

## ECOLUXURY SUSTAINABILITY PROGRAMME

### INTRODUCTION

Ecoluxury is a quality and sustainability label awarded to upscale accommodations (retreats) that stand out for the high quality of services offered and a concrete and demonstrable commitment to environmental protection, social respect and cultural enhancement.

The program stems from the need to respond to the growing market focus on sustainability by offering a transparent, verifiable attestation system that complies with international standards, in particular ISO/IEC 17065. The goal is to provide a reliable technical model for certifying and communicating sustainable performance in tourism, minimizing the risk of greenwashing practices.

### MEMBERSHIP PROCESS

The Ecoluxury Sustainability Program adopts a structured approach, inspired by John Elkington's 3Ps paradigm: People, Profit, Planet, and is spread over seven areas of assessment:

1. Environmental management
2. Internal management and corporate social responsibility
3. Relations with the local community
4. The supply chain
5. The natural and cultural heritage
6. Quality and authenticity
7. Communication and reporting

Membership in the Ecoluxury label is through the signing of a three-year contract. Following the signing, the facility is required to submit a set of documents and fill out the Best Practice Questionnaire - document on which the assessment is based-comprised of approximately ... requirements, including 20 blocking criteria deemed essential.

After the initial application, the facility undergoes a structured process:

- Document verification (remotely)
- Field audit at the facility
- Scoring and level assignment

The process is conducted by auditors qualified according to ISO 19011, with experience in tourism and sustainability. The initial audit also defines the three-year surveillance plan, with annual audits to ensure standards are maintained

Each facility is given a percentage score, which determines its level of sustainable maturity.

## ECOLUXURY SUSTAINABILITY PROGRAMME

LEVEL	SCORE	COLOUR
<b>APPROACHING</b>	40–50%	<b>Silver</b>
<b>IMPLEMENTING</b>	50–60%	<b>Gold</b>
<b>COMMITTED</b>	>60%	<b>Green</b>

### DESCRIPTION OF LEVEL

#### Approaching (40–50%) – SILVER

The organisation has launched environmental initiatives and shows willingness to develop sustainable management, including social management. The practices are partial and not systematised, but improvement-oriented.

#### Implementing (50–60%) – GOLD

The organisation adopts sustainable practices in various areas (energy, waste, governance, etc.) but in a non-formalised manner. It lacks an official policy, a contact person and structured internal/external communication..

#### Committed (>60%) – GREEN

The organisation has an articulated and formalised sustainability management system. There is a policy, a dedicated contact person or team, an action plan with measurable objectives, staff training and consistency in supplier selection. Transparent external communication is in place.

### PLUS RECOGNITION

For each level (Approaching, Implementing, Committed) there is the possibility of obtaining 'Plus' certification, reserved for facilities that meet at least one of the following conditions

- Possession of a sustainability certification recognised by the Ecoluxury Technical Secretariat (e.g. GSTC, ISO 21401, etc.);
- Legal recognition as a Benefit Society or B Corp certification.

The 'Plus' level represents objective evidence of superior commitment and is stated in the official certificate and in the Ecoluxury Collection inclusion documentation.

### CONCLUSIONS

The Ecoluxury scheme provides a technical tool for assessing sustainability in the high-end hospitality sector, promoting a systemic, measurable and continuous improvement-oriented approach.

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