REGENERATIVE
Travel

MEMBERSHIP APPLICATION OVERVIEW

In designing this process, we have set about remaining loyal to co-founder David Leventhal's initial mission:

- *To recommend hotels that offered a comparable experience to Playa Viva and shared values around the importance of regeneration, both environmental and social.*
- *To create a group of like-minded properties that can share best practice, enjoy economies of scale, access liquidity and plan legacy.*

We have aimed to create a process that is aspirational, rather than exclusive. That encourages more properties to make changes and move towards regenerative models, rather putting them off with intimidating standards.

We want to preserve the community and collaborative feel of the original Regenerative Resorts group, rather than to create (yet another) a static certification or badge of honor. There are many certification bodies. We do not intend to reinvent the wheel.

We have attempted to create a standard that is both objective and subjective, that is measurable but not fixed, that is rigorous, but considers values and intent.

3-STAGE APPLICATION PROCESS

1. Does the property meet the **CRITERIA** for application?
2. Can the property demonstrate claims through **DATA** collected?
3. Does the data presented demonstrate the minimum **VALUES** required?

MINIMUM CRITERIA

Responsible environmental approach
- The property demonstrates awareness of the environmental impact of its activity and shows commitment - within its resources - to reducing or mitigating such impact on an ongoing basis.
- *As a minimum, all RT members are expected to avoid single use plastic and sort waste, sending all waste that can be recycled, upcycled, composted or diverted from landfill to the appropriate centre.*

Honoring of place
- The property is harmonious with its surroundings, promoting and enabling practices which are respectful of, inclusive of and sensitive to the local people and natural environment.
- *As a minimum, the property is welcomed by the local population and provides economic and professional opportunity locally. The property is not a 'vacuum' where guest activities within the confines of the hotel would otherwise be prohibited or offensive to local customs and culture.*

Thoughtful business operation
- The property demonstrates consideration and commitment to constant improvement with regards to every element of its operation, taking into account the wellbeing of the wider communities and ecosystems in which the property operates.
- *As a minimum, the property measures water use, energy use, waste production; provides ongoing professional development opportunities to staff and has a system for assessing supply chain.*

Ethical treatment of people and animals
- The property demonstrates sound ethical values and is actively engaged in promoting non-exploitative treatment of people and animals.
- *As a minimum, all RT members are expected to employ 75% of their workforce on permanent contracts and provide the typical benefits of the country of operation (social security, health, pension, paid vacation, minimum wage), to provide a safe and comfortable working space for employees and to have no discriminatory practices. If animals are a part of the property's operation or guest experiences, they must be well cared for.*

Inclusive, diverse and socially just

- The property is overtly welcoming of all people both as employees and as guests and consciously works to even the current imbalance for underrepresented communities.
- *As a minimum, the property has published anti-discrimination and equal pay policies, monitors staff demographics and has no policiy resulting in unequal reception or treatment of guests based on any criteria.*

High quality and inclusive guest experience

- The property shows a commitment to providing guests with outstanding hospitality that is inclusive, experiential and transformational through its immersive approach to people and place, regardless of price-point or rating.
- *As a minimum, the property has staff dedicated to guest management and / or experiences and all guests have the opportunity for personal interaction with staff members outside of standard administrative and logistical requirements.*

Outward looking

- The property is actively engaged in learning and practicing the concept of regeneration by improving community and ecosystems, including those external to its primary function or direct supply chain.
- *As a minimum, the property is involved in or regularly contributes to at least one social, environmental or cultural program external to the company.*

Active communication of regenerative values

- The property shows consistency in communicating its regenerative approach to all stakeholders, including suppliers, staff, customers and public media channels.
- *As a minimum, it should be apparent - from reviewing the property's website and social media channels, and conversing with customers, staff and suppliers - that the property promotes sustainable, responsible, conscious or regenerative travel.*

DATA POINTS

Subject to a successful trial in October / November 2020, data points will be collected through Regenerative Travel's partner Greenview, via their portal: https://greenview.sg/online-portal/. The focus is on data points that are universal and can be collected by a wide range of property types, including urban.

