## — eeoluxury –

## 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.

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

#### **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.

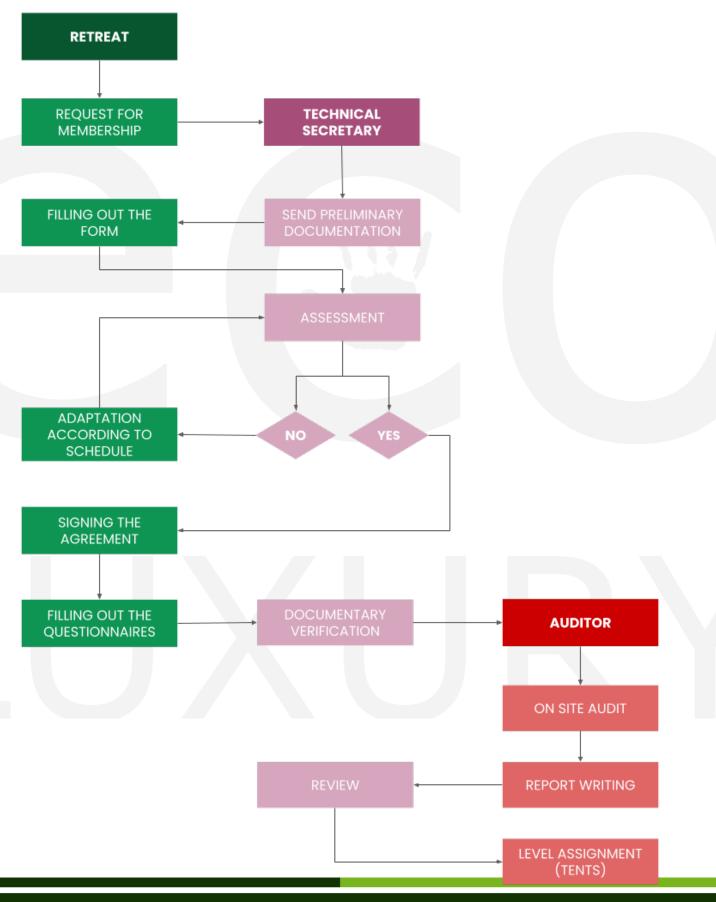
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