

DTV Webinar Series “ EmpCo Directive” - Thursday, March 26, 2026 | 2:00 PM to 3:00 PM

Where do the seals stand today?

Herbert Hamele, ECOTRANS eV



- 1) Main focus of work: Certification
- 2) survey national & international Certificates for Tourism businesses
- 3) “Pro EmpCo ” certificates for Tourism businesses
- 4) “Pro EmpCo ” certified accommodation establishments in Europe & in Germany
- 5) outlook
 - “Pro EmpCo ” data for monitoring & marketing
 - “Pro EmpCo ” certificates for the Going Green Check

1) Main focus of work: “Certification”

Milestones

1995: [Book of Seals](#) (BMU)

2001: [VIST](#) (UNWTO)

2004: [VISIT](#) (EU)

2004: [Destinet.eu](#) (EEA, UNEP, UNWTO)

2009: handover from EEA to ECOTRANS

2016: Relaunch: [Tourism2030.eu](#)

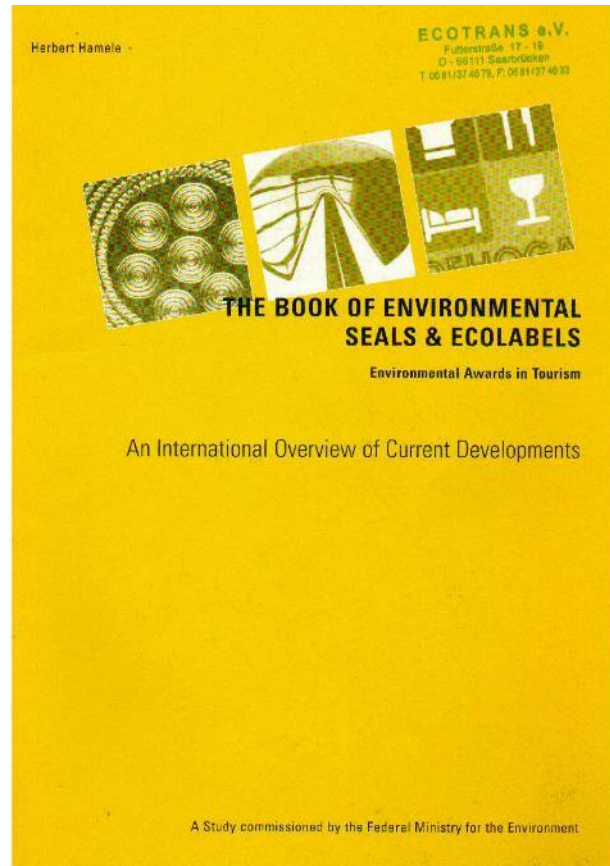
2018: [European Tourism Labelling](#) (EP)

2019: continuous updates

• ...

❖ [Certification Quickfinder](#)

❖ [Travel Green Maps](#)



1) Main focus of work: “Certification”

Milestones

1995: [Book of Seals](#) (BMU)

2001: [VIST](#) (UNWTO)

2004: [VISIT](#) (EU)

2004: [Destinet.eu](#) (EEA, UNEP, UNWTO)

2009: handover from EEA to ECOTRANS

2016: Relaunch: [Tourism2030.eu](#)

2018: [European Tourism Labelling](#) (EP)

2019: continuous updates

• ...

❖ [Certification Quickfinder](#)

❖ [Travel Green Maps](#)

