

Towards Carbon Neutral Tourism in Montenegro

Eco Certification for Tourism Accommodation

Final Report

Part 1:

Overview of environmental certifications
for collective and non-collective facilities in the tourism sector

Part 2:

Status Quo of Quality Standards
and Certification Schemes in Montenegro

Part 3:

Recommendation for
Eco Certification in Montenegro



Table of Content

TABLE OF CONTENT	2
1 FOREWORD	3
2 EXECUTIVE SUMMARY	3
3 INTRODUCTION TO ENVIRONMENTAL CERTIFICATION IN TOURISM	5
4 OVERVIEW ON LABELS IN EUROPE – COMMONALITIES AND DIFFERENCES	6
5 EXPERIENCES FROM INTERNATIONAL LABELS	9
5.1 EU ECOLABEL FOR TOURISM ACCOMMODATION AND CAMPSITES	9
5.2 GREEN GLOBE	10
5.3 TRAVELIFE	11
6 EXPERIENCES FROM NATIONAL LABELS	11
6.1 THE AUSTRIAN ECOLABEL.....	11
6.2 THE CATALAN ECOLABEL.....	12
6.3 FURTHER EXPERIENCES IN MEDITERRANEAN COUNTRIES	13
7 CLIMATE RELATED LABELS	13
7.1 KLIMAHOTELS DEUTSCHLAND (CLIMATE HOTELS GERMANY)	14
7.2 KLIMAFREUNDLICHER BETRIEB (CLIMATE FRIENDLY COMPANY)	15
7.3 CARBON OFFSETTING.....	15
7.4 GOVERNMENTAL INITIATIVES TO SUPPORT CLIMATE FRIENDLY TOURISM	16
8 SITUATION IN MONTENEGRO	17
8.1 QUALITY STANDARDS AND CERTIFICATION SCHEMES IN TOURISM AND OTHER PRODUCTS	17
8.2 INTERNATIONAL TOURISM LABELS AND CERTIFICATIONS USED IN MONTENEGRO	20
8.3 ON-SITE VISIT IN MONTENEGRO.....	20
8.4 CONCLUSIONS.....	22
9 RECOMMENDATIONS FOR MONTENEGRO	22
9.1 RECOMMENDATIONS.....	22
SCENARIO A. DEVELOPING AN OWN MONTENEGRIN TOURISM CERTIFICATION.....	23
SCENARIO B. SUPPORTING AND STRENGTHENING AN EXISTING ECOLABEL FOR ACCOMMODATION	24
9.2 ROAD MAP	26
INTERNAL PROMOTION OF THE ECO-CERTIFICATION CONCEPT	27
FINANCIAL SUPPORT	28
PREPARATION FOR THE EU ECOLABEL	28
MARKETING FOR CERTIFIED ACCOMMODATION	29
OTHERS.....	30
10 ANNEX	31
10.1 LIST OF INTERVIEWS AND MEETINGS	31
10.2 FULFILMENT OF THE ECOLABEL CRITERIA (VERY QUICK CHECK) BY THE INTERVIEWED HOTELS	32
10.3 OVERVIEW OF CRITERIA OF SELECTED ECOLABELS.....	38
10.4 STATUTES FOR AUDITORS OF THE AUSTRIAN ECOLABEL AND THE EU ECOLABEL (IN GERMAN).....	46
10.5 STATUTES FOR ADVISORS OF THE AUSTRIAN ECOLABEL AND THE EU ECOLABEL (IN GERMAN)	49
10.6 RESOURCES	51

1 Foreword

UNDP tries with project 'Towards Carbon Neutral Tourism' to adopt a comprehensive approach to reduce GHG emissions and to minimizing the carbon footprint of tourism in Montenegro. It will do so by promoting country's transition towards a carbon neutral travel and tourism, minimizing energy use and transport in and around new green-field development projects, helping tourism industry to identify and implement cost-effective mitigation options in travel and accommodation sectors, as well as introducing a carbon offset scheme and other innovative financial mechanisms to compensate for the residual emissions and generate additional revenues for climate mitigation and adaptation actions in tourism.

Which all together will increase the public awareness about the tourism sector's carbon footprint, and in a long run positively influence this major sector of Montenegrin economy.

This report deals with the possibilities for develop a national certification scheme or international certification scheme for the tourism business in Montenegro.

