

# Partnerships for a Sustainable Future

## Introduction

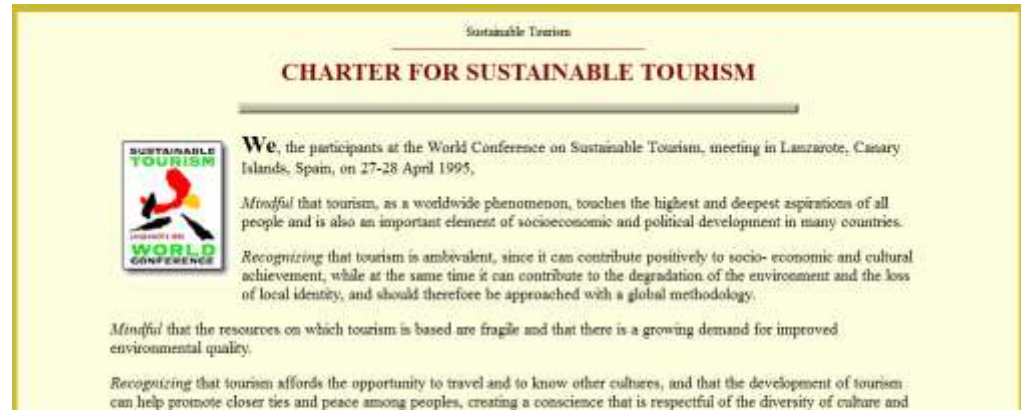
**Herbert Hamele**

ECOTRANS

European Network for Sustainable Tourism Development

Saarbrücken/Germany

# 1995: Charter for Sustainable Tourism

**13**

Governments, industry, authorities, and tourism-related NGOs should promote and participate in the creation of open networks for research, dissemination of information and transfer of appropriate knowledge on tourism and environmentally sustainable tourism technologies.

# 2005>> DestiNet Knowledge Networking Portal



The screenshot shows the DestiNet Knowledge Networking Portal homepage. The header features the DestiNet logo (a stylized sun) and the text "DESTINET Knowledge Networking Portal for Sustainable & Responsible Tourism". To the right is the "PARTNERSHIPS for SUSTAINABLE DEVELOPMENT" logo. Below the header is a large blue banner with the text "Connecting Sustainable Tourism" and a description: "our multi-stakeholder sustainable tourism observatory, knowledge networking tool, good practice database and global green market place". A navigation bar includes links: SOURCES, GOOD PRACTICE, MARKET PLACE, DESTINET ATLAS, and Google Site Search.

On the left side, there is a red sidebar with the text "Enterprise and Industry" and a section titled "Innovation in tourism" with the subtitle "How to create a tourism learning area The handbook". Below this is a European Commission logo.

The main content area is divided into two columns: "Stakeholders" and "Services".

- Stakeholders:**
  - Governments (icon: sun)
  - NGOs (icon: people with arrows)
  - Destinations (icon: signpost)
  - Academics (icon: graduation cap)
  - Businesses (icon: Euro and Dollar symbols)
  - Individuals (icon: suitcase)
- Services:**
  - Who is who? (icon: globe with question mark)
  - Market place (icon: people with arrows)
  - Resources (icon: book with pencil)
  - Good practices (icon: trophy)
  - Observatory (icon: binoculars)
  - Topics (icon: checklist)

On the right side, there is a section titled "Certificates and Standards" with a link "> Global Certification Quickfinder". Below this is the "Certified Tourism Atlas" with a map of Europe showing various locations. Further down is a "News" section with a link to "Biodiversity: Checklists & Green Travel Map for Germany" and a butterfly icon. At the bottom right, it says "[posted on: 25/09/2015]".

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# 2015: Challenges



SUSTAINABLE  
DEVELOPMENT **GOALS**

**World**



Sustainable Tourism

**Global regions**



Diversity

**Countries**



Policies

**Destinations**



Sustainability

**Businesses**



Competitiveness





12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



Ensure sustainable consumption and production patterns

## 12.b

Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products

# Partnerships: to meet multi-thematic & multi-stakeholder & multi-level challenges



Natural and Cultural Heritage



Climate Change- Energy & Resource Efficiency



Sustainable Transport & Travel



Sustainable Supply Chain Management



Destination Management & Good Governance



Knowledge Networking, Training & Education



Quality Assessment, Certification & Marketing



Sustainable Consumption and Production & Tourism (overarching)



