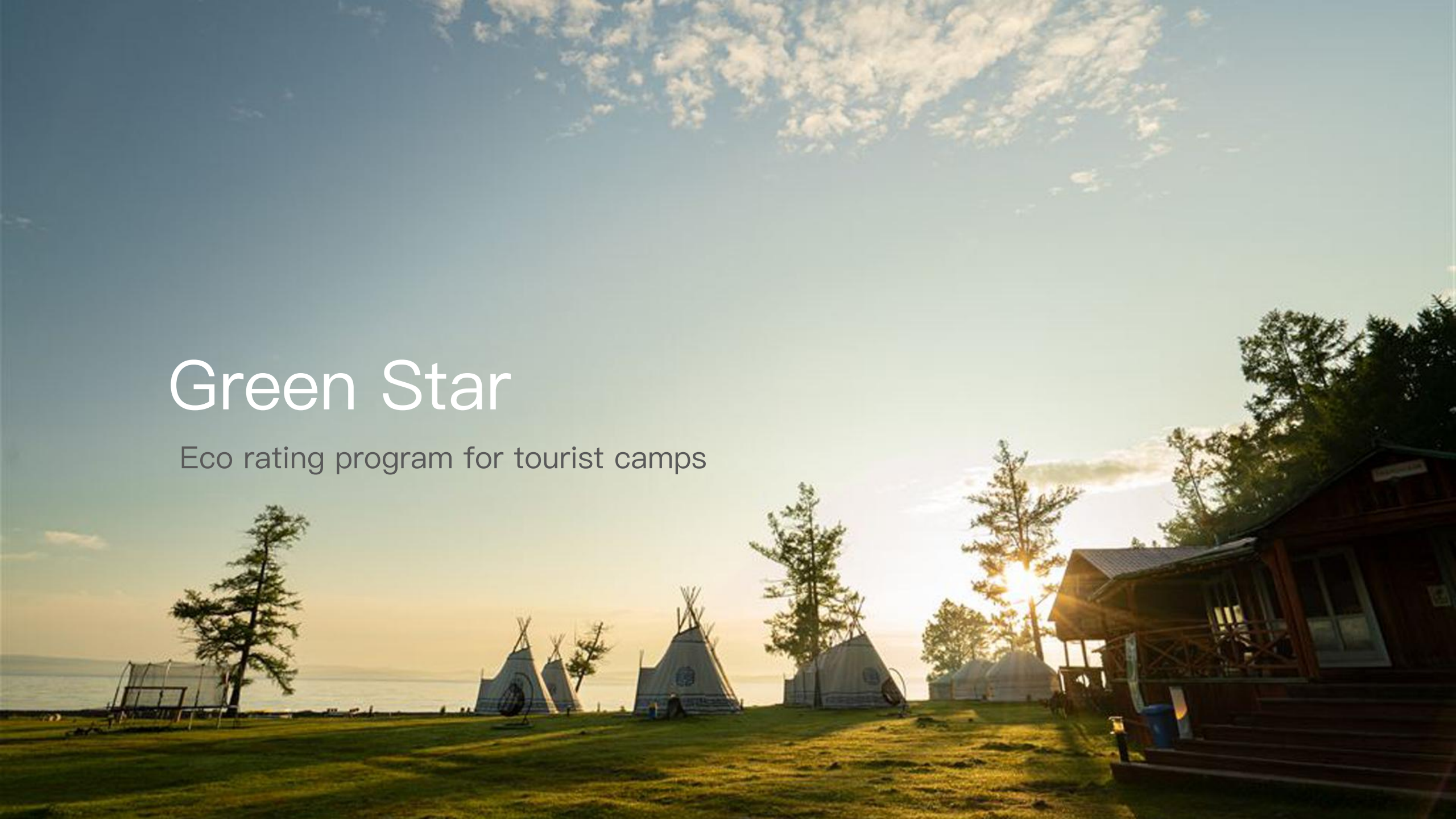


Green Star

Eco rating program for tourist camps



AGENDA

- I. Concept
- II. Campaign conditions
- III. Green star Fees
- IV. Media budget
- V. Green Star signage
- VI. Membership

I. Concept

Project name

Green Star

Timeline:

2023.05.01

Objectives:

To protect the environment by reducing the pollution and negative effects of the Hovsgol Lake NP by turning the tourist camps and ger camps operated by Hovsgol Lake NP into eco-friendly eco-camps.

