

# Using Ecolabels for mainstreaming Sustainable European Tourism

**Aims**

**Criteria**

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**Europe**



**Stakeholders**

**Roles**

**Certificates**

**Research**

**Knowledge**

**Innovation**



**Market place**

**Good Practice**

**Networking**

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# ECO TRANS

## 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

e.g.



### Founding Member of

- DestiNet - UN Partnership for Sustainable Development (EEA, UNWTO, UNEP, ECOTRANS)
- Global Sustainable Tourism Council
- Global Sustainable Tourism Partnership

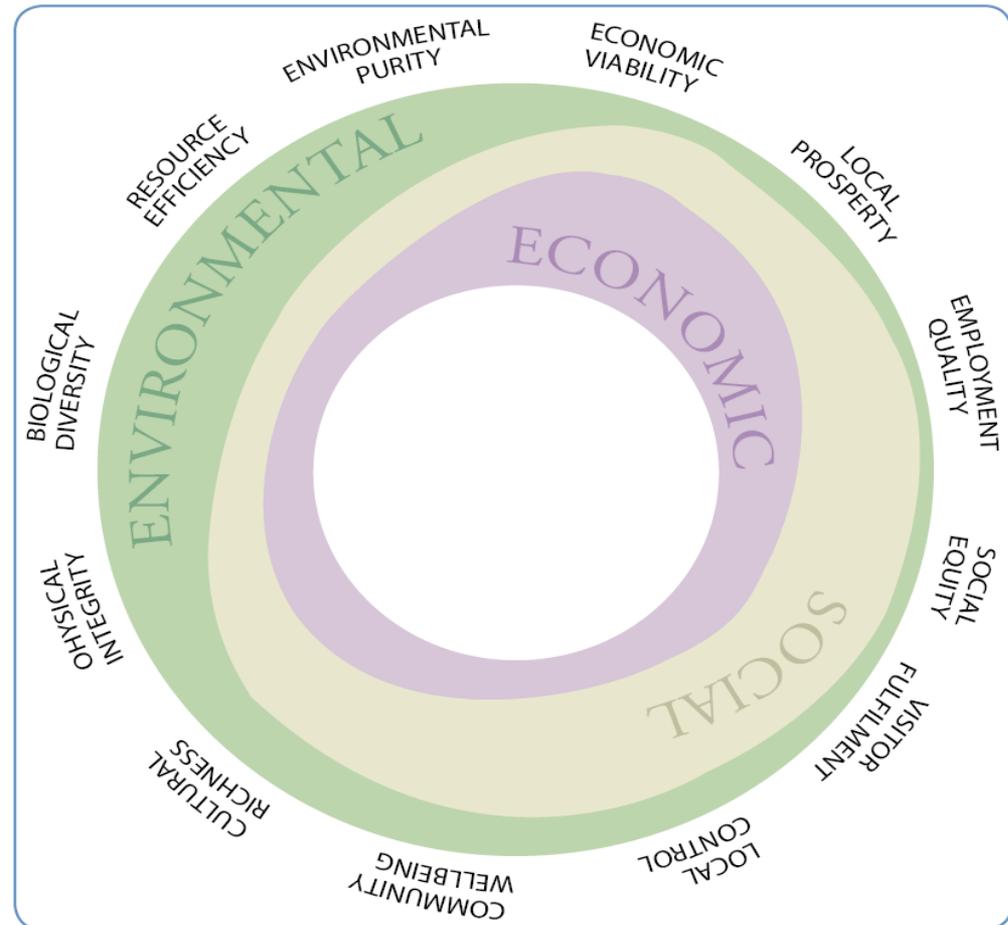


# Aims

## 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.





# Topics



European policies for competitive & sustainable tourism (e.g. COMM 2010) require 21 actions in following areas:





# Importance for destinations



**On which of the following topics do you need European good practice examples, tools and information for making tourism in your destination more competitive and sustainable?**



Topics	%
Natural and cultural heritage, biodiversity	69
Climate change, energy, resources efficiency	14
Destination management, monitoring, control	76
Transport and mobility	40
Supply chain management	24
Knowledge networking, training, education	64
Quality Assessment and Certification	33
Marketing	76
Financial support	81
Sustainable consumption and production in general	40

# Stakeholders for making tourism more sustainable



Making tourism more sustainable is a multi-thematic, multi-stakeholder, global to local process.



