

LAF Study Tour on Tourism,
European Commission & Committee of the Regions,
Brussels, 20th June 2011

Using Ecolabels for Mainstreaming European Sustainable Tourism



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ECOTRANS e.V.

European Network for Sustainable Tourism Development (founded 1993)

- Members in 14 countries
- International studies & research
- European pilot projects & initiatives
- Knowledge centre for Tourism Ecolabelling
- Networking and dissemination of good practice

Member of

- DestiNet - UN Partnership for Sustainable Development
- Global Sustainable Tourism Council
- Global Partnership for sustainable Tourism



DestiNet



TRAVELFOREVER
GLOBAL SUSTAINABLE TOURISM COUNCIL



THE GLOBAL PARTNERSHIP FOR
SUSTAINABLE TOURISM

CONTENT

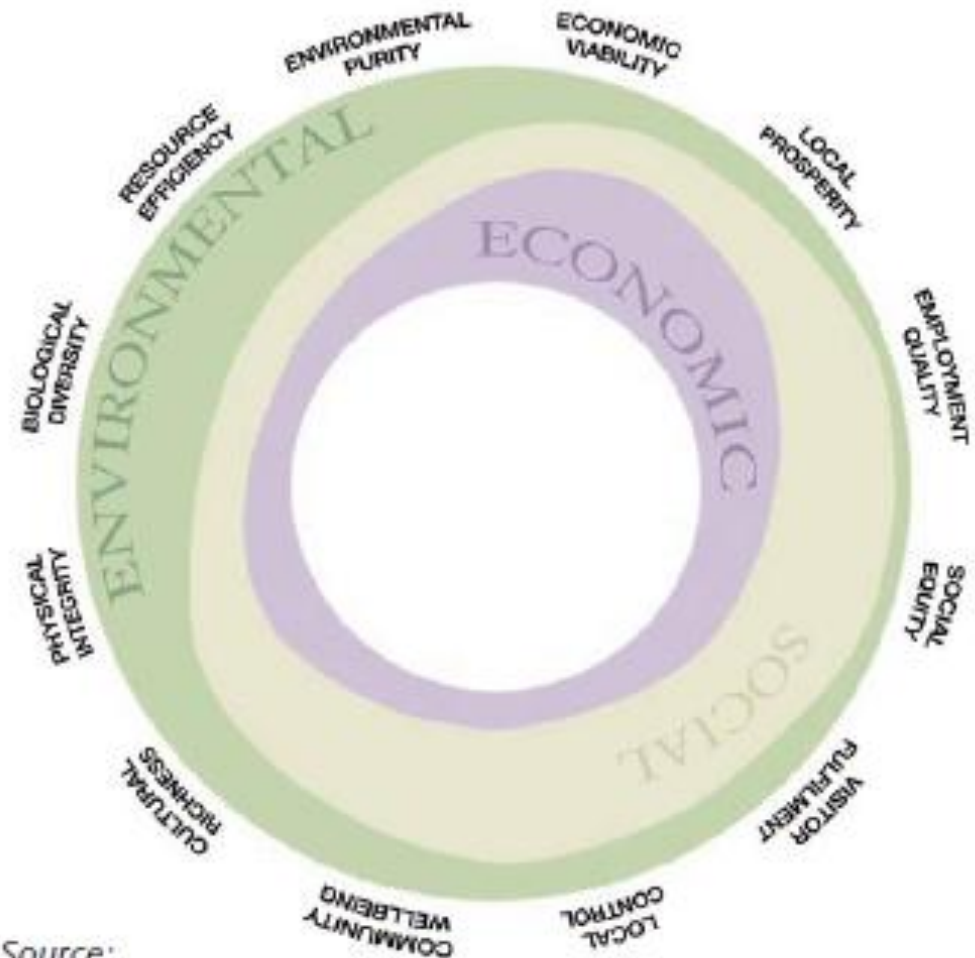
- 1. Sustainable Tourism**
- 2. Ecolabels for European Tourism**
- 3. Role of Sustainable Tourism Certification**
- 4. Bringing stakeholders & information together**
- 5. Using the DestiNet Sustainable Tourism Information & Communications Portal**

1. Sustainable Tourism

Making Tourism more sustainable – A guide for policy and decision makers



The 12 aims for an agenda for sustainable tourism (UNWTO/UNEP) are relevant to all destinations and allow to define specific objectives and priorities.



