



SHORT INFORMATION - 2011

ECOTRANS is a **European network** of experts and organisations in Tourism, Environment and regional development, who are seeking to promote good practice in the field of **Sustainable Tourism**. ECOTRANS was founded in 1993 and is registered as a not-for-profit organisation in Saarbrücken/ Germany. The name ECOTRANS embodies **two basic principles**:

- The link between "ecology" and "economy"
- The transfer and publication of know-how and hence greater transparency.

The **activities** include the development, monitoring, research, networking and dissemination of voluntary initiatives, tools, indicators and best practice examples for environmentally friendly, socially compatible and economically sound tourism. **Recent projects** include a global assessment of voluntary initiatives for sustainable tourism, a European handbook "Innovation in Tourism – how to create a tourism learning area", continuous update of about 100 sustainable tourism certification programmes world wide, presentation of more than 300 best practice examples in the tourism sector, the development of tools for tourism businesses, tour operators and destinations, and the use and integration of the Global Sustainable Tourism Criteria e.g. for the development of a European Eco-Tourism Labelling Standard.

In partnership with the European Environment Agency EEA, UN WTO and UNEP the ECOTRANS organisation since 2004 is administrating the **DestiNet** portal for sustainable tourism information and communication. Being a UN registered "Partnership for Sustainable development" DestiNet serves as public information sharing platform for all tourism stakeholders and networks from local to global level who are working for making tourism more sustainable. In 2011 ECOTRANS is upgrading DestiNet as ICT platform for "Knowledge Networking for Competitive and Sustainable European Tourism", as part of the project **FAST-LAIN** with support from the European Commission CIP programme and in collaboration with tourism authorities, research bodies and international organisations.

ECOTRANS is a founding member of the *Global Sustainable Tourism Council* (2010) and the *Global Partnership for Sustainable Tourism* (2011).

ECOTRANS e.V.

Futterstr. 17-19
D-66111 Saarbrücken
T: +49 681374679
F: +49 681374633
contact@ecotrans.de
www.ecotrans.org
www.destinet.eu

(September 2011)

