



EARTHCHECK

BENCHMARKING ASSESSMENT REPORT

ACCOMMODATION - VACATION HOTEL BENCHMARKING

PARK PLAZA BEIJING WANGFUJING
BEIJING, CHINA



REPORT DATE: 16 August 2011

Benchmarking Data Collection Period: 1 January 2010 – 31 December 2010

The planet deserves more than half measures

OVERVIEW

This annual assessment of **Park Plaza Beijing Wangfujing** was undertaken against EarthCheck benchmarking indicators and checklists developed for EarthCheck and listed below. ¹ They have been carefully selected to track performance in key areas of environmental and social performance impact. Their outcomes which are presented in this report are used by EarthCheck to evaluate whether the operation has reached the standards necessary to pass the benchmarking requirements, as stated in the EarthCheck Benchmarking Policy. ²

	Indicator Measure (Benchmark)
1 Policy	Policy is produced and in place
2 Energy	Energy Consumption (MJ / Guest Night)
	Green Power (%) ³
	Greenhouse Gas Emissions (Scope 1 and Scope 2) (kg CO ₂ -e / Guest Night)
3 Water	Potable Water Consumption (L / Guest Night)
	Water Savings Rating (Points)
	Recycled / Captured Water (%) ³
4 Waste	Waste Sent to Landfill (L / Guest Night)
	Waste Recycling Rating (Points)
	Recycled / Reused / Composted Waste (%) ³
5 Community	Community Commitment (%)
	Community Contributions Rating (Points)
6 Paper	Paper Products Rating (Points)
7 Cleaning	Cleaning Products Rating (Points)
8 Pesticides	Pesticide Products Rating (Points)

¹ Refer to the EarthCheck Sector Benchmarking Indicator (SBI) document for more information. For frequently asked questions (FAQs) about benchmarking or specific help, please log on to 'My EarthCheck' and visit your EarthCheck Benchmarking software.

² To meet the requirements stipulated in the EarthCheck Company Standard, the benchmarks for all the submitted EarthCheck indicators need to be at, or better than, the Baseline level. Baseline and Best Practice performance levels are set with reference to the type of activity (registered sector/s) and appropriate national and international data which take into account social, geographical and climatic impacts.

First-time benchmarking operations that fail to meet the minimum requirements (Baseline performance or better) for up to two submitted EarthCheck indicators (with a third indicator within 10% of the Baseline level), will be permitted to pass benchmarking. The operation is however, given a maximum of 12 months to improve performance in at least one of the indicators to Baseline performance or better. If on the next submission this is not achieved without substantiated evidence that the situation was beyond the control of the operation (e.g., occurrence of a natural disaster), then the right to use the appropriate EarthCheck logo will be withdrawn.

As a standard policy, all EarthCheck indicators are continuously reviewed, along with the performance levels which operators have to achieve in order to meet the requirements of the Company Standard. This review takes into account "business-as-usual" changes in practices and equipment, and is used to update where appropriate Baseline and Best Practice levels.

³ These indicators are for guidance only and do not affect the overall benchmarking evaluation.

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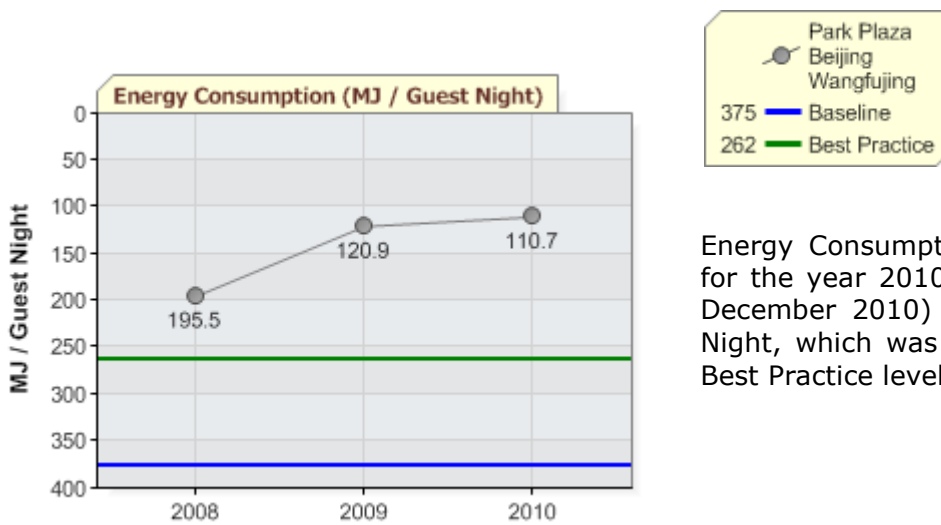
ACCOMMODATION - VACATION HOTEL PERFORMANCE BENCHMARKS

Current performance: Below Baseline ✖ At or above Baseline ✔ At or above Best Practice ★

