



The Biosphere Destinations initiative

Biosphere Reserves as Sustainable Tourism Destinations in the World

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ECO  TRANS

ECOTRANS e.V., Saarbrücken
European Network for
Sustainable Tourism Development

„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

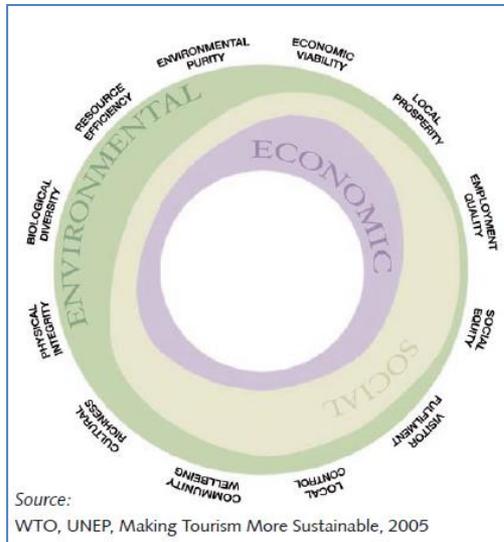
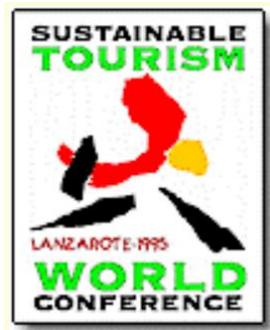
History →



> 1995 >

Making Tourism more sustainable

> 2015 >



History → Initiative →



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Biosphere Destinations

A MaB initiative in partnership with Ecotrans



Lead organisation

Partner organisation



First pilot BRs in Europe

27 November 2015: agreeing on the idea at the “Sustainable Tourism +20” conference in Vitoria–Gasteiz, Spain

History → Initiative →



The Biosphere Destinations Initiative is for developing and raising the economic, social and environmental benefits for BRs through a strong sustainable tourism brand world wide, using the SDG 2030 and the MaB Lima Action Plan 2025 as guidance,

i.e. through

- local studies on tourism development opportunities
- Sharing good practises
- training of staff and stakeholders
- inclusion of tourism development in BR management plans
- certification of destinations, businesses, services and products
- Knowledge networking, **green travel mapping**, monitoring
- Promotion and marketing as “Biosphere Destinations”

History → Initiative → Context →



The SDG 12 „Ensure sustainable consumption and production patterns“ encourages all tourism stakeholders to give priority to the better choice:

- ✓ environmentally friendly,
- ✓ socially responsible,
- ✓ economically viable.





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Global & European policy topics for making tourism more sustainable



History → Initiative → Context →



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DestiNet.eu

SDG Partnership

Knowledge Base

- Topics
- Who is who
- Resources
- Good Practices

Market Place

- Certificates &
- Certified Tourism
- Awards &
- Atlas of Excellence

DestiNet Services

- Ask Expert
- **Green Travel Maps**



[Geschrieben am: 28/09/2016]

History → Initiative → Context → GreenTravelMaps →



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An Online Tool to Develop Product Visibility

- ✓ An online workspace folder pre-filled with a customised listing of **green proofs** (environmental and sustainability certification programmes) to which your destination and your businesses can apply;

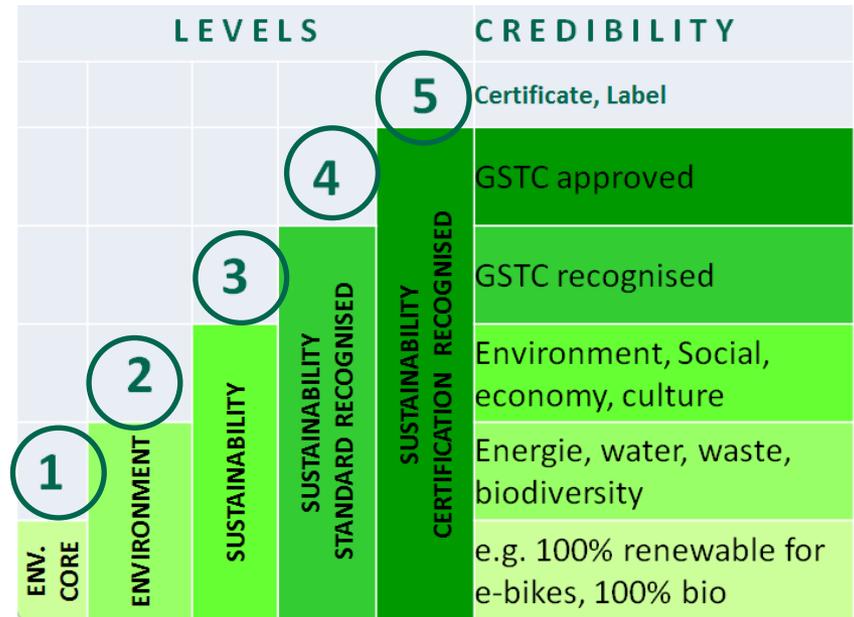
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An Online Tool to Develop Product Visibility