Governments



NGOs



Destinations



Academics

Desti  Net



Businesses



Individuals

# 3 principles for successful partnerships



**1. Use what there is  
(„less re-inventing  
the wheel“)**



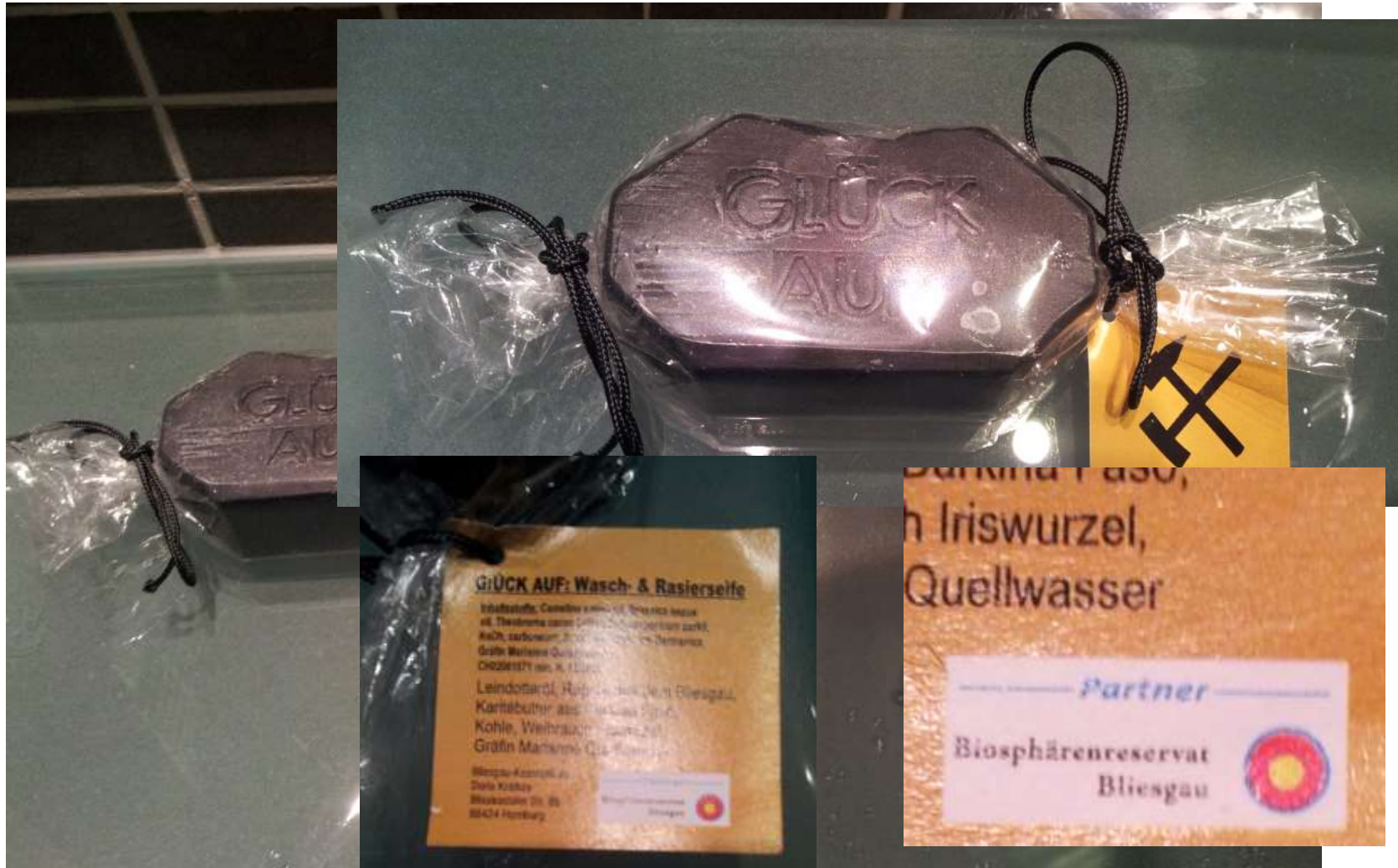
**2. Create  
benefits  
for all partners**



