

NaturCert announces its global free service for hotels

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NaturCert is the global independent organisation which has developed the NaturCert Certification Program for the environment and society. Today NaturCert announces its free service called Preliminary Diagnosis which is the first of the two steps of the NaturCert Certification Program.

The NaturCert Certification Program for hotels is especially compiled to evaluate and verify the environmental and social performance of a hotel. It consists of a set of criteria which aim not only to minimize the negative impact of the hotel on the environment and society, but also to urge the hotel in adopting a proactive approach in terms of corporate social responsibility and benefit from its implementation. The process takes place through the Preliminary Diagnosis at a first level and then through the main certification assessment.



The Preliminary Diagnosis is a cost free service and the process doesn't involve any sensitive information. Most of the requested information will already be available to the hotel management. The Preliminary Diagnosis guidelines explain the procedure and how to answer the questions and the questionnaire following the guidelines can be filled and submitted online through the online form we have designed especially for it.

The questions cover basic sections of the hotel's operation and policies, but do not enter into detail as the main certification does. The questions are straightforward and will not take more than 30 minutes answering them. By answering the questionnaire the hotel will present its current actions and future plans regarding issues such as its purchasing, safety and labor policies, its environmental management system, staff training, civil society engagement and cultural preservation. The aim is to give an introductory overview of the hotel's sustainability performance and identify where the hotel management needs to focus in the short and long term.

[Click here for the Preliminary Diagnosis online platform](#)

Once the form is submitted the NaturCert team processes the information and provides the hotel management with the Preliminary Diagnosis Report which review's the hotel's performance and achievements and provides advice on what more can be done and what the advantages of making such improvements are. It is also a learning process that will help determine what further actions can be taken in order to achieve certification.

NaturCert is the global independent organisation which has developed the NaturCert Certification Program for the environment and society. The NaturCert Certification Program standards assess the environmental and social performance of companies wishing to become certified and is the only certification program aiming to bring individuals as well as civil society stakeholders, closer to the businesses whose products and services they choose to purchase.

NaturCert is registered in Athens, Greece under the E.E. form of incorporation and has offices in Brussels, Belgium and Athens, Greece.

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