

# SUSTAINABLE TOURISM NETWORK

## Membership Policy



Sustainable Tourism Network (hereafter referred to as STN) membership is available to all tourism businesses. In order to become a member of STN, businesses are required to read and agree to the STN membership policy below.

By ticking the 'I agree to the STN Membership Policy' box on the membership sign-up form, you are agreeing to adhere to all terms & conditions of this policy.

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### The STN Code Of Conduct

STN membership is a progressive model, we require members to agree to our terms and conditions and code of conduct. Our terms and conditions can be found below. Our Code of Conduct is broken into two sections, criteria that members must agree to and optional actions to assist you with your business's sustainability mission.

#### Compulsory Criteria:

Members must agree to:

- Prioritise sustainability within your business at all times.
- Publish your sustainability policy unique to your business in accordance with STN requirements within one year of becoming a member of STN. This policy must be signed by your sustainability leader or equivalent. [Guidance available here.](#)
- Practise sustainable tourism activities and operate to all relevant environmental, financial and other legislation relevant to the sector.
- Embrace the principles of Sustainable Tourism as defined by the United Nations World Tourism Organisation (UNWTO) in all aspects of their business: "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities."
- Appoint and support a Green Team/Person within your business to drive, develop and manage your sustainable tourism policy and practices, and must notify STN in a timely manner of personnel changes.
- Commit to doing no harm to other businesses, people, environment and animals in the running of your business.
- Commit to STN membership terms and conditions.

- Use accurate and responsible marketing methods, providing customers with full and responsible information regarding your sustainability practices.
- Complete STN's annual survey and carbon calculator for metric purposes.

## Maximise Your Membership:

Your business should commit to continual development towards greater sustainability, we encourage you to attend our workshops, webinars, make use of our online courses and attend our networking events and make use of the full suite of other member [benefits](#) available to you.

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## Terms & Conditions

All businesses who sign up for membership must adhere to the following terms & conditions of this policy:

- Use the STN's logo properly and correctly.
  - The STN membership logo will be issued when your business has shown its commitment towards sustainability by adhering to and signing this membership policy.
- Agree that all materials and services provided to you by STN either online or in person remain the property of STN. In the case where you wish to publish materials in any way, using the STN name and logo, you are required to request permission from STN to do so. The use of these materials for purposes outside of your business without the permission of STN is not permitted. At all times in using the materials, you must agree to respect the privacy rights of individuals and organisations mentioned in the materials and in accordance with GDPR.
- When using the online members area you agree and warrant that you shall not submit, publish, or display on the website any material which has nothing to do with the subject or material that might be offensive, objectionable or unlawful. You agree not to post any material which would violate or infringe the copyright, trademark, rights of publicity, privacy rights or other rights of any person while connected to or otherwise directly or indirectly using the website.
- Keep your members area password strictly confidential. Sharing a unique login name and/or password with another business is strictly prohibited.
- Agree that membership fees are non-refundable except in special circumstances at the discretion of STN management.
- Agree that membership of STN may be terminated at any time, and without cause, by both parties. STN reserves the right to refuse registration or membership to any business in breach of the Code of Conduct or for any reason. In case of termination by the member, the membership fee for the current calendar year will be due, unless otherwise agreed by both parties.
- Agree that you and anyone claiming on behalf of you releases and forever discharges STN and its affiliates, successors and assigns, officers, employees, representatives, partners, agents and anyone claiming through them (collectively, the "STN Parties"), in their individual and/or corporate capacities from any and all claims, liabilities, obligations, promises, agreements, disputes, demands, damages, causes of action of any nature and kind, known or unknown, which you have or ever had or may in the future have against STN or any of the STN Parties arising out of or relating to this agreement and the related services.
- Adhere to STN membership logo usage agreement below.

## Membership Logo Usage Agreement

This Logo Agreement is made and entered into by Sustainable Tourism Network (hereafter referred to as STN) and the STN member who has agreed and accepted the STN membership policy terms and conditions. Please note that Logo usage guidelines are subject to change.

### Ownership, Identification & Use



- The STN member acknowledges STN's sole ownership of the Logo, and all associated goodwill, and that STN retains all right, title and interest in and to the Logo.
- STN members will not use the Logo in a manner that will diminish or otherwise damage STN's reputation.
- STN members will not adopt, use, or register any corporate name, trade name, trademark, domain name, service mark or certification mark, or other designation that violates STN's rights in the Logo.
- STN members shall take reasonable steps to notify the STN of any suspected misuse of the STN's Logo. STN has the sole right to take any action concerning the Logo.
- STN member shall cooperate with STN to facilitate period review of STN member's use of the Logo.
- STN members shall promptly correct any misuse of the Logo and conform to the STN membership terms & conditions.
- The STN Logo can only be used whilst an active member of STN.
- The STN Logo must be removed once membership is ceased, has expired or any misuse of the logo has been identified.
- The STN membership logo must be used as presented here. You must not change the logo colours, typography or font.
- The STN Membership logo is intended solely to indicate your membership in the Sustainable Tourism Network. It should not be used to suggest/implies that you are certified by the Sustainable Tourism Network.
- The STN certificates of completion are intended solely to indicate your sustainability achievements. These certificates should not be used to suggest/implies that you are certified by the Sustainable Tourism Network.

### Indemnification From STN & STN Members

- STN members will indemnify and defend STN from and against any and all third party claims, damages, costs, and expenses (including reasonable solicitors' fees) related to the STN member's use of the Logo in breach of this Logo Agreement.

- In connection with any pending or reasonably anticipated STN Indemnified Claim, STN members shall promptly discontinue or modify use of the Logo on STN's request. STN shall have no liability for any STN Indemnified Claim based on STN member's use of the Logo.

## **Disclaimer Of Warranty & Limitation Of Liability**

- STN makes no warranties regarding the logo, and hereby disclaims all warranties that might otherwise be implied by law.

## **Term & Termination**

- The term of this Logo Agreement shall commence on the Effective Date and continue for one (1) year, unless terminated earlier by either party.
- Upon expiration or termination of this Logo Agreement, STN members will immediately cease use of the Logo.

## **Queries**

- For any queries contact us at [info@sustainabletourismnetwork.ie](mailto:info@sustainabletourismnetwork.ie) or in writing addressed to The Sustainable Tourism Network, Unit 52 Newtown Business and Enterprise Centre, Newtownmountkennedy, Co. Wicklow.

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