- ✓ An online workspace folder pre-filled with a customised listing of **green proofs** (environmental and sustainability certification programmes) to which your destination and your businesses can apply;

➡ Coming soon:



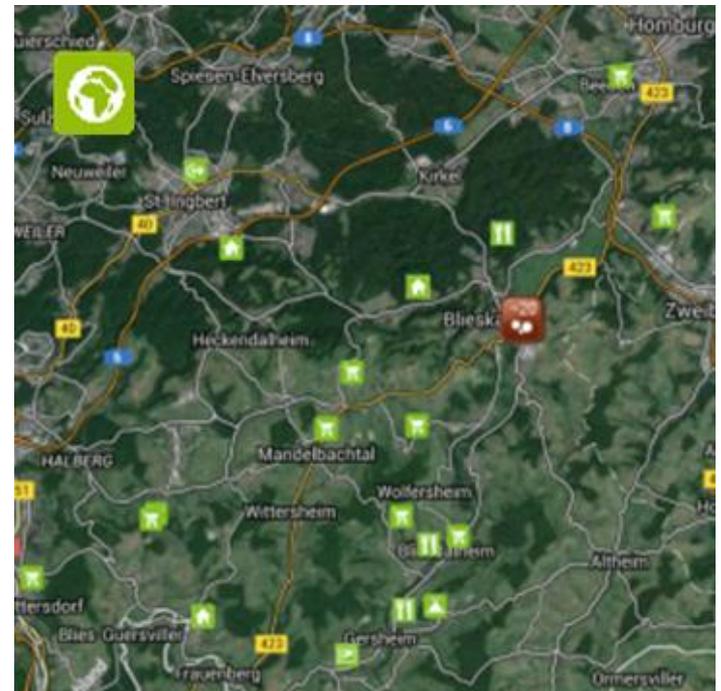
History → Initiative → Context → GreenTravelMaps →



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An Online Tool to Develop Product Visibility

- ✓ A listing and map of your destination prefilled with your **existing green businesses**;





An Online Tool to Develop Product Visibility

- ✓ The ability to **list, map and monitor other – not yet certified - businesses** in your territory relevant to the green mapping process (eg potential businesses, support organisations, green landmarks);



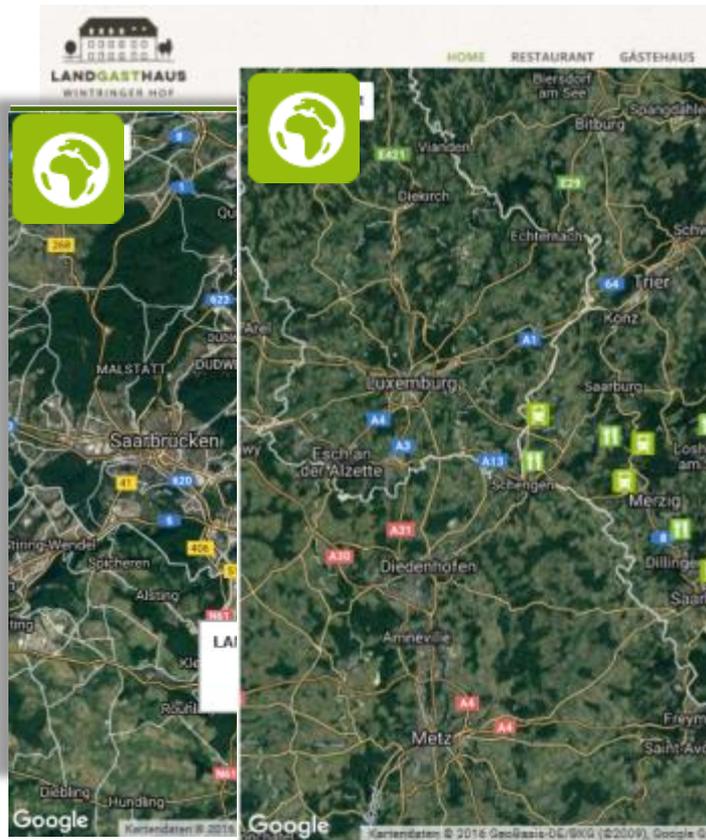


An Online Product to Give You Market Access

- ✓ Your destination Green Travel Map can then be used on its own as a **landing page to your green offers**, both on your own site and in the DestiNet portal in our global collection of Green Travel Maps, which can be used **for b2b or b2c purposes**



