

## wellbeing criteria for products



### GUIDELINES ON HOW TO USE THE WELLBEING CRITERIA

Wellbeing tourism is tourism that supports harmony and balance of body, mind, and soul for guests and hosts, in a sustainable interaction with the local community and environment.

The wellbeing criteria are a tool for self-evaluation on how your company already comply with important aspects of wellbeing. If most of the criteria can be answered positively your company is entitled to be displayed in our South Baltic Wellbeing Atlas to many potential customers interested in wellbeing travel and leisure.

For a touristic offer, product or service to qualify as delivering wellbeing to the guest, the provider and host should strive towards implementing these five core values and act following them:

- 1) **An honest** tourism product, service and host that guests can trust. It will make the guest feel safe and relaxed. For both hosts and guests, honesty is, therefore, pivotal to experience inner harmony and wellbeing.
- 2) **Caring** means providing for the physical and emotional needs of others and supporting life in all its forms. It involves empathy, compassion and consideration.

1. Do you have a strategy<sup>1</sup> to minimize waste from your production, presentation, transport and display of goods?

**Examples:** Minimize unnecessary wrapping; Reuse material for other products; Reintroduce material into the manufacturing process; Sell left over material to third-party buyers.

2. Do you have a strategy<sup>1</sup> to minimize CO<sub>2</sub>-emissions for your transport, both for receiving raw material and delivering products to your customers?

**Examples:** Make your supply chain as short as possible; Slower delivery of goods (avoid express); Producing and/or using renewable energy; Water recovery.

3. Do you aim at certifying your production or a line of your production as organic or fulfilling similar standards?

**Note:** option to answer "Our products are not applicable in this category, e.g. produce crafts from natural materials, such as local wood or textiles".

4. Do you use ingredients or parts in your products that are sustainably sourced or produced by your own?

**Examples:** using certified or similar proven sustainable ingredients, e.g. avoid palm oil, fair trade products, organic food, eco textiles, certified wood.

5. Do you give employees fair wages based on governmental rules and staff qualifications, regardless of e.g. gender and ethnicity?

**Explanation:** Fair remuneration; Provision of qualification training; Transparency of remuneration; Development paths for employees; Actions that make your employees feel your sincere care and attention to them.

6. Are you offering at least part of your product range also during parts of the shoulder season or the cold season?<sup>2</sup>

**Explanation:** Any commitment to extend the opening times beyond the main summer season is beneficial for sustainability.

7. Do you have a strategy<sup>1</sup> for a positive interaction with you and between your staff?

- 3) When being **aware**, both hosts and guests are attentive to how they feel and perceive the ambience around them consciously. Therefore, awareness is a prerequisite to intentional and conscious cherishing of harmony and balance for the body, mind, soul, community and the World.
- 4) **Being kind** implies a positive and friendly attitude and behaviour, considering the feelings of others.
- 5) **Joy** is a state of wellbeing characterized by positive and pleasant feelings. Hosts can, and should, also share their joy with guests. A joyful encounter, experience and day bring happiness to life.

A wellbeing enterprise is the one that implements and cherishes the five core values of wellbeing within its offer.

In the SB WELL project, we have chosen to work with enterprises being active in these sectors: **accommodation, gastronomy, products and services.**

According to these four themes four sets of criteria have been designed as questionnaires. Filling in a questionnaire for one theme would take approximately 30 to 55 min.

### INSTRUCTIONS FOR FILLING-IN THE QUESTIONNAIRE

- You may fill out one or multiple questionnaires when your company provide more than one touristic offer such as accommodation, gastronomy, products and services. You will be displayed on the Wellbeing Atlas in each of the categories if the criteria are fulfilled accordingly.
- Each of the four questionnaires comprises 21 questions. For being entitled to be displayed on the Wellbeing Atlas you need:
  - Answering 75% of all questions affirmative AND
  - Answering the five questions **in bold** affirmative (mandatory questions).

**NOTE:** To some questions SMEs have the option to answer with 'not applicable' with no negative effect on the final score (not the number of affirmed questions counts but the percentage over all questions = 75 %).