2 Executive Summary

Number of eco certification schemes/labels do exist both on national and international level; some of them are used already in Montenegro, but to a very limited extent. The study analyses and compares the different approaches and their applicability to Montenegro vice versa the option to develop an own Montenegrin certification. Steps for the implementation of the chosen option were identified.

The aim is to provide a transparent, credible system that fulfils international requirements for labels, but at the same time to reach a critical mass of tourism business that are able to fulfil the criteria. A functioning label provides marketing advantages, reduces operational costs and increases the environmental performance. For a successful positioning on the market ownership and commitment of the respective national tourism authorities and institutions is necessary.

Options and analyses of options

Two options were developed based on the conclusion from on-site interviews and desk-top-research:

- Developing an own Montenegrin tourism certification, that could include a first level that focuses on climate relevant measures only
- Supporting and strengthening an existing international eco certifications for accommodation.

The analysis of those options brought the following results:

Mainly the arguments of the significantly lower costs for development and marketing and the advantages in credibility and market access lead to the recommendation to focus the project on the promotion and implementation on the Montenegrin market of international labels.

National certifications is not likely to be further explored for project support due to high costs of the establishment, implementation and marketing efforts for international tourists for a completely new label that at the end creates parallel structures.

Recommendation

Taking all aspects of the comparison of the different relevant international labels into account the EU Eco Label shows the largest number of advantages:

- Ownership by public bodies (member states of the EU), Montenegro could already now take part in the decision making processes.
- Cost advantages
- Coordinated marketing measures
- Available experiences in Montenegro (3 facilities)
- Extension possible also to campsites.

Besides promotion of the EU Eco Label for tourism accommodation, support should be provided to the Montenegrin accommodation in the fulfilment of the criteria and the certification process; as well as for establishment of effective national structures for the internal and external marketing of the label and of certified accommodations.

A concrete road map for the implementation of the recommendation should contain the following points; all suggested steps and measures are indicated with a priority 1-3 and a cost estimation from 1 (cheap) to 3 (expensive).

Internal promotion of the eco-certification concept

- Information sharing/trainings for the institutions (ministries, NTO, entrepreneurial associations, local authorities, inspections etc.) about eco-certification. (Priority 1 / Costs 2)
- Spread the information about the EU Eco Label towards the tourism business. (Priority 1 / Costs 1)
- Spread the information about the EU Eco Label towards the private accommodation. (Priority 1 / Costs 1)
- Integrating Info-buttons on the websites of local TO, NTO, etc. (Priority 2 / Costs 1)
- Offer workshop for interested hoteliers and private accommodation owners with the EU Eco Label auditor. (Priority 1 / Costs 2).

Financial support

- Support for pre-advice support for the identification and planning of optional environmental measures. (Priority 2 / Costs 2)
- Support for interested accommodation. (Priority 1 / Costs 3)

- Exploring financial support with national financing institutions or banks. (Priority 3 / Costs 1)

Preparation for the EU Eco Label

- Train local auditors. (Priority 2 / Costs 3)
- Translate the online system for the hotel data into local language. (Priority 2 / Costs 1)
- Support for the preparation of a national competent body. (Priority 3 / Costs 1)

Marketing for certified accommodation

- Annual ceremonies for handing over the certificates. (Priority 3 / Costs 2)
- Marketing and promotion need to create special visibility for the certified accommodation with all different means:
 - Special section at diverse marketing websites and -portals. (Priority 1 / Costs 1)
 - Specialised brochure on EU Ecolabelled accommodations. (Priority 2 / Costs 1)
 - Incentives for EU Ecolabelled accommodation. (Priority 3 / Costs 1-2)

Others

- **Establishment of networking and know-how exchange of front-runners.** (Priority 2 / Costs 2)

3 Introduction to environmental certification in tourism

Tourism, more than any other type of activity requires and unspoilt environment in which to operate. The tourism sector represents 5% of European Union GDP and accounts for over half a million tourist accommodation sites. Often located in pleasant but fragile locations, tourist accommodation can put pressure on water and energy resources and threaten local biodiversity through inappropriate waste management. Tourism related transport is large driver for climate change.

Tourism faces increased environmental requirements and awareness. Consumers becoming more and more demanding in their quest for greener holidays. The Traveller Holiday 2005 Study¹ showed that 51% of tourists opt for environmentally friendly resorts and accommodation, while 82% prefer an intact environment.

