



Green Globe Asia Pacific  
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## FOR IMMEDIATE RELEASE

### Chukka Caribbean Adventures – GREEN GLOBE CERTIFIED

**31 March 2006, JAMAICA Chukka Caribbean Adventures** has achieved the prestigious Green Globe Certified status under the worldwide Green Globe Certification Program, which recognises the operation's commitment to operating at the world's highest environmental standard.

To attain Certification Chukka Caribbean Adventures firstly had to successfully benchmark against a number of key environmental performance areas, including water usage, waste management and energy efficiency. Chukka Caribbean Adventures had to achieve a level above the Green Globe benchmark figure, which is measured against the performance of operations of similar size, operating within the same sector and region.

To further demonstrate its commitment to environmentally sustainable tourism, Chukka Caribbean Adventures then chose to proceed to the final and highest level of the Green Globe Program - Certification. This process involved a rigorous onsite assessment conducted by a Green Globe accredited third party auditor. By successfully completing the onsite assessment, Chukka Caribbean Adventures has demonstrated that they are strongly committed to the Green Globe Company Standard.

Consumers visiting tourism operations in the Green Globe program, such as Chukka Caribbean Adventures can be assured that they are supporting an operator who is committed to ongoing sustainability and the implementation of a number of sound environmental practices.

#### **About Green Globe**

Green Globe is the global Benchmarking, Certification and improvement system assisting the international travel and tourism industry to attain sustainability. Green Globe provides a certification system that responds directly to the major environmental problems facing the planet, including the greenhouse effect, over-use of freshwater resources, destruction of biodiversity, production of solid and biological waste and social issues.

Cathy Parsons, Chief Executive Officer of GGAP International, says "I am delighted that Chukka Caribbean Adventures achieved Certified status. Chukka Caribbean Adventures is an inspiration to all those people committed to environmentally sustainable tourism. They have demonstrated through a variety of initiatives, that the business and its employees can make a difference to reducing their environmental impact. The commitment they have shown in signing up to participate in the Green Globe program and their achievements set an example for other businesses to follow."

#### **Contact**

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