INTERNATIONALER ÜBERBLICK: BEHERBERGUNG, GASTRONOMIE

- „Altmünsterer Umweltkoffer“, Altmünster
- „Blaue Schwalbe“, Europa
- „Der umweltfreundliche Hotel- und Gaststättenbetrieb“, Hessen
- „Der umweltorientierte Hotel- und Gaststättenbetrieb“, Schleswig-Holstein
- „Die beste Wahl für die Umwelt“, Kärnten
- „Grüne Hand - Wir tun etwas für die Umwelt“, Saalbach-Hinterglemm
- „Grüne Sterne“, Uhdlingen-Mühlhofen
- „Grüner Schlüssel“, Dänemark
- „IHA Environmental Award“, weltweit
- „Öko-Grischun“, Graubünden
- „Öko-Tourismuspreis“, Oberösterreich
- „Umweltbewußter Hotel- und Gaststättenbetrieb“, Bayern
- „Umweltfreundliches Gastgewerbe“, Mecklenburg-Vorpommern
- „Umweltgerechte Autobahn-Raststätte“, Deutschland
- „Umweltgerechte Ferienstätten, Ferienparks und Ferienzentren“, Deutschlar
- „Umweltgütesiegel Längsee-Hochosterwitz“, Längsee-Hochosterwitz
- „Umweltschnecke Nordseeinsel Borkum“, Borkum
- „Umweltsiegel Kleinwalsertal“ (Silberdistel), Kleinwalsertal
- „Umweltsiegel Lungau“, Lungau
- „Umweltsiegel Tirol“, Tirol
- „Wir führen einen umweltfreundlichen Betrieb“, Baden-Württemberg
- „Wir führen einen umweltorientierten Betrieb“, Deutschland

1) Main focus of work: "Certification"

Milestones

- 1995: [Book of Seals](#) (BMU)
- 2001: [VIST](#) (UNWTO)
- 2004: [VISIT](#) (EU)
- 2004: [Destinet.eu](#) (EEA, UNEP, UNWTO)
- 2009: handover from EEA to ECOTRANS
- 2016: Relaunch: [Tourism2030.eu](#)
- 2018: [European Tourism Labelling](#) (EP)
- 2019: continuous updates
- ...
 - ❖ [Certification Quickfinder](#)
 - ❖ [Travel Green Maps](#)

INTERNATIONALER ÜBERBLICK · BEHERBERGUNG, GASTRONOMIE



The
VISIT
Initiative

Tourism eco-labelling
in Europe – moving
the market towards
sustainability

betrieb“, Hessen
etrieb“, Schleswig-Holstein

Saalbach-Hinterglemm

b“, Bayern
urg-Vorpommern
hland
d Feriententren“, Deutschlar
ingsee-Hochosterwitz
um
einwalsertal

, Baden-Württemberg
Deutschland

1) Main focus of work: “Certification”

Milestones

1995: [Book of Seals](#) (BMU)

2001: [VIST](#) (UNWTO)

2004: [VISIT](#) (EU)

2004: [Destinet.eu](#) (EEA, UNEP, UNWTO)

2009: handover from EEA to ECOTRANS

2016: Relaunch: [Tourism2030.eu](#)

2018: [European Tourism Labelling](#) (EP)

2019: continuous updates

• ...

❖ [Certification Quickfinder](#)

❖ [Travel Green Maps](#)



The screenshot shows the Tourism 2030 website interface. At the top, there is a navigation bar with links for 'ECOTRANS', 'ABOUT', 'TOPICS', 'WHO IS WHO', 'GUIDES & RE-SOURCES', 'GOOD PRACTICE', 'CERTIFICATION QUICKFINDER', 'MARKET PLACE', 'NEWS', and 'Create Site Search'. A 'Login' button is also present. The main header features the 'Tourism 2030 DestiNet Services' logo and a large banner image of a forest with a lake. Text on the banner reads: 'Travel Green Planet Maps The World's Largest Independent Certified Sustainable Tourism Market Place'. Below the banner is a large green circular logo with a footprint icon and the text 'TravelGreen Planet Responsibly'. Underneath the logo, the text reads: 'Global to Local Knowledge Base, Market Place, Certification and Clustering'. The bottom section of the page is a grid of six hexagonal tiles: 'Businesses (SMEs)', 'Destinations Administration', 'Supporting Organisations & Experts', 'Certification Bodies', and 'Promotion & Marketing organisations'. A vertical sidebar on the left contains a list of categories with yellow and green dots, including 'INTERNATIONAL EP', 'VOL', 'Worlwi', 'Compa', '104 Eco', and 'and Se'. The language 'EN' is visible at the bottom of the sidebar. A 'My Tourism 2030' link is in the bottom right corner.