1. Policy ★

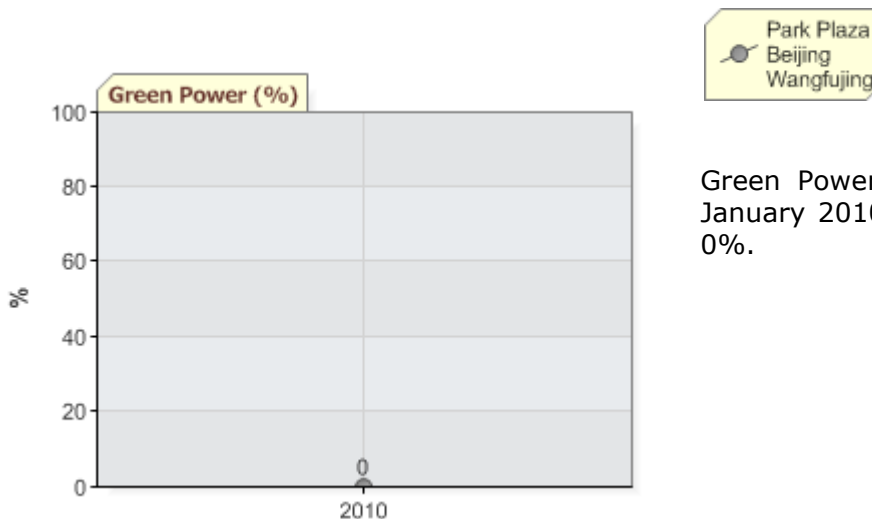
2. Energy

Energy Consumption (MJ / Guest Night) ★



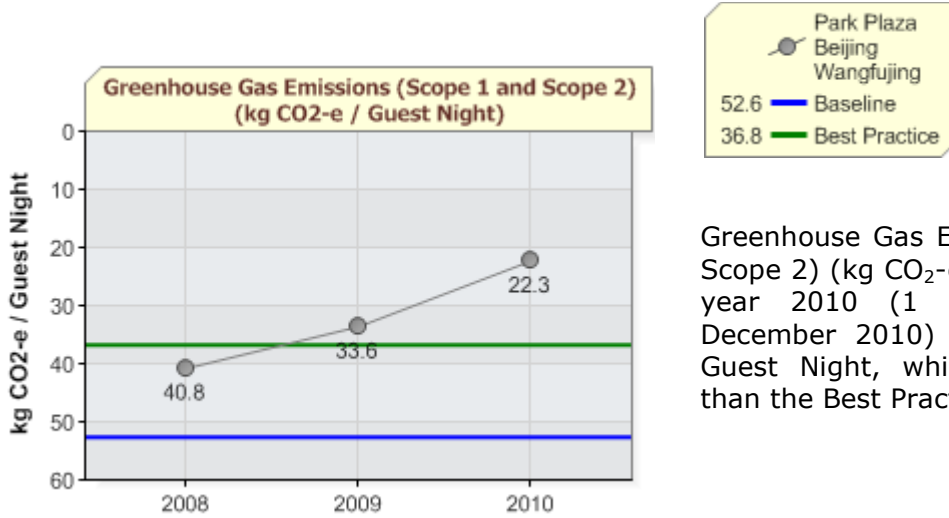
Energy Consumption (MJ / Guest Night) for the year 2010 (1 January 2010 – 31 December 2010) was 110.7 MJ / Guest Night, which was 57.7% better than the Best Practice level.

Green Power (%)



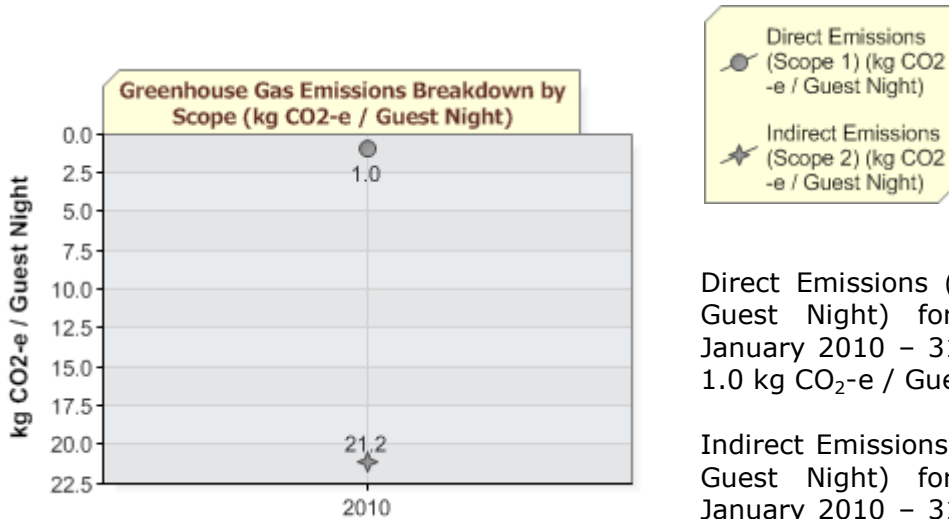
Green Power (%) for the year 2010 (1 January 2010 – 31 December 2010) was 0%.

Greenhouse Gas Emissions (Scope 1 and Scope 2) (kg CO₂-e / Guest Night) ★



Greenhouse Gas Emissions (Scope 1 and Scope 2) (kg CO₂-e / Guest Night) for the year 2010 (1 January 2010 – 31 December 2010) was 22.3 kg CO₂-e / Guest Night, which was 39.4% better than the Best Practice level.

Greenhouse Gas Emissions Breakdown by Scope (kg CO₂-e / Guest Night)



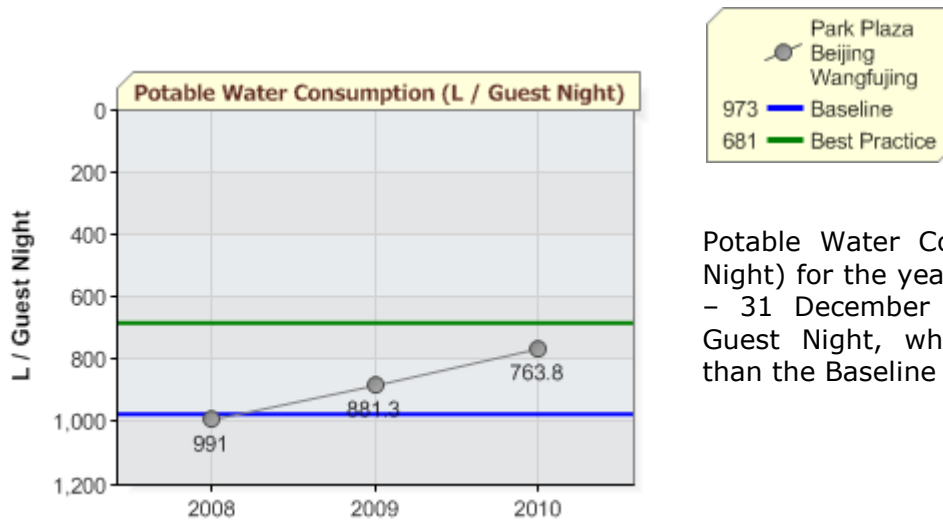
Direct Emissions (Scope 1) (kg CO₂-e / Guest Night) for the year 2010 (1 January 2010 – 31 December 2010) was 1.0 kg CO₂-e / Guest Night.

Indirect Emissions (Scope 2) (kg CO₂-e / Guest Night) for the year 2010 (1 January 2010 – 31 December 2010) was 21.2 kg CO₂-e / Guest Night.

