vehicle services completed /  
Vehicle services recommended ★



Vehicle Management for the year 2006 (1/01/06 – 31/12/06) was at the Best Practice level.

**7 Customer Service Staff**

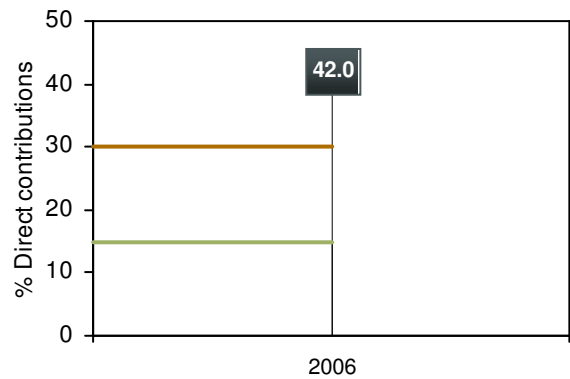
Total of direct monetary contributions to  
conservation pa /  
Net operational revenue pa for product ★



Customer Service Staff for the year 2006 (1/01/06 – 31/12/06) was at the Best Practice level.

**8 Contribution to Conservation**

Total of direct monetary contributions to  
conservation pa /  
Net operational revenue pa for product ★



Contribution to Conservation for the year 2006 (1/01/06 – 31/12/06) was 12% better than the Best Practice level.

**Performance level:**

Baseline

Best Practice

**Current result:**

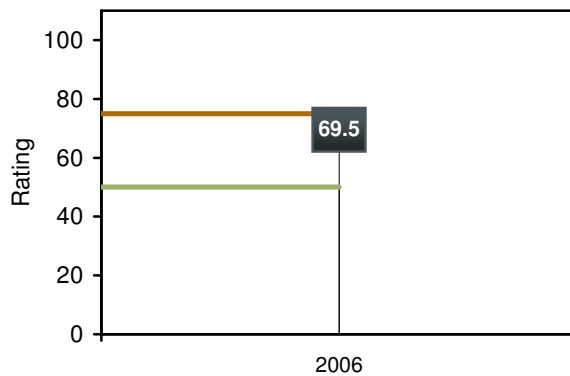
Below Baseline ✖

At or above Baseline ✔

At or above Best Practice ★

**9 Paper Products**

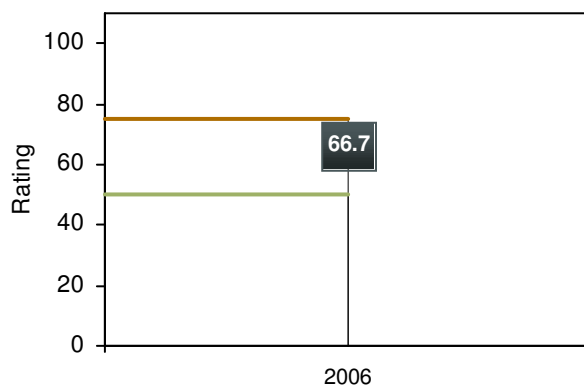
Product types used ✓



The Paper Products checklist rating for the year 2006 (1/01/06 – 31/12/06) was 19.5 points better than the Baseline level.

**10 Chemical Products  
Cleaning Products**

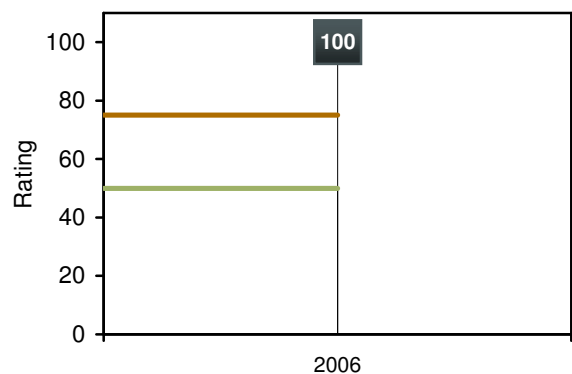
Product types used ✓



The Cleaning Products checklist for the year 2006 (1/01/06 – 31/12/06) was 16.7 points better than the Baseline level.

**11 Pesticide Products**

Product types used ★



As the **Moorea Dolphin Center** does not use any Pesticide Products (which is a positive outcome), a rating of 100 has been reported for this indicator on the basis that no use represents a Best Practice achievement. The Pesticide Products checklist rating for the year 2006 (1/01/06 – 31/12/06) was, therefore 25 points better than the Best Practice level.

