

Appendix 1: Preliminary Contact Email

Hi *Name of Participant*,

My name is Lindsay Church and I am studying Natural Resource Management at the University Centre of the Westfjords in Isafjordur. I am writing to you because my thesis project includes a case study on Snaefellsnes and Green Globe certification. My interest in the tourism industry and specifically sustainable tourism certifications was sparked when I heard the Westfjords might apply for Green Globe (now Earth Check) certification as well. Your name was passed on to me from *name of whoever passed on their name to me*.

As a key person in my study I was hoping that you would be interested in talking with me about your experiences. I am going to be in Snaefellsnes on *date*, 2010. Would you be available to chat on this date?

Thank you and I look forward to hearing from you.

--

Lindsay Church
Coastal and Marine Management Master's Student
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Appendix 2: General Interview Script

General Information

What was your involvement with the Green Globe, now Earth Check, project in Snæfellsnes?

Are you still involved?

The EarthCheck Initiative

What changed after certification was gained?

- Town management? Tourism marketing? Job creation? Increased awareness?
- What was the expected outcome of this project?

Snæfellsnes Community

How has the Snæfellsnes peninsula changed environmentally/socially/economically since the region gained EarthCheck certification?

- Overall, are these positive changes for the communities at large?
- Who gains and how?
- Why have more changes occurred in Stykkisholmur?

How does monitoring and evaluation take place?

Is gaining Green Globe certification the right thing to do if tourism marketing is the goal of the community?

If not, do you think certification is necessary to encourage sustainable development and thus sustainable tourism?

Does it make a difference? If so, how? If not, do you think it will in the future?

Social Impacts

Were people willing to cooperate with this project in the community in Snæfellsnes?

Can you notice a difference from one community to the next?

Economic Impacts

Does EarthCheck / Has EarthCheck provided a market edge for Snæfellsnes?

What are the benefits of sustainable tourism/ gaining EarthCheck certification?

Future direction

What else is expected to change in the future? Expansion?

Appendix 3: Information Letter to Interviewees

CASE STUDY ON SNÆFELLSNES

Dear Participant,

Thank you for agreeing to participate in my research project regarding Snaefellsnes and Green Globe certification.

My name is Lindsay Church and I am a graduate student at the University Centre of the Westfjords in Isafjordur. My background is in community design and environmental planning. Currently, I am studying natural resource management with a focus on coastal and marine areas. To complete this program, a 30 ECTS thesis project is required.

The goal of my thesis project is to determine if gaining Green Globe destination certification (now Earth Check community certification) improved the environmental, economic and social well-being in Snaefellsnes. Results will be used to provide the Westfjords with recommendations on future sustainable tourism planning.

Any information you provide is much appreciated. Pending your approval, your information will be used in the body of my thesis. Your name will remain confidential unless otherwise stated.

Again, thank you for participating in this study and please do not hesitate to contact me if you have any comments or questions.

Sincerely,

Lindsay Church

Natural Resource Management Master's Student

University Centre of the Westfjords

Appendix 4: Theme-Based Result Tables

Interviewees	Community Changes		
	What has changed in the communities?	Is Earth Check certification necessary for these changes to occur?	Would you recommend the Westfjords gaining Earth Check community certification?
1	Waste management system (3 bins), two harbours have the Blue Flag, people's awareness of the environment, water usage	Yes	N/A
2	N/A	No, but it's not realistic they would do the same because the certification is a carrot.	Absolutely
3	Waste management system (3 bins), two harbours have the Blue Flag, Removal of derelict vehicles, Harbour safety procedures, schools have Green Flag	No, but it's a validation and I think it's been an encouragement to be a lot more environmentally had they not been certified.	Yes.
4	Communities had to put forward their own strategy and their own goals, most of the effort went into inside matters, that are not visible to the inhabitants	That's a good question.	N/A
5	N/A	<i>Didn't directly answer the question.</i>	I think that's good if you do it with people with you then we can do a lot of things
6	Less chlorine in the pools, not spreading the water everywhere, batteries	Yes	Yes
7	Paper work, usage of soaps and detergents, everything is written down, usage of paper, new copy machines that can copy both sides	Yes	Yes
8	Waste management system (3 bins), two harbours have the Blue Flag, schools have Green Flag, way of thinking	Yes	Yes
9	Waste management system (3 bins), two harbours have the Blue Flag, school have Green Flag	Yes	Yes
10	Gone from an untidy coastal town to tidy coastal town, more green spaces, less litter in town	N/A	N/A
11	The inhabitants they are more concerned. They connect it that we shouldn't behave like this or do that because among other things we are apart of the Earth Check so I think that's what we gain from this.	No, what we really need is the governors to be interested in those things and for each community to really want to do these things.	Yes, I think tis' really good for the comunitie to just to look at themselves, what are we doing and what can we be doing better?

