

ecoplan:net
ENVIRONMENTAL
POLICY



Our Mission

Our mission is to care for our planet, the communities we live in and those regions and nations where we provide consulting and training services. Our employees and associates strive to set an example for environmental leadership and community responsibility, not just in our homes and offices but in cooperation with our clients and their stakeholders



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Programs to protect our planet

TOURISM: Sustainable tourism development strategies, Sustainable tourism policies and Implementation strategies, Eco-enterprise business plans, Ecotourism planning, design and operations, Green management corporate strategies, Ecotourism planning and product development (tour itineraries, interpretation programs) Green marketing research and strategies, Green and ecotourism certification program design, development, structuring and procedures.

TRAINING: Ecotourism and sustainable tourism planning, product development and marketing, Green management planning, Rural tourism development, ecotourism development, ecotourism train-the-trainer, green marketing strategies, eco-certification planning and auditor training



Vision for Environmental Sustainability

ecoplan:net believes that business must be conducted within environmentally sustainable values and procedures. We also believe that profit and environmental responsibility can cooperate for both resource sustainability and financial viability.

ecoplan:net staff and associates envision the sustainability challenge as protecting biodiversity while contributing the economic well-being of our communities and those where we have assignments and projects. We consider the following issues are among the main threats to a sustainable environment:

1. Global climate change and rapid loss of biodiversity
2. Water pollution and desertification
3. Loss of species, deforestation and habitat destruction
4. Air pollution and toxins in the environment
6. Chronic poverty and low literacy
7. Inadequate gender equity
8. Poor market access for developing countries

Programs to protect our planet

NATIONAL PARKS and PROTECTED AREAS: Protected Areas and National Parks Management Plans, Park and Protected Area Sustainable Tourism Development Strategies and product development, Sustainable national park policies and operational practices, site planning and construction, Visitor center planning and design, interpretive trail planning and construction, **TRAINING:** Park and Protected Area Planning Process, Visitor Center Planning and Interpretive trail design and construction, Campground planning and construction, Interpretation program planning



Principles for Action

As a sustainable tourism consulting company, we are a catalyst for environmental awareness and change at the individual and collective levels. We support values that cultivate a sustainable economy and local cultures including the Millennium Development Goals (MDG). We find inspiration and commitment in our understanding of the delicate balance that can be achieved between the sustainable use of resources and developing prosperous, creative and vibrant communities.

We are devoted to continuous improvement based on the following ten principles of action:

1. Protection of the Biosphere and Endangered species
2. Sustainable Use of Natural Resources and Cultural heritage
3. Comprehensive Waste Management and hazardous chemical reduction
4. Energy and Water Conservation
5. Gender equality and education
6. Poverty reduction
7. Environmental Restoration and Enhancement
8. Awareness and training for our staff, associates, and clients
9. Management Commitment to Learning and Sharing our resources
10. Preparing an annual assessment and monitoring of the above actions



Tourism for Tomorrow Award (2009)

The Morocco Rural Tourism Quality Standards and Eco-certification Program, prepared by **ecoplan:net** for the Zakoura Microcredit Foundation, with funding from the Grand Duchess of Luxembourg, brought sustainable tourism planning and green management procedures and practices to the rural tourism business. To date more than 35 rural tourism business have been certified based on 140 rigorous criteria.



Values and Attitudes

Individual responsibility and environmental stewardship is at the core of ecoplan:net's company culture.

Our employees, partners, and suppliers are encouraged to reflect the ecoplan:net commitment to sustainability through:

- Environmentally responsible consulting and client relations;
- Continued learning to promote environmentally preferable materials, products and services in our assignments.
- Training workshops that raise awareness and offer solutions to environmental challenges; and
- Community service that supports our commitment to sustainable development practices and the protection of biodiversity, community values and indigenous cultures.

We are committed to working for these activities by expressing our values and where possible serving as change agents in our office, with our clients and stakeholders and in our communities. We believe that our various consulting assignments can make a difference and contribute to the protection and enhancement of the natural, social and cultural environment.

ecoplan:net employees are committed to sustainable practices and environmental responsibility in their assignments and relationship with the client and stakeholders. We aim to offer direction for achieving a sustainable future for our well-being and that of future generations.

