



HEART OF ST. KITTS SUSTAINABILITY CHARTER

The Heart of St. Kitts Sustainability Charter aims to:

- Celebrate local businesses who commit to sustainability and help tell their unique sustainability story
- Harness collective action across the private sector to achieve positive impacts in our community at scale
- Advance the objectives and impacts of St. Kitts' Sustainable Destination Council to improve the quality of life of all residents and enhance the tourism experience for all visitors

PROGRAM OVERVIEW

Best Practices

The Heart of St. Kitts Sustainability Charter focuses on three main themes: Natural Resource Management, Community Participation, and Operational Management. Each theme has six best practices as listed below.

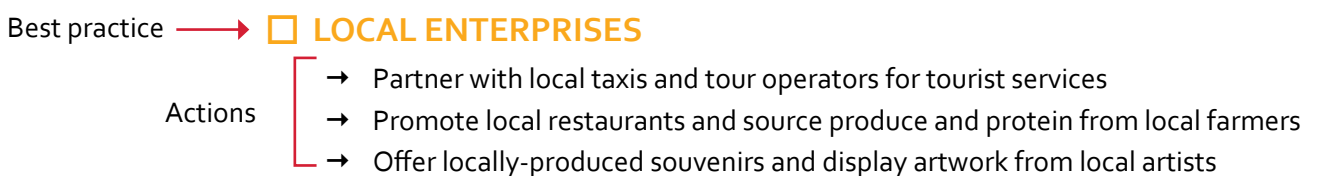


Actions

For each best practice, the Sustainability Charter lists three to five concrete actions to give businesses ideas on tasks they could implement.

Example:

The example below depicts how the best practices and actions appear within the Charter.



PARTICIPATION IN THE PROGRAM

In the first 12 months after enrolling in the program:

- Business participants in year one will commit to **COMPLIANCE + six (6) best practices, two from each theme**. Participants can work on any sustainability action related to that best practice, listed or unlisted. Businesses will be asked to provide regular updates on how sustainability actions are being implemented and the success and/or challenges you are facing.

In the second year of participating in the program:

- In year two, businesses will **add six (6) more best practices, two from each theme**. Businesses will be asked to provide regular updates on how sustainability actions are being implemented and the success and/or challenges you are facing.

In the third year of participating in the program:

- In year-three, businesses will need to commit to **ALL best practices**. Businesses will be asked to provide regular updates on how sustainability actions are being implemented and the success and/or challenges you are facing.

SUSTAINABILITY CHARTER THEMES, BEST PRACTICES, AND ACTIONS



REQUIRED: COMPLIANCE

- Acquire all necessary permits and licenses; pay all applicable taxes
- Adhere to all national COVID-19 Guidelines for your industry
- Adhere to all human resources, environmental, noise, light, and pollution regulations



NATURAL RESOURCE MANAGEMENT

☐ WASTE MANAGEMENT

- Separate recyclables and send them to a local recycling programme
- Reduce food waste (compost organic food waste, deliver food scraps to local farmers, recycle cooking oil)
- Reduce paper waste (print only when needed and double-sided, use post-consumer recycled paper)
- Dispose of construction, electronic, toxic and medical waste through proper channels

☐ ENERGY CONSERVATION

- Turn off lights and electronics when rooms are not in use and prompt guests to do the same
- Line-dry linens instead of using an electric dryer when weather permits
- Promote opening windows instead of using air conditioners
- Use sensors/timers for outside lighting in low use areas
- Use energy saving lighting (LED)
- Use solar energy panels

☐ WATER MANAGEMENT

- Landscape with native plants to reduce the need for irrigation
- Utilize a water cistern or rainwater catchment system
- Use of a saltwater or eco-friendly swimming pool
- Monitor water usage and check for leaks regularly
- Use low flow toilets, sinks, and showers
- Use greywater irrigation systems

☐ LAND & WILDLIFE CONSERVATION

- Install turtle-friendly lights and avoid disturbing nesting habitats
- Participate in campaigns against invasive species, such as the lionfish
- Inform guests of 'no touch' and 'no feed' policies while interacting with wildlife
- Practice 'leave no trace' principles and inform guests to stay on trails

☐ MARINE & COASTAL CONSERVATION

- Protect natural vegetation along beaches
- Organise or participate in beach clean ups
- Adhere to minimum legal size for conch and lobster
- Inform guests of 'no touch' and 'no feed' policies while interacting with wildlife
- Make reef-friendly sunscreen available to guests
- Purchase biodegradable soaps