The tourism business reacted to this trend and increased their environmental performance in the last two decades constantly. Eco certification should provide guiding on this journey and a communication tool to allow environmentally- and climate friendly service

¹ Traveller Holiday Travel and Environment, January 2005, issued by the Studienkreis für Umwelt und Entwicklung on behalf of Umweltbundesamt Berlin

providers to stand out from the crowd. Saving also money for and increasing management abilities in the accommodation a win-win-win situation for the business, the consumer and the environment is created.

Eco certification – to a certain extent – brings the Best Environmental Management Practice (BEMP)² into a criteria system that usually foresees obligatory and optional criteria. Whilst for the certification all obligatory criteria have to be fulfilled out of a list of optional criteria just a specific amount (often weighted according to costs or easiness to implement) have to be realized.

4 Overview on eco certification in Europe – commonalities and differences

At the moment there are around 100 different eco certificates in tourism within Europe, Germany alone has more than 20, many of them at regional level. The Austrian Ecolabel for tourism was in 1993 the first national approach, and formed a base for the later developed EU Eco Label.

Most of the labels, especially those with higher environmental standards and an independent third-party control (as such fulfilling the ISO criteria for ecolabels³) are financed by governmental bodies at regional or national level. In most of the cases the ministries responsible for the environment cover the costs for development, quality assurance, etc. for the scheme. The certified units have to cover costs for the assessment (which in some cases is supported by special 'green business' programmes, as e.g. the Vienna Business Plan) and an annual 'label-fee'.

The EU Eco Label criteria form key voluntary policy instruments within the European Commission's Sustainable Consumption and Production and Sustainable Industrial Policy (SCP/SIP) Action Plan and the Roadmap for a Resource-Efficient Europe. The Roadmap seeks to move the economy of Europe onto a more resource efficient path by 2020 in order to become more competitive and to create growth and employment. The EU Eco Label promotes the production and consumption of products with a reduced environmental impact along the life cycle and is awarded only to the best (environmental) performing products in the market.

Internationally the Global Sustainable Tourism (GST) Criteria by the Global Sustainable Tourism Council (GSTC) provide a quality framework and a meta-certification for labels. Most of the national tourism labels and the EU label are GSTC certified or accredited.

Most of the labels cover the same areas of criteria: energy (supply and efficiency), water, waste, chemicals, regional products, information to the consumers. Some labels take additionally transport issues into account, and add criteria for gardening (e.g. local plants) and products used in the kitchen (e.g. no rare species). The differences between the labels lie mainly in the number and depth of the single criterion.

² A comprehensive overview of the current Best Environmental Management Practice in tourism could be found in European Commission (2013): Best Environmental Management Practise in the Tourism Sector. Learning from frontrunners. JRC Technical Reports.

³ ISO 14024 (1999): Environmental labels and declarations - Type I environmental labelling - Principles and procedures.

New development takes more and more also social criteria into account – especially working conditions of the staff members are an increasingly discussed topic in the regular review meetings.

A serious label – which is developed according to the ISO 14024:1999 ‘Environmental labels and declarations - Type I environmental labelling - Principles and procedures’ – provides an independent third party certification, this means that neither the owner (often ministries or national tourism organisations) nor the certified unit itself⁴ is responsible for the certification process. The certification often including a pre-check and consultancy advice for improvements is in several cases done by consumers’ organisations or hired consultancies.

Ecolabels contribute to financial savings: According to a study⁵ the energy amount in a ***- to *****-hotel could be reduced by up to 60% compared with the average, which leads to savings of 1,5 – 2,8% in the total annual operating budget of the hotel.

Examples from the south of Europe show the huge potential in savings of all resources by environmental measures – and the related financial benefit:

