

# Using Ecolabels for mainstreaming Sustainable European Tourism

Aims	Criteria	Topics	Europe
	Stakeholders	Roles	Certificates
	Research	Knowledge	Innovation
Market place	Good Practice	Networking	

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ECOTRANS e.V., Saarbrücken  
P2P, Brussels, 27 March 2012

# 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



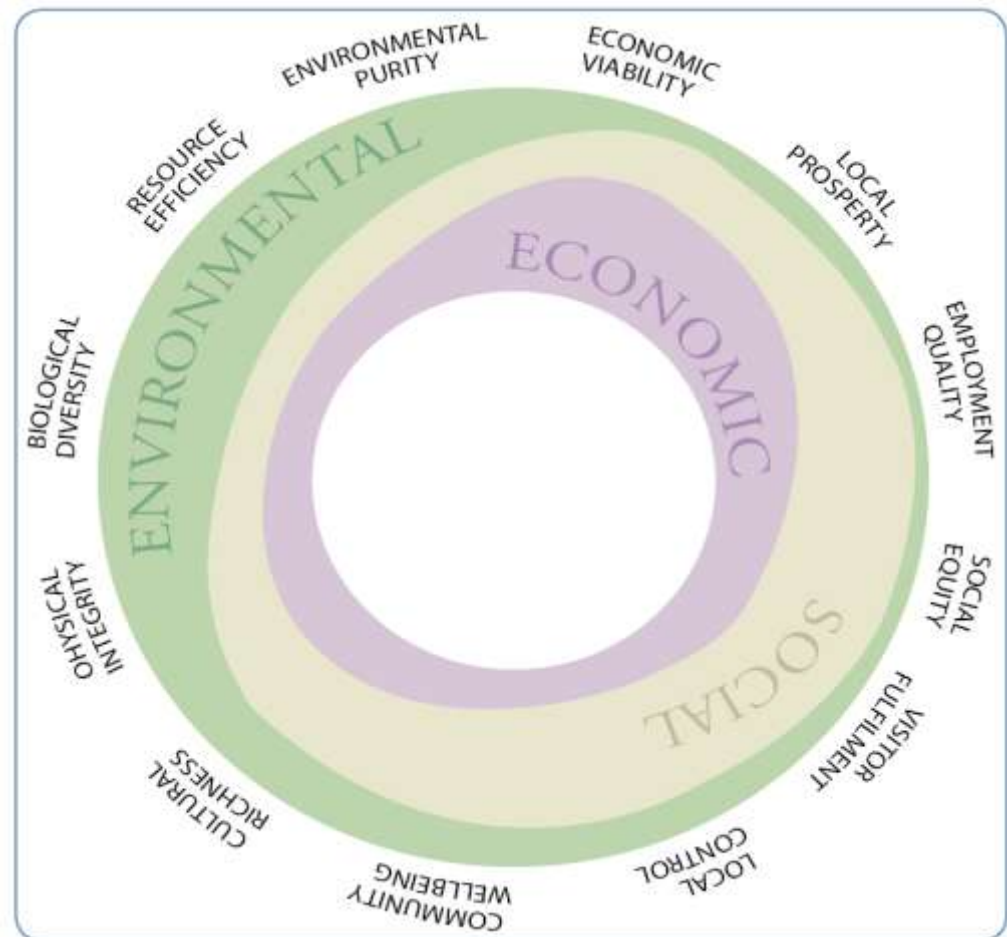


# Aims

## **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:



Natural and Cultural Heritage



Climate Change- Energy & Resource Efficiency

Destination Management & Good Governance



Sustainable Transport & Travel



Quality Assessment, Certification & Marketing

Sustainable Supply Chain Management



Knowledge Networking, Training & Education

Sustainable Consumption and Production & Tourism (overarching)





# 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.





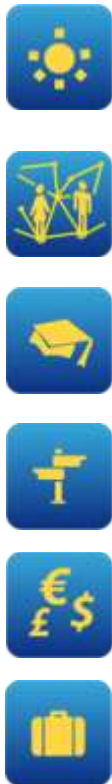
## ... a multi-stakeholder process



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



Topics



Who is who?



