

## Parish of Portland – Green Globe 21 Sustainability Strategy 2004 - 2009

Goal	Indicators	Means of Verification	Assumptions
Promote the growth of tourism in the Parish within a framework of sustainability	<ul style="list-style-type: none"> <li>▪ Accommodation-related employment has increased in 1% after year 5</li> <li>▪ Overall employment in the Parish has increased by 1% after year 5</li> <li>▪ Total number of visitors to the Port Antonio Resort Area has increased by 20% after year 5</li> <li>▪ Average expenditure per visitor to increase by X% after year 5</li> <li>▪ The number of operating attractions has increased by 3 after year 5</li> </ul>	<ul style="list-style-type: none"> <li>▪ Statistics provided by JTB</li> <li>▪ Statistics provided by the Labour Force Survey conducted by STATIN</li> <li>▪ Statistics provided by JTB</li> <li>▪ Statistics provided by the Customer Satisfaction Survey to be implemented by JHTA</li> <li>▪ Statistics by TPDCo</li> </ul>	<ul style="list-style-type: none"> <li>▪ The Parish's natural environment is protected and enhanced</li> <li>▪ The direct and indirect benefits of tourism reach most levels of society</li> <li>▪ Visitors keep arriving in the Parish at levels that allow profitable business to flourish</li> </ul>
Specific Objectives	Indicators	Means of Verification	Assumptions
Ensure that the Parish's natural environment is protected and enhanced (environmental sustainability)	<ul style="list-style-type: none"> <li>▪ Portland has achieved successful Green Globe 21 Certification as a sustainable destination by the end of year 3</li> </ul>	<ul style="list-style-type: none"> <li>▪ Certificate issued by Green Globe 21</li> </ul>	<ul style="list-style-type: none"> <li>▪ The quality of the environment is monitored and corrective action is taken</li> </ul>
Ensure that the benefits of tourism are spread among all levels of society (social sustainability)	<ul style="list-style-type: none"> <li>▪ Accommodation-related employment has increased in 1% after year 3</li> <li>▪ Overall employment in the Parish has increased by X% after year 3</li> </ul>	<ul style="list-style-type: none"> <li>▪ Statistics provided by JTB</li> <li>▪ Statistics provided by the Labour Force Survey conducted by STATIN</li> </ul>	<ul style="list-style-type: none"> <li>▪ Local people have improved their skills so that they have access to qualified employment</li> </ul>
Ensure that visitor arrivals and length of stay increase (economic sustainability)	<ul style="list-style-type: none"> <li>▪ Total number of visitors to the Port Antonio Resort Area has increased by 10% after year 3</li> <li>▪ Average length of stay has increased in two days after year 3</li> </ul>	<ul style="list-style-type: none"> <li>▪ Statistics provided by JTB</li> <li>▪ Statistics provided by JTB</li> </ul>	<ul style="list-style-type: none"> <li>▪ Visitors have been informed of the Parish's natural and cultural attractions and are arriving</li> </ul>