1) Main focus of work: “Certification”

Milestones

- 1995: [Book of Seals](#) (BMU)
- 2001: [VIST](#) (UNWTO)
- 2004: [VISIT](#) (EU)
- 2004: [Destinet.eu](#) (EEA, UNEP, UNWTO)
- 2009: handover from EEA to ECOTRANS
- 2016: Relaunch: [Tourism2030.eu](#)
- 2018: [European Tourism Labelling](#) (EP)
- 2019: continuous updates
- ...
 - ❖ [Certification Quickfinder](#)
 - ❖ [Travel Green Maps](#)



CERTIFICATION QUICKFINDER

How do You Choose a Sustainable Tourism Certificate?

The local-to-global Tourism Sustainability Certification Quickfinder helps tourism businesses, destinations and tour operators to quickly find those certificates which are available to them in their country or region, which also meet their expectations, needs and budgets. The Certification QuickFinder is that part of the Tourism 2030 Going Green Ecosystem that identifies certification bodies in the tourism Sustainable Consumption and Production (SCP) supply chain.

The screenshot shows a central graphic with a globe surrounded by numerous certification logos, including Green Key, Green Star, EcoLabel, and others. Below the graphic are two circular icons: 'Supporting Organisations & Experts' and 'Promotion & Marketing organisations'.

1) Main focus of work: “Certification”

Milestones

- 1995: [Book of Seals](#) (BMU)
- 2001: [VIST](#) (UNWTO)
- 2004: [VISIT](#) (EU)
- 2004: [Destinet.eu](#) (EEA, UNEP, UNWTO)
- 2009: handover from EEA to ECOTRANS
- 2016: Relaunch: [Tourism2030.eu](#)
- 2018: [European Tourism Labelling](#) (EP)
- 2019: continuous updates
- ...
 - ❖ [Certification Quickfinder](#)
 - ❖ [Travel Green Maps](#)



1) Main focus of work: “Certification”

Milestones

1995: [Book of Seals](#) (BMU)

2001: [VIST](#) (UNWTO)

2004: [VISIT](#) (EU)

2004: [Destinet.eu](#) (EEA, UNEP, UNWTO)

2009: handover from EEA to ECOTRANS

2016: Relaunch: [Tourism2030.eu](#)