**Examples:** An implemented process for evaluating employee satisfaction; Using positive words; Keeping a positive attitude; Keeping work-related discussions among staff in dedicated meetings; integrate staff in organizational processes; Staff trainings.

8. Have you developed hospitality guidelines for positive interaction with your clients?

**Examples:** A well-established inviting and service-oriented attitude; Makes the activities together with our guests.

9. Do you offer guests added value without extra charge to their experience with you?

**Examples:** Our communication and interest in the person behind each individual means that we can recommend the customer to other suitable local activities; storytelling; welcome treat; free tasting/degustation.

10. Are you welcoming towards everyone?<sup>3</sup>

**Examples:** Transparent communication on product content by proper labelling and word of mouth. The information and marketing of your products; Keeping an accepting attitude towards people of different gender, ages, sexual orientation, ethnicity and, religious beliefs.<sup>4</sup>

11. Are ingredients that may cause negative effects on health (e.g., allergens) clearly stated on the packaging of the product?

**Examples:** Artificial additives used for flavouring, odour and colouring, allergenic preservatives; PFAS; nano-plastics; endocrine disrupting chemicals; carcinogenic or toxic compounds.

12. Are your products in their natural state free of artificial additives?

**Examples:** Artificial additives are artificial flavoring, odor, coloring or preservatives. Products are labelled in accordance with national and EU legislations; All artificial additives are clearly stated in the product label or information sheet.

13. Do you pay attention on quality of your raw materials rather than buying at the best price?

**Examples:** Taking pro-active care of the healthiness of product ingredients.

14. Are the ingredients or part of your products of local/regional<sup>5</sup> origin or of your own production?

**Examples:** Your ingredients or raw materials are of regional or local origin.

15. Are you aware of your social responsibility of "Fair Trade" when buying ingredients or materials that originate from ethically sensitive areas?

**Examples:** Fair trade labelled coffee, cacao, chocolate, bananas, sugar, tea, orange juice, spices etc. or from small cooperatives.

*Note: option to answer "We don't use food products from ethically sensitive areas"*

16. Do you provide clear and authentic information and images on the product, product packaging and instruction?

**Examples:** Transparent information on the content and material of the product.

17. Do you make an effort to connect your products to the local natural or cultural heritage?

**Examples:** Genuine interest that our local products protect and/or develop the local heritage and contribute to a living countryside.

18. Are you collaborating with local actors such as fellow companies, NGOs, local tourism organization or others?

**Examples:** Advise your guests on other local destinations, services, and products; Inform and educate people about the wellbeing concept in cooperation with the community and local tourism organization; Using local suppliers and transportation services whenever possible.

19. Do you contribute to common good of your region?

**Examples:** Share your knowledge for free to e.g. schools, eldercare, startups, youth groups; Hiring local talents and local young people in your business; Donate or invest part of your turnover in local social projects; Donate your products to NGOs working with people in vulnerable situations; Collaborate or being partner of a National Park, other protected areas or spots of cultural heritages.

20. Do you minimize the use of disposable plastic items?<sup>6</sup>

**Examples:** Plastic cups, plastic cutlery, vanity items, coffee/sugar/cookie sachets, avoiding wrappings/coverage for food and cutlery.

21. Do you have a strategy<sup>1</sup> on minimizing the use of water and energy, and increasing the share of clean energy?

**Examples:** Install energy meters; Choose green electricity from your supplier; Set up solar cells; Choose vehicles and transports that run on biogas, Hydrogen or electricity; Ensure that lighting, heating etc. only are on where needed using a timer or motion detector; Install low-flush toilets, showers and taps and have information on saving water; Offer room cleaning as an option for multi-night stays.

**ENDNOTES:**

<sup>1</sup> A strategy includes current inventory, goals and things to do

<sup>2</sup> Shoulder season April-May & Sept-Oct; Cold season Nov-Mar.

<sup>3</sup> Clients of different gender, ages, ethnicity and religious beliefs

<sup>4</sup> Providing fully physical accessibility to the venue is not referred to

<sup>5</sup> Within 250 km

<sup>6</sup> Unless it is requested by health institutes