Results	Indicators	Means of Verification	Assumptions
1. Improve the Parish's quality and quantity of energy consumption	<ul style="list-style-type: none"> <li>Total energy consumption by community per annum</li> </ul>	<ul style="list-style-type: none"> <li>Green Globe report</li> </ul>	
2. Reduce the production of greenhouse gases in the Parish	<ul style="list-style-type: none"> <li>Total CO<sub>2</sub> (tons) produced by community per annum</li> </ul>	<ul style="list-style-type: none"> <li>Green Globe 21 benchmarking report</li> </ul>	Number of trees (for carbon sequestration) has increased
3. Improve Portland's air quality	<ul style="list-style-type: none"> <li>Total NO<sub>x</sub>, SO<sub>2</sub> and PM10 produced</li> </ul>	<ul style="list-style-type: none"> <li>Green Globe 21 benchmarking report</li> </ul>	Mobile sources of pollution have been tackled
4. Reduce the amount of water consumed and wasted in the Parish	<ul style="list-style-type: none"> <li>Total water consumed by community per annum</li> </ul>	<ul style="list-style-type: none"> <li>Green Globe 21 benchmarking report</li> </ul>	Basic water saving measures are implemented
5. Reduce the production of solid waste in Portland	<ul style="list-style-type: none"> <li>Waste generated by the community (tons) per annum</li> </ul>	<ul style="list-style-type: none"> <li>Green Globe 21 benchmarking report</li> </ul>	Measures to reduce waste are implemented
6. Improve resource conservation (only the PPC)	<ul style="list-style-type: none"> <li>Paper, biodegradable pesticides and cleaning chemicals purchased per annum / total employee</li> </ul>	<ul style="list-style-type: none"> <li>Green Globe 21 benchmarking report</li> </ul>	Biodegradable pesticides, chemical and recycled paper are available locally
7. Protect the Parish's biodiversity and increase the number of protected areas	<ul style="list-style-type: none"> <li>Area designated for conservation / total community area</li> </ul>	<ul style="list-style-type: none"> <li>Green Globe 21 benchmarking report</li> </ul>	Funding for the adequate protection of protected areas is available
8. Improve the quality of water (both drinking and surface) in the Parish	<ul style="list-style-type: none"> <li>Samples of potable and surface water passing quality standards per annum</li> </ul>	<ul style="list-style-type: none"> <li>Green Globe report</li> </ul>	Quality of water is being monitored regularly
9. Facilitate the development of environmentally responsible tourism business	<ul style="list-style-type: none"> <li>Number of environmentally accredited tourism operators/ Total number of tourism operators</li> </ul>	<ul style="list-style-type: none"> <li>Green Globe report</li> </ul>	Business are sensitized on the importance of the quality of the environment
10. Area of social sustainability	<ul style="list-style-type: none"> <li>To be decided</li> </ul>	<ul style="list-style-type: none"> <li>Green Globe report</li> </ul>	
11. Area of economic sustainability	<ul style="list-style-type: none"> <li>To be decided</li> </ul>	<ul style="list-style-type: none"> <li>Green Globe report</li> </ul>	
12. Promote Portland's achievement of GG21 to international markets	<ul style="list-style-type: none"> <li>Increased numbers of visitor arrivals per annum</li> </ul>	<ul style="list-style-type: none"> <li>JTB Annual Statistics</li> </ul>	There is a market for the Parish's tourist product
13. Community outreach and participation	<ul style="list-style-type: none"> <li>Increased participation of local communities in tourism</li> </ul>	<ul style="list-style-type: none"> <li>Green Globe report</li> </ul>	Local communities are interested to participate

## Green Globe 21 Sustainability Action Plan 2004-2005

Activities	Indicators	Means of Verification	Responsible Party
<b>1. Improve the Parish's quality and quantity of energy consumption</b>			
	▪	▪	
<b>2. Reduce the production of greenhouse gases in the Parish</b>			
Implement a Plant-a-Tree Program with local schools and individuals within communities	▪ Number of trees planted in the Parish has increased	▪ Reports from the Forestry Department	Forestry Department, R2R, EAST, PPC
<b>3. Improve Portland's air quality</b>			
Coordinate and prepare a funding proposal for training of car mechanics in emission control techniques	▪ Proposal has been developed and submitted to donor agency	▪ Proposal document	PPC, EAST
Prepare a technical assistance proposal for the development of a zoning plan for Port Antonio and its surrounding areas	▪ The technical assistance proposal has been prepared and submitted to 1 donor agency	▪ Proposal document ▪ Reception letter from donor agency	CWIP, EAST, PPC, UDC
<b>4. Reduce the amount of water consumed and wasted in the Parish</b>			
Preparation of a "basic water saving measures" poster to be distributed Parish-wide	▪ Local communities are aware of measures they can implement to save water	▪ Poster	CWIP, R2R, EAST, NWC
<b>5. Reduce the production of solid waste in Portland</b>			
Assist PEPA in the preparation of a funding proposal for a composting	▪ Funding proposal has been prepared and submitted to 1	▪ Proposal document	EAST, PEPA, CWIP

