

**Disclaimer:**

Evaluations are based on policy review and NOT fully on performance.

**Transparency in sustainability is key**

Higashimatsushima City, Japan, has been recognised for its sustainability efforts as part of the 2022 Green Destinations Top 100 Stories. They were evaluated on the **Core-15 criteria of the Green Destinations Standard**. Find out about their performance below:

## 1 DESTINATION MANAGEMENT

- Sustainable destination coordinator
- Inventory of destination assets
- Destination management policy or strategy
- Managing visitor pressure
- Visitor behaviour at sensitive sites

## 4 CULTURE & TRADITION

- Tangible cultural heritage
- Managing tourism impacts on culture
- Intangible heritage

## 5 BUSINESS & COMMUNICATION

- Entrepise engagement
- Sustainability standard

## 2 NATURE & SCENERY

- Nature conservation
- Tourism impacts on nature
- Landscape & scenery
- Captive animal welfare

## 6 SOCIAL WELL-BEING

- Human rights
- Community involvement in planning
- Inhabitant satisfaction
- Supporting local entrepreneurs
- Promoting local products and services
- Property exploitation
- Health & safety

## 3 ENVIRONMENT & CLIMATE

- Noise
- Light pollution
- Waste water treatment
- Solid waste reduction
- Waste separation & recycling
- Reducing transport emissions for travel
- Reducing energy consumption
- Renewable energy
- Responding to climate risks

### Legend

- Sufficient
- Partially sufficient
- Insufficient
- Not Applicable
- Not evaluated