Direct Emissions (Scope 1)								
Stationary Fuel Combustion								
Type	Quantity	Unit	Energy Consumption (MJ)	CO ₂ Emission Estimate (t CO ₂ -e)	CH ₄ Emission Estimate (t CO ₂ -e)	N ₂ O Emission Estimate (t CO ₂ -e)	Total Emission Estimate (t CO ₂ -e)	
Natural gas	37285	cubic metres (m ³)	1345409.8	75.5	0.1	0.04	75.7	
subtotal			1345409.8	75.5	0.1	0.04	75.7	
Mobile Fuel Combustion (road)								
Motor gasoline	2459	litres (L)	80098.9	5.6	0.04	0.2	5.8	
subtotal			80098.9	5.6	0.04	0.2	5.8	
Onsite Wastewater Treatment								
Type	Number of people serviced by system per day		Number of days in use	CO ₂ Emission Estimate (t CO ₂ -e)	CH ₄ Emission Estimate (t CO ₂ -e)	N ₂ O Emission Estimate (t CO ₂ -e)	Total Emission Estimate (t CO ₂ -e)	
Aerobic (BOD Unknown)	383		365	-	21.1	-	21.1	
subtotal			-	21.1	-	21.1		
TOTAL			1425508.8	81.0	21.3	0.2	102.6	
Indirect Emissions (Scope 2)								
Purchased Electricity								
Quantity	Unit	% Green Power	Provider	Energy Consumption (MJ)	CO ₂ Emission Estimate (t CO ₂ -e)	CH ₄ Emission Estimate (t CO ₂ -e)	N ₂ O Emission Estimate (t CO ₂ -e)	Total Emission Estimate (t CO ₂ -e)
2630206	Kilowatt hour (kWh)	0	China	9468741.6	2072.3	0.8	15.0	2088.1
subtotal			9468741.6	2072.3	0.8	15.0	2088.1	
TOTAL			9468741.6	2072.3	0.8	15.0	2088.1	
Greenhouse Gas Emissions (Scope 1 and Scope 2)								
GRAND TOTAL			10894250.4	2153.3	22.1	15.3	2190.7	

3. Water

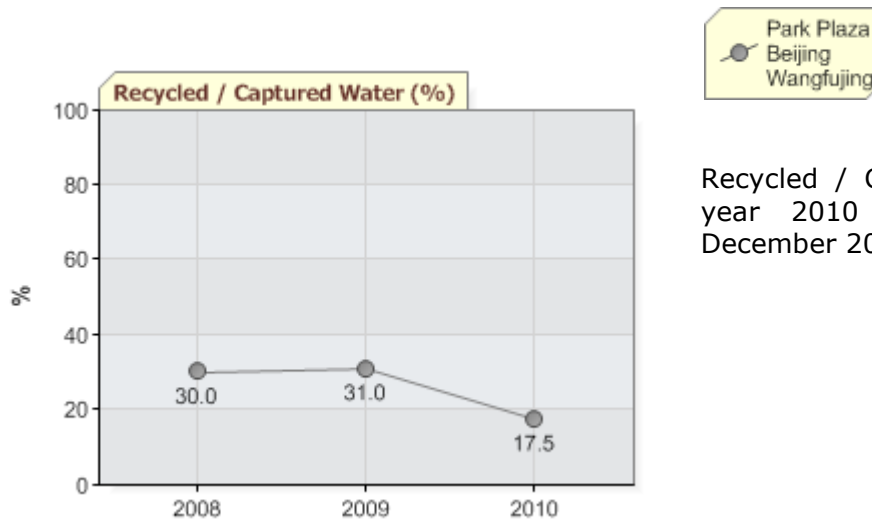
Potable Water Consumption (L / Guest Night) ✓



Potable Water Consumption (L / Guest Night) for the year 2010 (1 January 2010 - 31 December 2010) was 763.8 L / Guest Night, which was 21.5% better than the Baseline level.

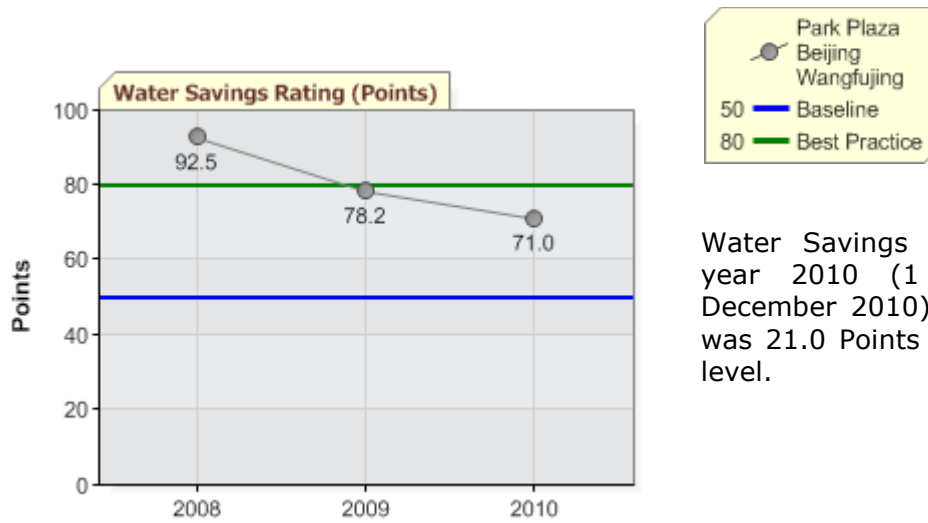
Quantity	Unit	Potable Water Consumption (kL)
75145	cubic metres	75145.0 kL
	Totals:	75145.0 kL

Recycled / Captured Water (%)



Recycled / Captured Water (%) for the year 2010 (1 January 2010 - 31 December 2010) was 17.5%.

Water Savings Rating (Points) ✓

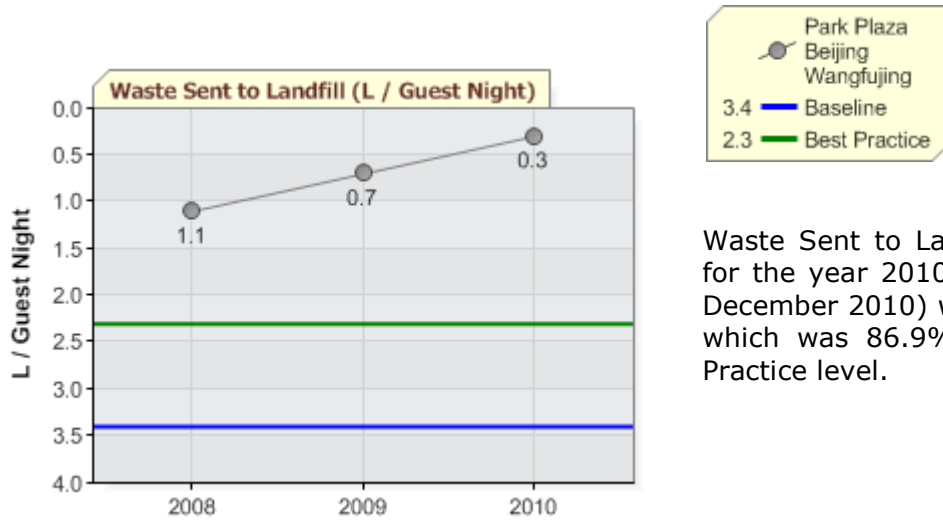


Water Savings Rating (Points) for the year 2010 (1 January 2010 - 31 December 2010) was 71.0 Points, which was 21.0 Points better than the Baseline level.

