



Digital Backpack: Sustainable Shops



ecomadic sustainability commitment

ecomadic is a curated marketplace for local & sustainable travel. As a sustainable travel brand, we are on the mission to empower travelers to make responsible decisions that positively impact destinations and keep tourism dollars within local communities.

Through our travel platform, we seek to redefine travel as a sustainable practice that supports the social, economic, and environmental health of destinations – and the world at large – for years to come.

Sustainable Shops



Sustainable shops are market-driven organizations that use their business presence to address a social, cultural, and/or environmental mission; taking an ordinary business approach and embedding a purposeful goal directly into operations to achieve a more positive impact.

Every business faces challenges and failures - and many successes - on its unique journey towards greater sustainability. However, we expect each business featured on our platform to continually strive towards greater sustainability and increase overall social, economic, and environmental benefits for local communities.

ecomadic's sustainability guidelines provide the baseline criteria of the practices your eatery should be striving for. In meeting these criteria, you help support our quest to support local communities, preserve cultural heritage, minimize environmental footprint, and encourage positive visitor experiences through travel.

Environmental: Assure your presence is being used to benefit the surrounding natural environment.

Minimize In-House Environmental Impact

Operating as a sustainable shop, your business should be most conscientious about its effect on the natural environment. Specifically administering production techniques to:

Save Water

- Consider where your water supply is being sourced from and keep in mind the surrounding community's access.
- Implement staff policies to practice water conservation.
- Enforce a Resource Consumption Audit to constantly measure and monitor water consumption; through reports, your business can address and correct any water situations.

Conserve Energy

- Encourage green energy practices.
- Implement energy efficient policies.
- Offset the amount of carbon produced in-house with reputable projects.
- Enforce a Resource Consumption Audit to constantly measure and monitor energy consumption; through reports, your business can address and correct any energy situations.

Manage & Reduce Waste

- Turn excess waste into new products.
- 'Reduce, Reuse, Recycle'
- Avoid excess packaging (i.e. purchase bulk, limit single-use items).
- Dispose of all excess waste with regulated companies who follow proper legal protocol and divert from landfill when possible.
- Manage solid and toxic waste responsibly by properly treating before releasing and/or re-using.
- Enforce a Resource Consumption Audit to constantly measure and monitor waste management; through reports, your business can address and correct any waste situations.

Note: *An Environmental Management System should be in place to constantly monitor, report, and correct operations regarding Water, Energy, and Waste.*

Environmental (con't): Assure your presence is being used to benefit the surrounding natural environment.

Purchase Responsibly

- Support other producers, suppliers, and/or distributors with circular supply chains that implement environmental conservation policies.
- Reduce international imports for minimal mileage.

Mitigate Pollution

- Take into account all types of pollution and work towards reducing:
 - Air pollution
 - Light pollution
 - Land pollution (i.e. littering, plastic, soil contamination)
 - Noise pollution
 - Visual pollution
 - Water & Thermal pollution

Note: Do not use chemical-based products (i.e. cleaning solutions, dyes) in order to avoid toxic runoff into the water systems which ultimately affects the surrounding communities, climate, and oceans.

Conserve the Surrounding Natural Environment, Protect Native Biodiversity & Eliminate Wildlife Harvesting

- Allowing the natural plant and animal life to flourish by choosing not to sell products that contribute to endangerment.
- As a business, do not promote services that may exploit animals for profitable gain by ensuring that shop products do not contribute to the illegal wildlife trade.

Socio-Cultural: Showcase clear efforts to engage the local community in a beneficial way for all parties.

Support Local Staff

- Bringing in local staff, particularly in developing destinations, can bring an abundance of new opportunities for your business; such as: gaining local knowledge and expertise, local collaborations (i.e. governments, grassroots organizations), and greater ability to retain talent.
- It is important that staff receive an adequate amount of training, guidance, and support so that they can optimize their skills and be fully capable to handle their roles and responsibilities; especially if employees are also manufacturing sellable products.