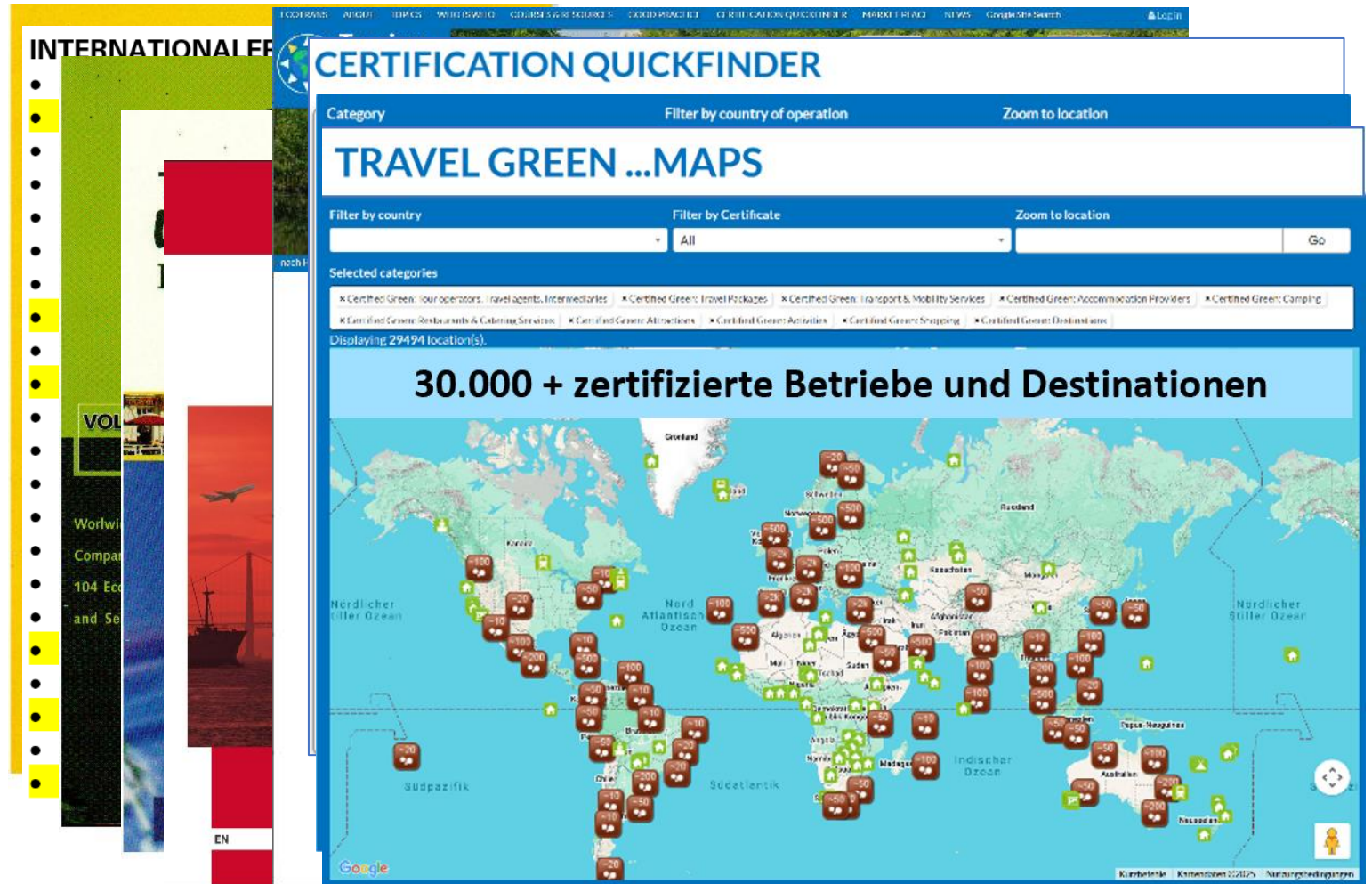
2018: [European Tourism Labelling](#) (EP)

2019: continuous updates

• ...

❖ [Certification Quickfinder](#)

❖ [Travel Green Maps](#)



The screenshot shows the 'CERTIFICATION QUICKFINDER' interface. At the top, there are navigation links for 'HOME', 'ABOUT', 'TOPICS', 'WHO IS WHO', 'GUIDES & RESOURCES', 'GOOD PRACTICE', 'CERTIFICATION QUICKFINDER', 'MARKET PLACE', 'NEWS', and 'Contact Site Search'. Below this is a search bar and a 'Go' button. The main content area is titled 'TRAVEL GREEN ...MAPS' and includes filters for 'Filter by country' and 'Filter by Certificate' (set to 'All'). A 'Zoom to location' input field is also present. Underneath, there are 'Selected categories' such as 'Certified Green: Tour operators, Travel agents, Intermediaries', 'Certified Green: Travel Packages', 'Certified Green: Transport & Mobility Services', 'Certified Green: Accommodation Providers', 'Certified Green: Camping', 'Certified Green: Restaurants & Catering Services', 'Certified Green: Attractions', 'Certified Green: Activities', 'Certified Green: Shopping', and 'Certified Green: Destinations'. A prominent blue banner states '30.000 + zertifizierte Betriebe und Destinationen'. Below this is a world map with numerous red and green location markers. The map is labeled with various regions and oceans in German, including 'Griechenland', 'Nördlicher Ozean', 'Atlantischer Ozean', 'Südpazifik', 'Südantarktis', 'Indischer Ozean', 'Tasmanischer Ozean', 'Australien', and 'Neuseeland'. The Google logo is visible in the bottom left corner of the map area.