Water Savings Measures	Frequency / Percentage Rating	Water Savings Rating (Points)
Check for leaks	Every 2 weeks	88.9 Points
Low/dual flush toilets	100%	100.0 Points
Low flow tap fittings	100%	100.0 Points
Low flow shower fittings	100%	100.0 Points
Water sprinklers used after dark	0%	0.0 Points
Minimal irrigation landscaping	1-19%	54.0 Points
Use of recycle/grey/rain water	1-19%	54.0 Points
	Overall Rating:	71.0 Points

4. Waste

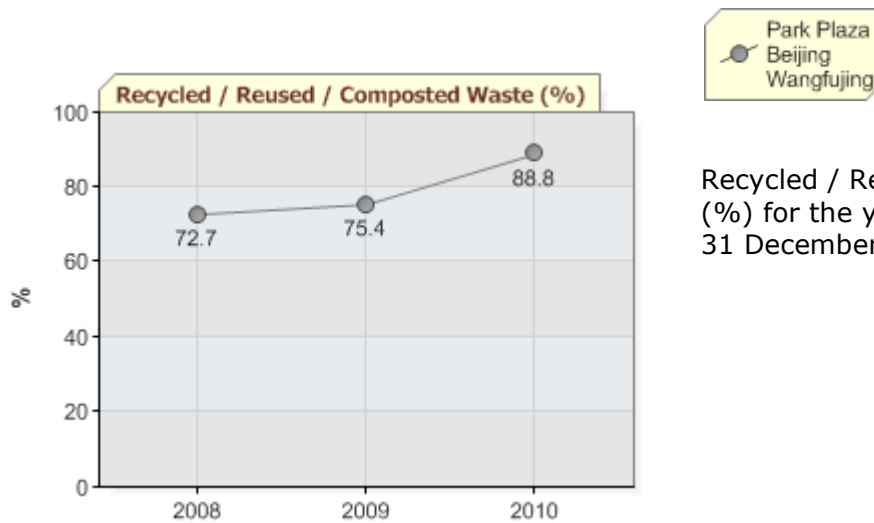
Waste Sent to Landfill (L / Guest Night) ★



Waste Sent to Landfill (L / Guest Night) for the year 2010 (1 January 2010 – 31 December 2010) was 0.3 L / Guest Night, which was 86.9% better than the Best Practice level.

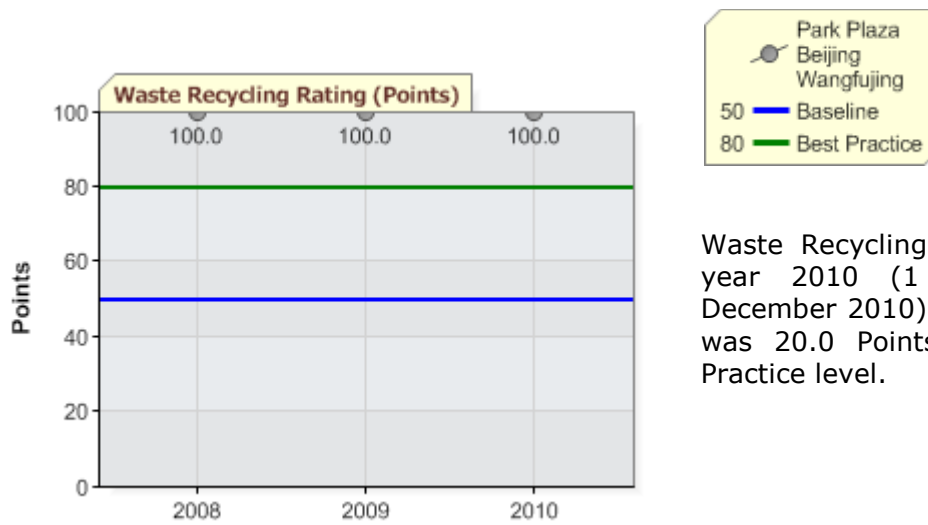
Quantity	Unit	Waste Sent to Landfill (m ³)
21485	kilograms (compacted)	33.1 m ³
	Totals:	33.1 m³

Recycled / Reused / Composted Waste (%)



Recycled / Reused / Composted Waste (%) for the year 2010 (1 January 2010 – 31 December 2010) was 88.8%.

Waste Recycling Rating (Points) ★

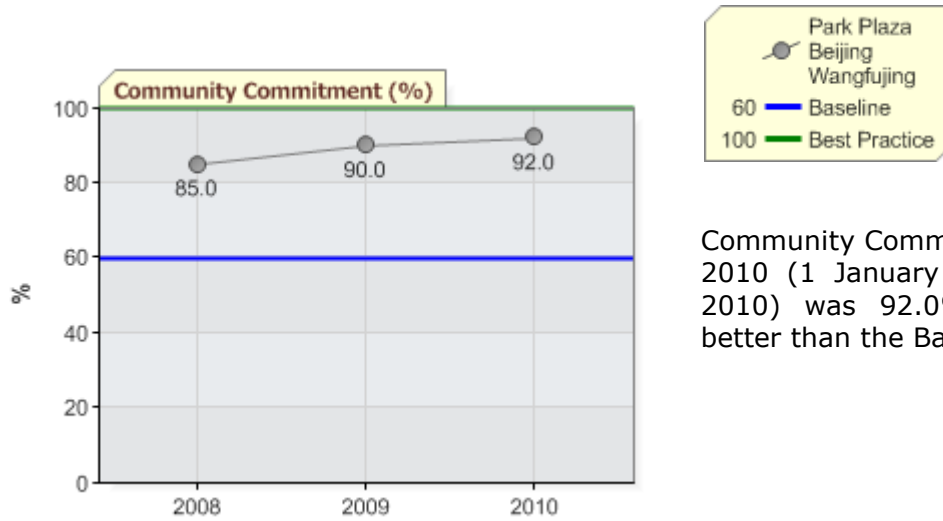


Waste Recycling Rating (Points) for the year 2010 (1 January 2010 - 31 December 2010) was 100.0 Points, which was 20.0 Points better than the Best Practice level.