**3. Share results  
and  
experiences**



# DestiNet approach: Bring the Soap to the Green Travel Map

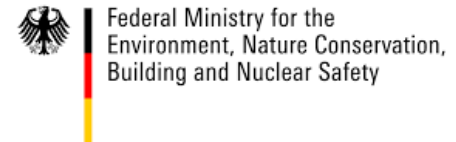




# The „GreenTravel Maps“ Partnership Approach

## Partners

- ❖ German Agency for Nature Protection & German Ministry for Environment
- ❖ Travel Germany & partners
- ❖ „Destination Nature“ & Partners
- ❖ Ecotrans



## ➤ Purpose & uses

### 📁 Green Travel Map Germany (under development)



The "Green Travel Map Germany" is a planning service for regional marketing organizations and destinations in Germany, aiming to identify and map tourist attractions and products that demonstrably contribute to an environmentally friendly and socially compatible tourism in the destination area, proved by certificates, labels and awards for sustainable tourism listed on DestiNet.


The map is used by *Germany Travel*, by tour operators and booking platforms as reference for the development of their products and services and for their marketing.

<http://destinet.eu/who-who/market-place/green-travel-maps-1/germany/>

## ➤ Map content

**MORE THAN 1000 BUSINESSES AND DESTINATIONS**











**all**



[map all](#)

[Special: Best Practice examples on "biodiversity"](#)


**travel components**

			
<i>Tour operators, Information</i>	<i>Travel packages</i>	<i>Transport, Mobility</i>	<b><i>Destinations</i></b>
<a href="#">map</a>	<a href="#">map</a>	<a href="#">map</a>	<a href="#">map</a>
<a href="#">list</a>	<a href="#">list</a>	<a href="#">list</a>	<a href="#">list</a>
			
<i>Accommodation</i>	<i>Camping</i>	<i>Restaurants</i>	
<a href="#">map</a>	<a href="#">map</a>	<a href="#">map</a>	
<a href="#">list</a>	<a href="#">list</a>	<a href="#">list</a>	
			
<i>Attractions</i>	<i>Aktivities</i>	<i>Shopping</i>	
<a href="#">map</a>	<a href="#">map</a>	<a href="#">map</a>	
<a href="#">list</a>	<a href="#">list</a>	<a href="#">list</a>	




## ➤ Services to destination managers & businesses

SERVICE




**PROOFS**

Certificates and awards for environmentally friendly, sustainable tourism in Germany



**KNOWLEDGE POOL**


**Tourism and Biodiversity:** organisations, self-checks, best practices, publications - and more




**DOWNLOAD (Login)**

Lists of the green offer can be downloaded as excel sheets by authorized partners and marketing services (e.g. tour operators, booking platforms)


GRÜNE REISEKARTEN DER BUNDESLÄNDER (IN GERMAN)




**Baden-  
Württemberg**




**Bayern**




**Berlin**




**Brandenburg**




**Bremen**




**Hamburg**




**Hessen**




**Mecklenburg-  
Vorpommern**




**Niedersachsen**




**Nordrhein-  
Westfalen**




**Rheinland-Pfalz**




**Saarland**




**Sachsen**



**Sachsen-  
Anhalt**




**Schleswig-  
Holstein**




**Thüringen**


Förderer und Unterstützer:



Gefördert durch das Bundesamt für  
Naturschutz mit Mitteln des  
Bundesministeriums für Umwelt,  
Naturschutz, Bau und Reaktorsicherheit



**Deutschland**  
Das Reiseland



Fahrtziel  
Natur  
Gute Gründe. Gutes Reisen.



# Service: Knowledge Pool

## ➤ Tourism and Biodiversity

 Knowledge Pool Tourism and Biodiversity



**Tourism depends on an intact and attractive nature and culture - the conservation of biodiversity is a priority for all those involved.**

The **operators of hotels, campsites and restaurants, tour operators, travel agents and destinations** can directly and indirectly contribute with many individual measures to the biodiversity targets in Germany, Europe and worldwide ([Self-Checks](#)) and as [Best Practice Examples](#) show how these actions can be implemented.

National and international professional organisations ([Who is Who](#)) provide scientific bases, training, consultancy and publications. Environmental and sustainability certificates and competitions award tourism businesses and destinations for their achievements ([Labels, Certificates & Awards](#)). Together, these dedicated tourism provide a growing variety of responsible travel opportunities ([Green Travel Map Germany](#)).



**Who is Who**  
Which government organisations and administrations, research, education and consulting institutions, associations and networks provide assistance on Tourism and Biodiversity?



**Publications and Glossary**  
Which publications are of particular interest for tourism businesses and destinations and provide a scientific basis, case studies, definitions, tips on biodiversity for tourism providers and other professional interested stakeholders? How are the terms defined?