Treat Employees Fairly

- It is recommended that staff feel respected and that their health, well being, and quality of life is a priority. By showing staff a superior level of care, employers are more likely to build stronger relationships.
- Legally, it is important to follow strict sustainability governance to ensure that your business is complying with all relevant laws in order to protect your business and employees from any issues that may arise; such as: equal opportunity, health & safety, labor, and risk management. These systematic standards should be displayed, reviewed, monitored, and evaluated periodically.

Eliminate Exploitation

- Enforce strict policies against exploitation and inappropriate behaviors, focusing particularly on situations involving the harassment of animals, children, women, and desperate individuals. Particularly in your shop's supply chain.

Socio-Cultural (con't): Showcase clear efforts to engage the local community in a beneficial way for all parties.

Recognize Guest Needs for Customer Satisfaction

- It is important to take into consideration guest needs when making business decisions to promote a positive and meaningful transaction. This includes accurately advertising your products, so visitors will have knowledge on the background of their purchase.
- In addition, facilities should be accessible for both able-bodied and disabled individuals, and clearly state the level of accessibility that is provided by your business and its services.

Respect Local Culture

- Due to the fact that culture is unique to every destination, promoting a country's heritage can help strengthen a country's identity. Business actions should constantly be striving to honor local traditions, customs, beliefs, and conduct requests in order to protect native authenticity. Therefore, selling unique products that represent a country's identity through your shop is encouraged.

Economic: Make certain there are viable long-term economic benefits for all relevant stakeholders.

Community Driven Business Model

Particularly in developing regions, community development can be a way to make an invaluable contribution with a long-term, socio economic impact. Some benefits include: reducing poverty and suffering, creating employment and economic opportunities, using a holistic approach to achieve local sustainable goals, and instilling confidence and responsibility within the community.

Social Enterprise business projects could focus on, but are not limited to:

- Early Childhood Education
- Women Empowerment
- Healthcare & Nutrition
- Vocational Training (i.e. computer literacy, food & beverage management, handicrafts)
- Environmental Conservation
- Accessibility (i.e. safe drinking water, efficient cooking stoves)

Examples of Social Enterprise business approaches:

- ***One-for-One*** — For every consumer purchase, the same product is donated to disadvantaged individuals.
- ***Donating Towards a Good Cause*** — Some or all proceeds will be donated towards a cause.
- ***Pay-it-Forward*** — Funding other social enterprise projects with business financial earnings.
- ***Advocacy-Oriented*** — Using profits to champion a cause directly related to the operating business.
- ***Access to Market*** — Providing a medium platform connecting social businesses/people/communities to consumers.
- ***Social Employment*** — Train and employ disadvantaged or marginalized populations; such as: the needy, lower-income, elderly, youth, women.
- ***Awareness-Based*** — Educating consumers about the cause they support through story-telling.
- ***Multi-Purpose*** — Address multiple causes, which are often interlinked to one another.

Economic (con't): Make certain there are viable long-term economic benefits for all relevant stakeholders.

Local Sourcing and Purchasing

- Keeping business and currency within the local economy allows for economic prosperity, stronger and stabler community relations, diversification, and increased effectiveness.
- Therefore, it is best to create fair partnerships with local producers, suppliers, and/or distributors; including interactions between: local businesses (i.e. eateries, tour companies, accommodations), local individuals (i.e. artisans, entrepreneurs, entertainers), Indigenous communities, and animals.

Support Circular Supply Chains

- Acquiring only from producers, suppliers, and/or distributors who abide by the similar socio-economic standards; such as: fair-trade practices, treating their stakeholders fairly, and being mindful of local livelihoods.

Employ Locals

- Making certain that all staff members are being paid fair and decent salaries, as well as creating new job offerings that are accessible to the surrounding community.

Support the Outside Community

- Be inclusive to the wider community in practical ways; such as, hosting events (i.e. live music sessions, pop-ups). This way, your business can provide more opportunities that stimulate the local economy and encourage economic growth.



Are you a shop on your sustainability journey?

ecomadic is a curated marketplace for local & sustainable tourism businesses, aimed to make sustainability more accessible, diverse, inclusive, mainstream, and, most importantly, *trustworthy*.

We would love to connect with you.

**Reach out to
jaclyn@ecomadic.com**