2) Survey national & international Certificates for Tourism businesses

(January - March 2026)

Selection: 30 leading certificates worldwide

- Austrian Ecolabel (nat – govern.)
- Biohotels(EUR)
- Biosphere Sustainable (int)
- Certified Green Hotel (nat)
- CSR Costa Rica (nat – govern.)
- EarthCheck (int)
- Ecocamping (EUR)
- Ecolabel Luxembourg (nat. –govern.)
- Ecoromania (nat)
- Ecotourism Australia (nat)
- Emas (Europe govern.)
- EU Ecolabel (Europe – govern)
- Fair Trade Tourism (int)
- Good Travel Seal (int)
- Green Globe (int)
- Green Key (int)
- Green Star Egypt (nat)
- Green Tourism (int)
- GreenSign (int)
- GSTC Certification (int)
- Hotels mas Verdes (nat)
- IBEX Fairstay (nat)
- Legambiente Turismo (nat)
- Nordic Swan (Europe, govern.)
- Preferred by Nature (int)
- Toftigers (int)
- TourCert (int)
- Travelife Accommodation (int)
- Travelife Tour Operators (int)
- Viabono (nat)

2) Survey national & international Certificates for Tourism businesses

(January - March 2026)

EmpCo Key Requirements for Certification Systems

The certification system is an **independent** sustainability certification program and **not a self-awarded label** . Certification is granted **exclusively after independent verification** of compliance with predefined environmental and social criteria. The certification program is characterized by the following elements:

1. Defined and public criteria

The program applies clearly defined, publicly accessible environmental and social requirements that are specific, evidence-based and verifiable.

2. Independent verification

Compliance with the certification criteria is assessed by independent and competent experts who are independent of the certified tourism businesses and free from conflicts of interest.

3. Monitoring and Enforcement

Certification is time-limited and subject to ongoing monitoring. Established procedures apply in the event of non-compliance, suspension, and withdrawal of certification.

4. Governance and Transparency

The governance structure, certification procedures and terms of use of the label are documented and publicly accessible.

5. Verification of Information

The use of the certification label is subject to binding rules that ensure that the environmental and social information is correct, specific, verifiable and limited to the certified scope.

2) Survey national & international Certificates for Tourism businesses

(January - March 2026)

➤ EmpCo key requirements for certification systems

Declaration

Our certification system "Title of certification"

"Pro- EmCo "

- already operates
- aims to operate by September 27, 2026
- does not aim to operate by September 27, 2026

in accordance with the requirements *) applicable to sustainability labels under the [Empowering Consumers for the Green Transition Directive \(EU\) 2024/825](#), amending Directive 2005/29/EC on unfair commercial practices.

2) Survey national & international Certificates for Tourism businesses

(January - March 2026)

Result : “Pro- EmCo ” certificates

✓ These **operate already** according to EmpCo :

- ✓ Austrian Ecolabel
- Biohotels(n/ a)
- ✓ Biosphere Sustainable
- ✓ Certified Green Hotel
- ✓ CSR Costa Rica
- EarthCheck
- ✓ Ecocamping
- ✓ Ecolabel Luxembourg
- Ecoromania
- ✓ Ecotourism Australia

▪ These plan to operate according to EmpCo **by September 27, 2026:**

- ✓ Emas
- ✓ EU Ecolabel
- ✓ Fair Trade Tourism
- Good Travel Seal
- Green Globe
- Green Key
- ✓ Green Star Egypt
- ✓ Green Tourism
- ✓ GreenSign
- ✓ GSTC Certification
- ✓ Hotels with Green
- ✓ IBEX Fairstay
- Legambiente Turismo (n/a)
- ✓ Nordic Swan
- Preferred by Nature
- Toftigers (n/a)
- ✓ TourCert
- Travelife Accommodation
- Travelife Tour Operators
- ✓ Viabono

3) “Pro EmpCo ”: Certificates for **Accommodation establishments** in Europe

Certificate

Number

- Austrian Ecolabel # 456
- Biosphere Sustainable # 1049
- Certified Green Hotel # 23
- EarthCheck # 98
- Ecocamping # 202
- Ecolabel Luxembourg #48
- Ecoromania # 23
- Emas # 112
- EU Ecolabel # 902
- Good Travel Seal # 90

