



ABOUT THE CHARTER

Adopt sustainable business practices that benefit our tourism industry, environment, and community.

The **Heart of St. Kitts Sustainability Charter** promotes responsible tourism by providing a framework of best practices for St. Kitts' tourism industry. By engaging businesses across the destination, the Charter aims to:

- Celebrate local businesses who commit to sustainability and help tell their unique sustainability story
- Harness collective action across the private sector to achieve positive impacts in our community at scale
- Improve the quality of life of all residents and enhance the tourism experience for all visitors

A COLLABORATIVE INITIATIVE

The Charter is part of our destination's broader sustainability efforts and is led by the St. Kitts Sustainable Destination Council in partnership with the Ministry of Tourism. This program compliments initiatives such as the Heart of St. Kitts Foundation, Destination Guardian workshops, Plastic Free campaign, and I Speak St. Kitts training series.

St. Kitts has received international recognition for its commitment to sustainable tourism, including the prestigious WTTTC Tourism for Tomorrow Award for Destination Stewardship in 2019. We invite your business to join our collaborative efforts by participating in this initiative.

BEST PRACTICES

The Heart of St. Kitts Sustainability Charter outlines practices that fall under three main themes: Natural Resource Management, Community Participation, and Operational Management.



NATURAL RESOURCE MANAGEMENT

- Waste Management
- Energy Conservation
- Water Management
- Land & Wildlife Conservation
- Marine & Coastal Conservation
- Climate Change



COMMUNITY PARTICIPATION

- Sustainable St. Kitts Projects
- Local Enterprises
- Local History & Culture
- Local Philanthropy
- Community Development
- Diversity, Equality & Inclusion



OPERATIONAL MANAGEMENT

- Business Plan
- Health & Safety Planning
- Staff Engagement Practices
- Sustainability Practices for Staff
- Customer Feedback
- Guest Sustainability Practices

BENEFITS OF PARTICIPATING



ATTRACT MORE CUSTOMERS

Travelers are increasingly seeking responsible travel experiences. Show customers you care by taking concrete steps to improve your sustainability.



CONNECT WITH BUSINESSES

Receive invitations to local networking opportunities and events where you can build connections with fellow business leaders and exchange tips and ideas.



LOWER YOUR COSTS

Sustainable practices can reduce overheads and improve resource efficiency so you can run your business in a more cost-effective manner.



ACCESS MARKETING TOOLS

Showcase your commitment to sustainability with our marketing toolkit, which includes communications guidance, graphics, and logos.



RECEIVE GUIDANCE

You'll receive a guidebook that provides tips and resources to help you implement sustainability practices, as well as invitations to upcoming training events.



PREPARE FOR CERTIFICATION

Adherence to the Charter is a step towards sustainability certification. As you progress, you'll receive information that will help you prepare for certification.



BE RECOGNIZED

We'll list your business on the Heart of St. Kitts website and promote your sustainability achievements in our social media, newsletters, and media pitches.

Your Business Success Depends on a Healthy Destination

St. Kitts and Nevis is one of the most tourism dependent nations in the world: the industry contributes over 25% of our GDP and employs 1 in 4 Kittitians. Travelers come to the islands seeking natural beauty and authentic encounters with our people and culture. They don't come to see trashed beaches, depleted reefs, and unhappy communities.

The success of your business depends on the well-being of our natural and cultural resources, as well as our local communities. By prioritizing sustainable practices, you can help ensure the long-term competitiveness of our tourism industry.

HOW TO PARTICIPATE

Participation in the program is free to all tourism businesses in St. Kitts and Nevis.

To enroll in the Charter, send an email to info@heartofstkitts.org. You will receive further instructions and a link to register online.

In the first year of participation, your business will be asked to commit to six best practices. In the second year, you will select six additional practices. By the third year, your business will be asked to work on all 18 practices.

Participants will be asked to provide brief updates on their sustainability activities on a regular basis. These check-ins will help your business stay on track and will be used to showcase your achievements across our communication channels.