Source:

WTO, UNEP, Making Tourism More Sustainable, 2005

The Global Sustainable Tourism Criteria (since 2008)

A. Sustainable Management

- A.1. Management System
- A.2. Legal Compliance
- A.3. Employee Training
- A.4. Customer Satisfaction
- A.5. Marketing Accuracy
- * A.6.1. Zoning
- * A.6.2. Design and Siting
- * A.6.3. Sustainable Construction
- * A.6.4. Special Needs Access
- A.7. Interpretation

B. Social/Economic

- B.1 Community Development
- B.2. Local Employment
- B.3 Fair-Trade
- B.4 Local Entrepreneurs
- B.5. Indigenous Communities
- B.6. Exploitation
- B.7. Equitable Hiring
- B.8 Employee Protection
- B.9. Basic Services

C. Cultural Heritage

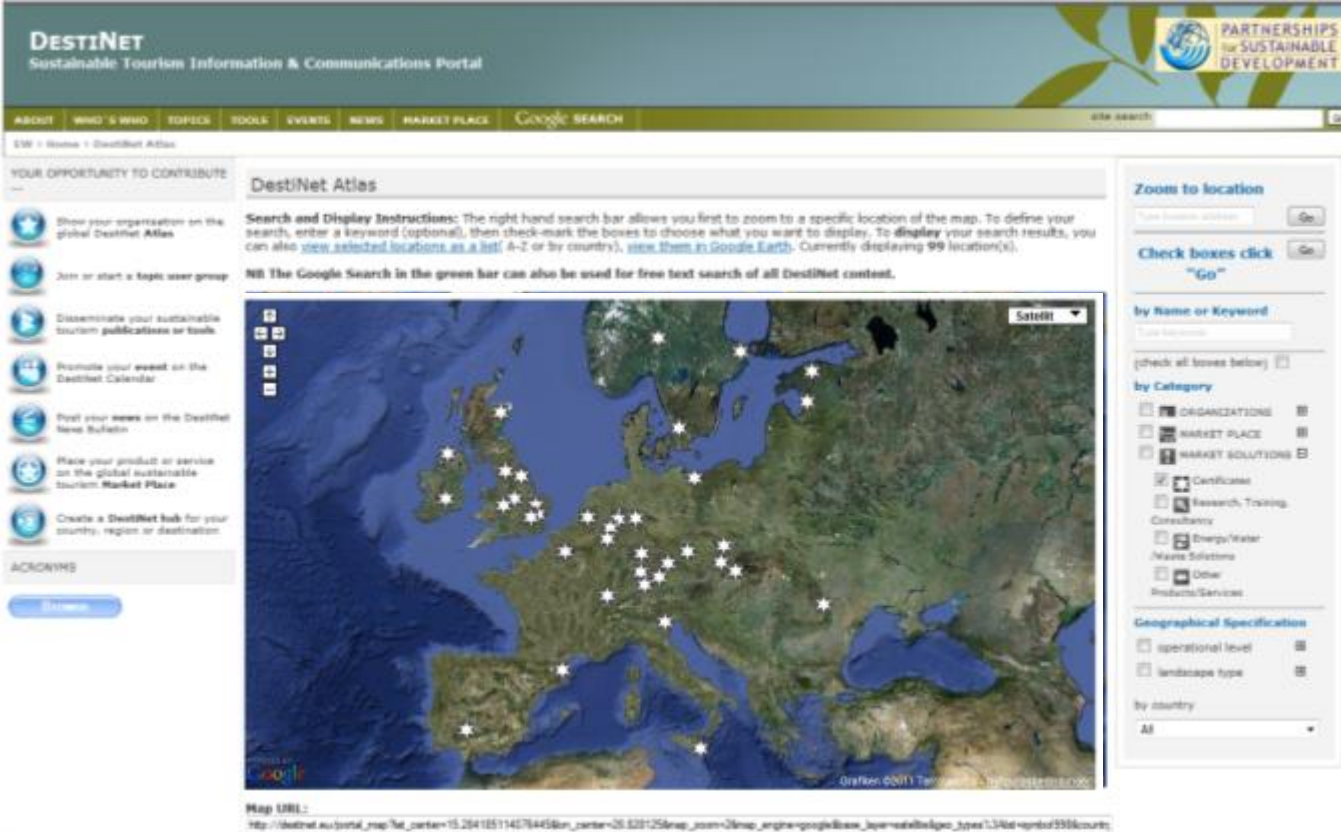
- C.1. Code of Behavior
- C.2. Historical Artifacts
- C.3. Protection of Sites
- C.4. Incorporation of Culture