History → Initiative → Context → GreenTravelMaps →



History → Initiative → Context → GreenTravelMaps →



Saarpfalz-Kreis/Bliesgau

Deutschland Saarland Angebot Nachweise

GRÜNE REISEKARTE BLIESGAU

Die Grüne Reisekarte Bliesgau ist eine Planungshilfe für die Saarpfalz-Touristik im Dienst der Identifizierung und Kartierung von touristischen Produktbausteinen und nachweislich durch zu einem nachhaltigen Tourismus im Saarland beitragen. Als Referenz gehen Zertifikate, Labels und Preise für hohe Umwelt- und Sozialverträglichkeit, die galaktet sind.

Die Karte wird von der Saarpfalz-Touristik und der Tourismuszentrale Saarland, von internationalen Reiseunternehmen und Buchungsplattformen genutzt als Referenz für die Entwicklung ihrer Produkte und Dienstleistungen und für ihr Marketing.

MEHR ALS 30 TOURISMUSANGEBOTE, BETRIEBE UND DIENSTLEISTER

Alle Reisebausteine

- Reiseveranstalter, Infostellen
- Reiseangebote
- Transport, Mobilität
- Beherbergung
- Camping
- Gastronomie
- Attraktionen
- Aktivitäten
- Einkaufen

Saarland [Limited access]

Deutschland Nachweise Angebote Destinationen

GRÜNE REISEKARTE SAARLAND

Die Grüne Reisekarte Saarland ist eine Planungshilfe für die Tourismuszentrale Saarland und Destinationen im Saarland. Sie dient der Identifizierung und Kartierung von touristischen Produktbausteinen und Angeboten, die nachweislich durch nachhaltigen Tourismus im Saarland beitragen. Als nachweise gelten Zertifikate, Labels und Preise für hohe Umwelt- und Sozialverträglichkeit, die auf der Karte gelistet sind.

Die Karte wird von der Tourismuszentrale Saarland genutzt als Referenz für die Entwicklung ihrer nachhaltigen Produkte und Dienstleistungen und für ihr Marketing.

MEHR ALS 100 TOURISMUSANGEBOTE, BETRIEBE UND DESTINATIONEN

Grüne Reisekarte Saarland Reisebausteine

- Reiseveranstalter, Infostellen
- Reiseangebote
- Transport, Mobilität
- Beherbergung
- Camping
- Gastronomie
- Attraktionen
- Aktivitäten
- Einkaufen

Green Travel Map Germany

Über Deutschland Grüne Nachweise Bundesländer Management

More than 1200 green businesses & destinations

- Tour operators, information services
- Travel packages
- Transport, Mobility
- Destinations
- Accommodation
- Camping
- Restaurants
- Attractions
- Activities
- Shopping

in collaboration with The Green Travel Map Germany has been developed in partnership with the national tourism marketing organization Germany Travel. The map is used by Germany Travel with their 30 agencies abroad, by tour operators and booking platforms as reference for the development of their green products and services and for their marketing.

GREEN TRAVEL MAPS FOR DESTINATIONS IN GERMANY

Visit the pilot destinations

- Small: Nordseeinsel Juist, Niederlande
- Medium: Bliesgau, Saarpfalz-Kreis, Saarland
- Region: Baden-Württemberg

History → Initiative → Context → GreenTravelMaps →



The Bliesgau BR –
Saarpfalz-Destination
uses their Green Travel
Map as tool for
monitoring and raising
their green offer



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Themensäule Natur – Grüner Süden

Grüner Süden Special 2017:

Verlagskooperation mit dem jährlich erscheinenden Magazin „Anderswo“

- Auflage: 180.000 Exemplare
- Erscheint Ende November 2016

Anderswo
LEBEN KLIMAGUTER DESTINATIONEN

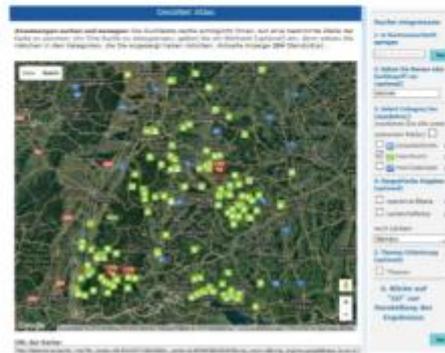
SONDERHEFT



21

Grüne Reisekarte Baden-Württemberg:

- Baden-Württemberg erstes Bundesland der Grünen Reisekarte Deutschland
- Abgebildet sind nachhaltige Unterkünfte, Freizeiteinrichtungen, Transportmittel etc., die ein entsprechende Zertifikat vorweisen können.
- Hilft Destinationen und Reiseveranstaltern bei der Planung



The regional **Baden-Württemberg Tourism Marketing Organisation** uses their Green Travel Map as source for their green travel packages



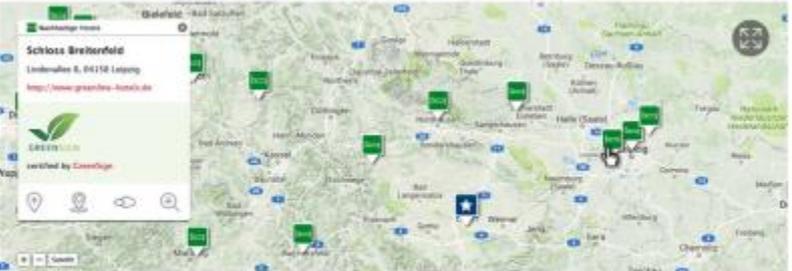
DESTINET SERVICES

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Auf der untenstehenden Karte sind Sie Übernachtungsmöglichkeiten, die messbaren Ansprüchen an Nachhaltigkeit gerecht werden



NACHHALTIGKEITSZERTIFIKATE

Die Liste der geprüften Kriterien ist lang. Einige Beispiele:

- Ressource sparendes Energiemanagement
- Einsatz erneuerbarer Energien z.B. Wind, Wasserkraft und Solarstrom
- Saisonale und regionale Gastronomie
- Zusammenarbeit mit regionalen Lieferanten und Dienstleistern
- Einsatz unverpackter und gründer Materialien

Nachhaltige Qualitätsstandards werden durch regelmäßige Nachprüfungen sichergestellt.

Display-Ad
„Medium Rectangle“
300 x 250
Auch für Mobile



The National Tourism Organisation **Germany Travel** uses the Green travel Map Germany as source for their international marketing of Green Tourism in Germany



Germany
The travel destination

www.germany.travel

DESTINET  SERVICES

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Bliesgau BR – Saar-Pfalzkreis destination