Governments



NGO's



Academics



# Stakeholders

## for making tourism more sustainable



Making tourism more sustainable is a multi-thematic, multi-stakeholder, global to local process.



Destinations



Businesses



Travellers





# Sustainable tourism certification ...



## The Global Sustainable Tourism Criteria



### 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. Infrastructure and buildings:  
zoning, design, construction
- 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



## ... a multi-stakeholder process



 All stakeholders have a role to play in making certification a success, and in many cases the same applies to raising quality and improving marketing.



**Governmental bodies** can support the development and operation of quality assessment and voluntary certification to support policy beyond what may be covered by legislation and to stimulate innovation. They should ensure the **credibility and independence** of certification systems and promote sustainable enterprises and associated offers in marketing programmes.



**NGOs** can represent **environmental, social, cultural and economic interests** in the design and operation of certification schemes and associated communication. Networks of stakeholders can work together towards certification, encouraging and supporting each other in the process.





## ... a multi-stakeholder process



**Researchers and consultants** contribute to the development of standards (**criteria, indicators**) and to the implementation of certification programs, including acting as auditors and providing training. **Schools and universities** should integrate sustainability assessment tools and standards in their **curricula**, field work and research.



**Destinations** can use and promote certification to back up their sustainable development policy and strategy and stimulate more adherence by local business and other stakeholders to sustainability. They are also central to marketing efforts to **promote relevant offers** and brand messages.





## ... a multi-stakeholder process



The **participation** of **tourism businesses** along the supply chain (transport, accommodation, catering, activities, visitor attractions, travel packaging and selling) is essential for the success of voluntary certification. All schemes must be designed to be valuable to businesses and can help them achieve both **cost savings and visibility**, in the context of corporate social responsibility (**CSR**), backed up by marketing.

Certification and effective, reliable marketing provide **travellers** with reliable information about sustainability to inform their choices. By **reporting their experiences**, travellers contribute to transparency, give orientation to other travellers and valuable feedback to tourism businesses, marketing organizations and certification bodies.



# Certificates for European Tourism ...





# Sustainable tourism certification ...



## How to raise the market share of sustainable tourism



- Increase the coverage of sustainability issues,
- ensure the transparency of standards and procedures,
- maintain the credibility of assessments and promised qualities,
- and improve visibility of the best choices

Independent control and financial affordability are essential to secure the short and long term participation of tourism businesses and stakeholders.





# DestiNet - Knowledge Networking Portal: Support of sustainable tourism certification



Market place: certificates and certified tourism

Observatory for monitoring and reporting

Topics

Who is who?

Resources, library, tools

Good and best practices



<http://destinet.eu>

 >>> Access to 100+ certificates world wide...



**DESTiNET**  
Knowledge Networking Portal for Sustainable & Responsible Tourism

PARTNERSHIPS for SUSTAINABLE DEVELOPMENT

ABOUT WHO IS WHO TOPICS RESOURCES GOOD PRACTICE MARKET PLACE OBSERVATORY Google Search

Home > Home > Who is Who > MARKET SOLUTIONS > CERTIFICATES & AWARDS > Certificates and Standards

My DESTiNET Folder administration

Certificates and Standards

Folder administration  
Herbert Hamele, ECOTRANS, herbert.hamele@ecotrans.eu

**EU Ecolabel** | European Ecolabel

In the field of tourism, the official European Union label is awarded to accommodation establishments and campsites. The verification process and assignment of the certificate is performed by the national partner organisations, e.g. environmental ministries.