**Performance level:**

Baseline

Best Practice

**Current result:**

Below Baseline ✘

At or above Baseline ✓

At or above Best Practice ★

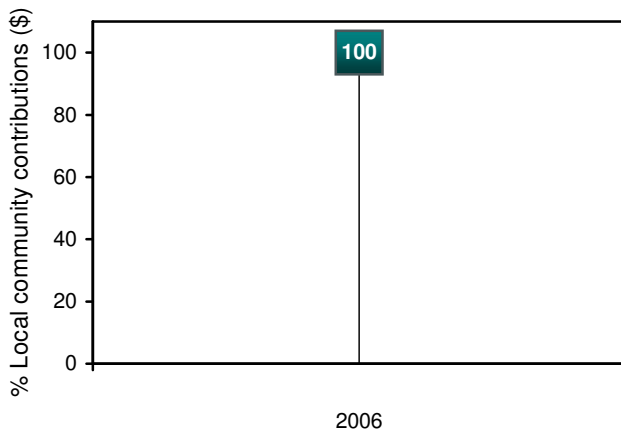
## OPTIONAL BENCHMARKING INDICATORS

The **Moorea Dolphin Center** has also nominated optional Operation Selected and Specified Indicators that they consider relevant to their specific operation and locality. These indicators do not form part of the formal annual benchmarking exercise, however, their use reflects a commendable and very positive commitment to protecting the environment and furthering staff development.

### Selected Indicators <sup>4</sup>

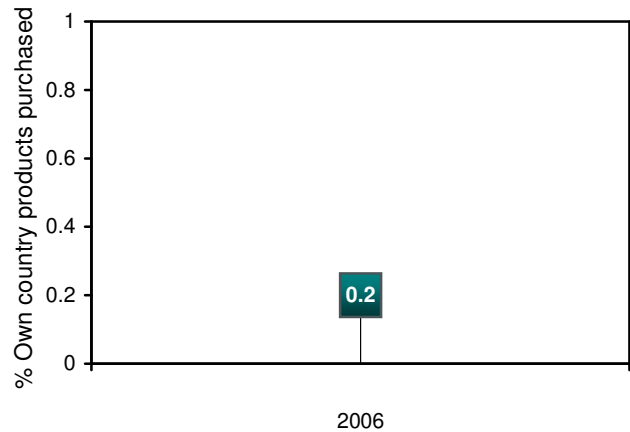
#### 1 Community Activity Contributions

Local community activity contributions (\$) pa / Net turnover of operation



#### 2 Consumable Products Purchased

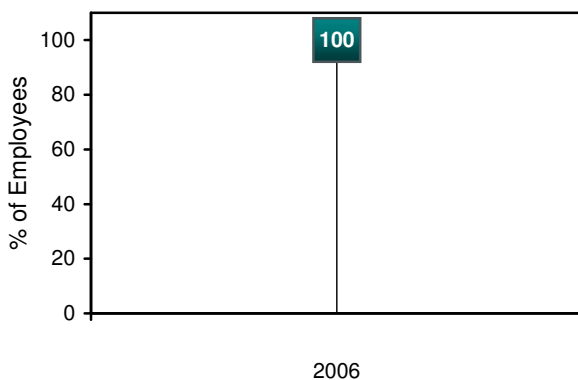
Own country produced consumable products purchased (\$) pa / All cons. prods



### Specified Indicators <sup>5</sup>

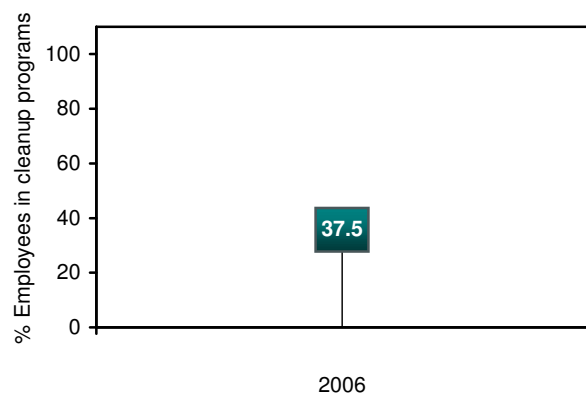
#### 3 Staff Training

Number of employees attending training and educational programs / Total number of employees



#### 4 Staff Environmental Initiatives

Number of employees participating in litter clean-up programs / Total number of employees