- The Alma Verda Village & Spa in Luz Lagos (Portugal) could avoid 15,2 tons of CO₂ / year through use of traditional material and an appropriate architecture.
- The Apartamentos Fariones in Lanzarote Spain reduced the energy used for desalination for 66%. Until 2003 the resort’s water supply was covered by a desalination plant based on vapour compression consuming 10.5 kW/m³. In 2004, a new desalination plant was installed based on inverse osmosis with an energy consumption of only 3.5 kW/m³. The general management planned to implement an environmental management system according to both ISO 14.000 and EMAS.
- The Hotel Derby Exclusive in Milano Marittima (Italy) saved 20% of gas consumption by the instalment of solar panels and a heat recovery system. The hotel has been certified with the Legambiente Turismo ecolabel since 2001.
- The Hotel Gran Rey in the Valle Gran Rey (Spain) reduced the water consumption by 33% just in the first year after installing water-saving devices such as dual-flush toilets or flow regulations in showers. The hotel is certified with EMAS, ISO 14.001 and was awarded the ‘TUI Umweltchampion’ (Environmental Champion), ‘Öko-Proof-Betrieb’.
- The Fattoria il Duchesco in Alberese (Italy) managed to reduce its gas consumption by 38%, its waste production by 12% and the drinking water consumption by 31%. Il Duchesco is the first holiday farm resort in Europe which has been certified under the EU Ecolabel standards. Moreover, Il Duchesco has been nominated for the ‘Amici dell’Ambiente’-Award, and in 2006, it has been awarded for best practice in the field

⁴ As it happens e.g. when large tour operators develop and certify their own label for their hotels.

⁵ Hamele, H., Eckart, S. (w.d.): Environmental initiatives by European tourism businesses. Instruments, indicators and practical examples.

of renewable energies ('Premio Buone Pratiche per le energie rinnovabili').

- The Hilton Malta (Malta) had two measures have been particularly valuable, both from a cost-reduction perspective as well as in terms of the environmental impact.

The changeover from two diesel burners (warm water boilers) to liquefied petroleum gas has led to a 60 % reduction in heating costs, while the burner's efficiency increased at the same time reducing emissions significantly. In a second project two desalination plants based on reverse osmosis were installed, providing 125 m³ a day of fresh water from seawater. High efficiency (42%) and heat recovery units reduced the energy cost by up to 65%. At the same time the hotel's dependence on the limited local water resources could be diminished. Also, the hotel runs its own wastewater treatment plant which recovers 98% of the hotel's wastewater and which can be re-used for irrigation.

In addition, it has formed working teams in order to put environmental projects with the government and with non-governmental organisations (NGOs) into practice. The hotel is certified with the EU Ecolabel, the Malta ECO Certification.⁶

Overall the holders of national labels in tourism and the Competent Bodies for the EU Ecolabel are very satisfied with the environmental performance of the different labels. Hotel owners report their satisfaction with the financial savings, but still opt for public support in the phase of applying for the EU Eco Label, as investments could be high, especially for smaller accommodation.⁷

On the other hand several label-holder state that necessary marketing efforts especially for the labelled accommodation by the respective tourism associations should be improved.

The main conclusions can be as follows:

- Consumers' first choice for holidays is rather the destination or sometimes the activity. But within the chosen destination he/she compares available accommodations in terms of quality, price and environmental friendliness. If quality and price is rather equal, the choice goes with a growing number of consumers towards the more environmental friendly accommodation. But obviously this information needs to be easily accessible within the marketing media – website, brochures, etc.
- However, marketing effort by the labelling body is not very intensive. This is usually the case when the labelling body is the Ministry for the Environment and not the Ministry that is responsible for Tourism.

⁶ All examples from: Hamele, H., Eckart, S. (w.d.): Environmental initiatives by European tourism businesses. Instruments, indicators and practical examples

⁷ Baumgartner, C. (2015 b): Own research amongst the Competent Bodies of the EU Ecolabel.

- The appropriate response can be that touristic web-portals and booking engines provide separate sections for eco-certified accommodation.

5 Experiences from international labels

5.1 EU Eco Label for tourism accommodation and campsites

The European Union Eco Label is Europe's official environmental label. It was established in 1992 by a EU Regulation. It aims to help consumers to easily identify products, which are less damaging to the environment than equivalent brands over their whole life cycle.

In 2000 the EU Ecolabel was re-launched by a revised Regulation No 1980/2000/EC that extended the scheme to cover services. Tourist Accommodation service was the first product group which has been developed for a service.

In 2010 new rules strengthening the EU Eco Label, entered into force following the publication of the Regulation (EC) N°66/2010. Important changes include even higher environmental standards, lower fees and simplified criteria linked to public purchasing and other EU policies. The new rules include the possibility for Ecolabel criteria to be developed for food and drink products in the future. There will also be greater synergy with other national environmental labels as well as faster criteria development and revision procedures.