Certificate

Number

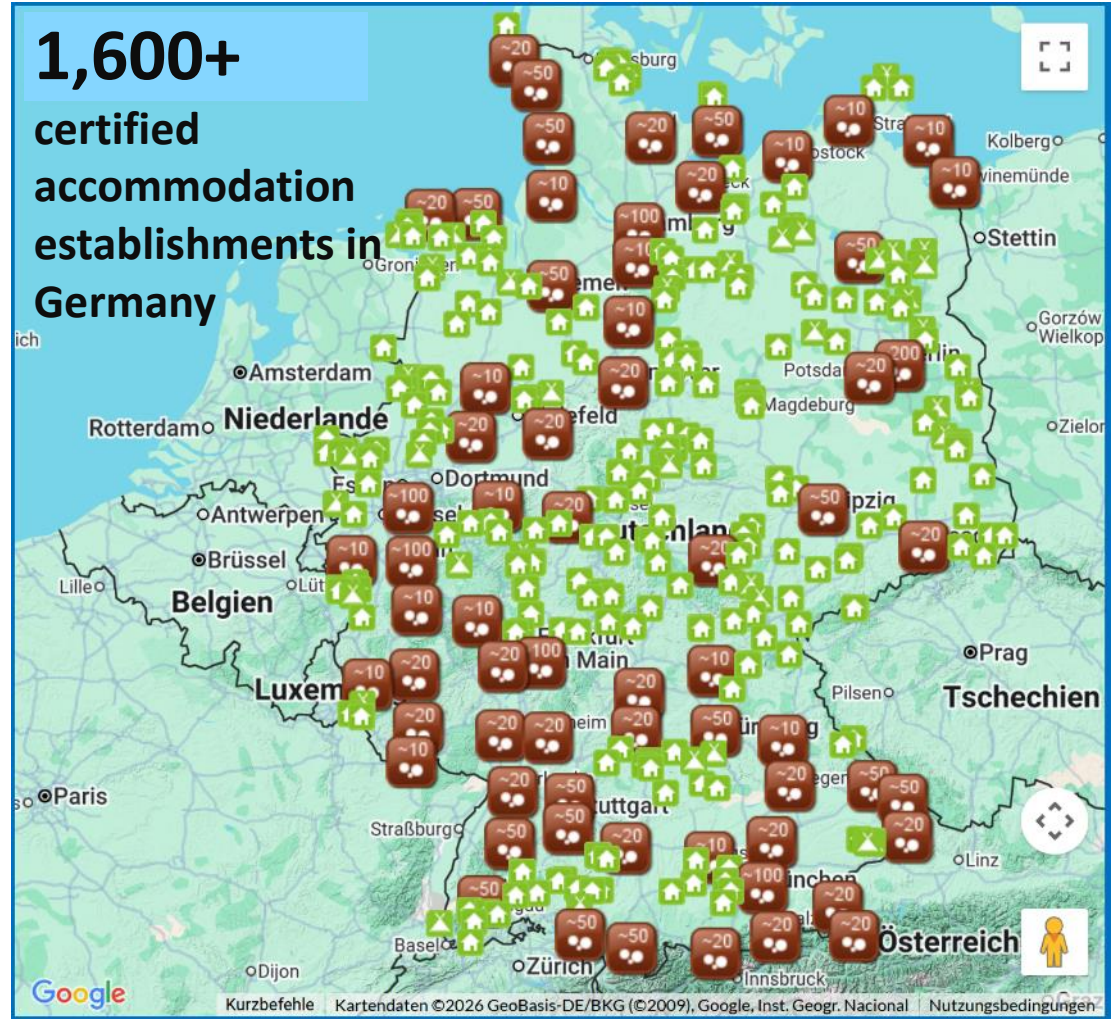
- Green Globe # 279
- Green Key # 6742
- Green Tourism # 1404
- GreenSign # 818
- GSTC Certification # 280
- IBEX Fairstay #142
- Nordic Swan # (400)
- TourCert #7
- Travelife Accom. # 556
- Viabono #59



4) “Pro EmpCo ” certificates for **Accommodation establishments** in Germany



<u>Certificate</u>	<u>Number</u>
■ Biosphere Sustainable	#8
■ Certified Green Hotel	# 23
■ EarthCheck	#3
■ Ecocamping	#155
■ Emas	#46
■ EU Ecolabel	#42
■ Good Travel Seal	#4
■ Green Globe	#30
■ Green Key	# 441
■ Green Tourism	#1
■ GreenSign	# 767
■ GSTC Certification	#12
■ TourCert	#2
■ Travelife Accom.	#4
■ Viabono	#59