D. Environment

- D.1.1. Purchasing Policy
- D.1.2. Consumable Goods
- D.1.3. Energy Consumption
- D.1.4. Water Consumption
- D.2.1. Greenhouse Gas
- D.2.2. Wastewater
- D.2.3. Waste Management Plan
- D.2.4. Harmful Substances
- D.2.5. Other Pollutants
- D.3.1. Wildlife Species
- D.3.2. Wildlife in Captivity
- D.3.3. Landscaping
- D.3.4. Biodiversity Conservation
- D.3.5. Interactions with Wildlife

2. Ecolabels for European Tourism

100 certificates and standards for sustainable tourism worldwide,
50 are available for European Tourism businesses



DESTINET
Sustainable Tourism Information & Communications Portal

ABOUT WHO'S WHO TOPICS TOOLS EVENTS NEWS MARKET PLACE Google SEARCH site search

EW Home DestiNet Atlas

YOUR OPPORTUNITY TO CONTRIBUTE

- Show your organisation on the global DestiNet Atlas
- Join or start a topic user group
- Disseminate your sustainable tourism publications or tools
- Promote your event on the DestiNet Calendar
- Post your news on the DestiNet News Bulletin
- Place your product or service on the global sustainable tourism Market Place
- Create a DestiNet hub for your country, region or destination

ACRONYMS

[View more](#)

DestiNet Atlas

Search and Display Instructions: The right hand search bar allows you first to zoom to a specific location of the map. To define your search, enter a keyword (optional), then check-mark the boxes to choose what you want to display. To display your search results, you can also view selected locations as a list (A-Z or by country), view them in Google Earth. Currently displaying 99 location(s).

NB The Google Search in the green bar can also be used for free text search of all DestiNet content.

Zoom to location

Type location address

Check boxes click "Go"

by Name or Keyword

Type keywords

(check all boxes below)

by Category

- ORGANIZATIONS
- MARKET PLACE
- MARKET SOLUTIONS
- Certificates
- Research, Training, Consultancy
- Energy/Water/Waste Solutions
- Other Products/Services

Geographical Specification

- operational level
- landscape type

by country

All

Map URL:
http://destinet.eu/portal_map/?lat_center=15.204105114276445&lon_center=25.520125&map_zoom=0&map_engine=google&map_layer=satellite&map_type=13&lat_reorder=330&country=

<http://destinet.eu>

International



COMMITTING TO A SUSTAINABLE FUTURE SHOULD BE THE GOAL OF EVERY ORGANISATION, COMMUNITY, AND BUSINESS.



Europe



National



Regional



Main differences

1. **Coverage** of the global sustainability criteria (only environmental > all 4 sections)
2. **Specification** of criteria (regional > national > European > international)
3. **Reliability** of the verification procedure (2nd or 3rd party audits)
4. **Effectiveness:**
 - coverage of tourism service groups (hotels > all types of businesses)
 - % of certified businesses (1% > 15%)
 - marketing support (low > high)



Coverage of the GSTC: comparison of 15 certificates in Europe

Many certificates cover 50-70% of the GSTC

- High coverage: management and environmental criteria
- Low coverage: social-economic and cultural criteria

To consider !

- Some of the GSTC are well covered by national or European legislation and do not need to be included in voluntary standards