program in the Parish	donor agency	<ul style="list-style-type: none"> <li>Reception letter from donor agency</li> </ul>	
<b>6. Improve resource conservation by the Parish Council</b>			
Assist the Parish Council implement an EMS so that it can improve its performance as per GG requirements	<ul style="list-style-type: none"> <li>Parish Council has improved its environmental performance</li> </ul>	<ul style="list-style-type: none"> <li>EMS document</li> </ul>	EAST, PPC
<b>7. Protect the Parish's biodiversity and increase the number of protected areas</b>			
Design a funding proposal for the Port Antonio Marine Park	<ul style="list-style-type: none"> <li>Portland has increased the number of protected areas</li> </ul>	<ul style="list-style-type: none"> <li>Proposal document</li> </ul>	CWIP, PEPA, EAST
<b>8. Improve the quality of water (both drinking and surface) in the Parish</b>			
Implement the water quality monitoring program in the RGW	<ul style="list-style-type: none"> <li>Water quality monitoring in the Parish has improved</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring reports</li> </ul>	R2R
<b>9. Facilitate the development of environmentally responsible tourism business</b>			
Assist 1 retail stores / manufacturers to implement an EMS	<ul style="list-style-type: none"> <li>Number of business implementing environmental best practices has increased</li> </ul>	<ul style="list-style-type: none"> <li>EMS document</li> </ul>	EAST
Assist 3 already identified guesthouses and 2 hotels implement EMS	<ul style="list-style-type: none"> <li>Number of business implementing environmental best practices has increased</li> </ul>	<ul style="list-style-type: none"> <li>EMS document</li> </ul>	EAST, JHTA
Continue with the Preventive Maintenance training courses for hotel staff	<ul style="list-style-type: none"> <li>Number of business implementing environmental best practices has increased</li> </ul>	<ul style="list-style-type: none"> <li>EMS document</li> </ul>	EAST, JHTA
<b>10. Area of social sustainability</b>			
Seek additional funding to continue with the Adult Literacy Campaign for hotel	<ul style="list-style-type: none"> <li>Number of hotel staff completing high school diplomas has</li> </ul>	<ul style="list-style-type: none"> <li>Report from the campaign instructor</li> </ul>	EAST, JHTA

staff currently implemented by JHTA	increased		
<b>11. Area of economic sustainability</b>			
<b>12. Promote Portland's achievement of GG21 to international markets</b>			
Hire a PR firm to manage a sales and promotion campaign for Port Antonio as a sustainable destination in the American market	<ul style="list-style-type: none"> <li>▪ An American public relations firm has been selected</li> </ul>	<ul style="list-style-type: none"> <li>▪ Contract with the American PR firm</li> </ul>	JHTA
Seek funding to develop marketing promotion tools to be disseminated in the promotion campaign (web site, CD-ROM brochure, press kits, etc.)	<ul style="list-style-type: none"> <li>▪ Funding to develop promotion tools has been found</li> <li>▪ At least 2 promotion tools have been developed and paid for</li> </ul>	<ul style="list-style-type: none"> <li>▪ Acceptance letter from donor agency</li> <li>▪ Web site and CD-ROM</li> </ul>	EAST, JHTA
Seek funding for advertising and various promotional activities in line with the proposal outlined by the PR firm	<ul style="list-style-type: none"> <li>▪ Funding for two Press Fam-Trips to Portland has been found</li> <li>▪ Funding to bring 3 new tour operators has been found</li> </ul>	<ul style="list-style-type: none"> <li>▪ Acceptance letter from donor agency</li> </ul>	JHTA, PDC, EAST
<b>13. Community outreach and participation</b>			
Prepare and distribute a bi-monthly newsletter on the certification process	<ul style="list-style-type: none"> <li>▪ Local community is being updated in GG progress</li> </ul>	<ul style="list-style-type: none"> <li>▪ Bi-monthly newsletters</li> </ul>	EAST, PPC, JHTA
Implement 43 school sensitization meetings	<ul style="list-style-type: none"> <li>▪ School children are sensitized on environmental issues</li> </ul>	<ul style="list-style-type: none"> <li>▪ Minutes from meetings</li> </ul>	PEPA, JHTA, R2R, CWIP
Develop and distribute 500 painting/comic books for children on local history and environment	<ul style="list-style-type: none"> <li>▪ 500 local children sensitized on local history and environment</li> </ul>	<ul style="list-style-type: none"> <li>▪ Painting books / pictures</li> </ul>	EAST, JHTA, PPC
Organize a "Green Tourism Community" contest	<ul style="list-style-type: none"> <li>▪ 1 local community has demonstrated its commitment to a clean environment</li> </ul>	<ul style="list-style-type: none"> <li>▪ Contest registration and award</li> </ul>	EAST, JHTA, R2R