



Green Tourism Business Scheme

The Green Tourism Business Scheme (GTBS) is a VisitScotland accredited scheme to help tourism businesses reduce their environmental impact, save money, improve efficiency and increase marketing potential.

The market place is changing and green-conscious customers are on the increase. Businesses using the GTBS could encourage customer loyalty, gain new business and increase their community profile through good environmental management. Even the simplest measures can contribute towards obtaining an award – Gold, Silver or Bronze – and many companies may have a head start as they already undertake many of the basic practices already.

And it doesn't involve an arduous and complex green strategy.

For example, if everyone in Scotland only boiled the water they needed to make a cup of tea instead of filling the kettle every time, they would save enough electricity to run all the street lighting in the country!

There are over 700 members in Scotland and over 300 in England – and that number is set to increase.

Membership includes:

- Simple application process
- Low-cost membership fee based on business size
- Informative membership pack
- Environmental visit, assessment and advice tailored to member
- Information on financial support
- Plaque and certificate

Benefits include:

- Reduced running costs
- Increased market appeal
- Increased environmental awareness
- Free listing on the website
- Online and telephone support
- European marketing

To fill out a free advice questionnaire, visit the website at: www.green-business.co.uk/scotland.html

The Green Tourism Business Scheme (GTBS) is an accredited VisitScotland Quality Assurance scheme operated in Scotland on behalf of VisitScotland by a not-for-profit company, Green Business UK Ltd.

www.green-business.co.uk



Promoting a more inclusive society

Promoting Diversity in the Workplace is a scheme that believes all people should be treated equally no matter their gender, racial or ethnic origin, disability, age, sexual orientation, religion or belief. It challenges discrimination in the workplace, often created due to a lack of tolerance or understanding of certain groups and acts as a catalyst to creating a more inclusive Scottish society both in and out of the workplace.

Why should organisations embrace diversity?

It's not only new legislation driving organisations to think about

managing diversity. Other social and economic factors also add to the need to be equality conscious. All European countries have undergone/are undergoing dramatic change in their populations and this affects the people we employ, those to whom we deliver products and those from whom we buy those goods and services.

Employees have higher expectations of their employers to be fair in their practices and to accommodate their needs through meaningful policies and procedures. While each organisation needs to identify its own priorities, benefits of being seen to be a positive employer include:

- Attracting, recruiting and retaining people from a wider talent base, which in turn creates larger markets through individual networks
- Reducing the costs incurred by high labour turnover and absenteeism

- Contributing to employee flexibility and responsiveness
- Building employee commitment and morale
- Enhancing creativity and innovation
- Improving the needs of current customers and clients
- Enhancing the organisation's reputation and image with external stakeholders

From a business perspective, any increase in productivity, networks and employee retention will of course provide financial benefits to an organisation. What could be better than working in a happier, more productive environment? Take a look at your policies today, identify your obligations and become a profitable business leader through Promoting Diversity in the Workplace.

For more information visit www.promoting-diversity.co.uk or contact Nicolette Glashan on 0131 221 2999