Source: Eco-Destinet project/ ECOTRANS, 12/2008

A.	Sustainable Management (% of total criteria)	41	20,7	11	18,8	8,3	12,7	13,3	29	60,5	32,9	42,4	29,1	71,4	76,9	33,3	
A.1.	Management System	3	9	4	1	5	10	11	13	16	10	12		3	5	13	115
A.2.	Legal Compliance	1		1			3	2			1	4	2			2	16
A.3.	Employee Training	1	6	1		2	3	2	1	3	1	6	7		1	4	38
A.4.	Customer Satisfaction	1		1		1	1			2	2	6	2		1	1	18
A.5.	Marketing Accuracy	2								3	1	3	3	1			13
																	0
					1		1					3	7		1		17
						1	1			1		2	3				9
A.6.4	Special Needs Access					2	2	1			1				1		7
A.7.	Interpretation	3	2	3	1	3	3	1	2	1	8	21	13	1	1	1	64
B.	Social/Economic (% of total criteria)	10,3	22	2,2	12,5	3	2,2	1,8	3,6	9,3	19,2	11,5	3,2	28,6	7,7	1,6	
B.1.	Community Development		1								4	2			1		8
B.2.	Local Employment	1	3	1						2	2	2	1	1			13
B.3.	Fair-Trade	1	1	1	2	3	1	2	1		3	5	1			1	22
B.4	Local Entrepreneurs	1	1			2	3		1	2		1		1			12
												6	1				11
											1			1			6
											1						1
B.8.	Employee Protection		5								3						8
B.9.	Basic Services																0
C.	Cultural Heritage (% of total criteria)	5,1	1,2	0	0	0,6	0,5	0,9	0	2,3	6,9	2,2	1,6	0	0	1,6	
C.1	Code Behaviour	1									1	2					4
												1					2
										1	1						3
C.4.					1	1	1				3		2			1	9
D.	Environment (% of total criteria)	43,6	56,1	86,8	68,8	88,8	84,4	82,3	67,3	28	41,1	45,3	66,1	0	15,4	63,5	
D.1.1.	Purchasing Policy		1	3		25	34	25	3	3	3	10	1			4	112
D.1.2.	Consumable Goods	1	2	4		20	11	11	3	1	4	1	1			3	62
D.1.3.	Energy Consumption	2	8	29	3	43	44	24	11	1	4	19	5			12	205
D.1.4.	Water Consumption	3	11	16	3	21	18	11	7	2	4		2			6	104
D.2.1	Greenhouse Gas					9	10	2	2				1				27
							1	4		1	1			2			21
							3	8	10	6	1	1	4	3	8		66
D.2.4.					1	1	9	1	9	13	8	4		1	1		48
D.2.5.	Other Pollutants	3	1	6		11	9	5	4		6	4	14		1	6	70
D.3.1.	Wildlife Species	2				1	1	1			1						6
D.3.2.	Wildlife in Captivity										1						1
D.3.3.	Landscaping					1	2			1	1	1	1				7
D.3.4.	Biodiversity Conservation	1	5		1				1		1	3	32				44
D.3.5.	Interactions with Wildlife	1					1			1	2	21	16		1	4	47
	Sum	39	82	91	16	169	186	113	55	43	73	139	127	7	13	63	1216
	coverage of GSTC (%)	64,9	54	43,2	24,3	54	62,2	43,2	40,5	48,7	70,3	64,9	64,9	13,5	24,3	37,8	

Management

Social - economic

Culture

Environment

Coming soon: International recognition of Sustainable Tourism standards and certificates

The **Global Sustainable Tourism Council** from 2011 onwards will recognise standards and certificates for tourism which

- cover the Global Sustainable Tourism Criteria and
- fulfill the requirements for reliable auditing and certification

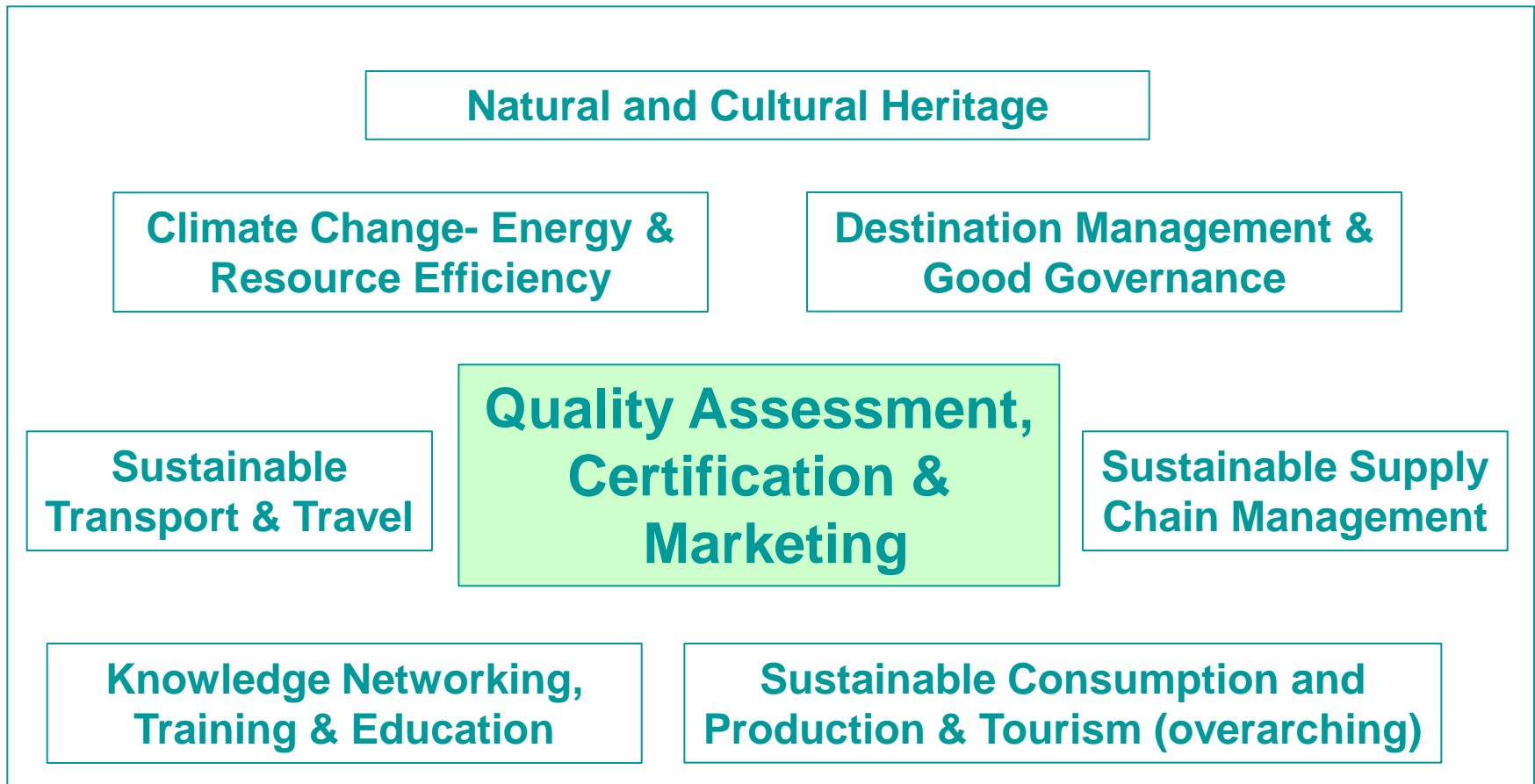
as published in the GSTC Accreditation Manual (Feb. 2011)