Participation in the scheme is voluntary. It is administered by officially appointed Competent Bodies in each EU country. The technical criteria for specific product groups are agreed upon by EU Member States after consultation with relevant interests, including other departments within the European Commission and European representatives of industry, consumers, environmental organisations, retailers and public authorities.

The EU Ecolabel for the tourist accommodation service has been approved in 2003 and its criteria have undergone revision in 2008, the current version is available here: http://ec.europa.eu/environment/ecolabel/ecolabelled_products/categories/tourist_en.htm). The current criteria list is valid till 31.12.2016, the review process is ongoing, up-graded criteria should be published in spring 2016.

All key documents are available in many or all Community languages.

Application for the EU Ecolabel is done at the Competent Body in the EU Member State where the tourist accommodation service is offered. For a tourist accommodation brand belonging to a State outside the EU, the application must be made in the European country where the service is offered. For the three Montenegrin accommodation facilities that are certified the respective Competent Body is in Austria.

Concerning the fees for the label the Commission just provides a possible minimum and maximum, the concrete amount is fixed by the national competent bodies. The Competent Bodies in Austria has set cheaper fees than most of the other EU member states:

Category	Fee for the first assessment	Annual fee for label usage
Category 1:	€ 200,-	€ 175,-

Accommodation till 20 beds, gastronomy till 20 seats		
Category 2: Accommodation 21-100 beds, gastronomy 21-300 seats, catering, mountain huts, camping	€ 300,-	€ 290,-
Category 3: Accommodation 101-200 beds, gastronomy more then 300 seats	€ 450,-	€ 440,-
Category 4: Accommodation more then 200 beds, conference and event centres	€ 590,-	€ 650,-

The application fee is reduced by 20 % for applicants registered under the Community eco-management and audit scheme (EMAS) and/or certified under the standard ISO 14001.

For the time being there are 320 accommodations labelled with the EU Ecolabel, from which 230 are in Mediterranean countries: Cyprus: 1 / France: 91 / Greece: 2 / Italy: 105, Malta: 1 / Montenegro: 3 / Spain: 27. The strong representation in France in Italy is both due to the importance and large number of tourism businesses in the country, but also due to the close cooperation with national Ecolabel authorities. The EU certification and the national certification are awarded in the same process.

5.2 Green Globe

Green Globe provides certification, training & education, and marketing services in 83 countries worldwide. Based in Los Angeles, California and with partners in Mexico, South America, South Africa, Middle East, the Caribbean and Europe, Green Globe provides certification for the sustainable operations and management of travel and tourism companies and their related supplier businesses. Green Globe also maintains a global network of independent auditors who provide third party inspection and validation.

Most of the process could be done online, the criteria have the typical range for ecolabels: 41% environmental criteria, 9% cultural heritage, 25% social economic and 25% sustainable management.

For the time being (2015) 181 tourism businesses in Europe are 'partner' of Green Globe, meaning that they are certified or in the process of certification. 47 partners are to be found in the Mediterranean countries - France: 32 / Greece: 1 / Italy: 3 / Monaco: 4 / Montenegro: 1 (Hotel Rivijera Petrovac: <http://hotel-rivijera-montenegro.com/en>) / Slovenia: 3 / Spain: 3.

The contact point for Montenegro would be the German office, the annual membership fee for hotels ranges from € 650,- for micro units (up to 19 rooms) to 4.500,- € for large units (250 and more rooms).

In 2009 Green Globe updated its certification requirements to include 248 different criteria. Details (e.g. amount of renewable energy requested) are not available via the website - only with payment of membership.

5.3 Travelife

Travelife is an international sustainability certification scheme. Actually around 1,300 hotels around the world are certified. Hotels that meet the Travelife standard are formally recognised with a Travelife award to promote their achievements. To achieve a Travelife award and become certified hotels must become a Travelife member and prove they meet the Travelife assessment criteria. They will then receive a Travelife award, an award plaque and the right to use the Travelife certification mark to showcase their sustainability achievements to their customers for two years – till the next recertification.

Travelife criteria differentiate between hotels with less or more than 160 beds.

