



A **world** where human choices ensure a **sustainable** future

Challenges and Opportunities for SME Certification

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About Preferred by Nature

International
non-profit
organisation



For nearly **30** years
we've been
working on
developing solutions
for **managing lands**
and **businesses**
more sustainably



A world where
human
choices
ensure
a sustainable
future



OUR VISION

To support
better land
management and
business practices
that benefit
people, nature
and the climate

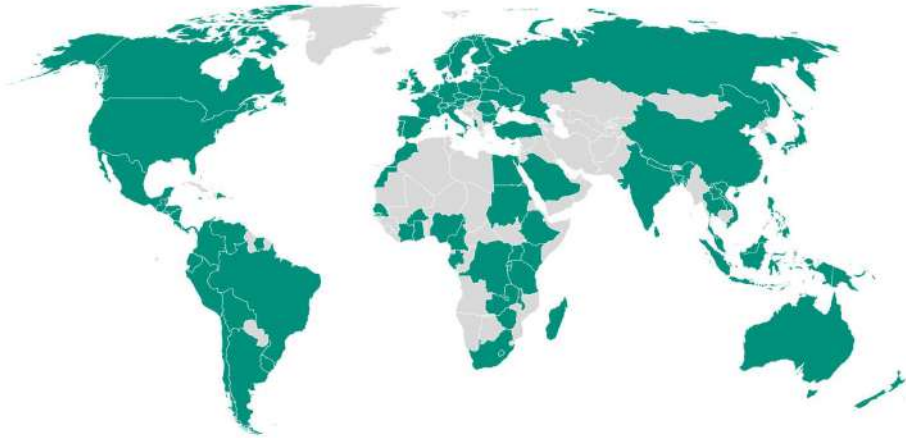


OUR MISSION





Our team around the world



400+ full time staff from **40+**
nationalities with presence in **100+** countries
Network of **200+** experts and consultants





Challenges and Opportunities for SME Certification

Challenge 01: Compliance with Industry Standards and Regulations.

Standards are often perceived as complex and too extensive. Most SME's struggle to understand and implement these requirements—ranging from local laws to international regulations—can be daunting due to the complexity and constant evolution of the regulatory environment.

Some opportunities could include the following:

- Develop a framework where SME's can easily access learning content and support to prepare for implementation.
- Funding in some specific cases and for some specific purposes.
- Create a step-wise approach to facilitate the beginning of the journey (e.g. WTTC hotel sustainability basics...)
- Improve the narrative so that SME's understand and see certification as a mean and not an end goal.



Challenges and Opportunities for SME Certification

Challenge 02: Financial Constraints.

The cost of implementation and the cost of third-party oversight are perceived as expensive. Partly true, and partly a myth...

Financial resources are always limited and the need to have Access to funding for some key investments is always necessary, especially for SME's. However, also the fact that Sustainability is perceived as an add-on and not as an actual attribute that should be normal part of any Business makes the idea of implementing it, an expensive one.

Some opportunities could include the following:

- Develop starter plans and support a step-wise approach for gradual adoption of standards.
- Improve and extend the implementation of group certification schemes.
- Reinforce the message about sustainability being an attribute of the business, not an add-on (Standards don't require something that companies shouldn't be doing anyway...)



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Other challenges:

- Maintaining Consistency and Quality Control (e.g.: passing the fever of first certification and embedding sustainability in the business culture)
- Using a One Size fits all approach (e.g.: Hostels, AirBnb's and other need their own set of applicable criteria)
- We need to have clear expectations about the outcome. (Sustainability can and will make SME's more competitive, but other factors are also in play...)
- No, implementing sustainable actions is not something we'll be able to sale at a higher price.
- In the tour operator world, we need to Review the chain... most pressure is going all the way to the smallest and final part of the chain



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Get connected!



www.preferredbynature.org

Preferred by Nature works to support better land management and business practices that benefit people, nature and climate in 100+ countries.