Internet	www.ec.europa.eu/environment/ecolabel
Certifying Organisation	European Commission
Partner Organisation/s	Environmental Ministries of the EU Members States
Scope	Europe
Certified Businesses	506
Sustainability Areas	Environment
Transparency	Standard published
Verification Procedure	On-site third-party verification every 3-5 years

Sustainability in tourism  
A guide through the label jungle

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# >>> Access to best practices examples



## Atlas of Excellence

### > 30 awards > 500 businesses & destinations

**My DestiNet**

- [Log in](#)
- [Display an organization on the global DestiNet Atlas](#)
- [Join or start a topic web drive](#)
- [Disseminate your sustainable tourism publications or tools](#)
- [Promote your event on the DestiNet Calendar](#)
- [Promote 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, destination or network](#)

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**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 **4428** location(s).

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

Map URL:  
[http://destinet.eu/jportal\\_map?lat\\_center=20.96143961409664&lon\\_center=15.8203125&map\\_zoom=2&map\\_engine=googlebase\\_layer=satellite](http://destinet.eu/jportal_map?lat_center=20.96143961409664&lon_center=15.8203125&map_zoom=2&map_engine=googlebase_layer=satellite)

Supporters:

**Define search**

1. Zoom map to Location

2. Enter Name or Keyword (optional)

3. Select Category/ies (mandatory) (check all boxes below)

ORGANIZATIONS  
 MARKET PLACE  
 MARKET SOLUTIONS

4. Geographical specification (optional)

operational level  
 landscape type

by country  
 All

5. Topic specification (optional)

Topics

6. Click "Go" to display results



# Access to certified tourism, e.g. in Austria



Das Österreichische Umweltzeichen

Umwelt Datarr. Produkte Tourismus Bildung Für Inter. EU Ecolabel

Ausgezeichnet Reisen

Spitzenqualität und umweltfreundliche Politik das sind die Voraussetzungen für eine Zertifizierung mit dem Österreichischen Umweltzeichen für **Beherbergungsbetriebe** und **Gastronomiebetriebe**; Luxus- oder Seminarhotels, kleine Privatpensionen, **Schutzhütten** oder **Camping** - alles ist verboten!

Umweltchonendes Reisen bedeutet oft auch Nerven schonendes und genussvolles Reisen- das sollen Ihnen die ausgezeichneten **Umweltzeichen-Reiseangebote** ermöglichen.

VeranstalterInnen von Konferenzen, Tagungen oder Seminare, die sich strengen Umweltauflagen unterziehen, können Ihre Verantwortung für Umwelt, MitarbeiterInnen und SeminarteilnehmerInnen mit dem Österreichischen Umweltzeichen für **Green Meetings** nach außen demonstrieren.

Die Kriterien für die Auszeichnungen umfassen alle Umweltaspekte eines Tourismusbetriebs, bzw. einer Reise oder einer Veranstaltung vom Abfallmanagement, über Energiesparen bis zu gesunder Ernährung und umweltfreundlicher Anreise.

Betriebe mit dem **Umweltzeichen Ecolabel** stellen ähnliche Anforderungen an Beherbergungsbetriebe und Campingplätze.

Displaying 254 location(s). You can also [view these locations as a list](#), [view them in Google Earth](#) or [download them in GeoRSS format](#).





# FAST-LAIN: Networking & Innovation “from research to market place”



networking – mapping – marketing - monitoring



UNEP GRID ARENDAL  
Environmental Knowledge for Change

iiiee

Saarland

CROATIA

UNIVERSITÉ PARIS SORBONNE PARIS IV

Reserva Mundial de la Biosfera LA PALMA





# Sustainable tourism development in YOUR destination or country: Using DestiNet as tool



1. NETWORKING: Implement a sustainable tourism learning area for competitive & sustainable tourism to bring together and coordinate your **stakeholders** (own folder on DestiNet)



2. MAPPING: Develop a “Green Travel Map” in your destination/country “**from research to market place**” (steps: fix your objectives > identify good practices > assure **sustainability & reliability** (e.g. certification) > map tourism businesses/services > links to own websites)



3. MONITORING: measure progress (**indicators**), conclusions



4. MARKETING: the independent DestiNet Market Place Atlas gives **transparency** and facilitates **market access** of your “Green Travel Map” to tour operators, travel agents, booking services, media, travellers



*„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, German poet, 1908

**Thank you for your attention!**

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