www.gstcouncil.org



3. Role of sustainable tourism certification

Integration with the main topics of a comprehensive sustainable tourism information framework



Summary I

The diversity of Ecolabels reflects the diversity of destinations, environmental and socio-cultural differences and needs, differences in legal requirements, development levels, a.o.

The reliability of ecolabels depends on their involvement of multi-stakeholder interests, standard setting beyond legislation, verification procedure and impartiality.

The effectiveness of sustainable tourism certification depends on the integration in all tourism development processes

From 2011 onwards the Global Sustainable Tourism Council offers the opportunity of international recognition of standards (criteria) and of ecolabels/certificates (criteria & operation)

All certificates and standards for sustainable tourism are published and continuously updated on www.destinet.eu



DestiNet

4. Bringing stakeholders & information together

Stakeholders

&

Information



Governments



NGO



Who is who



Best practice



Destinations



Academics



Topics



Observatory



Businesses



Consumers



Tools



Market Place



Literature
Innovation in tourism
How to create a tourism learning area (EC, 2006)

Knowledge Networks for Competitive and Sustainable European Tourism (EC – DG Enterprise)

Project FAST-LAIN

Further Action on Sustainable Tourism – Learning Area Innovation Networks (2011-2012)

Ecotrans is running this pilot project to establish a European Sustainable Tourism Observatory and to develop regional sustainable tourism innovation clusters.



“Sustainable Tourism - From Research to Market Place”

Tourism authorities and research bodies from **Germany, Spain, Croatia, France, Sweden, Norway and Portugal** - with support from the EC, UNWTO, UNEP, EEA, European Travel Commission, German Tourism Association and Italian Ministry of Regional Development – are working together

- to **monitor** their sustainable tourism development regarding a set of **main topics** (situation, strengths, needs, progress)
- to **map** their stakeholders, projects, tools and best practices, and
- to **market** their eco-certified tourism.

<http://destinet.eu/topics/training-education/fastlain>

5. Using the DestiNet - Sustainable Tourism Information & Communications Portal

- UN registered Partnership for Sustainable Tourism
- Coherent structure from local to global level
- Independent and quality assessed information
- Ideal tool for networking, monitoring, mapping and market access
- Free access