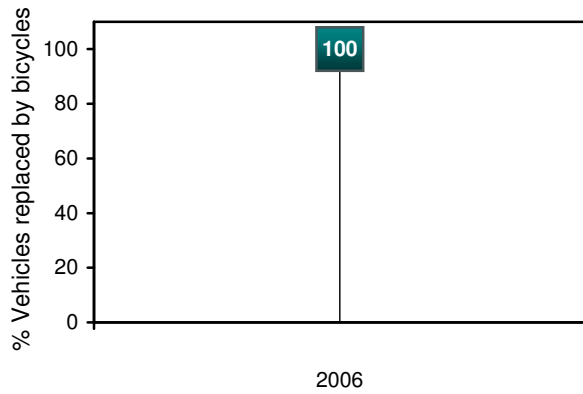


<sup>4</sup> Selected from a supplied list of Earthcheck indicators

<sup>5</sup> Indicators devised by the operator for local and/or internal performance assessment

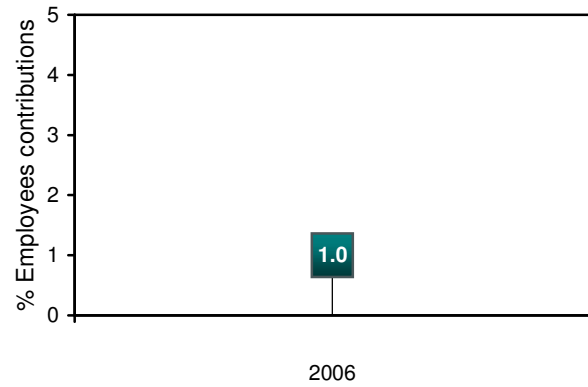
### 5 Vehicle Replacements

Vehicles replaced by bicycles / Total number of vehicles



### 6 Staff Education and Training

Educational and training program for employees contributions / Net turnover of operation



The supplied data has been compiled by the **Moorea Dolphin Center** in the prescribed manner, authorised by a senior executive of the company and submitted for an annual assessment.

## CONCLUSION AND RECOMMENDATIONS

Congratulations, the Ecotourism Operation, **Moorea Dolphin Center**, has passed the requirements of a first time benchmarking organisation to become recognised as a Green Globe Benchmarked Ecotourism Attraction and retains the right to display the Green Globe Benchmarked Bronze logo until the certificate expiry date.

In addition to having a Sustainability Policy in place, all eleven of the assessed Earthcheck indicators are above the Baseline level. From the benchmarking data provided, nine indicators, *Energy Consumption, Waste Sent to Landfill, Waste Recycling, Community Commitment, Community Contributions, Vehicle Management, Customer Service Staff, Contribution to Conservation, and Pesticide Products*, are at or above the Best Practice level, which is an excellent achievement to be very highly commended.

In addition, the use of optional Operation Selected and Operation Specified Indicators further demonstrates a very positive commitment to supporting the local community, protecting the environment and furthering staff development.

Improvements in all the Earthcheck indicators will not only help the environment, but can also help reduce operational costs. Due to the positive commitment that the **Moorea Dolphin Center** has demonstrated to the environment, the assessors are confident that they can maintain their very high standards and remain a leader in environmental performance. In line with Green Globe Policy this would enable Benchmarked status to be retained.



## APPENDIX

### WATER CONSUMPTION

The benchmarking assessors sought clarification in regards to Water Consumption as the initial figure submitted of 877 274 L was approximately 2.1 times greater than the Baseline level. The operation later identified that the correct figure for Water Consumption was 407 714 L.

This equates to 38.3 L per Customer.



**Benchmarks assessed by Earthcheck**



**Report endorsed by Green Globe**



This Report is recognised under the **PATA and Green Globe Co-operative Agreement** that provides PATA with a real impetus to advance the sustainability and goals of the Association.

Under an agreement with Green Globe Asia Pacific (GGAP), the Caribbean Alliance for Sustainable Tourism (CAST) supports the delivery and promotion of the Green Globe program in the Caribbean.

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**An Australian Government Initiative**

