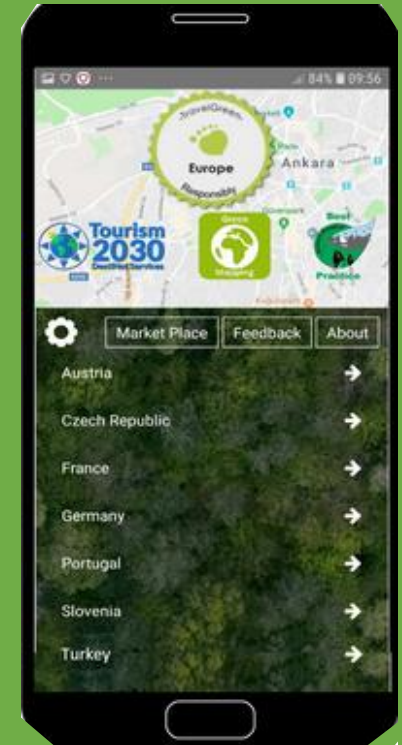


The *Travel Green Planet –Responsibly* Collaboration Initiative



GSTC Annual Conference 2019
Terceira. Azores, Portugal

Presentation:
Herbert Hamele, Gordon Silence
Ecotrans Tourism 2030
Sustainability Development Services



The *Travel Green Planet* – Responsibly Collaboration Initiative

Our ITB Berlin 2019 launch of the "Tourism2030 - *Travel Green Planet* Mapping Initiative"



This initiative aims to have all tourism in protected areas certified by 2030 as its flagship goal under SDGs 12, 13, 14 and 15, with our current Tourism 2030 - Green Travel Maps and App providing the baseline measure and the system that each member state or region can tangibly contribute towards.



GOING

GREEN

Which aims are you going to support ?

Which criteria are linked to these SDGs ?

Which certificates require these criteria ?

Which businesses & destinations are certified ?

Which are the best ?

How to raise the green market share ?



▶ SDGs



▶ GSTC criteria & indicators



▶ Certification Quickfinder



▶ Green Travel Maps



▶ Good Practice Browser



▶ Travel Green Marketplace & App



The Travel Green Planet – Responsibly Collaboration Initiative

CERTIFICATION QUICKFINDER



Which certificate for my business?

The Global Certification Quickfinder helps tourism businesses, destinations and tour operators to find those certificates which are available to them in their country and which meet their expectations on the coverage of sustainability issues, the credibility level, the visibility of their certified tourism on the global Green Travel Maps and other services for their applicants and members.

1. Select your "Category" and/or filter by your "Country"
2. Filter the available certificates
3. View the profile(s) & make your choice!



Top Transparency: Certificates with Profiles & Maps

The screenshot shows the 'Global Certification Quickfinder' interface. At the top, there are filters for 'Category' (set to 'All'), 'Filter by country of operation' (set to 'All'), and a search bar for 'Zoom to location'. Below these are filters for 'Operational level' (set to 'All'), 'Sustainability' (set to 'All'), 'Credibility' (set to 'All'), and 'Services' (set to 'All'). The interface indicates it is 'Displaying 268 location(s)'. The main part of the screen is a world map with 'Karte' (Map) and 'Satellit' (Satellite) options. The map shows numerous blue star icons representing certified locations across various countries, with some red circular markers indicating specific counts (e.g., ~10, ~20, ~100). The map includes labels for major regions and oceans in German, such as 'Nord Atlantischer Ozean', 'Süd atlantisch', and 'Indischer Ozean'. A Google logo is visible in the bottom left corner, and 'Kartendaten © 2019 Nutzungsbedingungen' is in the bottom right.

The Travel Green Planet – Responsibly Collaboration Initiative

GREEN TRAVEL MAPS



The global **Green Travel Maps** with its *services for certificates and destinations* support the visibility of tourism businesses, destinations and tour operators that demonstrably contribute to a environmentally friendly and socially compatible tourism.

- **World:** Search the global map below with more than 13,000 locations!
- **Europe:** View our *national and destinations'* Green Travel Maps.
- Filter the choices: You can select *10 categories* of certified tourism.



The *Travel Green Europe - Responsibly* app is fed by the *Green Travel Maps*.

The screenshot displays the Green Travel Maps website interface. At the top, there are three filter sections: "Filter by country" (a dropdown menu), "Filter by Certificate" (set to "All"), and "Zoom to location" (with a "Go" button). Below these are "Selected categories" including: "Tour operators, Travel agents, Intermediaries", "Travel Packages", "Transport & Mobility Services", "Accommodation Providers", "Camping", "Restaurants & Catering Services", "Attractions", "Activities", "Shopping", and "Destinations". The main area shows "Displaying 14079 location(s)." and a world map with "Karte" and "Satellit" view options. The map is populated with numerous location markers, each featuring a green leaf icon and a numerical value (e.g., ~100, ~500, ~1k, ~2k). The map includes labels for various countries and oceans, and a Google logo is visible in the bottom left corner.