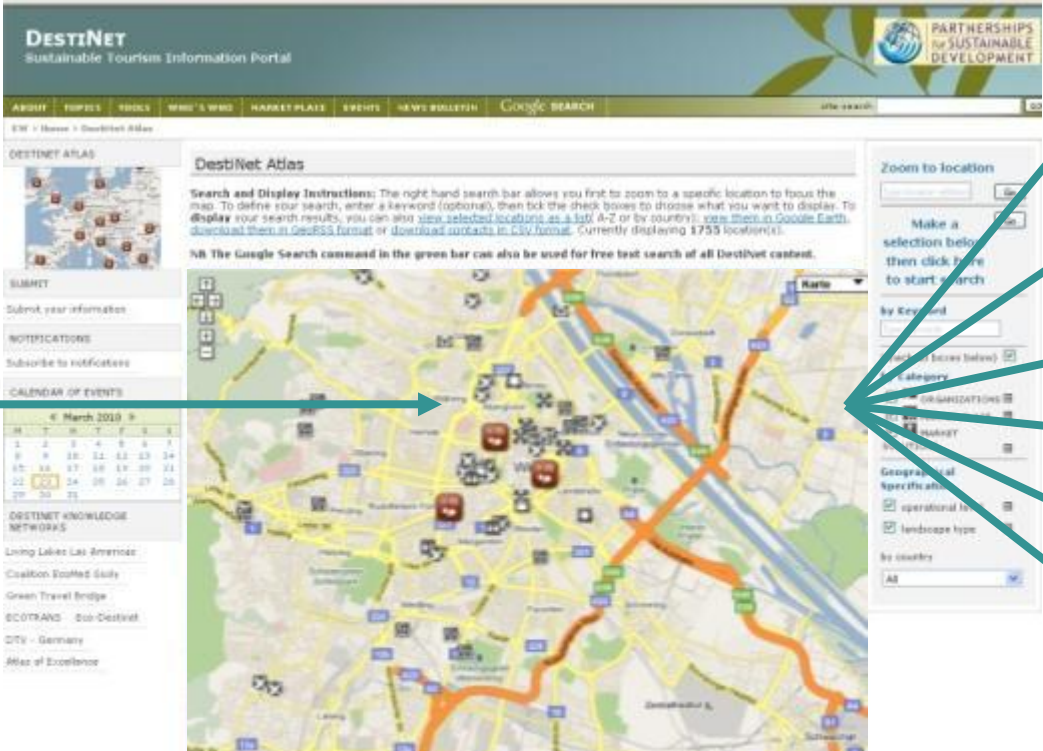
PARTNERSHIPS
FOR SUSTAINABLE
DEVELOPMENT

destinet.eu

With DestiNet you can bring your stakeholders together and ...

- ✓ **Set up and manage tourism knowledge and innovation networks in your region and language**
- ✓ Manage multi-stakeholder actions in tourism discussions and destinations
- ✓ **Plan your ecolabelling and sustainable tourism development strategy**
- ✓ Organise your conferences and events on-line
- ✓ Disseminate your own information to an international audience
- ✓ Link your website into a global community of sustainable tourism stakeholders
- ✓ **Inform yourself of good practice examples throughout Europe and globally**
- ✓ Access and contribute to a global database of useful topics, tools and events
- ✓ **Make links with other regions and stakeholders**
- ✓ Run an open-access virtual office for your association, network or project
- ✓ **Map and promote certified products and services in a global sustainable tourism market-place (“Green map of ...”)**

Example: Austrian Ecolabel for Tourism on DestiNet



DestiNet
Sustainable Tourism Information Portal

ABOUT TOPICS TOOLS WHO'S WHO MARKET PLACE EVENTS NEWS BULLETIN Google SEARCH

DestiNet Atlas

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NB The Google Search command in the green bar can also be used for free text search of all DestiNet content.

Zoom to location

Make a selection below then click here to start search

by Keyword

Geographical Specifications

by country

Submit your information

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Calendar of Events

DestiNet Knowledge Networks

Living Lakes Lab America

Coalition EcoMed Gully

Green Travel Bridge

ECO TRANS - Eco-Destinet

QTV - Germany

Atlas of Excellence

Tour operators

Travel agencies

Information & booking services

Journalists

Educational bodies

Destinations

Consumers

Austria uses the **DestiNet Atlas „Market Place“**

1. to map their 250 ecolabelled tourism businesses and travel packages
2. to inform their tour operators about certificates and certified tourism world wide
3. to integrate the map of Austria as i-frame into their own website

Summary II

You can use DestiNet to ...

1. bring your stakeholders together (FAST-LAIN)
2. find ecolabels and best practice examples (Atlas of Excellence)
3. map all your eco-certified and awarded sustainable tourism products and services



Your region can join in this process.

Please contact us !

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www.ecotrans.org

<http://destinet.eu>

Thank you for your attention!