Purpose:

By organizing their activities in an eco-friendly way, the camps can receive regular professional training services, increase their staff resources, promote their activities to the public through social media and portal channels, and increase their sales.

I. Concept

Project name

Green Star

Timeline:

2023.05.01

Scope:

- 50 camps operating on the west shore of the lake.
- Member of Hovsgol tourism association.
- Ger camps operating in west shore of the lake.
- Organizations operating in west shore of the lake.
- Organizations and camps operating in Hatgal village.

Objectives:

In 2023, a total of 35 tourist camps will be participated in the Green Star program and become star ranked

I. Campaign conditions

Project name

**Green
Star**

Main condition

This program will be jointly implemented by Hovsgol Tourism Association and Ecodevshilt NGO, and the participating parties of the program will choose one of the 3 types of Green Star and will support those who qualify for each star as a project.

II. Campaign conditions **ONE STAR**

REQUIREMENTS:

1. Each camp participating in the program must have paid a one-year fee for one green star rating and Hovsgol Tourism Association member organization.
2. Each camp should have color-coded trash bins and facilities to classify the dry waste generated on its own land into 7 types.
3. Each camp should have eco sanitary facility
4. When opening the camp at the beginning of the tourism season, all employees must be fully included in the waste and environmental protection training organized by the association and the project.
5. According to the training, the waste should be sorted and transported to the waste management center of the project
6. Placing information boards and printed materials promoting the project and the association's activities in the camp's information points and social media

II. Campaign conditions **ONE STAR**

Condition of support

Eco facility

- 50% of the facility will be funded by the project by proposing a standard model of the waste bin and facility. 735,500.
- to offer express shipping and handling of sorted waste at discounted rates

Content marketing

- Professional photograph 5 pc.
- Short video for social media 1 pc

Training and development

. 4-hour course with practical training, service culture training and professional and personal skill development of tourism industry employees

– **2 employees – attend on training**

Human resource

In the summer, local students with a positive attitude and initiative to work in tourist camps will undergo a 14-day intensive training to work in tourist camps.

– **2 employees – recruitment**

Media marketing

Placement in eco-tourism perspective

1. Huree.mn
2. Mongoliantravel.guide.mn
3. Zugaalga.mn
4. lhotel.mn
5. Google.maps

II. Campaign conditions **TWO STARS**

Requirements:

1. Meet the requirements for a 1–star rating and have paid a one–year fee for a 2–star rating
2. Trash cans for sorting recyclable and non–recyclable waste should be placed in each house of the tourist camp with signs.
3. Sorted waste may be transported by project vehicles for payment of appropriate fees
4. Composting all food waste from the camp by taking training on composting and not dumping it in the Hargana landfill.
5. To prepare composting wooden bins.

II. Campaign conditions **TWO STARS**

Condition of support:

Eco facility

- Condition of support: eco facility. 50% of the facility will be funded by the project by proposing a standard model of the waste bin and facility. 735,500.
- Training on food waste composting for free at the camp
- A report on the sorted and transported waste will be provided during the tourism season.

Content marketing

- Professional photograph 8 pc.
- Short video for social media 2 pc
- A short text expressing the satisfaction and memories of service provider customers 1 pc.

Human resource

- **3 employees – recruitment**

Training and development

- **3 employees – attend on training**

Media marketing

1. Join.me
2. Zugaalga.mn
3. Huree.mn
4. Mongoliantravel.guide.mn
5. lhotel.mn
6. Google.maps
7. Maps.me

II. Campaign conditions **THREE STARS**

Requirements:

1. Be eligible for one or two star status and have paid one year's fee for three star status.
2. 100% separation of waste generated from own base
3. To support the project to support the education of Hovsgol children by donating a one-year scholarship for one child
4. Continuously promote and support the work of our eco-camp and project.