Waste Recycling Measures	Frequency / Percentage Rating	Waste Recycling Rating (Points)
Glass	100%	100.0 Points
Paper/card	100%	100.0 Points
Iron & steel (ferrous metals)	100%	100.0 Points
Other metals (non-ferrous)	100%	100.0 Points
Plastics	100%	100.0 Points
Rubber	100%	100.0 Points
Green waste	100%	100.0 Points
	Overall Rating:	100.0 Points

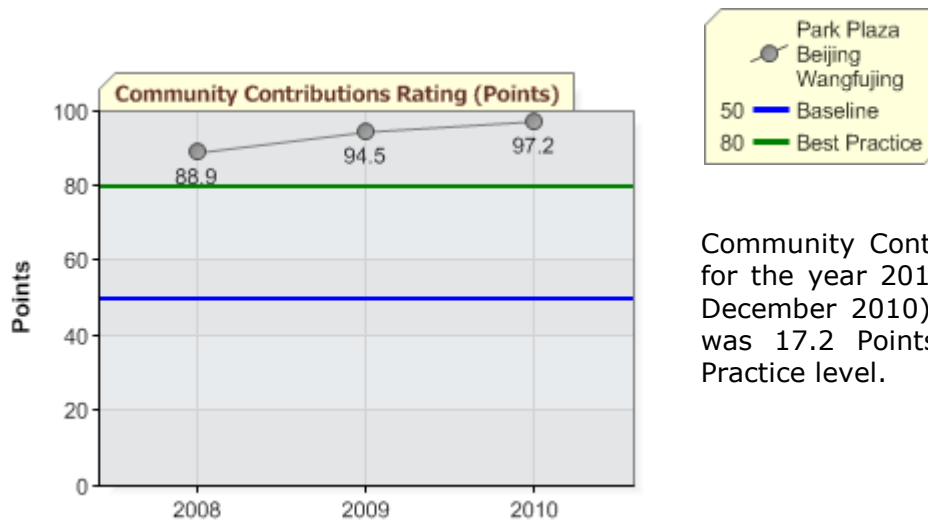
5. Community

Community Commitment (%) ✓



Community Commitment (%) for the year 2010 (1 January 2010 – 31 December 2010) was 92.0%, which was 32.0% better than the Baseline level.

Community Contributions Rating (Points) ★

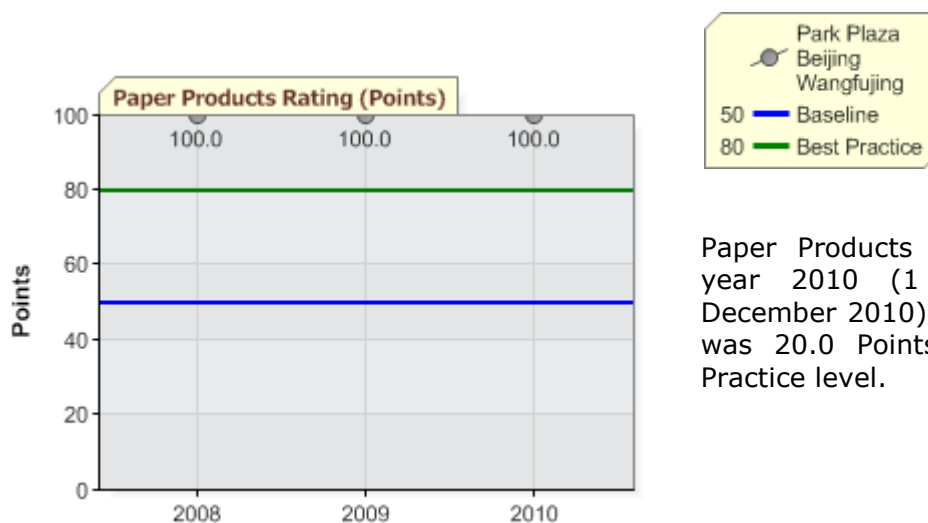


Community Contributions Rating (Points) for the year 2010 (1 January 2010 – 31 December 2010) was 97.2 Points, which was 17.2 Points better than the Best Practice level.

Community Contributions Measures	Frequency / Percentage Rating	Community Contributions Rating (Points)
Net income spent on sustainability programs	10% or more	100.0 Points
Perishable purchased goods that are of local origin	80-99%	88.9 Points
Service contracts given to local contractors	100%	100.0 Points
Staff received training on sustainability issues	100%	100.0 Points
	Overall Rating:	97.2 Points

6. Paper

Paper Products Rating (Points) ★

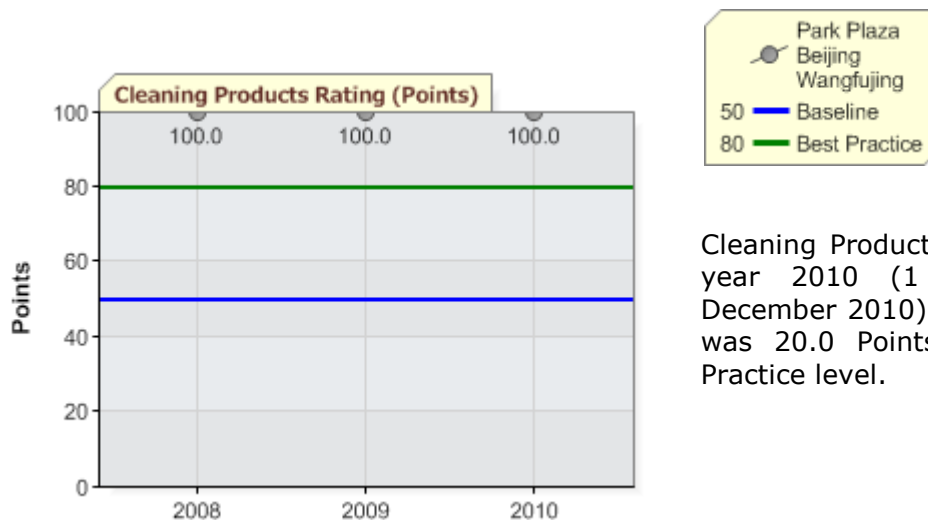


Paper Products Rating (Points) for the year 2010 (1 January 2010 - 31 December 2010) was 100.0 Points, which was 20.0 Points better than the Best Practice level.