**Best Practice Examples**  
Where do have tourism businesses and destinations in Germany and Europe contributed exemplary to the protection of biodiversity? Wo are they? Which biodiversity targets have they implemented?



**Self-Checks**  
What can hotels, camp sites, restaurants, tour operators, travel agencies, destinations concretely do in the areas of strategy and management, protected areas and landscapes, buildings and premises, procurement, information and training, community engagement?



**Labels, Certificates and Awards**  
How can the national and international certificates and competitions strengthen its standards to promote biodiversity objectives? Which labels and Awards are here especially recommended?



**Green Travel Map Germany**  
What tourism businesses and destinations in the German states have environmental and sustainability certificates or have won such prizes? Which of them are also particularly strong in the field of biodiversity?

## Biodiversity in certificates and awards for the tourism sector



### Self Checks for Hotels, Destinations, Tour Operators



### Knowledge Pool on DestiNet



### Green Travel Map Germany




ECOTRANS - [contact@ecotrans.de](mailto:contact@ecotrans.de) - [www.ecotrans.org](http://www.ecotrans.org) - <http://destinet.eu>

# Service: Knowledge Pool


## ➤ Good practice examples in Europe

Good Practice in Europe - Quickfinder [Limited access]

Administrators: [Herbert Hamele](#) | Go






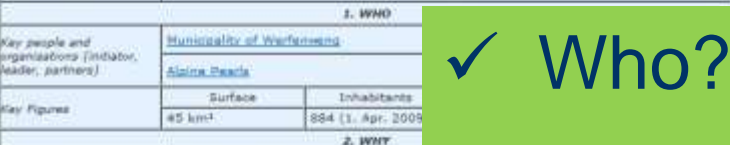



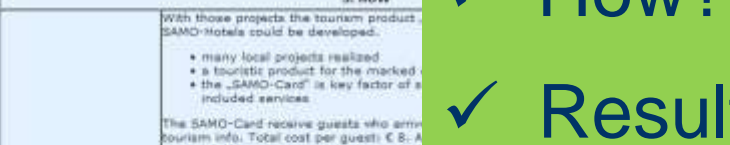




**Quickfinder**  
"Good Practice Examples in Europe"




**GLOBAL SUSTAINABLE TOURISM CRITERIA**

Section A - Management	Section B: Socio-Economic	Section C: Environmental
A1 Sustainable destination strategy	B1 Economic monitoring	C1 Attraction
A2 Destination management organization	B2 Local career opportunities	C2 Visitor management
A3 Monitoring	B3 Public participation	C3 Visitor behaviour
A4 Tourism seasonality management	B4 Local community opinion	C4 Cultural protection
A5 Climate change adaptation	B5 Local access	C5 Site integrity
A6 Inventory of tourism assets and attractions	B6 Tourism awareness and education	C6 Intellectual property
A7 Planning Regulations	B7 Preventing exploitation	
A8 Access for all	B8 Support for community	
A9 Property acquisitions	B9 Supporting local entrepreneurs and fair trade	
A10 Visitor satisfaction		
A11 Sustainability standards		
A12 Safety and security		
A13 Crisis and emergency management		
A14 Promotion		

**SEARCH RESULTS:**

Type	Title/Abstract	Good Practice Innovation Sheet
	<a href="#">Fonda - Green visit to the bass and mussels (SI)</a> Items Description 1. WHO Key people and organisations (initiator, leader, partners) The Fonda Family (Ugo, I Lean), owners of the Fonda Fish Farm in the Piran Bay have dedicated ..	
	<a href="#">A to B: Ljubljana App (SI)</a> Application A to B: Ljubljana Items Description 1. WHO Key people and organisations (initiator, leader, partners) Producer: Regional Development Agency of the Ljubljana Urban Re..	
	<a href="#">Liubljana (SI)</a> Good Practice Innovation Sheet (add picture of the destination here & delete text) Items Description 1. WHO Key people and organisations (initiator, leader, partners) Petra Stuček, petra..	
	<a href="#">Schouwen-Duiveland (NL)</a> Good Practice Innovation Sheet Items Description 1. WHO Key people and organisations (initiator, leader, partners) Coastal and Marine Union EUCC and the Municipality of Schouwen-Duiveland ..	
	<a href="#">Kuldiga (LV)</a> Good Practice Innovation Sheet Items Description 1. WHO Key people and organisations (initiator, leader, partners) Kuldiga Active Recrea..	
	<a href="#">Werfenweng (AT)</a> Good Practice Innovation Sheet Items Description 1. WHO Key people and organisations (initiator, leader, partners) Municipality of Werfenweng Alpine Pearls Ke..	

