

Objective

Create a written document that describes your commitment to supporting your local community. This policy will be available publicly and will describe the steps you will take to support and safeguard the community.



1: Write a general statement of commitment

This should be one paragraph. It should show your understanding of the importance of the community to your business and summarise your commitment to operating your business in a way that respects, supports and protects the local economy, people and their way of life. This can be a separate policy or included as a statement in your general sustainability policy.



2: Write down the ways that you will support your community

For each of the areas listed below, decide the best ways that your business can support the community that are relevant to both the size and resources of your business and the conditions in your destination:

Supporting the local economy | Respecting and protecting local culture, traditions and way of life
Supporting initiatives that improve the community | Supporting and protecting access to essential resources and services

Write these down as your community engagement and support objectives. Include them in your community engagement policy or add them to your general sustainability policy.



3: Implement your procedures

Your objectives should be transferred to a plan and assigned to specific staff or teams to implement.



4: Assess your progress and include it in your internal reports

Each time you write your internal sustainability report, you should write down what progress has been made against each of your objectives, decide if any of them need to change and make recommendations to senior management about these changes or for new objectives.



5: Communicate your progress externally

Each time you write your external sustainability report, you should include a summary of the progress you made against at least one or two of your community engagement objectives.

More Information & Resources

Travelife Detailed Guide to Community Engagement and Support