	Tourism	
Interviewees	In the beginning, was the ultimate goal of gaining the certification to market Snaefellsnes as a tourist destination or to create a sustainable region?	Is Earth Check community certification used in marketing in Snaefellsnes?
1	Yeah I think it was to become more sustainable in the beginning it was like that, just for the people and also the people that started it in the beginning weren't from the municipalities they were just two people who owned a hotel who really like, who were thinking about sustainability all the time. I don't know, probably always some business part in it not just the sustainability that's not what people are thinking like the mayors they just want to get more people in and do it. I think it was for the environment and the economy.	We have not been advertising the area well enough I think so. Yeah that's one of our main points we're going to do now try to market it more for the tourism business.
2	At the very beginning I think the ultimate goal was to improve the performance of the area in terms of sustainability. He had this dream of sustainability and that was his main goal and that was how he sold the idea. He had to and of course we would be more competitive we would gain some advantage compared to the other municipalities or other regions in Iceland we would be the first, we would have the first common advantage. Yeah, ok, it was both.	Yeah...Even companies outside the tourism sector, they have used indirectly, like if you buy beer from Jokull from Stykkisholmur and if you read the label on the back...They are using the positive attitude connected to it to market their or to sell their products. This is proof of them seeing it as an important thing.
3	This is just about the management of the community so it doesn't really affect businesses within the community but it has been considered to be really good for the fishing industry that they are selling products from an eco-certified community because it is about water management.	I think it's transformed into an overall status to what the communities are about now.
4	It's a very good question and is the question I've been asking for several months, especially after this Earthcheck change...To make these communities more sustainable but I think there were some objectives that were not clear enough...it was very much connected to the travel industry in Snaefellsnes and the goals and objectives were you can see it in the common strategy that they put up.	N/A
5	N/A	No not yet. There are not, I can tell you, there are one I think only one, there's a beer brewery in Stykkisholmur, Jokull, they market their products with this and tell that they take the water, they are working in a community who have this mark. That is the only product that I remember who have already used it for the market. But I think there is a lot of, I think a lot of more yes, could do that then there is some like in [name], they had their hotel but I think nobody else in the area have use it for.
6	N/A	I hope so. They are telling me they are doing because they tell them we are so special we are the only environmental place in Iceland who are working on this. I think more and more tourists think it's safe to go to this place because someone is taking care.

7	Maybe both. The roots from the entrepreneurs were in the tourism. So it started in the tourism and the green Globe or it's called now EarthCheck is focusing on tourism as well as communities. So maybe we focus on both.	Only the one hotel is Hellnar, they are certified. But the others don't at least not so far but we have to encourage them to do more and that is the next step of the Gree Globe. The next step was to encourage the tourism to use the certification and have the companies certified as well.
8	it's a way towards sustainability. We're a long way from it but it's step by step it take a lot of time.	There's a problem, they've recently changed their costs for companies so it's now very expensive for small companies to enter the certification process so and most companies in Iceland are very small so that a problem with this bran and until now we haven't has much time approach the tourism industry to try to get them to join us so we haven't had many companies, at least not here, we've had a few in Iceland, just one here.
9	Yes, education people ot live more sustainably. But of course the ultimate goal is to live truly sustainable, that we wouldn't be using resources unsustainably like we are today because it will take a while before we get there but I think this is a good way to focus on the target and to get there one step at a time.	Well it has and it has been involved with certification of tourim oriented business and I think it's mostly known for that but it's the only certification system for communities available today so that is why we went to EarthCheck.
10	N/A	N/A
11	The main goal was really the people, the public should be aware of the nature and the environment and try to get people more thining about it and to also for the community to think about the waste and so on but aso to I think, to attract tourists and to be first in the Western World and Northern Hemisphere.	No.

Recommendations	
Interviewees	What is required to make this project successful?
1	N/A
2	It has to be a mixture of bottom-up and top-down approach. You have to put a lot of effort in in the beginning but I don't think the same sort of need for really engaged individuals as it was in Snaefellsnes.
3	Somebody passionate to lead the project.
4	N/A
5	if you do it with people with you then we can do a lot things...
6	They need to have goals, you need to check how it is today and then where after 10 years. Then take steps for every year, not so big, they they will do some fail about it.
7	There is only one thing I think, willingness of the people and the people in the town councils. You have to be willing to work on it and do something.
8	It hasn't been political and I think that's important, you should keep the politics out.
9	It's can't be political. It's people of the community who have to do the work so if they're not interested it can be much harder to get the project on
10	N/A
11	Some kind of open meetings with the public you know where the idea is from the public, what they see, how they see their community, what they can do better, what they are willing to do.

Appendix 5: Sustainability Policy of Snæfellsnes

Stefna Snæfellsness í sjálfbærri þróun

Sameiginleg stefna sveitarfélaga á Snæfellsnesi um sjálfbæra þróun í umhverfislegu og félagslegu tilliti

Snæfellsnes er þekkt fyrir náttúrufergurð sína og fjölbreytni, með Snæfellsjökul sem helsta kennileiti. Á Nesinu búa um 4.000 manns. Byggðin er dreifð og helstu atvinnuvegirnir útgerð, fiskvinnsla, ferðaþjónusta og landbúnaður.