Data is always objective. It is important to note that there are no "right" answers to the data points suggested. The aim is to give a framework to each property and in the long term, to see improvement, regardless of the starting point.

1	WASTE	Total kg sent to landfill
2	WASTE	Total kg diverted from landfill (reused, recycled, composted, etc)
3	WASTE	Value generated from repurposed waste as a percentage of a monthly living wage in the property's location
4	WATER	Total litres used from mains / municipal systems
5	WATER	Total litres used from low-impact sources
6	WATER	Total litres reused through wastewater management
7	WATER	Total surplus to requirements that passed on to other users
8	ENERGY	Total usage kwh
9	ENERGY	Total generated / used from clean sources
10	ENERGY	Total surplus to requirements fed back into the grid
11	ENERGY	Other energy sources and uses (diesel, gas, generators, vehicles, etc)
12	INCLUSION	Percentage of workers from underrepresented groups
13	INCLUSION	Percentage of management from underrepresented groups
14	INCLUSION	Percentage of promotions from underrepresented groups **(annual)**
15	INCLUSION	Percentage of social media posts (that feature people) featuring customers from underrepresented groups
16	INCLUSION	Percentage of local workers (from within 15km of the property)
17	INCLUSION	Percentage of hotel guests resident in same country as property
18	EDUCATION	Total hours spent staff training as a percentage of total hours worked
19	EDUCATION	Total amount spent to staff training as a percentage of wage bill

20	EDUCATION	Total hours spent on community outreach educational programs as a percentage of total hours worked by staff
21	EDUCATION	Amount spent on community outreach educational programs as a percentage of staff wage bill
22	EDUCATION	Posts that mention or display regenerative practices or values on social media as a percentage of total posts
23	EDUCATION	Number of contributions to the RT community, sharing best-practice experiences or knowledge
24	DISTRIBUTION	Amount that flowed into the local economy (100km) through your business (can include tips, donations, suppliers, wages, etc) as a percentage of total revenue
25	DISTRIBUTION	Average salary of non-white non-males as a percentage of average salary of white males
26	DISTRIBUTION	Total salaries of non white non males as a percentage of total salaries of white males
27	DISTRIBUTION	Lowest remuneration as a percentage of highest remuneration
28	DISTRIBUTION	Ratio of local suppliers to non local suppliers (100km)
29	LEGACY	Investment into clean infrastructure, conservation, children's education, local training programs as a percentage of total outgoings

VALUES

The collection of data usually leads to benchmarking. Peer benchmarking is an invaluable tool for assessing where you sit, but it is not a focus for RT, as it is not related to our underlying goal of regenerating social and environmental ecosystems that are external to our businesses. Our goal is not to represent the *best of a bad bunch*. Our goal is to inspire our members to be the best that they can be.

Regenerative is not a standard that can be achieved. It is an aspirational way of living.

For aspiring members that meet the criteria for application and can present the data we request, the final stage of the process is to demonstrate to the RT applications board that the property shares, operates by and promotes regenerative values.

- Enthusiastically participate in best practice sharing and be a net contributor to the RT ecosystem.
- Rigorously and regularly collect and review data to create an atmosphere of constant improvement, both within your property and the regenerative community.
- Celebrate peers' progress along the journey, providing support and encouragement.
- Become a mentor as you progress, using what you've learned to inspire and guide others.
- Place regenerative practice at the core of your business, alongside profitability.

COMMITMENT

As a member of the Regenerative Travel community, we work to continuously replenish and repair, creating abundance where there was scarcity. We are environmental stewards, and we recognize that broad social equality is vital to environmental survival. We operate a property where everyone feels welcome and everyone is equal. We champion and participate in a fair and equitable economy. We are meaningfully involved in our local community and respectful of our neighbors. We document our journey and share what we learn, promoting regeneration to everyone we touch, including our clients and shareholders, for whom we do not compromise our values. Our goals and standards constantly evolve because we listen to the world around us. We plan for the next generation. **We are never finished.**