Paper Products Measures	Frequency / Percentage Rating	Paper Products Rating (Points)
Office paper	100%	100.0 Points
Serviettes	100%	100.0 Points
Tissues	100%	100.0 Points
Toilet tissue	100%	100.0 Points
Paper towels	100%	100.0 Points
	Overall Rating:	100.0 Points

7. Cleaning

Cleaning Products Rating (Points) ★

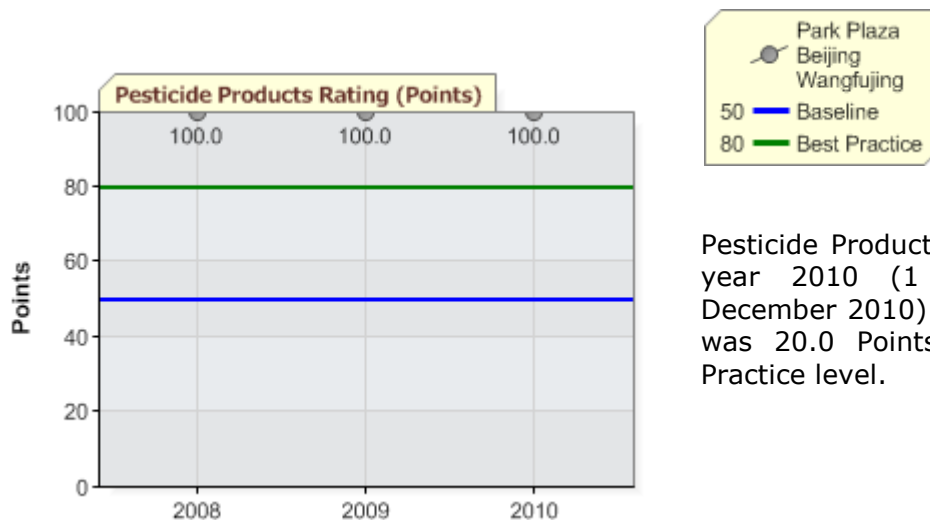


Cleaning Products Rating (Points) for the year 2010 (1 January 2010 - 31 December 2010) was 100.0 Points, which was 20.0 Points better than the Best Practice level.

Cleaning Products Measures	Frequency / Percentage Rating	Cleaning Products Rating (Points)
Hard floor cleaners	100%	100.0 Points
Carpet cleaners	100%	100.0 Points
Interior surface cleaners	100%	100.0 Points
External surface cleaners	100%	100.0 Points
Glass cleaners	100%	100.0 Points
Detergents	100%	100.0 Points
Personal hygiene	100%	100.0 Points
	Overall Rating:	100.0 Points

8. Pesticides

Pesticide Products Rating (Points) ★



Pesticide Products Rating (Points) for the year 2010 (1 January 2010 - 31 December 2010) was 100.0 Points, which was 20.0 Points better than the Best Practice level.

Pesticide Products Measures	Frequency / Percentage Rating	Pesticide Products Rating (Points)
Weed killers	Not Relevant / Not Available	100.0 Points
Fungal killers	100%	100.0 Points
Rodent killers	100%	100.0 Points
Insect killers	100%	100.0 Points
	Overall Rating:	100.0 Points

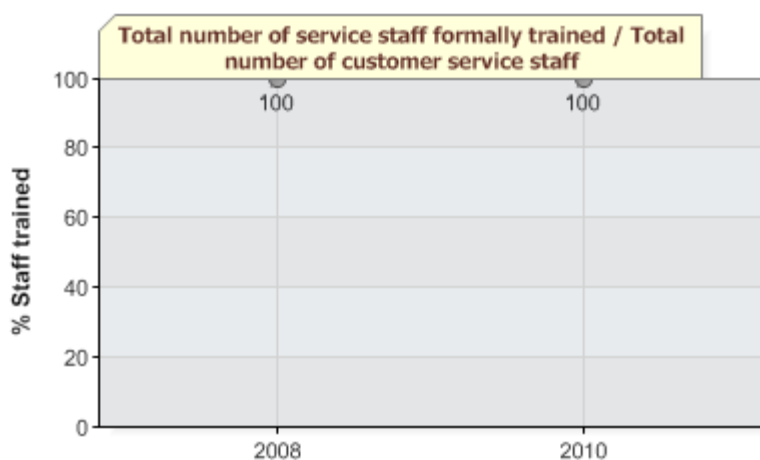
OPTIONAL BENCHMARKING INDICATORS

Park Plaza Beijing Wangfujing has also nominated an optional Operation Selected Indicator that they consider relevant to their specific operation and locality. The Operation Selected Indicator does not form part of the formal annual benchmarking exercise.

1. Selected Indicators

Selected Indicators are from a supplied list of EarthCheck indicators.

Total number of service staff formally trained / Total number of customer service staff

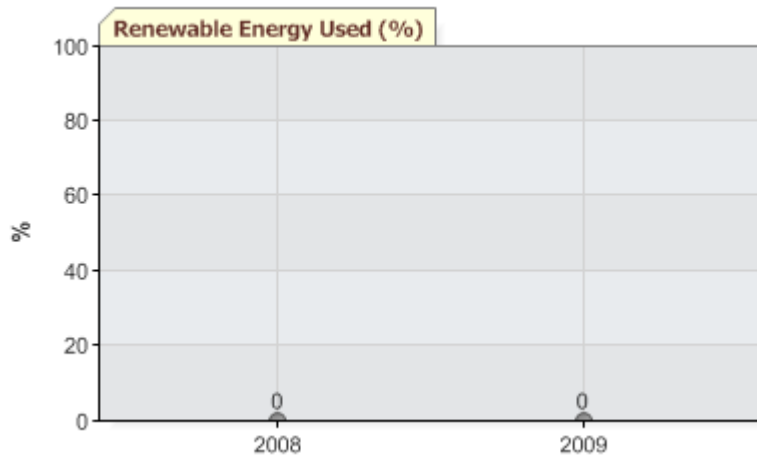


HISTORIC BENCHMARKING INDICATORS

1. Renewable Energy

Renewable Energy % is no longer a supplementary indicator; it is included here for historical reference.

Renewable Energy Used (%)



*The supplied data has been compiled by **Park Plaza Beijing Wangfujing** in the prescribed manner, authorised by a senior executive of the company and submitted for an annual assessment.*

CONCLUSION AND RECOMMENDATIONS

Congratulations, **Park Plaza Beijing Wangfujing** has passed the requirements to be recognised as an EarthCheck Benchmarked Accommodation - Vacation Hotel.