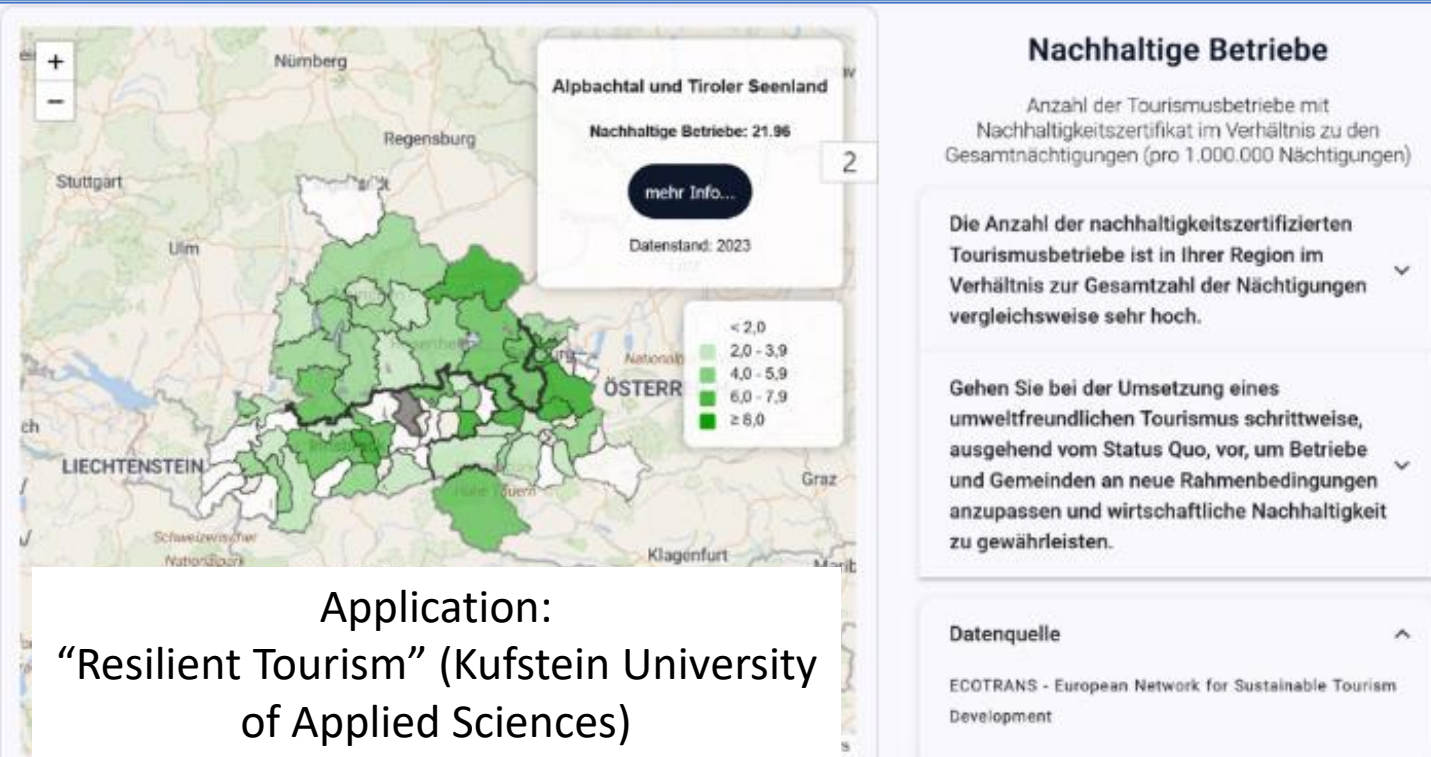
<https://destinet.eu/market-place/green-travel-maps> (February 2026)

5) OUTLOOK

“Pro- EmCo ” filter for *Certification Quickfinder* & *Travel Green Maps* as a data source for **monitoring** in destinations