Category	Membership fee (2 years)	Certification process fees (2 years)	Total costs for 2 years
Small properties: less than 160 beds	€ 450,-	€ 350,-	€ 800,-
Medium/large properties: more than 160 beds	€ 750,-	€ 650,-	€ 1.400,-

Currently some large international tour operator trying to motivate their contracted hotels to undergo a certification process under a recognised and well-established scheme. Travelife was named, as tour operators have experiences with this label, but also other certifications are possible.

6 Experiences from national labels

6.1 The Austrian label

For the time being (2015) 332 hotels, restaurants and campsites are certified with the national Austrian Ecolabel. The latest guideline from 2014 integrates more criteria towards sustainability (e.g. working conditions).

The Austrian Ecolabel is independently third-party certified and the costs for the first check and often for some investments are financially supported in several regions by regional governments.

The fees range from 400,- € for the first check plus 140,- € annual licence fee for small units of less than 20 beds up to 920,- € for the first check plus 520,- € annual licence fee for accommodations with more than 200 beds.

Analyses⁸ show the high satisfaction of the users with the environmental effects of this label. At the same time, there is a need to improve internal marketing (to reach more

⁸ Baumgartner, Christian (2000): Evaluierung der Umsetzung des Österreichischen Umweltzeichens für Tourismusbetriebe. Projektendbericht (GZ 23 4720/125-II/3/99 für das Bundesministerium für Umwelt.

hotels to be able to create more awareness on the market) and external marketing (towards the consumers) for the label. This task is mainly seen at the label owner (the Ministry for the Environment), and the Austrian NTO and regional marketing associations. The key issue is that the driving force behind the label was the Ministry for the Environment; the Ministry responsible for tourism was not enough involved in the development and implementation of this label.

6.2 The Catalan label

The Government of Catalonia, and in particular the Ministry of Territory and Sustainability, is very interested in having a high quality and sustainable tourist companies. To achieve a sustainable growth of the sector, it is necessary to have companies which are ready to reduce energy and resources consumption that imply high economic costs and important environmental impacts.

The Government of Catalonia is the competent body for EU Ecolabel of the region. In Catalonia there is also the Catalan Ecolabel, an ISO type I regional ecolabel.

In Catalonia, the tourist accommodation services eco-certified are mainly, small hotels and rural farmhouse accommodations. Currently there are 23 tourist accommodation services and 1 campsite in Catalonia awarded with the EU Ecolabel, and 87 tourist accommodations awarded with the Catalan Ecolabel: 34 rural farmhouses, 10 campsites, 14 hotels and 29 youth hostels.

For boosting the eco-certification systems, the Government impulses several public initiatives:

- Grants to get an ecolabel: Catalan label or EU Eco Label. They cover advisory costs.
- In the official search website of tourist accommodations you can select companies with EMAS, EU Ecolabel or Catalan Ecolabel. In this initiative, the Ministry of Territory and Sustainability cooperate with the Catalan Tourism Agency of the Government (www14.gencat.cat/rtcwebguies/AppJava/index.jsp).
- Collaboration with Turalcat, one of the most important rural farmhouses associations of Catalonia. They promote ecolabels in the territorial fairs where they have promotion stands. They also promote the ecolabels among its members. Turalcat also have a search website of rural farmhouses. It is possible to select rural farmhouses with ecolabels. <http://www.turalcat.com/aspnet/cercador.aspx>

Baumgartner, C.; Leuthold, M. (2001): Potentiale für Ökotourismus in Österreich. Studie für das Bundesministerium für Wirtschaft und Arbeit.

Baumgartner, C; Schwenoha C. (2015 a): Nachhaltiger Tourismus in Österreich. Eine Kurzstudie zu Ökologie, gesellschaftlicher Authentizität und regionaler Wertschöpfung. Kurzstudie im Auftrag des Bundesministeriums für Land- und Forstwirtschaft, Umwelt und Wasserwirtschaft

Baumgartner, C. (2015 b): Own research amongst the Competent Bodies of the EU Ecolabel.

6.3 Further experiences in Mediterranean countries

Not many Mediterranean countries, especially not in the near neighbourhood of Montenegro, do have own – national – ecolabels Type I-ISO 14020. So experiences in Mediterranean countries are mainly done with the EU Eco Label.

Several label holders or Competent Bodies for the EU Eco Label report the positive feedback by companies in regard of learning effects of how to effectively protect the environment.⁹ Also better (environmental and general) management is reported.

