

# GREEN MEMBER CODE OF ETHICS

## Preamble

The Green Members of the American Society of Travel Agents (ASTA) recognize that the fight against global climate change will be of critical importance to the 21st century, including the future of world tourism. We recognize our responsibility to implement measures to diminish our own carbon footprint, decrease greenhouse gas emissions, conserve energy, reduce waste and recycle whenever possible. The Green Members of ASTA believe that by combating global warming, we can better serve our industry and our clients while promoting travel that will foster intercultural understanding and ecological responsibility.

## Responsibilities of All Green Members

To meet these responsibilities, the Green Members of ASTA pledge to manage our businesses according to the following principles:

- ♻️ To operate our businesses in a manner that protects and sustains natural resources and the environment.
- ♻️ To commit to decrease energy consumption, reduce waste and recycle.
- ♻️ To promote and educate our agents and employees on travel options and suppliers that implement programs to protect and sustain natural resources and the environment.
- ♻️ To refrain from making deceptive environmental marketing claims or other spoken or written communications which mislead the travel purchasing public.
- ♻️ To respond within three weeks of receiving a consumer complaint from ASTA. Green members agree to informal mediation to resolve complaints through ASTA's Consumer Affairs Department.

## Conclusion

Adherence to the Green Member Code of Ethics is what sets Green Members apart from other travel agents. Failure to follow the regulating guidelines for Green Members may result in disciplinary actions or dismissal from the Green Member program and/or ASTA.

