

Projects & Activities 2007-2009

International initiatives and partnerships

DestiNet Sustainable Tourism Information portal (since 2004)

Founding, development and executive body of the "DestiNet Sustainable Tourism Information Portal" with the European Environment Agency (EEA), UNEP and UNWTO, registered as "UN CSD Type II "Partnership for Sustainable Development" (since 2004). Development of a coherent structure for the submission, search and display of all information types and for networking and exchange of information from local to global level, testing, piloting and administration of the system as DestiNet executive body. www.destinet.eu



Sustainable Tourism Stewardship Council & Global Sustainable Tourism Criteria partnership

Participation and membership in both initiatives from the beginning. The GSTC partnership (since 2007) launched in October 2008 a set of 37 criteria, which shall give guidance above all for the accommodation sector and for tour operators. The STSC initiative (since 2000) has developed an accreditation system for sustainable tourism certification programmes. These two leading international initiatives merged in 2009 to one global initiative entitled the "Tourism Sustainability Council" (TSC). In 2010 the final name "Global Sustainable Tourism Council" (GSTC) was chosen.



International Task Force on Sustainable Tourism Development (ITF-STD)

Participation in the International Task Force on Sustainable Tourism Development (United Nations Marrakech process), invited by the French Government and the UNEP as leaders. The members developed a policy paper and work programme, many members (including ECOTRANS) have developed initiatives in the context of the task force objectives. The report "A three-year journey for Sustainable Tourism" includes the projects and tools, members and achievements (since 2007).



National committees for Sustainable Tourism

Membership and participation at:

- Committee „Natur, Umwelt und Tourismus“ of the Deutscher Tourismus-Verband (German Tourism Association), Bonn, Germany (since 1998)
- Advisory group „CSR Tourism“ of Forum Anders Reisen, Freiburg, Germany (since 2008)



Research and Development Projects

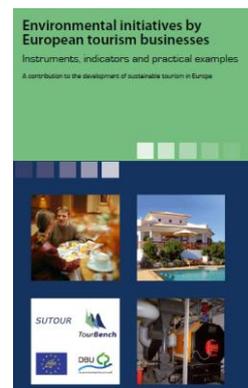
Certificates for Sustainable Tourism worldwide

Research, analysis and compilation of eco-labels and environmental management certification programs world wide. The regional, national and international certificates are published on DestiNet and continuously updated (permanent activity).



SUTOUR (2006 – 2007)

Partner of the European LIFE project SUTOUR(EELM), to support tourist businesses in order to setup an environmentally-friendly company management system, lead by IER Stuttgart. Identification of best practice examples in Europe. In collaboration with the *Royal Awards for Sustainability(Denmark)* ECOTRANS designed and realised the “Royal Sustainable Tourism Awards for Accommodation in Europe”, results published in “Environmental Initiatives of tourism businesses in Europe” (German edition: „Umwelleistungen europäischer Tourismusbetriebe”), supported by DBU/ Germany.



Global Sustainable Tourism Criteria (2007-2008)

Contribution to the development of the GSTC: research and analysis of criteria list from European certification programs as part of a global assessment of 4500 criteria world wide. German translation.



Ecoturismo Mediterraneo (2007-2008)

Technical assistance of a coalition of four territories in Sicily/Italy to develop ecotourism products, to exchange with other destinations in Europe, to prepare and realise an international conference for local decision makers, international experts and tourism organisations with focus on certification, destination management and marketing. The project was realised in collaboration with ACTA. ECOTRANS members participated as speakers at the international conference in Gibilmanna/Sicily in June 2008.



Eco-Destinet (2007-2009)

Development and testing of a European Eco-Tourism Labelling Standard (EETLS) and training material for eco-tourism professionals and certifiers, dissemination of results, with financial support from the European Commission "Leonardo da Vinci" programme. The results include a European Eco-Tourism Labelling Standard EETLS, the Eco-Destinet Learning Forum, the Eco-Destinet Library.



Atlas of Excellence (since 2009)

Research and compilation of more than 200 nominees and winners of awards and prizes for Sustainable Tourism worldwide since 2003, in collaboration with the German Travel Association (DRV) in 2009. The list is published on Destinet and continuously updated.



Eco-certified tourism in Austria (2009)

Pilot use of DestiNet to map the tourism businesses and travel packages certified with the Austrian or European Ecolabel for Tourism and/or the European Ecolabel, in collaboration with the Austrian Ministry of Life and VKI. Workshop with Austrian Tourism representatives, Ministry of Life, VKI, asr and FUTOUR on marketing opportunities.



Green Travel Bridge (2009)

The public private partnership project the "Green travel Bridge" (original title "Marketing Sustainable Tourism in Latin America to German Travellers") was initiated by ECOTRANS within the International Task Force for Sustainable Tourism Development in 2007 together with GTZ, Rainforest Alliance and asr. ECOTRANS contributes to the "Green Travel Bridge" with the implementation of the GTB folder on DestiNet, used for internal networking and content management. The GTB initiative uses the DestiNet portal as central source for sustainable tourism information world wide, a.o. "certified tourism in Latin America".



Research & Workshop "European Water Partnership" (2009)

Analysis of the criteria of European sustainable tourism related certification programmes with relation to "water". Presentation and discussion in a workshop on European Tourism and Water at EWP in Brussels, February 2009.



Seminar Copenhagen (2009)

Participation and presentation of research results on Sustainable Tourism Certification in Europe at a seminar of Wonderful Copenhagen, August 2009.



Research "Rural tourism in Europe" (2009)

Compilation of publications and initiatives for sustainable tourism in rural areas in Europe for the Italian institute for Biometeorologia IBIMET.



Green Passport (2009)

Technical advice and translation of the UNEP publication "Green Passport" for tourists with information and tips for responsible travelling.



International Conferences and Events

Participation and presentation of ECOTRANS research results:

2007

- MESST public consultation meeting, January 2007, Malta
- Reisepavillon, February 2007, Hannover
- ITF STD meeting, March 2007, Paris
- Internationale Tourismus-Börse ITB, March 2007, Berlin
- Sustainable tourism and hotels, May 2007, Cartaya
- European Tourism Forum, October 2007, Algarve
- Sustainable Tourism in the Mediterranean conference, November 2007, Rhodos
- ITF STD meeting, December 2007, Paris



2008

- asr seminar, January 2008, Berlin
- Reisepavillon, January 2008, Stuttgart
- Economy, sustainable development, tourism conference, February 2007, Andorra
- Internationale Tourismus-Börse ITB, March 2007, Berlin
- Ecoturismo Mediterraneo conference, Gibilmanna, June 2008
- European Parliament Hearing on Sustainable Tourism, July 2008, Brussels
- European Travel Commission Seminar on Climate Change & Tourism, October 2008, San Marino
- Viva Turistica tourism fair, November 2008, Frankfurt
- Sustainable Tourism in the Middle East conference, December 2008, El Gouna/ Egypt



2009

- AER Preserve seminar, February 2008, Brussels
- Reisepavillon and FREE tourism fair, February 2008, München
- Internationale Tourismus-Börse ITB, March 2007, Berlin
- ITF STD meeting, April 2009, Marrakech
- Symposium Tourism & Travel in the Green Economy, September 2009, Gothenburg
- European Ecotourism conference, October 2009, Athens