English German
30 Jan 2015



See all locations on the map

✓ Who?

✓ Why?

✓ How?

✓ Results?

✓ Reflection?

✓ More

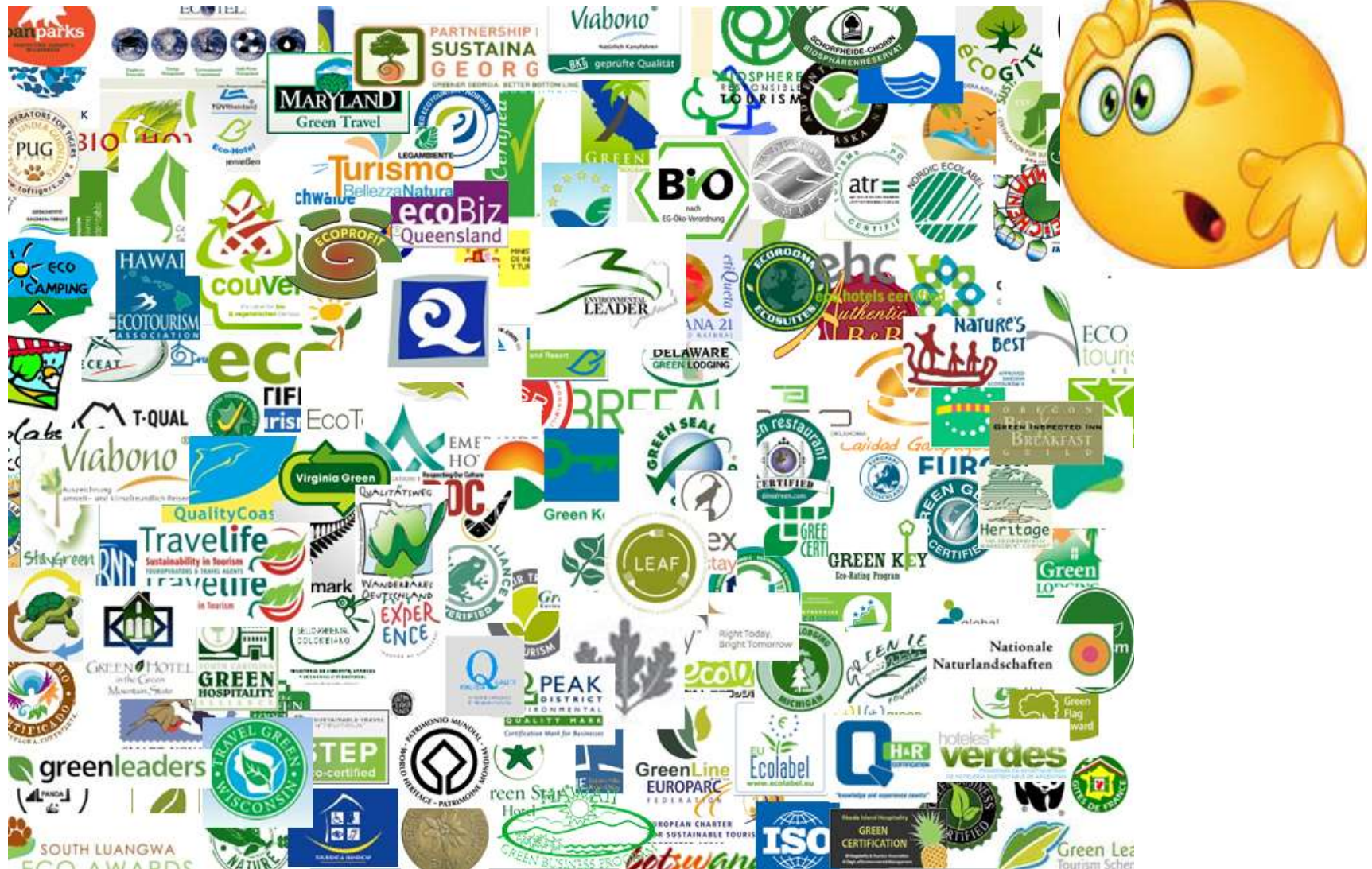


## Service: Green Proofs

### Situation: Sustainable tourism certification worldwide



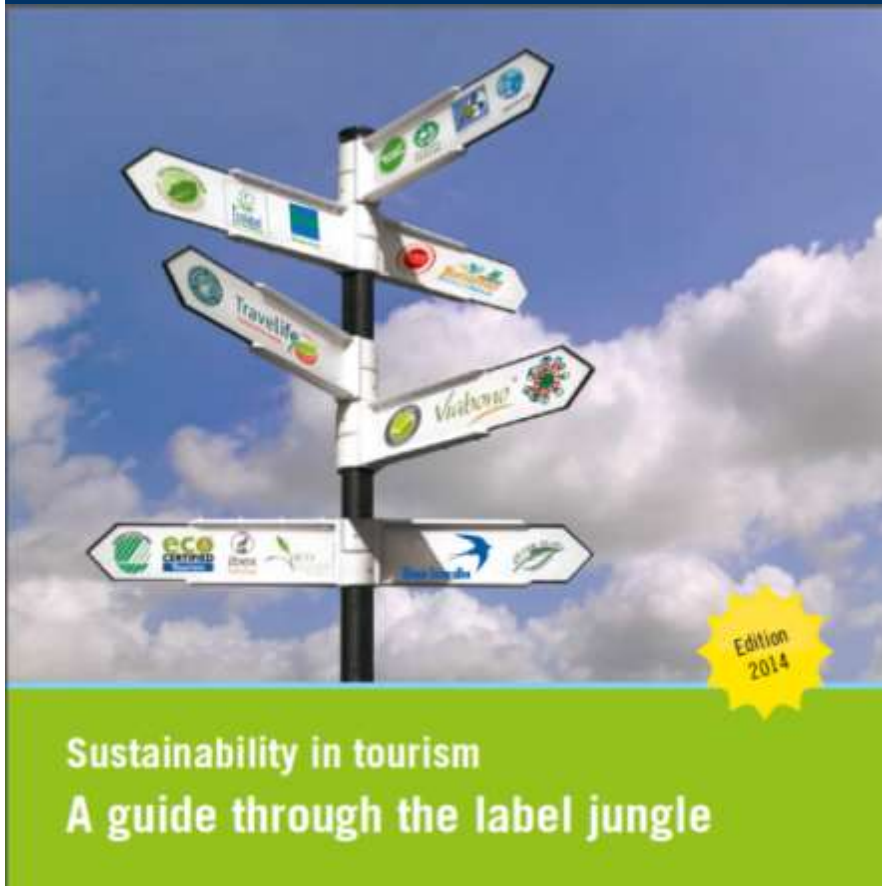
## Situation: More than 150 labels for all tourism services





## Service: Green Proofs

# Mission Ecotrans: Transparency on Sustainable Tourism Certification Worldwide



## Service: Green Proofs

# Mission Ecotrans: Transparency on Sustainable Tourism Certification Worldwide



ECOCAMPING is a management system for environmental and nature protection, safety and quality on camping sites.

Certifying Organisation

ECOCAMPING e.V.

Partner Organisation/s

Partners are primarily economic and national associations from the camping sector and environmental organizations, e.g. Bundesverband der Campingwirtschaft in Deutschland (BVCD), Caravaning Industrie Verband e.V. (CIVD), ECOTRANS e.V., Global Nature Fund (GNF)...

Travel Countries

Germany, Austria, Switzerland, Italy, Croatia, Slovenia

**Certified Tourism Services**

**233** >[see list](#) >[see map](#)

Sustainability Areas

Environment, Social Issues, Economy

Transparency

[Link to the Standard](#)

Assessment Process

On-site third Party Assessment

Market Place

Accommodations (Campsites)

License Period

3 Years

Susta  
A gui

## Service: Green Proofs

# Mission Ecotrans: Transparency on Sustainable Tourism Certification Worldwide



ECOCAMPING  
nature protect

Certifying Organisation

Partner Organisation/s

Travel Countries

**Certified Tourism Services**

Sustainability Areas

Transparency

Assessment Process

Market Place

License Period



The Biosphere Responsible Tourism label certifies in Europe and in Latin-America accommodations as well as restaurants, amusement parks, golf courses, attractions and many others destinations, e.g. Biosphere regions and cities.