Businesses



Governmental bodies

Certificates, awards



DESTINATION



Tourism marketing organisations

Civil Society, NGO



Tour operators

Teachers, trainers, consultants



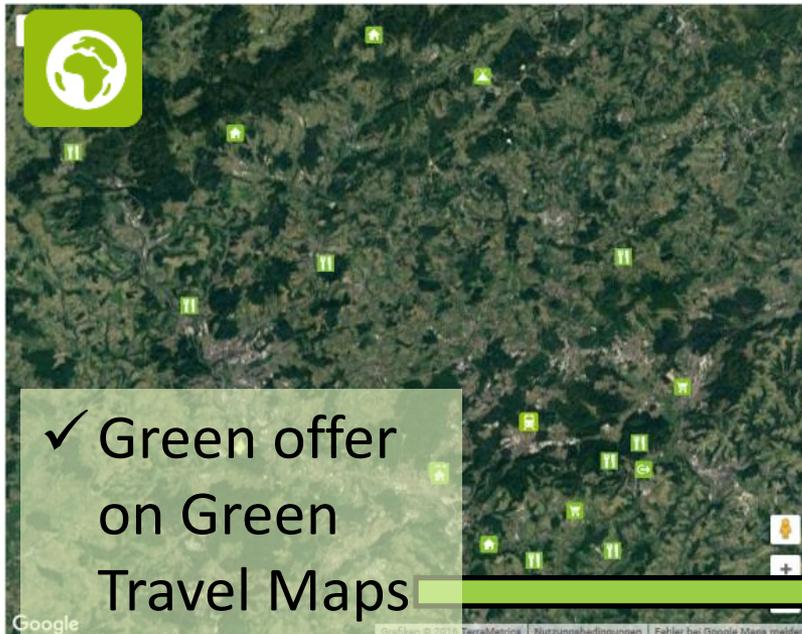
Travel agents, booking



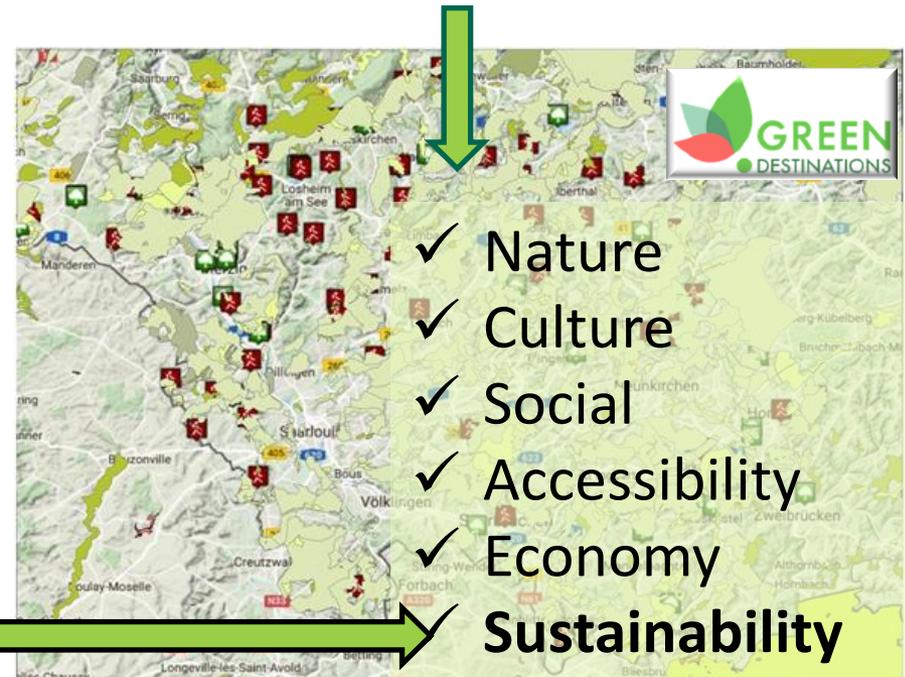
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Future Collaboration: Combining Green Travel Maps with „Green Destinations“ sustainability performance



&





For multi-stakeholder networking & exchange



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→ The “Biosphere Destinations” initiative...



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... Initial steps 2016

- March 2016: 4WCBR in Lima
- June 2016: Delta del Po
- August 2016: Langhirano
- October 2016: Chania

A screenshot of a website titled "BIOSPHERE DESTINATIONS". The header is green with the title in white. Below the header is a navigation bar with social media icons (Twitter, Facebook, LinkedIn) and logos for the United Nations and MAB. The main content area features a large image of a person cycling on a forest path, with a green globe icon on the left and a yellow "DRAFT v1" banner on the right. Below the image is a "WELCOME" section with a list of links: "... FOR BIOSPHERE RESERVES", "... FOR BUSINESSES", "... FOR CERTIFICATES", "... FOR TOUR OPERATORS", and "... FOR TRAVELLERS". At the bottom, there are three maps showing global locations: the first shows the Americas, the second shows Europe, and the third shows Africa and Asia.

→ The “Biosphere Destinations” initiative...



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... shall be realised 2016 -2025 with

- pilot steps and experiences in biosphere reserves
- building the BRs community in view of a first pilot project for development and implementation of the Biosphere Destinations brand in the Euro-Mediterranean region (e.g. to EU for funding)
- Expansion all over Europe
- Expansion world wide

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→ The “Biosphere Destinations” initiative...



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... with a good starting potential in the Mediterranean BRs

Biosphere Reserves



Certified Green Tourism



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→ The “Biosphere Destinations” initiative...



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... e.g. La Palma Biosfera

Green

Green Travel Map La Palma



[Open the map](#)

Greer

Reserv de la LA PALMA

For further information:



Restaurante La Casa del Volcán

Club de Producto Turístico Reservas de Biosfera Españolas – Reserva Mundial de la Biosfera La Palma



"Tourism in La Palma is one of the most important resources, and that's why La Palma Biosphere Reserve has been fostering different alternatives to promote a sustainable and responsible tourism with the island's environment. Moreover, all institutions in cooperation with the reserve philosophy through the Touristic Product Club of Spanish Reserves have been aimed to be promoted and recognized."

Certifying Organisation	Turespaña
Partner Organisations	Reserva Mundial de la Biosfera La Palma, Cabildo de La Palma, Patronato de Turismo, Asociación de Turismo Rural Isla Bonita
Travel Countries	Spain
Certified Tourism Services	257 > see map
Sustainability Areas	Economic and Social, Cultural Heritage, Environment
Transparency	Link to the standard
Assessment Process	Declaration and on site Second Party Assessment
Market Place	accommodations, restaurants, attractions, shopping, information intermediaries
License Period	3 Years
International recognition	



CICAR (I La Palma)
Kartendaten Nutzungsbedingungen
[See all locations on the map](#)

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→ The “Biosphere Destinations” initiative...

Start 2017





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**Welcome to the
Biosphere Destinations:
It's worthwhile arriving there!**

Thank you for your attention!
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