



Sustainable Tourism Essential or Useless?

Global Green Destinations Day - 27 September 2018 - Marjolein Veenstra

About Control Union



Control Union Certifications is an independent, internationally operating certification body that carries out inspections and issues certificates



Established in
Rotterdam

1920



Family owned
non listed company.
Long term vision -
Thinking in generations.



70 Countries



3500+ People



TYPES OF CERTIFICATION



THIRD-PARTY CERTIFICATION

▶ A procedure by which a third-party provides a written assurance that a system, product or service has conformed to the requirements specified in a standard.

- Voluntary act

"THEY ARE GOOD"

SECOND-PARTY CERTIFICATION

▶ A chain has its own auditing scheme leading to certification.

- Affiliation certification

"WE ARE GOOD"

FIRST-PARTY CERTIFICATION

▶ Homemade seal of approval.

- Self-audit activities

"I AM GOOD"

“Our duty is to show compliance”



SOME OF OUR CERTIFICATIONS



Better farming
Better future



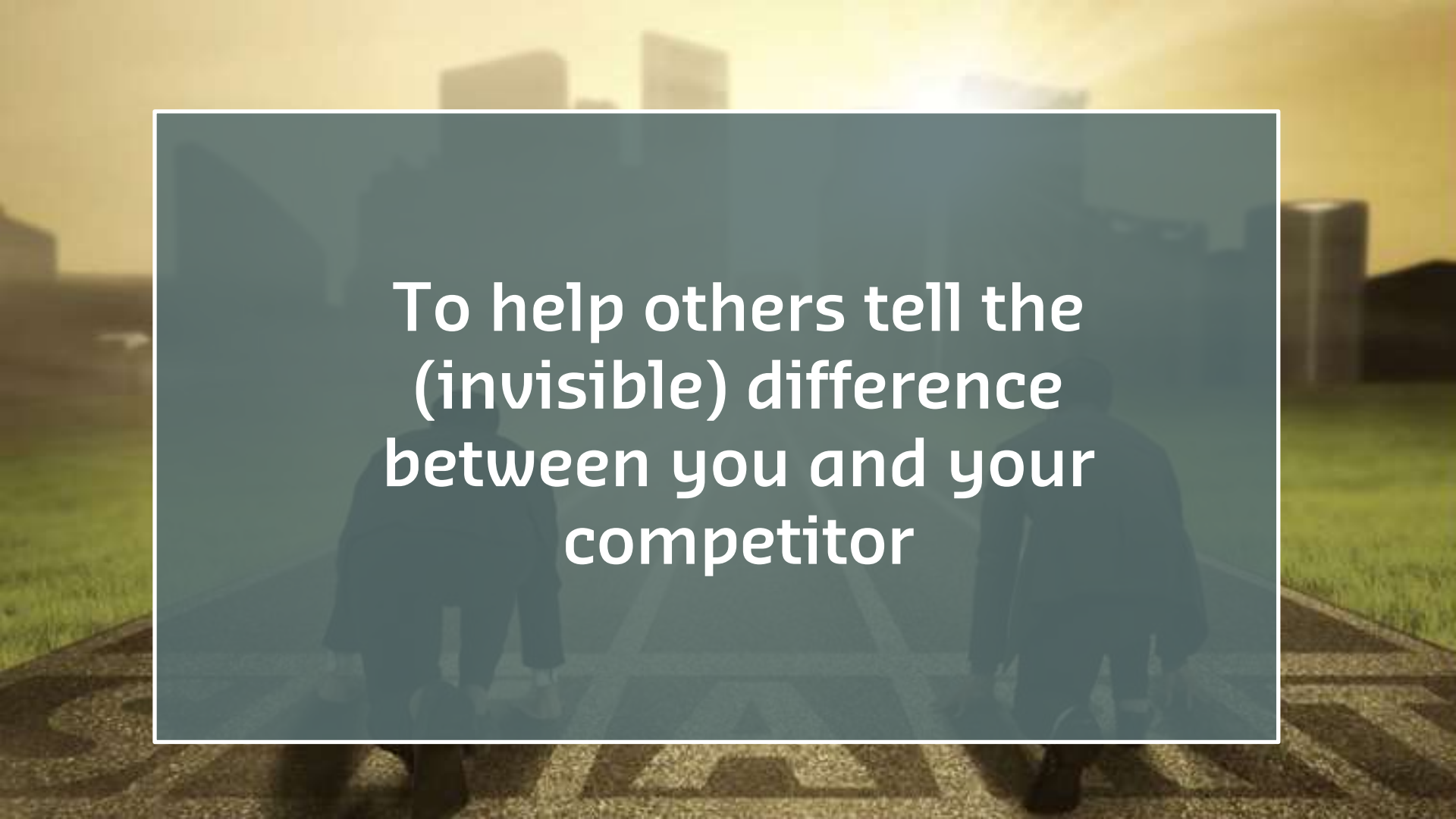
...OUT OF 200 PROGRAMS

Why do certifications exist?



A scenic landscape featuring a river, a waterfall, and mountains. The river flows through the foreground, and a waterfall cascades down the right side. The background is dominated by lush green mountains under a blue sky with scattered clouds. A semi-transparent dark grey box is overlaid on the center of the image, containing white text.

**To help you manage
(sustainability)
challenges**

The background of the slide is a blurred photograph of two business professionals, a man and a woman, walking away from the camera on a city sidewalk. They are carrying briefcases. The scene is set during sunset or sunrise, with a warm, golden light illuminating the sky and the silhouettes of buildings in the distance. The overall mood is professional and forward-moving.

**To help others tell the
(invisible) difference
between you and your
competitor**

OUR SUSTAINABLE TOURISM CERTIFICATIONS



...OUT OF ESTIMATED 170-200 PROGRAMS WORLDWIDE

Other benefits



1. Protect your
own
investments

2. Stand out
from the crowd

3. Cost
reduction

4. Show
compliance

5. Standardised
method
towards your
goals

6. Do good

How to choose the right one?



A close-up photograph of a cocoa tree branch with several green cocoa pods hanging from it. The background is a soft-focus green, suggesting a lush tropical environment. The text is overlaid on a white rectangular box in the center of the image.

Food for thought

- Which element of your operation do you want to focus on?
- Which certifications are available in your region?
 - Language of auditors
 - Brand awareness
- Is the certification body completely independent and fair? – accredited?
- Do the auditors have enough knowledge?
- What other benefits/tools does the label give me?
- Do you want to implement the process yourself? Or do you need help of a consultant?

Why Control Union?



**Completely
independent**

**Serve global,
act local
Represented in
70 countries**

**In-house
knowledge
about customer
needs (B2B and
B2C) in
Sustainability**

**Client oriented
/ flexible**

Don't wait for the market to do it.

Certifications do have a return on investments

Start with it today.



For more information, please visit our website:

www.controlunion.com
Or contact mveenstra@controlunion.com

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