Bridging the Gap

Scalable Sustainability for Curaçao's Apartments

For the CTB's Quality Assurance Program in collaboration with CITI



Source: www.curacaotouristboard.com

Vision by Andy Kirchner



Small-scale accommodation is the backbone of "authentic" Curaçao.

We can turn sustainability into a competitive advantage.

Goal:

To evolve the CTB Quality Assurance Program (QAP)
from a "pass/fail" obstacle
into a tiered "growth journey" for local apartment owners.



The "Simple Action" Solution

The Problem:

- Currently, the "Sustainability" component of the QAP can feel like a high barrier to entry. Small apartment owners often view sustainability as "too expensive" or "only for big resorts".

The Proof:

- Only a few pioneers like Mondi Lodge (Eco-Resort), Jan Thiel Lodges (?), and Papagayo (Green Globe) have achieved high-level certifications

The Opportunity:

- 62 establishments were recently certified under the general QAP, but not all earned the "SDG Seal". We need to capture the other 59+ and the hundreds of non-certified apartments.

Source: www.curacaotouristboard.com

The "Why" for the Owner

Address the primary concerns identified in our research (Cost vs. Benefit):

Profitability:

- Energy-efficient appliances and water-saving fixtures directly lower utility bills.

Visibility:

- Tiered certification earns them "Featured" status on Curacao.com where they be featured with their aproval rating attracting the growing "Conscious Traveler" demographic.

Risk Mitigation:

- Voluntary audits help owners identify maintenance gaps before they lead to negative guest reviews.

Make it visible. Make it recognizable.

Implementation Proposal: The "Innovation Scan"

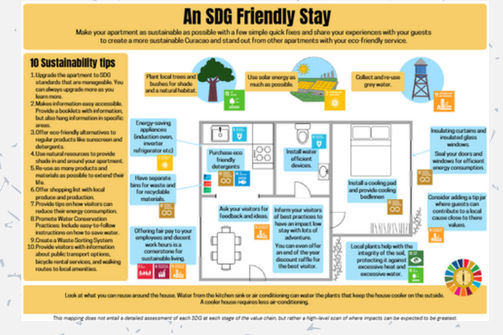
CITI Partnership:

Source: www.citi.cw

- Use CITI's existing "Innovation Scan" to include a "Sustainability Readiness Check".
- Offer workshops, coaching or councling based on the findings for participants.

Actionable Tools:

- Provide a "Trip Checklist" and "Sustainable Apartment Infographic" as free resources upon registration to the program.



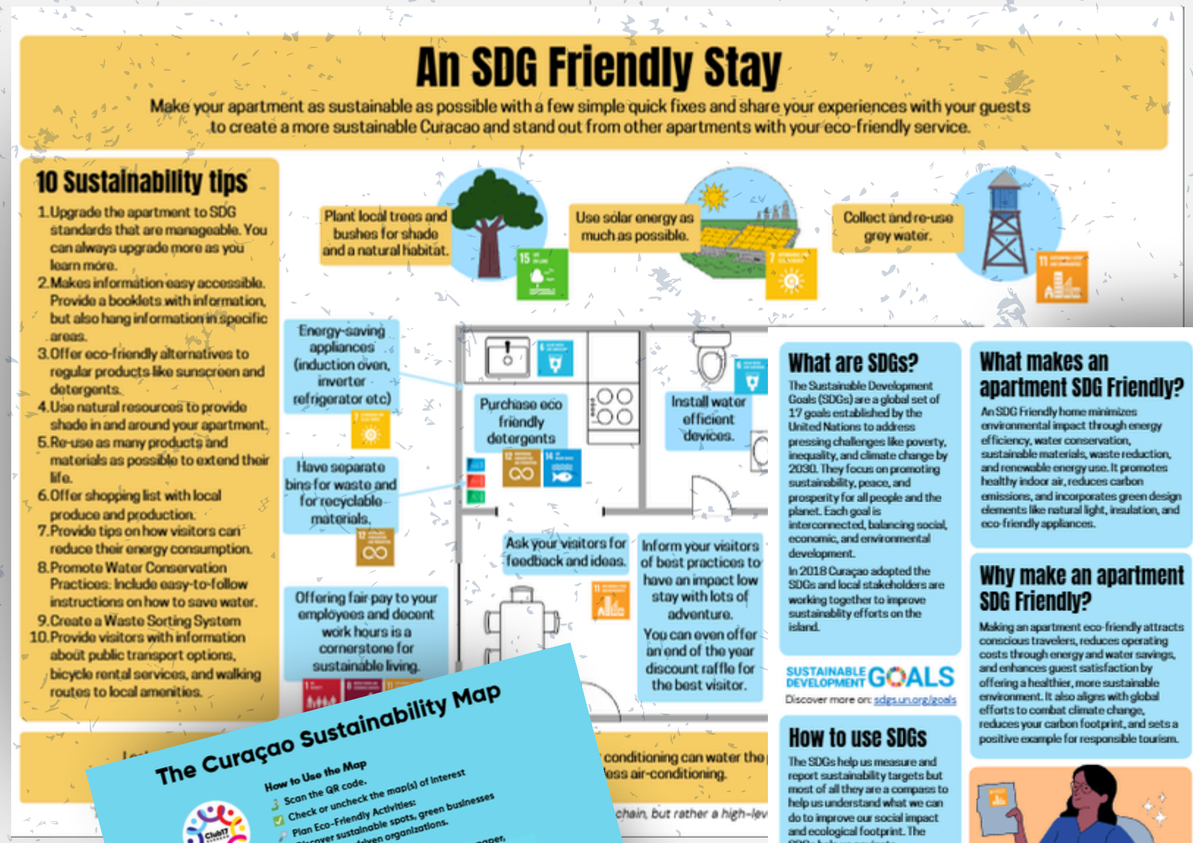
The "User Persona" Audit:

- Offer your services as a "User Persona" auditor to provide independent, SDG-focused quality checks that feel like coaching rather than a government inspection.

Small incentives for a journey of growth and quality improvements.

Making it actionable

Everyone can take small steps









Provide for service providers,
so they can provide for our guests

The "Kòrsou ta Dushi" Vision

The Message:

**"Sustainability isn't about being perfect;
it's about being better today than yesterday".**

The Call to Action:

- Let's pilot an entry-level criteria with the next cohort of 20 apartments to prove that simple steps lead to big impact.

We are on a journey together. Let's discover it.



Get in touch today

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“Si bo ta bai hasi algu bon,
hasié mesora pa bon pa nos futuro.”





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