## SUMMARY OF SUPPLIED BENCHMARKING DATA

Activity Measure(s)						
Customers	10,657	cus				
<b>Energy Consumption</b>				<b>Community Commitment</b>		
	Indicator				Indicator	
Supplied	36,185	MJ		Supplied	100	%
Calculated	3.4	MJ per cus		Baseline	60	%
Baseline	30	MJ per cus		Best Practice	100	%
Best Practice	21	MJ per cus		% difference	0	at BP
% difference	84	better than BP				
					Checklist	
Renewable	N/S	%		Rating	78.2	
				Baseline	50	
Total CO <sub>2</sub>	2,802	kg		Best Practice	75	
	0.263	kg per cus		points difference	3.2	better than BP
<b>Water Consumption</b>				<b>Customer Service Staff</b>		
	Indicator				Indicator	
Supplied	407,714	L		Supplied	100	%
Calculated	38.3	L per cus		Baseline	50	%
Baseline	40	L per cus		Best Practice	100	%
Best Practice	28	L per cus		% difference	0	at BP
% difference	4	better than BL				
				<b>Contribution to Conservation</b>		
Recycled/captured	N/S	%			Indicator	
				Supplied	42	%
	Checklist			Baseline	15	%
Supplied Rating	55.98			Best Practice	30	%
Baseline	50			% difference	12	better than BP
Best Practice	75					
points difference	6.0	better than BL		<b>Vehicle Management</b>		
					Indicator	
<b>Waste Sent to Landfill</b>				Supplied	100	%
	Indicator			Baseline	67	%
Supplied	17,685.00	L		Best Practice	100	%
Converted	17,685	L		% difference	0	at BP
Calculated	1.7	L per cus				
Baseline	3	L per cus		<b>Paper Products</b>		
Best Practice	2.1	L per cus			Checklist	
% difference	21	better than BP		Supplied Rating	69.5	
				Baseline	50	
Recycled/reused	N/S	%		Best Practice	75	
				points difference	19.5	better than BL
	Checklist					
Supplied Rating	88.9			<b>Cleaning Products</b>		
Baseline	50				Checklist	
Best Practice	75			Supplied Rating	66.7	
points difference	13.9	better than BP		Baseline	50	
				Best Practice	75	
				points difference	16.7	better than BL
				<b>Pesticide Products</b>		
					Checklist	
				Supplied Rating	n/a - 100	
				Baseline	50	
				Best Practice	75	
				points difference	25.0	better than BP

N/S - Not submitted.

## DETERMINATION OF BASELINE AND BEST PRACTICE LEVELS

### General

The values for the Baseline and Best Practice levels for each indicator are derived from extensive worldwide research into available and appropriate case studies, industry surveys, engineering design handbooks, energy, water and waste audits, and climatic and geographic conditions.

National and regional data for per capita energy use, greenhouse gas and other emissions, wastes to landfill and water consumption, where available provide background data for normalisation of the expected performance values for per customer or employee, and/or overall performance of an enterprise being benchmarked. They are used to gauge the regional or national situation and environmental performances that an enterprise is based in, and hence what are reasonable levels to expect the enterprise to achieve.

A benchmarking result at, or above, the Baseline level demonstrates to all stakeholders that the enterprise is achieving above average performance. A result below the Baseline level indicates that an enterprise can and should carry out actions that will make beneficial improvements in performance.

### Consideration of Climate

A major determinant of energy consumption in some sectors, primarily those centred on buildings such as accommodation, visitor centres and administration offices will be the dominant climatic conditions in which the enterprise is located. In general, to maintain the same level of indoor comfort, enterprises operating in hot or cold climates will consume more energy than those in temperate climates.

Similarly, it is recognised that in certain sectors a major determinant of potable water consumption will be the climate in which an enterprise is located, in particular those with large grounds and/or significant water-based facilities or activities. That is, enterprises located in hot climates are more likely to consume more potable water than equivalent ones located in cooler climates. Factors that are likely to lead to a higher level of potable water consumption, for example in the accommodation sector, include increased evaporation rates of swimming pools, personal bathing and irrigation demands of grounds. In consideration of this factor, Baseline and Best Practice levels can vary in relation to country location.

### Waste Sent to Landfill

The benchmark indicator used for solid waste production (sent to landfill) is given in litres as waste bins are usually calibrated by volume, and it has been found that the majority of operations do not have access to the weight of material disposed of. However, if a weight is supplied, standard factors are used to convert from weight (e.g., kilograms (kg)) to volume (e.g., litres (L)). These are 300 kg/m<sup>3</sup> for uncompacted waste or 650 kg/m<sup>3</sup> for lightly compacted waste.

Operations should make note of the level of compaction when submitting data for assessment by Earthcheck.

### Review of Performance Levels

The Baseline and Best Practice performance levels for Earthcheck indicators are continuously reviewed and are likely to change over time. This review by a team of international experts, takes into account “business-as-usual” changes in practices, equipment and facilities, as well as regulations and general improvement trends in performance and procedures. This review is used to update the levels of Baseline and Best Practice, and provides useful feedback to the user of the indicators.

The list below summarises the basic generic rules used to determine Baseline and Best Practice levels for Earthcheck indicators.

- If relevant enterprise sector specific case studies are not available for a type of activity in a designated region, then national averages will be used to ascertain the Baseline level. In this case, the Best Practice level will be set at a minimum of 30% better performance than the Baseline.
- If case study or national data are not available for a specific indicator, then the first enterprise that benchmarks will have its results set as 15% better than Baseline (i.e., half way between Baseline and Best Practice).