Snæfellsnes hefur tekið forystu í starfinu í þágu sjálfbærrar þróunar á Íslandi. Í samræmi við þetta hafa sveitarfélögin Stykkishólmsbær, Helgafellssveit, Grundarfjarðarbær, Snæfellsbær og Eyja- og Miklaholtshreppur, svo og Þjóðgarðurinn Snæfellsjökull, sett sér þessa sameiginlegu stefnu um sjálfbæra þróun með sérstaka áherslu á umhverfisvæna ferðaþjónustu á svæðinu.

Sveitarfélögin á Snæfellsnesi leitast við að fylgja ákvæðum alþjóðlegra samþykktu og innlendra áætlana, auk þess sem tekið er mið af öllum öðrum lögum, reglugerðum, samningum og öðrum samþykktum sem varða þá þætti sem stefnan nær til, svo og af siðareglum Alþjóðaferðamálastofnunarinnar (UNWTO).

Sveitarfélögin á Snæfellsnesi beita fyrirbyggjandi aðgerðum til að koma í veg fyrir rýmun náttúrulegra og félagslegra auðlinda, og hvetja aðra aðila og einstaklinga til að fylgja því fordæmi og bæta frammistöðu sína í málefnum sjálfbærrar þróunar, sérstaklega með tilliti til ferðaþjónustunnar.

Sveitarfélögin hafa einsett sér að:

1. Vinna að stöðugum úrbótum á eigin frammistöðu í umhverfislegu, efnahagslegu og félagslegu tilliti, með hliðsjón af viðmiðunarskýrslum Green Globe fyrir svæðið.
2. Láta vinnuafli, vörur og þjónustu af svæðinu njóta forgangs.

Sveitarfélögin á Snæfellsnesi halda uppi samskiptum við alla hagsmunaaðila til að tryggja samræmdar aðferðir við að ná framúrskarandi árangri í umhverfis- og félagsmálum. Skilvirk miðlun upplýsinga í formi ársskýrslu er liður í þessum samskiptum, svo og opið samráð við alla hagsmunaaðila varðandi starf sveitarfélaganna að sjálfbærri þróun.

Sveitarfélögin á Snæfellsnesi vinna sameiginlega og hvert í sínu lagi að uppbyggingu og eftirfylgni langtímaáætlunar um sjálfbæra þróun, Staðardagskrár 21, í samræmi við samþykktir Heimsráðstefnu Sameinuðu þjóðanna um umhverfi og þróun í Ríó 1992.

Þessi stefna hefur verið formlega samþykkt af öllum hlutaðeigandi sveitarstjórnnum og af ráðgjafarnefnd þjóðgarðsins, og kynnt íbúum.

Samþykkt af ofangreindum aðilum 2008

Sustainability Policy of Snaefellsnes

An Environmental and Social Sustainability Policy for the Snaefellsnes community

The Snaefellsnes peninsula in west Iceland is recognised for its natural beauty and diversity, with the Snaefellsjokull Glacier as its symbol. The peninsula is sparsely populated with fishing industry, tourism and agriculture as its main businesses.

Snaefellsnes, with its 4,000 inhabitants, is leading the work towards sustainable development in Iceland. As a part of this, the municipalities Stykkisholmsbaer, Helgafellssveit, Grundarfjardarbaer, Snaefellsbaer and Eyja- & Miklaholtshreppur, together with the Snaefellsjokull National Park, have established this mutual policy of sustainable development with special emphasis on environmentally responsible tourism in the area.

Snaefellsnes is committed to comply to international agreements and national planes, at the same time taking into account all other relevant laws, regulations, treaties and other agreements regarding these issues and also to the World Tourism Organisation's (UNWTO's) Code of Ethics for Tourism, as a part of their policy

Snaefellsnes is proactive in its approach to preventing the depletion of natural and social resources, and encourages other organisations and individuals to follow its example and improve their sustainable performance, especially in respect to tourism.

Snaefellsnes is committed to:

1. Work for continual improvement of its environmental, economic and social performance as reflected in its Green Globe benchmarking report.
2. Give preference to employment and the purchase of local products and services.

Snaefellsnes communicates with its interested parties in order to ensure a consistent approach to achieving outstanding environmental and social performance. This communication involves the efficient dissemination of information through the publication of an annual report and an open dialogue with all interested parties regarding the municipalities' work on sustainable development.

The municipalities in Snaefellsnes, each of them and jointly, work on the establishment and follow-up of a long-term plan for sustainable development, Local Agenda 21, in accordance with the agreements of the UN Conference on Environment and Development in Rio 1992. The policy has been formally adopted by all the respective local governments and by the National Park's consultant group, and introduced to the inhabitants.

The policy was initially adopted in January 2004 and will be revised annually.

Adopted by all the respective local governments 2007

Appendix 6: EarthCheck Benchmark Indicators

According to EarthCheck's (2010) Auditor Checklist and Report for Communities, Version 2.1, the benchmark indicators include:

- Sustainable Policy
- Energy Consumption
- Greenhouse Gas Production
- Air Quality
- Water Consumption
- Solid Waste Production
- Resource Conservation
- Biodiversity
- Waterways Quality