The Travel Green Planet – Responsibly Collaboration Initiative

GOOD PRACTICE BROWSER

The Tourism2030 Good Practice Browser allows you to search and filter outstanding examples of businesses and destinations all over the world. The Browser so far shows the locations of more than 500 finalists and winners of environmental and sustainability awards. About 70 examples - a.a. in European destinations - have been described in detail with their approaches, measures and achievements. You can filter these examples per country, category, landscape type - and per the GSTC criteria for destinations.



The Travel Green Planet – Responsibly Collaboration Initiative

TRIANGLE GOING GREEN BUSINESS PROGRAMME

A TRIANGLE Service for SME and Destinations

The Going Green - Travel & Tourism 2030 programme is a **TRIANGLE business sustainability outreach service** for members & beneficiaries who wish to face the challenges and take the opportunities of the 2030 global Agenda. Tourism businesses and service providers in destinations with protected areas across Europe as well as destination managers get an introduction to the tools and services for **managing, monitoring and marketing their green offer**.

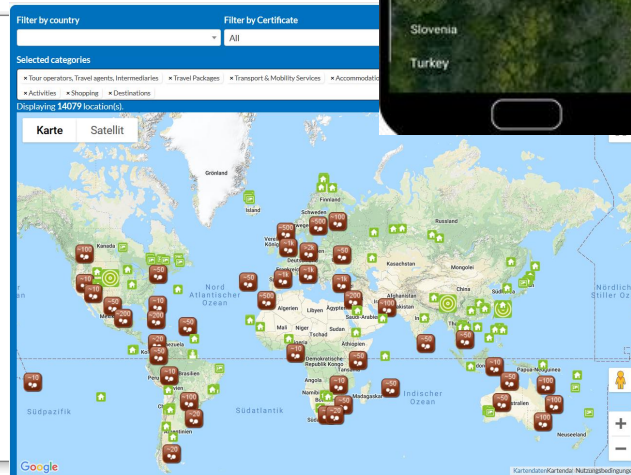
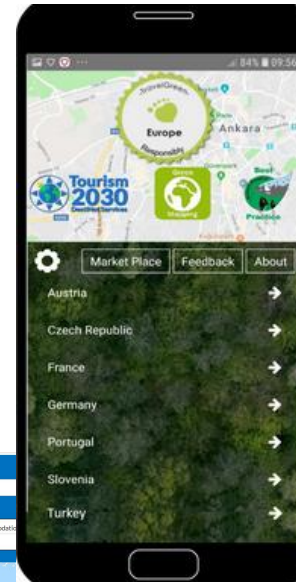


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Your Destination

Green Travel Map Bliesgau BR

The destination management organisation of Saarpfalz-Kreis in partnership with the Biosphere Reserve Bliesgau administration uses the map to assess and monitor the tourism businesses and services with green proofs, including regional certificates. The Green Travel Map is supporting their planning and decision making on the development, greening and marketing of sustainable tourism.
Contact: Lisa Schann, touristik@saarpfalz-kreis.de

2018: More than 40 businesses and service providers with green certificates



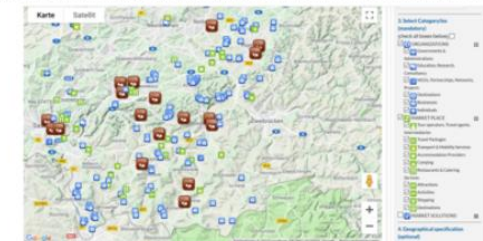
Green Certificates



Going Green 2030: Biosphere Destination Bliesgau

Special service: The Going Green tools

help to expand the sustainable tourism offer and to support the market access of the certified businesses and services.



Going Green

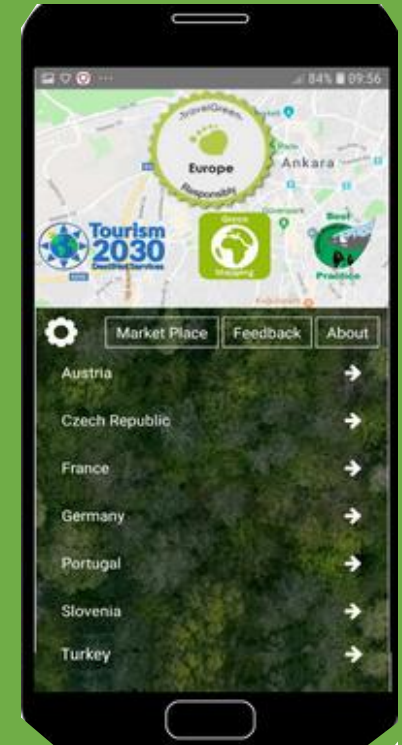
PLEASE JOIN IN A Ten Year Team to Transform Tourism By 2030 – and Save our Planet Professionally



*Travel Green Planet –Responsibly
Collaboration Initiative*

Starting at - ITB Berlin 2020!

Contact: Herbert Hamele, Gordon Sillence
Ecotrans Tourism 2030 Sustainability Development Services



Thank you for your attention ... we look forward to hearing from you!