In addition to having a Sustainability Policy in place, eleven of the assessed EarthCheck indicators are at or above the Baseline level. From the benchmarking data provided, eight indicators, *Energy Consumption, Greenhouse Gas Emissions (Scope 1 and Scope 2), Waste Sent to Landfill, Waste Recycling Rating, Community Contributions Rating, Paper Products Rating, Cleaning Products Rating* and *Pesticide Products Rating*, are at or above the Best Practice level, which is an achievement to be very highly commended.

It is acknowledged that whilst information presented in the benchmarking assessment report displays results for the years 2008 – 2010, it is **Park Plaza Beijing Wangfujing's** second benchmarking assessment. The information for the 2009 benchmarking period represents historical data and has not been formally assessed. It has been requested by the operation to be displayed in the report to provide an overall reflection of the organisation's operational performance.

Improvements in all the EarthCheck indicators will not only help the environment, but can also help reduce operational costs. Due to the positive commitment that **Park Plaza Beijing Wangfujing** has demonstrated to the environment, the assessors are confident that they can maintain or improve performance, where appropriate and practical, in all indicators. In line with EarthCheck Policy this would enable the **Park Plaza Beijing Wangfujing** to continue to meet the benchmarking requirements of the EarthCheck program.

APPENDIX

BENCHMARKING POLICY

A member benchmarking for the 2nd time is permitted to fall below Baseline in one (1) EarthCheck™ indicator (excluding supplementary EarthCheck™ indicators) with a 2nd EarthCheck™ indicator permitted to be within 10% of the Baseline level. **A member benchmarking for the 3rd time is not permitted to fall below Baseline in any EarthCheck™ indicators (excluding supplementary EarthCheck™ indicators), however, one (1) EarthCheck™ indicator may be within 10% of the Baseline level.**

HISTORICAL DATA

It is acknowledged that whilst information presented in the benchmarking assessment report displays results for the years 2008 – 2010, it is **Park Plaza Beijing Wangfujing's** second benchmarking assessment. The information for the 2009 benchmarking period represents historical data and has not been formally assessed. It has been requested by the operation to be displayed in the report to provide an overall reflection of the organisation's operational performance.

BENCHMARK REVIEW

As standard policy, all EarthCheck indicators are reviewed annually, along with the performance levels which operators have to achieve in order to meet the benchmarking requirements. This review takes into account "business-as-usual" changes in practices and equipment, and is used to update where appropriate Baseline and Best Practice levels.

The Benchmark Review was undertaken in July 2011. The following benchmarks were revised as part of the review:

China - Vacation Hotels:

Energy Consumption

- Previous Baseline Level: 480 points
- Previous Best Practice Level: 336 points
- **Revised Baseline Level: 375 points**
- **Revised Best Practice Level: 262 points**

Greenhouse Gas Emissions (Scope 1 and Scope 2)

- Previous Baseline Level: 29.3 points
- Previous Best Practice Level: 20.5 points
- **Revised Baseline Level: 52.6 points**
- **Revised Best Practice Level: 36.8 points**

Potable Water Consumption

- Previous Baseline Level: 900 points
- Previous Best Practice Level: 630 points
- **Revised Baseline Level: 973 points**
- **Revised Best Practice Level: 681 points**

Waste Sent to Landfill

- Previous Baseline Level: 4 points
- Previous Best Practice Level: 2.8 points
- **Revised Baseline Level: 3.4 points**
- **Revised Best Practice Level: 2.3 points**

ENERGY CONSUMPTION

The Benchmarking Assessors sought clarification regarding *Energy Consumption* as the submitted figures (below) were less than the previous assessment.

Stationary Fuel Combustion

Fuel Type	Quantity	Unit	Energy Consumption (MJ)	Total Emission Estimate (t) (t)
Natural Gas	37 285	Cubic metres	1 345 409.8	75.7

Mobile Fuel Combustion (road)

Fuel Type	Quantity	Unit	Energy Consumption (MJ)	Total Emission Estimate (t) (t)
Motor Gasoline	2 459	Litres	80 098.9	5.8

Onsite Wastewater Treatment

Type	Number of people serviced by system per day	Number of days in use	Total Emission Estimate (t) (t)
Aerobic (BOD Unknown)	383	365	21.1

Purchased Electricity

Quantity	Unit	% Green Power	Provider	Energy Consumption (MJ)	Total Emission Estimate (t)
2 630 206	kWh	0	China	9 468 741.6	2 088.1

These sources produced a total of 10 894 250.4 MJ which equates to 110.7 MJ per Guest Night. Total *Greenhouse Gas Emissions (Scope 1 and Scope 2)* was 2 190 717.2 kg which equates to 22.3 kg per Guest Night.

The **Park Plaza Beijing Wangfujing** advised:

"All figures for 2010 were double checked and confirmed, due to Park Plaza took action positively to control energy consumption in 2010, the figures decreased than previous year. "

The Benchmarking Assessors sought further clarification as to whether any specific actions or initiatives were implemented to help reduce the total *Energy Consumption*. The **Park Plaza Beijing Wangfujing** replied:

"Example for Energy Consumption:

- Turn off 50% lighting in floor during 11pm to 6am*
- Replaced lighting bulb to LED lighting"*

No change has been made to the initially submitted figures.

WASTE SENT TO LANDFILL

The Benchmarking Assessors sought clarification regarding *Waste Sent to Landfill* as the submitted figure (below) was less than the previous assessment.

Quantity	Unit	Waste Sent to Landfill (m ³)
21 485	kilograms (compacted)	33.1 m ³
	Totals:	33.1 m³

This equates to 0.3 L per Guest Night.

The **Park Plaza Beijing Wangfujing** advised:

"All figures for 2010 were double checked and confirmed"

The Benchmarking Assessors sought further clarification as to whether any specific actions or initiatives were implemented to help reduce the *Waste Sent to Landfill*. The **Park Plaza Beijing Wangfujing** replied:

"Example for Waste Sent to Landfill:

- Communicate with hotel waste recycle contractor and organized training & practise for staffs concerned to increase the ratio of waste recycle."*

No change has been made to the initially submitted figure.

The submitted value of 21 485 kg of waste (specified by the operator as compacted waste) has been converted into a volume by using the standard conversion of: 1 kg (compacted waste) = 0.00153846 m³ or 1.53846 L (i.e. 21 485 kg x 0.00153846 = 33.1 m³ or 33 053. L). (If the waste is uncompacted, then the standard conversion is: 1 kg = 0.00333333 m³ or 3.33333 L).

This equates to 0.3 L per Guest Night.



