

# For Immediate Release

## **Sustainable Side of the Street – GREEN GLOBE BENCHMARKED**

**12 June 2009, Portugal – Sustainable Side of the Street** has achieved the prestigious Green Globe Benchmarked status under the globally recognised Green Globe Earthcheck Benchmarking programme managed by EC3 Global. This programme recognises Sustainable Side of the Street's commitment to operating to the world's highest environmental and social standards.

In achieving Benchmarked Bronze status, by using the Earthcheck™ tool, Sustainable Side of the Street is committed to benchmarking its community commitment, energy and water consumption and total waste production; along with implementing an integrated environmental and social policy.

In particular Sustainable Side of the Street has achieved Best Practice results in Energy Consumption, Water Savings, Community Commitment, and Community Contributions. These measures will ensure efficient practices and large cost savings, ensuring Sustainable Side of the Street is on the path to securing a sustainable future for the environment.

Benchmarking represents the first phase of Green Globe Certification managed by EC3 Global. Sustainable Side of the Street will now continue its journey of sustainability by undergoing a third party verification of their commitment to the environment and compliance with the Green Globe Company Standard.

### **About Green Globe**

The Green Globe program as managed by EC3 Global is a worldwide Benchmarking, Certification and performance improvement system assisting the travel and tourism industry to attain sustainability. Green Globe with Earthcheck science inside provides a certification system that responds directly to the major environmental problems facing the planet, including climate change, waste reduction and non-renewable resource management. The Green Globe brand is used under licence from Green Globe Limited and Green Globe International, Inc.

### **About Sustainable Side of the Street**

Sustainable Side of the Street, the Portuguese company for responsible tourism and CSR, is totally dedicated to making a positive impact in the communities where it operates and to having a minimum impact in the environment.