

ECOS (Environmentally-Conscious Outdoor Services)
2002 Season Listing Matrix & Questionnaire

As an outdoor recreation and eco-tourism operator, we believe that your role in providing public education and advocacy for the environment is inherently valuable. In many cases, you represent the front-line of contact with patrons who may be new to the idea of environmental stewardship; a significant amount of people possessing the disposable income to undertake organized eco-tours may still be new to the notion of protecting the environment. That's where your tour or service curriculum plays a vital role – you have the opportunity to turn these 'new users' of our natural resources into future, active and dedicated stewards.

As such, we invite you to apply for a listing on our ECOS webpage. ECOS was developed to allow for our website visitors to examine an independent, non-profit review of area operators, in order to objectively assess your ability to provide an environmentally-conscious and responsible educational experience for your patrons -- ideally, it will be an experience that will encourage patrons to become actively engaged in stewardship of natural resources, wildlife and their ecosystems. Once we determine that you fit the criteria of an ECOS approved business, we will list you as a **SeaWolf Approved** business and link your website to our ECOS page. We will also recommend that our readers patronise your business at every opportunity.

As a **SeaWolf Approved** business, you are on record as having received our endorsements and recommendations as an 'environmentally responsible' operator. **SeaWolf Approved** designations are based on objective evaluations of services provided by these companies; consideration is primarily given to the operator's knowledge and ethical behaviour around wildlife species, along with your efforts to proactively encourage their future involvement in environmental protection, and finally, on your client satisfaction record. **Please note that Project SeaWolf takes no payment for reviewing and/or endorsing tour operators!**

Assessments are conducted by Project SeaWolf designees who have extensive personal knowledge or experience with eco-tourism, either as environmental leaders, naturalists, photojournalists or environmental activists. Please note that SeaWolf assessments, by their nature, are partially subjective, and while all care will be taken to provide a fair assessment, SeaWolf reserves the right to determine who we choose to list or promote as a **SeaWolf Approved** business or operator.

Assessment Worksheet

1 2 3 4 5 6 7 8 9 10

- 1) Does the operator/business practice environmentally sound business habits where applicable (i.e., use of recycled materials, non-paper/Styrofoam products, waste receptacles, non-CFC aerosol or refillable containers, disposable products, two-sided print, etc.)? _____
- _____
- _____
- _____

1 2 3 4 5 6 7 8 9 10

- 2) Examine the operator/business's promotional material; does the operator/business use environmentally friendly print production methods (recycled paper, soy-based inks, low-gloss paper stock, etc.) or do they include the 'recycle, reduce, re-use' logo on their promotional materials? _____
- _____
- _____
- _____

1 2 3 4 5 6 7 8 9 10

- 3) Using an estimated percentage rating, provide an overall rating of the operator/business's incorporation of environmental/population status, conservation issues, and threats to survival and biological/ecological information during interpretation. _____

1 2 3 4 5 6 7 8 9 10

- 4) To what extent does the operator/business promote the concepts of 'interconnectivity' or the 'whole ecosystem' approach when conducting interpretative sessions?

1 2 3 4 5 6 7 8 9 10

- 5) If applicable, evaluate the operator's vessel handling or proximity behaviour around wildlife. Does the operator conduct responsible, low-speed, passive approaches to wildlife? Is the operator aware of changes in wildlife behaviour, manifestations of stress or agonistic responses? Does the operator withdraw from wildlife after a reasonable period of time? _____

1 2 3 4 5 6 7 8 9 10

- 6) If applicable, evaluate the naturalist's or interpretator's understanding of the conservation status, threats, issues, or factors contributing to the subject wildlife or ecosystem's long-term sustainability? Does the naturalist or interpretator respond to patron's questions with comprehensive answers, or provide a means to obtain desired information? _____

1 2 3 4 5 6 7 8 9 10

- 7) Does the operator provide references or resources to locations, websites, agencies, specialists or other places where patrons might find additional information about subject species, ecosystems, or habitats? Does the operator have a clear knowledge of, or refer patrons, to scientific resources that work with subject species or ecosystems? _____