EARTHCHECK

Benchmarks Assessed by EarthCheck

SUMMARY OF SUPPLIED BENCHMARKING DATA

Activity Measures

Guest Nights	98380
Area Under Roof	15156.43

Supplied Benchmarking Data

Energy

Energy Consumption (MJ / Guest Night)

Supplied	10894250.4 MJ
Calculated	110.7 MJ / Guest Night
Baseline	375 MJ / Guest Night
Best Practice	262 MJ / Guest Night
Difference	57.7% better than the Best Practice level

Green Power (%)

Supplied	0%
Calculated	0%

Greenhouse Gas Emissions (Scope 1 and Scope 2) (kg CO₂-e / Guest Night)

Supplied	2190717.2 kg CO ₂ -e
Calculated	22.3 kg CO ₂ -e / Guest Night
Baseline	52.6 kg CO ₂ -e / Guest Night
Best Practice	36.8 kg CO ₂ -e / Guest Night
Difference	39.4% better than the Baseline level

Direct Emissions (Scope 1) (kg CO₂-e / Guest Night)

Supplied	102589.0 kg CO ₂ -e
Calculated	1.0 kg CO ₂ -e / Guest Night

Indirect Emissions (Scope 2) (kg CO₂-e / Guest Night)

Supplied	2088128.2 kg CO ₂ -e
Calculated	21.2 kg CO ₂ -e / Guest Night

Water

Potable Water Consumption (L / Guest Night)

Supplied	75145000.0 L
Calculated	763.8 L / Guest Night
Baseline	973 L / Guest Night
Best Practice	681 L / Guest Night
Difference	21.5% better than the Baseline level

Water Savings Rating (Points)

Supplied	71.0 Points
Calculated	71.0 Points
Baseline	50 Points
Best Practice	80 Points
Difference	21.0 Points better than the Baseline level

Recycled / Captured Water (%)

Supplied	17.5%
Calculated	17.5%

Waste

Waste Sent to Landfill (L / Guest Night)

Supplied	33053.8 L
Calculated	0.3 L / Guest Night
Baseline	3.4 L / Guest Night
Best Practice	2.3 L / Guest Night
Difference	86.9% better than the Best Practice level

Waste Recycling Rating (Points)

Supplied	100.0 Points
Calculated	100.0 Points
Baseline	50 Points
Best Practice	80 Points
Difference	20.0 Points better than the Best Practice level

Recycled / Reused / Composted Waste (%)

Supplied	88.8%
Calculated	88.8%

Community

Community Commitment (%)

Supplied	92.0%
Calculated	92.0%
Baseline	60 %
Best Practice	100 %
Difference	32.0% better than the Baseline level

Community Contributions Rating (Points)

Supplied	97.2 Points
Calculated	97.2 Points
Baseline	50 Points
Best Practice	80 Points
Difference	17.2 Points better than the Best Practice level

Paper

Paper Products Rating (Points)

Supplied	100.0 Points
Calculated	100.0 Points
Baseline	50 Points
Best Practice	80 Points
Difference	20.0 Points better than the Best Practice level

Cleaning

Cleaning Products Rating (Points)

Supplied	100.0 Points
Calculated	100.0 Points
Baseline	50 Points
Best Practice	80 Points
Difference	20.0 Points better than the Best Practice level

Pesticides

Pesticide Products Rating (Points)

Supplied	100.0 Points
Calculated	100.0 Points
Baseline	50 Points
Best Practice	80 Points
Difference	20.0 Points better than the Best Practice level

DETERMINATION OF BASELINE AND BEST PRACTICE LEVELS

General

The values for the Baseline and Best Practice levels for each indicator are derived from extensive worldwide research into available and appropriate case studies, industry surveys, engineering design handbooks, energy, water and waste audits, and climatic and geographic conditions.

National and regional data for per capita energy use, greenhouse gas and other emissions, wastes to landfill and water consumption, where available provide background data for normalisation of the expected performance values for per customer or employee, and/or overall performance of an enterprise being benchmarked. They are used to gauge the regional or national situation and environmental performances that an enterprise is based in, and hence what are reasonable levels to expect the enterprise to achieve.

A benchmarking result at, or above, the Baseline level demonstrates to all stakeholders that the enterprise is achieving above average performance. A result below the Baseline level indicates that an enterprise can and should carry out actions that will make beneficial improvements in performance.

Consideration of Climate

A major determinant of energy consumption in some sectors, primarily those centred on buildings such as accommodation, visitor centres and administration offices will be the dominant climatic conditions in which the enterprise is located. In general, to maintain the same level of indoor comfort, enterprises operating in hot or cold climates will consume more energy than those in temperate climates.

Similarly, it is recognised that in certain sectors a major determinant of potable water consumption will be the climate in which an enterprise is located, in particular those with large grounds and/or significant water-based facilities or activities. That is, enterprises located in hot climates are more likely to consume more potable water than equivalent ones located in cooler climates. Factors that are likely to lead to a higher level of potable water consumption, for example in the accommodation sector, include increased evaporation rates of swimming pools, personal bathing and irrigation demands of grounds. In consideration of this factor, Baseline and Best Practice levels can vary in relation to country location.

Waste Sent to Landfill

The benchmark indicator used for Waste Sent to Landfill is given in litres as waste bins are usually calibrated by volume, and it has been found that the majority of operations do not have access to the weight of material disposed of. However, if a weight is supplied, standard factors are used to convert from weight (e.g., kilograms (kg)) to volume (e.g., cubic metres (m³) or litres (L)). These are: 1 kg (uncompacted waste) = 0.00333333 m³ or 3.33333 L and 1 kg (compacted waste) = 0.00153846 m³ or 1.53846 L.

Operations should make note of the level of compaction when submitting data for assessment by EarthCheck.

Review of Performance Levels

The Baseline and Best Practice performance levels for EarthCheck indicators are continuously reviewed and are likely to change over time. This review by a team of international experts, takes into account "business-as-usual" changes in practices, equipment and facilities, as well as regulations and general improvement trends in performance and procedures. This review is used to update the levels of Baseline and Best Practice, and provides useful feedback to the user of the indicators.

The list below summarises the basic generic rules used to determine Baseline and Best Practice levels for EarthCheck indicators.

- If relevant enterprise sector specific case studies are not available for a type of activity in a designated region, then national averages will be used to ascertain the Baseline level. In this case, the Best Practice level will be set at a minimum of 30% better performance than the Baseline.
- If case study or national data are not available for a specific indicator, then the first enterprise that benchmarks will have its results set as 15% better than Baseline (i.e., half way between Baseline and Best Practice).