II. Campaign conditions **THREE STARS**

Support of conditions:

Eco facility

- 100% of the facility will be funded by the project by proposing a standard model of the waste bin and facility.
- Training on food waste composting for free at the camp
- A report on the sorted and transported waste will be provided during the tourism season.

Content marketing

- Content marketing: professional photograph 10 pc.
- Short video for social media 3 pc
- A short text expressing the satisfaction and memories of service provider customers 2 pc.

Human resource

- **3 employees – recruitment**

Training and developmentt

- **5 employees – attend on training**

Media marketing

- | | |
|-------------------------|---|
| 1. Join.me | 7. Touristinfo.mn |
| 2. Mongoliatravel.guide | 8. World wanderers (pin post, Cover photo – 1 time) |
| 3. Itrip.mn | 9. Google map |
| 4. Ihotel.mn | 10. Maps.me |
| 5. Zugaalga.mn | 11. Discovermongolia.mn |
| 6. Huree.mn | |

External addressing

Prepare and place a 3–star award

III. Green Star fees

Project name

**Green
Star**

1. One-year tourist camp fee for one-star rating of 300,000₹
2. One-year tourist camp fee for two-stars rating of 400,000₹
3. One-year tourist camp fee for three –stars rating 500,000

IV. Media budget

One star

Content marketing— 200'000₣
Media marketing— free

Two stars

Content marketing— 350'000₣
Media marketing— free

Three stars

Content marketing— 500'000₣
Media marketing— 500'000₣

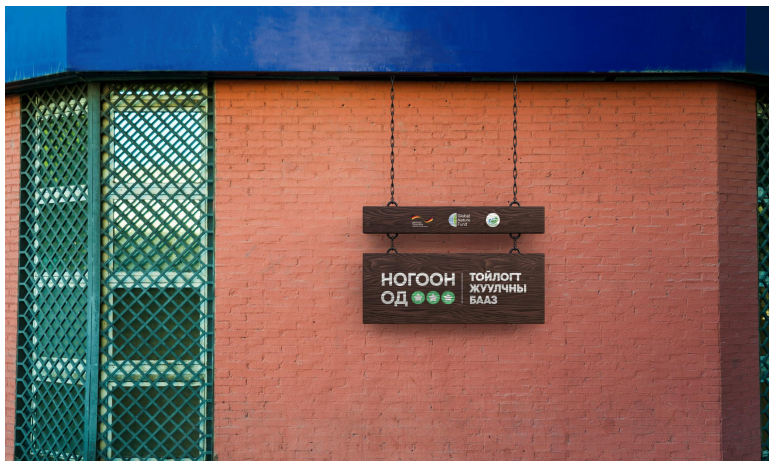


V. Green star SIGNAGE

Inside



Outside



VI. Membership in 2023

НОГООН
ОД ★★

Хөтөлбөрт **Байгаль Тур**
жуулчны бааз нэгдлээ.



НОГООН
ОД ★★

Хөтөлбөрт **Наран Зангилаа**
жуулчны бааз нэгдлээ.



НОГООН
ОД ★★

Хөтөлбөрт **Уран дөш**
жуулчны бааз нэгдлээ.



НОГООН
ОД ★★

Хөтөлбөрт **Тайга**
жуулчны бааз нэгдлээ.



НОГООН
ОД ★★

Хөтөлбөрт **Double lake**
жуулчны бааз нэгдлээ.



НОГООН
ОД ★★

Хөтөлбөрт **Тойлогт**
жуулчны бааз нэгдлээ.



НОГООН
ОД ★★

Хөтөлбөрт **Байгаль Вуд**
жуулчны бааз нэгдлээ.



НОГООН
ОД ★★

Хөтөлбөрт **Grand tour**
жуулчны бааз нэгдлээ.



VI. Membership in 2023

**НОГООН
ОД** ★★

Хөтөлбөрт Хүн Одоод
жуулчны бааз нэгдлээ.



**НОГООН
ОД** ★★

Хөтөлбөрт Хөвсгөл Сор
жуулчны бааз нэгдлээ.



Thank you.