Key figures on sustainability in tourism

Number of tourism businesses with an environmental or sustainability certificate



Application:
“Resilient Tourism” (Kufstein University of Applied Sciences)



<https://destinet.eu/market-place/green-travel-maps>

5) OUTLOOK

“Pro- EmCo ” filter for *Certification Quickfinder* & *Travel Green Maps* as a data source for **marketing** certified businesses

Promotion & Marketing Partners using our Travel Green Maps



5) OUTLOOK

Pro- EmCo “Certificates for the *Going Green Check* for businesses to utilize the **potential** in European tourism

- 2023/24: Development, pilot application DE (UBA)
- 2025/26: Expansion, internationalization of IT-EU (FUTURAL – Valdichiana4Green)



<https://destinet.eu/who-who/businesses-smes/tourism2030-going-green-check>

The screenshot shows the website interface for the Going Green Sustainability Check. It features two versions: German (left) and Italian (right).

German Version (WILLKOMMEN):

BENENUTI: Benvenuti nella home page del Going Green Check per le imprese e le attrazioni turistiche e le imprese agroalimentari della Valdichiana Senese!

1) STARTEN: Ihre bestehenden Nachhaltigkeitsleistungen entlang der allgemeinen GSTC-Kriterien zu erfassen, dann

2) VERGLEICHEN: um zu sehen, inwieweit Ihre Nachhaltigkeitsleistungen die Kriterien der verschiedenen Zertifizierungsstandards abdecken, und

3) ENTSCHEIDEN: ein oder mehrere Zertifikate mit ihren Preisen, Serviceleistungen und zertifizierten Betrieben an und vervollständigen Sie den Selbstcheck für das Zertifikat Ihrer Wahl.

Italian Version (BENENUTI):

Questo strumento fa parte del progetto sperimentale **Valdichiana4Green**, selezionato con altre 10 aree in Europa dall'iniziativa Futural finanziata dal programma Horizon Europe, sviluppato con il supporto della piattaforma digitale Destinet.eu e del partner Ecotrans, e si ispira all'esperienza del TOURISM 2030 Going Green Check sperimentato nel 2024 in Germania.

Il Going Green Check per le imprese della Valdichiana Senese è stato progettato come **strumento di autovalutazione** per verificare la conformità ai criteri del **Global Sustainable Tourism Council (GSTC)**, riconosciuti a livello mondiale come standard minimi per le imprese turistiche e utilizzati come riferimento da molti programmi di certificazione per i propri standard nazionali o internazionali.

Il Going Green Check permette di:

- INIZIARE:** autovalutare le azioni di sostenibilità rispetto ai criteri generali del GSTC;
- CONFRONTARE:** valutare e confrontare in che misura queste azioni trovano corrispondenza nei diversi standard di certificazione;
- DECIDERE:** scegliere e completare l'autovalutazione con uno o più standard di certificazione, scaricare il/i rapporto/i di conformità – e decidere di diventare «green» con il programma di certificazione più adatto.

Completando la procedura e ottenendo la certificazione, l'impresa contribuisce a ridurre il riscaldamento climatico, tutelare la biodiversità e raggiungere gli **Obiettivi di Sviluppo Sostenibile (SDGs)** del territorio della Valdichiana. Rafforza la propria competitività e l'attrattiva turistica locale. Inoltre, si prevede il riconoscimento dell'**impresa sulla Green Travel Map**, rispondendo ai principi e valori della sostenibilità, un importante strumento per il posizionamento della Valdichiana Senese quale destinazione Green.

Se la tua impresa è interessata ad intraprendere questo percorso, inviare una mail a: ufficio@stradavinonobile.it

The page also includes a 'TravelGreen Europe Responsibly' logo and 'Login' and 'Register' buttons.

<https://www.actanet.it/valdichiana4green-il-progetto/>

*"In future, our main concern will no longer be
whether we can travel to every place on earth.
Our main interest will be
whether it is worthwhile arriving there."*

(Hermann Löns , 1908)

Thank you for your interest!

Questions and suggestions? We'd love to hear them!

Herbert Hamele

herbert.hamele@ecotrans.de

Internet: ecotrans.org - tourism2030.eu