[GSTC recognised standard for accommodations](#) (Januar 2012)

[GSTC approved programm for accommodations & tour operators](#) (September 2012)

[GSTC recognised standard for destinations](#) (February 2015)

[GSTC approved standard for destinations](#) (February 2015)

Certifying Organisation

Instituto de Turismo Responsable  
Fundación Eurochile, Epypsa (Estudios, Proyectos y Planificación S.A.), Developing Natural Activities (DNA), Advanced Leisure Services, Formagruppo, Kullin Management, TÜV Rheinland, TUI, UNESCO, GSTC, Reserva de la Biosfera de la Palma International

Partner Organisation/s

Travel Countries

Certified entities in Spain, Dominican Republic, Peru, Chile, Colombia, Germany, Mexico, Argentina, Italy, Luxembourg, São Tomé and Príncipe, United Kingdom and Portugal

**Certified Tourism Services**

Sustainability Areas

103  
Environment, Social Issues, Economy, Cultural Heritage

Transparency

[Link to the Standard](#)

Assessment Process

On site Third Party Assessment

Market Place

Accommodations, Camping Sites, Attractions, Destinations and Cities, Activities, Transport and Mobility, Car Rental

License Period

1 Year

Susta  
A gui

## Service: Green Proofs




# Mission Ecotrans: Transparency on Sustainable Tourism Certification Worldwide



ECO  TRANS

## Sustainable Tourism Certification Worldwide

Since 1994 ECOTRANS has published and continuously updated a global list of ecolabels, with the aim of promoting transparency in this field. The independent, quality-assessed DestiNet portal for sustainable & responsible tourism brings together all certificates and certified tourism establishments in one place. Registered certification programs map their certified tourism businesses, destinations and travel companies on the [global green market place](#) on DestiNet.

	Sustainability areas (Main issues covered)	Transparency (Access to the standard)	Verification Procedure	Global Recognition							
	Environment	Social Issues	Economy	Culture	Published	Partially published	Not published	On-site third-party	On-site second-party	Desktop	GSTC recognized standard
	Adventure Green Alaska (AGA)	•	•	•		•					•
	Austrian Ecolabel	•				•			•		•
	Biosphere Responsible Tourism	•	•	•	•	•			•		•



# The „GreenTravel Maps“ Partnership Approach

## Service: Access to Green Proofs

### 📁 NACHWEISE (in German)

#### MATRIX "ZERTIFIKATE UND LABELS FÜR GRÜNE ANGEBOTSBAUSTEINE"



#### Internationale und Europäische Nachweise

Klicken Sie auf das Logo, um das Profil des Zertifikates oder Labels zu sehen



Klicken Sie auf das Logo, um das Profil des Zertifikates oder Labels zu sehen



#### Nationale Nachweise



#### 📁 Nachweise im Saarpfalz-Kreis/Bliesgau



#### Nachweise im Saarpfalz-Kreis/Bliesgau



Partner

Biosphärenreservat

Bliesgau

Profil

[Administration der Partnerliste](#)



• [Regionale Nachweise für Tourismus im Saarland](#)

• [Nationale und internationale Nachweise für Tourismus in Deutschland](#)

# ➤ The Soap on the Green Travel Map

Soap Producer > „Partner BR Bliesgau“ > Saarland > Germany



### Business description

**Bliesgau Biosphärenreservat**

**Address:** Bliesgau Biosphärenreservat, 66346 Homburg, Germany  
**Phone:** +49 67 1 40 54 54  
**Email:** info@bliesgau-biosphaerenreservat.de  
**Website:** www.bliesgau-biosphaerenreservat.de

**Organization Type:** Non-profit  
**Supporting Activities:** Nature conservation, education, research, and tourism.



Biosphärenreservat  
Bliesgau



### Green Proof description

**Green Proof description:** The Bliesgau Biosphere Reserve is a special area for nature conservation and education. It is a unique landscape with a rich cultural heritage. The reserve is managed by the Bliesgau Biosphere Reserve Association, which is a non-profit organization. The reserve is a member of the UNESCO Biosphere Reserve network.

**Address:** Bliesgau Biosphärenreservat, 66346 Homburg, Germany  
**Phone:** +49 67 1 40 54 54  
**Email:** info@bliesgau-biosphaerenreservat.de  
**Website:** www.bliesgau-biosphaerenreservat.de


**Organization Type:** Non-profit  
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# ➤ The Soap on the Green Travel Map

Soap Producer > „Partner BR Bliesgau“ > Saarland > Germany

**Saarpfalkreis Bliesgau [Limitierter Z...**



Die Grüne Reisekarte Bliesgau ist eine Planungshilfe, dient der Identifizierung und Kartierung von touristisch nachweislich durch zu einem nachhaltigen Tourismus Zertifikate, Labels und Preise für hohe Umwelt- und Sozialverträglichkeit.