Resources, library, tools



Good and best practices



Market place: certificates and certified tourism



Observatory for monitoring and reporting





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# 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](#)

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[EN](#) | [Home](#) | [Who is Who](#) | [MARKET SOLUTIONS](#) | [CERTIFICATES & AWARDS](#) | [Certificates and Standards](#)

## My DestiNet

 [Logout](#)

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 [Add or start a topic user group](#)

 [Connect with your automatic tourism indicators or tools](#)

 [Promote your event on the DestiNet Calendar](#)

 [Promote your news on the DestiNet News System](#)

 [Check your profile or service on the online automatic tourism Market Place](#)

 [Create a DestiNet hub or your website, destination or network](#)

## ECOTRANS – DESTINET SERVICES

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## Certificates and Standards

**Folder administrator:**  
Herbert Nemele, ECOTRANS, [herbert.nemele@ecotrans.de](mailto:herbert.nemele@ecotrans.de)

### STANDARDS AND CERTIFICATION PROGRAMMES

According to UNEP/UNWTO (2005) "Certification is a mechanism for ensuring that an activity or product meets certain standards that may be set by government or agreed within an industry sector. In tourism, certification is used primarily to check on the activities and standards of tourism enterprises, such as accommodation operators, to ensure consumer safety and satisfaction. However, it may also be extended to cover sustainability issues. The key components of certification include:

- Voluntary participation by businesses,
- Well defined criteria and standards,
- A process of auditing and assessment,
- Recognition of those who meet the criteria, through a label or logo,
- Follow up, in due course, to check continued compliance."

The global list of sustainable tourism standards and certification programs on DestiNet has been compiled by ECOTRANS in collaboration with the members of the TSC Accreditation Committee (2009/2010). It is continuously updated. The [Global Sustainable Tourism Council](#) recognises standards, approves certification systems and accredits certification bodies.

### OUR TIP

- See the locations of the **100+ certificates** in this folder on the [DestiNet Atlas](#)
- See the certification programmes with **GSST recognised standards**
- Download the **International "Guide through the label jungle"** with the 20 selected certificates below
- **Click on the logos** to learn more about those labels and their certified businesses and services world wide

### Folder administration

- [Basket of approvals](#)
- [Folder logs](#)
- [Users' management](#)
- [Right-side portfolio](#)
- [Customer Feedback form](#)

### Calendar of events

◀ Month 2012 ▶						
M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



















# >>> Access to best practices examples



## Atlas of Excellence

> 30 awards > 500 businesses & destinations

**My DestiNet**

- Log in
- Display an organisation on the global DestiNet Atlas
- Join or start a topic web group
- 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

**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).

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

**Define search**

1. Zoom map to Location  
Type a location address
2. Enter Name or Keyword (optional)  
Type a keyword or phrase
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  10
6. Click "Go" to display results

**Map URL:**  
http://destinet.eu/jportal\_map?lat\_center=20.96143961409664&lon\_center=15.8203125&map\_zoom=2&map\_engine=google&base\_layer=satellite

**Supporters:**

European Environment Agency, UNEP, UNWTO, ECO TRANS, AUA, Discover eco Romania, DTU





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



**Das Österreichische Umweltzeichen**

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Produkte von A-Z

Suchbegriff(e):  Suche

Home > Tourismus > Tourismus- und Gastronomie

**Tourismus**  
 Tourismus- und Gastronomie  
 Beherbergung und Hotellerie  
 Campingplätze  
 Schutzstätten  
 Gastronomie  
 Spezialangebote  
 Erfolgsgeheimnisse  
 Green Meetings  
 Reiseveranstalter  
 Europäisches Etikett

**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, Schutzstätten oder Camping - alles ist verboten!

Umweltchonendes Reisen bedeutet oft auch Nervan schonendes und genussvolles Reisen - das sollen Ihnen die ausgezeichneten Umweltzeichen-Beispielsuche ermöglichen.

VeranstalterInnen von Konferenzen, Tagungen oder Seminars, die sich strengen Umweltauflagen unterziehen, können Ihre Verantwortung 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 Europäischen Etikett stellen ähnliche Anforderungen an Beherbergungsbetriebe und Campingplätze.

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DestNet Atlas

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

Zoom to location  
 Type location address  
 Make a selection below then by click here to start search  
 Keyword

Austria  
 (check all boxes below) ☐  
 by Category  
☐ organizations  
☒ market place  
☒ market solutions  
 Geographical Specification  
☐ operational level  
☐ landscape type  
 by country  
 All





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



networking – mapping – marketing - monitoring





# Sustainable tourism development in Iceland: Potential uses of DestiNet



1. Implement a sustainable tourism learning area for competitive & sustainable tourism (own folder)



2. Develop a “Green Travel Map Iceland”: objectives > selection criteria > mapping (“green stones of Iceland mosaic”) > training and certification > innovation and monitoring



3. Facilitate market access: promotion of the “Green Travel Map Iceland” to specialised tour operators, travel agents, booking channels, media



→ e.g. German speaking 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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