

## EcoSplash Sustainability Policy

EcoSplash is dedicated to creating a trusted marketplace for eco-friendly products, services and travel experiences. Our commitment to sustainability is at the core of our mission and we aim to maintain the highest standards of environmental and social responsibility across every listing on our platform. This policy outlines our sustainability criteria and the measures we take to ensure that every EcoSplash offering contributes positively to people and the planet.

### 1. Purpose

Our Sustainability Policy serves to:

- Ensure that all listings on EcoSplash meet stringent eco-friendly criteria.
- Promote transparency and accountability across all products, services and travel experiences featured.
- Continuously improve our sustainability practices, aligning with the latest advancements in eco-certifications and sustainable business practices.

### 2. Sustainability Standards and Verification

EcoSplash requires all businesses to meet specific sustainability standards before listing. This ensures that only genuinely sustainable offerings are available on our platform. Our standards cover:

#### 1. Products:

- **Material Sourcing:** Products must use responsibly sourced, renewable or recycled materials, with preference given to certified materials (e.g., GECA, BCorp, FSC).
- **Manufacturing Practices:** We assess the environmental impact of the manufacturing process, emphasising low emissions, energy efficiency and waste reduction.
- **Packaging:** Packaging must be minimal, recyclable or biodegradable to reduce waste.
- **Product Lifecycle:** Products should be designed for longevity, reusability or recyclability to minimise waste.
- **Certifications:** Products with credible third-party certifications are prioritised, providing additional verification of eco-friendly practices.

#### 2. Services:

- **Operational Sustainability:** Service providers must demonstrate environmentally responsible practices in daily operations, such as energy efficiency, waste reduction, and water conservation.
- **Materials Used:** Services that involve physical materials (e.g., cleaning services) must use non-toxic, biodegradable, and eco-certified products.
- **Local Impact:** We favour service providers who support local communities, fair labour practices and contribute positively to environmental and social wellbeing.

### 3. Travel:

- **Eco-Responsible Practices:** Travel providers must implement sustainable practices such as conserving resources, protecting local biodiversity, and reducing waste.
- **Community Support:** Preference is given to travel businesses that promote local economies, employ fair labour practices and uphold cultural integrity.
- **Low-Impact Initiatives:** We prioritise accommodations and tours with eco-certifications (e.g., EarthCheck, Green Key) that actively reduce their environmental footprint.

### 3. Verification Process

EcoSplash uses a combination of manual review, self-assessment and AI-driven verification to evaluate each listing's sustainability credentials. Businesses are required to complete a sustainability questionnaire and responses form part of their public profile.

Key elements include:

- **Transparency:** Businesses are required to disclose their sustainability practices, which are visible to consumers.
- **Continuous Improvement:** We refine our standards regularly, with businesses expected to meet any updated criteria over time.
- **User Feedback and Accountability:** Consumers can review and provide feedback on listings, helping to hold businesses accountable to their sustainability claims.

### 4. Public Accountability

EcoSplash believes in empowering consumers to make informed decisions. Each business' sustainability profile, including certifications, eco-scores and user reviews, is

publicly available. Consumers can also report discrepancies in sustainability claims, which we will promptly investigate.

## **5. Commitment to Ongoing Improvement**

Sustainability is an evolving field, and EcoSplash is committed to staying at the forefront. We actively seek partnerships with leading sustainability organisations and update our criteria to align with the latest best practices and technologies.

## **6. EcoSplash Certified Badge**

Businesses that meet our standards may display the EcoSplash Certified badge, symbolising a verified commitment to sustainability. This badge builds trust with consumers, encouraging more sustainable choices across our platform.

## **7. Contact Us**

If you have any questions about EcoSplash's Sustainability Policy or wish to learn more about our criteria, please reach out at [admin@ecosplash.com.au](mailto:admin@ecosplash.com.au). We are committed to transparency, innovation and continuous progress toward a sustainable future.