

SUSTAINABLE TOURISM NETWORK

Affiliate Membership Policy



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

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

The STN Code Of Conduct

STN affiliate membership is a progressive model, we require affiliate 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 affiliate members must agree to and optional actions to assist you with your business's sustainability mission.

Compulsory Criteria:

Affiliate 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 an affiliate member of STN. This policy must be signed by your sustainability leader or equivalent. [Guidance available here.](#)
- Practise sustainable business activities and operate to all relevant environmental, financial and other legislation relevant to the sector.
- 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 affiliate membership terms and conditions.

- Use accurate and responsible marketing methods, providing customers with full and responsible information regarding your sustainability practices.

Optional Actions To Maximise On Your Affiliate Membership:

Your business should:

- Make use of our free online courses
 - An introduction to Sustainable Tourism
 - Opportunities linked to becoming sustainable
 - Building a sustainability management system (SMS)
- Attendance at one STN networking event or the conference

Terms and Conditions

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

- Use the STN logo properly and correctly.
 - The STN affiliate membership logo will be issued when your business has shown its commitment towards sustainability by adhering to and signing this affiliate 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. It is prohibited to post any 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.
- The members area forum is a space to network and connect with members and is not an advertising forum. Promotion can be conducted when relevant to the content shared. When using the online members area you agree and warrant that you shall not saturate the space with promotions about your products and services.
- Keep your members area password strictly confidential. Sharing a unique login name and/or password with another business is strictly prohibited.
- Agree that affiliate membership fees are non-refundable except in special circumstances at the discretion of STN management.
- Agree that affiliate membership of STN may be terminated at any time, and without cause, by both parties. STN reserves the right to refuse registration or affiliate membership to any business in breach of the Code of Conduct or for any reason. STN also reserves the right to rescind your affiliate membership if we feel your

values do not align with our beliefs. In case of termination by the affiliate member, the affiliate 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 affiliate membership logo and award usage agreement below.

Affiliate Membership Logo & Award Usage Agreement

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

Ownership, Identification & Use



- The STN affiliate 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 affiliate members will not use the Logo in a manner that will diminish or otherwise damage STN's reputation.
- STN affiliate 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 affiliate 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.
- The STN Logo can only be used whilst an active affiliate member of STN.
- The STN Logo must be removed once affiliate membership is ceased, award has expired or any misuse of the logo has been identified.
- The STN affiliate membership logo must be used as presented here. You must not change the logo colours, typography or font.

- The STN affiliate Membership logo is intended solely to indicate your affiliate membership in the Sustainable Tourism Network. It should not be used to suggest/imply that you are certified by the Sustainable Tourism Network.
- The STN 6-step programme awards (1-5) are intended solely to indicate your sustainability achievements. These awards should not be used to suggest/imply that you are certified by the Sustainable Tourism Network.

Quality Control

- All Products distributed in connection with the Logo shall adhere to the terms and conditions as set out in the STN affiliate membership policy. Logo can only be used in conjunction with sustainable practices and products.
- STN affiliate members shall cooperate with STN to facilitate period review of STN affiliate member's use of the Logo.
- STN affiliate members shall promptly correct any misuse of the Logo and conform to the STN affiliate membership terms & conditions.

Indemnification From STN & STN Affiliate Members

- STN affiliate 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 affiliate member's use of the Logo in breach of this Logo Agreement.
- In connection with any pending or reasonably anticipated STN Indemnified Claim, STN affiliate 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 affiliate 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 affiliate members will immediately cease use of the Logo.

Queries

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

Wicklow.

+353 (0) 1 223 3661

www.sustainabletourismnetwork.ie

info@sustainabletourismnetwork.ie