E.g. the satisfaction with the EU Ecolabel in France was assessed in 2011 and brought the following results:

- 30% of the EU Ecolabel certified explain that the certification makes their occupation rate higher.
- 79% of the EU Ecolabel certified declare that they wanted to get the EU Ecolabel to prove their commitment in environment.

On the other hand several comments state that the first investment to reach the label criteria is a heavy burden, even if later savings are envisaged, and could only be mastered with financial support programmes.

In regions where there was support available, the number of certified units is significantly higher, which is e.g. visible in Brittany (France). Brittany is the 1st region in France in number of certified tourist accommodation with 64. That can be explained by the fact that EU Eco Label is financially supported by local institutions and the national environment agency (ADEME) and have to pay 70% less to the competent body. Moreover, Pact'environnement, which is the plan of action in the Chamber of Commerce of Brittany give them free consultancy in the process of EU Eco Label. Consultants meet them as often as they need until they are ready to pass the audit.

The other complains especially in southern countries are concerning the availability and costs of renewable energy, which is one of the core criteria in most of the Eco Labels.

7 Climate related labels

Tourism and transport had regularly been addressed by media as a contributor to climate change. However, due to the heterogeneity of figures and messages communicated by the different stakeholders, as well as the lack of emission calculation standards in the sector, consumers remain confused and poorly informed about the exact dimensions of climate impact associated with travel services. A research report issued by the World Tourism Organization (UNWTO)¹⁰ suggests that a change of tourism consumption patterns has more emission reduction potential for the sector than technological measures. There is general

⁹ Baumgartner, C. (2015 b): Own research amongst the Competent Bodies of the EU Ecolabel.

¹⁰ UNWTO-UNEP-WMO (2008): Climate Change and Tourism – Responding to Global Challenges.

consensus among tourism stakeholders and policymakers that consumer awareness on climate change issues needs to be improved.¹¹

A Eurobarometer survey in July 2009¹² found that a majority of European consumers are concerned about possible negative environmental impacts of the products they purchase. 72 % of EU citizens think that a label indicating a product's carbon footprint should be mandatory in the future.

Examples for tourism initiatives focusing on climate protection only are rather focused in the northern European and the German speaking countries – this is true for all different forms: certifications / labels, offset-programs or governmental support.

7.1 Klimahotels Deutschland (Climate Hotels Germany)

The German tourism brand mark Viabono certifies climate friendly hotels (<http://www.klima-hotels.de>). All hotels have to have the basic Viabono certification and as a step further a certified carbon footprint. Thus their production of CO₂ has been calculated for each overnight stay. They have to implement a series of measures to minimise the discharge of emissions. Any unavoidable residual CO₂ emissions are being compensated for by the hotels through climate protection projects. The current project is a forest, so called 'hotel-climate-forest' in Panama, organised by the partner CO₂OL. Degraded pastureland in the province of Darien is being reforested with a mixed culture of mostly native tree species. Nevertheless there is a lot of criticism (not only) amongst NGOs concerning forest projects as climate compensation¹³. Preferable would be CDM-projects (Clean Development Mechanism under the international climate treaty, see http://unfccc.int/kyoto_protocol/mechanisms/clean_development_mechanism/items/2718.php) with Gold (Sustainability) Standard.

Such projects could also be defined in European or Mediterranean Countries. To be eligible for Gold Standard Certification, a project must:

- Be an approved Renewable Energy Supply or End use Energy Efficiency Improvement project type.
- Be reducing one of the three eligible Green House Gases: Carbon Dioxide (CO₂), Methane (CH₄) and Nitrous Oxide (N₂O).
- Not employ Official Development Assistance (ODA) under the condition that the credits coming out of the project are transferred to the donor country.
- Not be applying for other certifications, to ensure there is no double counting of credits.
- Demonstrate its additionality by using the United Nations Framework Convention on

¹¹ UNWTO (2007): Davos Declaration on Climate Change and Tourism

¹² European Commission (2009): Flash Eurobarometer 256: Analytical Report on Europeans' Attitudes Towards the Issue of Sustainable Consumption and Production.

¹³ They complain – amongst other arguments – about the long time a forest need to grow to reach the calculated compensation amount and the uncertainty that the forest survives this time.

Climate Change's (UNFCCC) Large Scale Additionality Tool (<http://cdm.unfccc.int/Reference/tools/index.html>); and show that the project is not a 'business-as-usual' scenario.

