

ENVIRONMENTAL CERTIFICATION – GUARANTEE OF TOURIST OFFER QUALITY

Dear entrepreneurs,

Modern business has to be based on the principles of sustainability. The tourism industry, in all segments, entails consumption of resources and changes in space. The obligation of all is to create conditions for the development of tourism based on the principle of harmonization of interests of economic development and the need to protect the environment, as well as the adaptation and mitigation of climate change. Sustainable tourism development requires compliance with the principles of: a) optimal use of natural resources, implementation of policies and measures that mitigate the effects of climate change, to reduce emissions of greenhouse gases and the transition to low-carbon development, b) compliance with the socio-cultural characteristics of the community, preserving cultural heritage and traditional values; and c) providing sustainable, long-term economic operations, in order to achieve social and economic benefits for all.

An important instrument in the protection of the environment on a global level is environmental labeling/environmental certification. The mechanism of action of this instrument can be explained as follows: a label on the product or service evidences less environmental impact. This is to motivate environmentally aware consumers to buy these products or services, and entrepreneurs are motivated to develop environmentally friendly products or services due to an increase in sales and consumption.

Environmental certification for tourist accommodation facilities is a voluntary mechanism for confirming the quality of sustainable business. The certification process includes an expert assessment of compliance criteria in each unit with respect to:

- Guidelines for environmental protection
- Savings in energy, water and chemicals
- Sustainable transport
- Reduction of waste
- Preserving biological value
- Affirmative relationship with guests, employees, local community and business partners.



Advantages of Environmentally Certified Accommodation

- ✓ **Realized savings** with continuous improvements that lead to higher quality offer
- ✓ **Less impact** on the environment
- ✓ **Better marketing position** in regional and global markets
- ✓ **Partnership** with guests, local community and business environment
- ✓ **Business image of the environmental movement** leader in tourism and socially responsible business.

In a competitive global market, more and more tourists choose a holiday destination characterized by commitment to the environment and responsible business. **Environmental certification is a reliable and transparent means of determining the choice of accommodation.**

In the framework of the [Towards Carbon Neutral Tourism](#) Project, the following forms of support to the sector of tourism accommodation establishments are provided for the introduction [European Union Ecolabel](#) or [Travelife](#) certificate:

- Free preliminary energy audit for interested accommodation facilities, in order to assess the current condition and propose cost-effective energy efficiency measures
- Consulting services for managers and responsible staff in accommodation facilities in order to meet the criteria for certifications, including support for the preparation of necessary forms
- Co-financing the costs of certification, to cover the costs of audit review, while certified facilities have the obligation to pay registration and annual membership fee
- Promotion and marketing through local and national tourist organization, events, as well as the traditional media and social networks.

We expect Your interest and invite You to join the growing family of eco-certified facilities. For more information and cooperation, please contact Viktor Subotic, Project Coordinator, by e-mail: viktor.subotic@undp.org

European Union Ecolabel – Certificate that Allows Sustainable Choice



European Union Ecolabel is regarded as the leading eco-label in Europe, which was established in 1992, by the Regulation of the European Commission. The intention is to support the customers and tourists to easily identify products and services that are less harmful to the environment.

Ecolabel is a certificate issued to entrepreneurs confirming that their products and services meet the high standards of environmental protection, while providing information to consumers and clients to choose among the products and services on the market those that less endanger the natural environment. The ultimate goal of this certification is reduced

negative impact of consumption and production on the environment, health, climate, resources and energy. **Certified tourist facilities with this seal of quality have an advantage over the competition and can attract wealthier guests from countries of the European Union and beyond.**

The EU Ecolabel awarded to tourist accommodation facilities means that the following criteria are met: a) limited energy consumption; b) limited water consumption; c) reduced waste; d) use of renewable resources, and e) promotion of awareness and communication on the topic of environmental protection with employees, guests and partners.

Your European Union Ecolabel is:

- ✓ A message to guests that Your services meet a number of environmental criteria, thus making easier their choice of holiday destination
- ✓ Recognized in all countries of the European Union
- ✓ Proof of Your reputation because it shows environmental responsibility.

EU Ecolabel is suitable for small tourist facilities and camping sites, with dominantly individual and online bookings.

The certificate is issued for a period of 5 years, after which the compliance with the given criteria is reverified.



Certification Costs

Category	Audit Review ¹	Registration Fee (one-time payment)	Annual fee for using the label (5 years)	Total costs for the first year
Accommodation facilities with up to 20 beds	€ 350	€ 220	€ 185	€ 405
Accommodation facilities with 21-100 beds	€ 450	€ 320	€ 310	€ 630
Accommodation facilities with 101-200 beds	€ 650	€ 480	€ 470	€ 950
Accommodation facilities with more than 200 beds	€ 650	€ 630	€ 690	€ 1320

¹ The first audit review is funded by the Project Towards Carbon Neutral Tourism

Travelife is the leading initiative for training, management and certification of tourism companies, which are committed to sustainable business. Travelife is an internationally recognized certification scheme, including more than 1,300 accommodation facilities. The criteria for obtaining this certificate are divided into four thematic groups: a) general management; b) environmental protection; c) labor rights, human rights and cooperation with local communities; and d) conditions in the supply chain (suppliers and clients).

Principles of Travelife certification scheme:

- ➔ Unique set of criteria
- ➔ Sectoral distribution, through applicability to various forms of tourism enterprises (hotels, apartments, travel agencies)
- ➔ International distribution and global availability of online instructions in numerous languages.

It is important to emphasize that the leading tour operators such as TUI Travel, Thomas Cook, Virgin Holidays, Kuoni, and Neckermann require the possession of international certificates such as Travelife for accommodation facilities. In addition, members of the Travelife community are broadly supported through promotion on the global networks, such as booking.com and Expedia.

The certificate is issued for a period of two years, after which the compliance with the given criteria is reverified.

Advantages for Your facility:

- ✓ Improved experience of guests. A survey of tour-operators shows that Travelife hotels are awarded higher marks by guests, compared to other hotels.
- ✓ Professional support - Travelife online instruction provides the hotels with personalized feedback on how they can meet the criteria.
- ✓ Improved promotion through the internal network of certified hotels and companies, as well as on global networks.



Certification Costs

Category (no. of beds)	Membership and certification costs ² For 2 years
1 - 30 beds	€ 640
31 - 160 beds	€ 860
161 - 1,000 beds	€ 1,490
1,000+ beds	€ 2,150

² The first certification is co-funded by the Project Towards Carbon Neutral Tourism