Die Karte wird von der Tourismuszentrale Saarland, von Reiseveranstaltern und Buchungsplattformen genutzt als Referenz für die Entwicklung und für ihr Marketing.

**MEHR ALS 30 TOURISMUSANGEBOTE, BETRIEBE**

Alle



Karte  
Spezial: Best Practice Beispiele zu Biodiversität

Reiseveranstalter  
Infostellen  
Karte  
Liste

Beherbergung  
Karte  
Liste

Attraktionen  
Karte  
Liste

Aktivitäten  
Karte  
Liste

Einkaufen  
Karte  
Liste

**Saarland [Limitierter Z...**



Die Grüne Reisekarte Saarland ist eine Planungshilfe und Dienstleistungen im Saarland. Sie dient der Identifizierung und Kartierung von touristischen Produktbausteinen und Angeboten, die nachhaltig Tourismus im Saarland beitragen. A und Preise für hohe Umwelt- und Sozialverträglichkeit.

Die Karte wird von der Tourismuszentrale Saarland, von Reiseveranstaltern und Buchungsplattformen genutzt für ihre Produkte und Dienstleistungen und für ihr Marketing.

**MEHR ALS 100 TOURISMUSANGEBOTE, BETRIEBE**

Alle



Karte  
Spezial: Best Practice Beispiele zu Biodiversität

Reiseveranstalter  
Infostellen  
Karte  
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Einkaufen  
Karte  
Liste

**Green Travel Map Germany (under development)**



The "Green Travel Map Germany" is a planning service for regional marketing organizations and destinations in Germany, aiming to identify and map tourist attractions and products that demonstrably contribute to an environmentally friendly and socially compatible tourism in the destination area, proved by certificates, labels and awards for sustainable tourism listed on DestiNet.

The map is used by Germany Travel, by tour operators and booking platforms as reference for the development of their products and services and for their marketing.

**MORE THAN 1000 BUSINESSES AND DESTINATIONS**

all



map all  
Special: Best Practice examples on "biodiversity"

**travel components**

Tour operators, Information	Travel packages	Transport, Mobility	Destinations
map list	map list	map list	map list
Accommodation	Camping	Restaurants	
map list	map list	map list	
Attractions	Aktivitäten	Shopping	
map list	map list	map list	



# 3 (interim) success factors for partnerships



## 1. Use what there is

- ✓ *DestiNet system & databases (partnership itself)*
- ✓ *Partners' roles, competences, tools*



## 2. Create benefits for all

- ✓ *Certificates, awards, brands*
- ✓ *Destination managers*
- ✓ *Businesses & Service providers*
- ✓ *NGOs*
- ✓ *Governmental & Administration bodies*
- ✓ *Academics: research, training, consulting*
- ✓ *Marketing partners*

## 3. Share results and experiences

- ✓ *Full transferability to destinations worldwide*

# Outlook: Establish partnerships for Green Travel Maps in other countries



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

**Partnerships for Sustainable Development**

**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. Currently displaying 1247 location(s).

**Define search**

- 1. Zoom map to Location**  
Type location address
- 2. Enter Name or Keyword (optional)**  
Type keywords in this location
- 3. Select Category/ies (mandatory)**  
(check all boxes below)  
☐ ORGANIZATIONS  
☒ MARKET PLACE  
☒ MARKET SOLUTIONS
- 4. Geographical specification (optional)**  
☐ operational level  
☐ landscape type  
by country:
- 5. Topic specification (optional)**  
☐ Topics
- 6. Click "Go" to display results**

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Contact us - Disclaimer

# Outlook: Establish partnerships for Green Travel Maps in other countries



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

**Partnerships for SUSTAINABLE DEVELOPMENT**

**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](#), [download them in GeoRSS format](#) or [download contacts in CSV format](#). Currently displaying 8446 location(s)...

**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

**My DestiNet**

**Notifications**  
Subscribe to notifications

**Good Practice Destinations**  
> Europe Quickfinder

**Knowledge Pools**  
> Biodiversity / Biodiversität

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**Google**



*„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 attention!*

**Herbert Hamele**

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[www.ecotrans.org](http://www.ecotrans.org)

<http://destinet.eu>