☐ CLIMATE CHANGE

- Regularly educate staff and communicate to guests the potential impacts climate change is having on St. Kitts and around the world
- Become aware of climate change and adaptation programs and reports for St. Kitts & Nevis (World Bank Climate Knowledge Portal, local programs/initiatives)
- Participate in local government efforts to improve climate change planning and response
- Participate in voluntary carbon offsetting to compensate climate impact from energy consumption and/or travel
- Formulate emergency plans to deal with natural disasters (drought, hurricanes, coastal erosion, etc.)



COMMUNITY PARTICIPATION

□ SUSTAINABLE ST. KITTS PROJECTS

- Participate in Plastic Free Tourism (no plastic cutlery, no plastic bags, no plastic bottles, reduce packaging waste)
- Attend a sustainability training workshop, such as the Sustainable Enterprise Training or Destination Guardian Training
- Participate in a workshop to learn more about the local tourism product, such as an “I Speak St. Kitts workshop”
- Participate in local trainings and awareness campaigns
 - Community Tourism Training
 - Tourism Education & Awareness Campaigns
 - Backyard Garden/Best Village Competitions
 - St Kitts & Nevis Restaurant Week

□ LOCAL ENTERPRISES

- Partner with local taxis and tour operators for tourist services
- Promote local restaurants and source produce and protein from local farmers
- Offer locally-produced souvenirs and display artwork from local artists

□ LOCAL HISTORY & CULTURE

- Offer tours to local historic and cultural sites
- Promote cultural activities and events to guests
- Host cultural events and galas
- Discourage degradation of historic and cultural sites

□ LOCAL PHILANTHROPY

- Make an annual monetary donation to the Heart of St. Kitts Foundation
- Provide in-kind donations (e.g. time, supplies) to the Heart of St. Kitts Foundation
- Invite customers to make donations to the Heart of St. Kitts Foundation
- Invite staff and customers to attend volunteer events the help to improve St. Kitts

□ COMMUNITY DEVELOPMENT

- Participate in the planning and implementation of community initiatives
- Offer reduced rates on entrance fees, hotel nights, meals, activities and/or excursions to St. Kitts residents
- Sponsor local programmes for children or coordinate recreation-based school trips

□ DIVERSITY, EQUALITY & INCLUSION

- Ensure leadership has made a commitment to uphold diversity, equality, and inclusion best practices as it relates to hiring, management advancement, contractors, guests, and community
- Ensure staff are trained to be welcoming and accepting of all people
- Ensure rooms and/or activities are accessible to those with disabilities
- Ensure marketing materials are inclusive and feature photos of tourists of different races, abilities, genders, etc.



OPERATIONAL MANAGEMENT

□ BUSINESS PLAN

- Complete a Competition Analysis of your business within the local market
- Publish a Mission Statement, Vision Statement, of Business Code of Conduct
- Review organisation's policies and plans regularly and update when necessary

□ HEALTH & SAFETY PLANNING

- Conduct resilience planning to address revenue and employees during disruptive events (e.g. COVID, natural disasters)
- Develop an Emergency Preparedness and Response Plan
- Adhere to all occupational and guest-related health and safety standards

□ STAFF ENGAGEMENT PRACTICES

- Meet or exceed minimum wage requirements
- Offer 13 weeks of maternity leave
- Offer sick days to employees
- Offer health & wellness programs to employees
- Offer a staff reward program

□ SUSTAINABILITY PRACTICES FOR STAFF

- Communicate the Heart of St. Kitts Sustainability Charter to staff
- Train staff on sustainability best practices
- Participate in training when offered, especially through Sustainable Destination Council
- Receive feedback from staff on how to improve and address sustainability practices

□ CUSTOMER FEEDBACK

- Invite customers to provide direct feedback on quality of services
- Regularly monitor and reply to TripAdvisor (and similar sites) reviews
- Demonstrate changes in business operations based on customer feedback

□ SUSTAINABILITY PRACTICES FOR GUESTS

- Include information on sustainability in St. Kitts on your websites and social media
- Offer information on your sustainability practices on-site and during tour briefings
- Invite guests to participate in sustainability initiatives and volunteer events
- Provide adequate waste and recycling bins