- Make a net-positive contribution to the economic, environmental and social welfare of the local population that hosts it.

Existing foundations establishing a relevant mechanism could be the German Atmosfair (www.atmosfair.de) or the Swiss foundation myclimate (www.myclimate.org). Both are using existing and developing own CDM projects with Gold Standard, provide CO₂ and other greenhouse calculation for tourism (from flights to hotels and events) and could establish a compensation system for the consumers or/and the business sector.

Viabono additionally brands 'climate friendly accommodation'; those hotels fulfil the basic Viabono brand criteria and pay a climate offset (without fulfilling all criteria of the Climate Hotels). At the moment there are 6 certified Climate Hotels in Germany and 9 hotels that are Viabono 'climate friendly accommodation'.

The question if the consumer understands the differences stays unanswered.

7.2 Klimafreundlicher Betrieb (Climate friendly company)

The German Ecolabel for campsites 'Ecocamping' created a separate label for climate friendly campsites with 28 criteria focusing only on climate protection (<http://www.ecocamping.net/index.php?id=24&L=0onfocus%253DblurLink%2528this%2529>). The criteria are concrete and easy to understand.

For the time being 11 campsites are certified.

7.3 Carbon offsetting

The already mentioned organisation **CO₂OL** offers **carbon-offset** for different situation: congresses and events, exhibitions and also hotels and restaurants (<http://www.co2ol.de/en/hotels-and-restaurants>). All compensation fees support forest programs – with the above-mentioned criticism.

Foundations as the German atmosfair (www.atmosfair.de) or the Swiss myclimate (www.myclimate.org) offer compensation for private clients (for households, cars, flights, cruises) and for corporate clients (for company, event, flights, ...). Climate protection projects are only CDM projects with Gold Standard¹⁴ (<http://www.goldstandard.org>).

The Utjeha apartments, one of the three EU Ecolabelled accommodations in Montenegro compensates the remaining rest of CO₂ emissions per year using myclimate offers.

¹⁴ The Gold Standard for CDM (GS CER) was developed in 2003 by World Wide Fund for Nature (WWF), South-SouthNorth and Helio International. The Gold Standard is a standard for creating high-quality emission reductions projects in the Clean Development Mechanism (CDM) Joint Implementation (JI) and Voluntary Carbon Market. It was designed to ensure that carbon credits are not only real and verifiable but that they make measurable contributions to sustainable development worldwide. Its objective is to add branding, a label to existing and new Carbon Credits generated by projects, which can then be bought and traded by countries that have a binding legal commitment according to the Kyoto Protocol.

Hotels in Finland that are certified with the EU Ecolabel cooperate with the 'Eco-energy', a **finish label for green energy**, that supports a Climate Fund, which operates since 2013 (www.ecoenergy.org/ecolabel). For each MWh of EKOenergy sold, the seller pays minimum 10 cents to that Fund. With the first money of the Climate Fund, eco-energy financed small-scale solar projects on schools in Tanzania, Cameroon and Indonesia.

A study done within this project in Montenegro¹⁵ indicates that a **mandatory** scheme would be most suitable for Montenegro's tourism sector if the final goal were to have a carbon neutral sector.

Two different models were recommended for different pre-conditions: Model 1 - a mandatory carbon offsetting fee for tourists - if concern is relatively more with the costs of the scheme and model 3 - a mandatory carbon offsetting fee for tourism industry - if the focus is more on the marketing benefits of a '100 per cent' carbon neutral sector.

7.4 Governmental initiatives to support climate friendly tourism

The Austrian Ministry for environment runs a special advisory and financial support program called **klima:aktiv** (climate active) to implement the Kyoto treat. One of the subprograms focuses on **mobility in tourism and leisure** (http://www.klimaaktiv.at/mobilitaet/mobilitaetsmanagem/freizeit_tourismus.html). Touristic stakeholders (destinations, hotels, event managers, etc.) receive free advise how to motivate tourists to change from private cars to public transport – both for the travel to and from the destination and for their mobility within the destination. According to the amount of the calculated CO₂ reduction effect a financial support up to 50% of the total costs is granted to the implementation of the measures. The financed activities range from feasibility studies, trainings, investments, etc. up to marketing measures.

Other sub-programs of klima.aktiv finance consultancy advise for the **energy efficient renovation** of old or construction of new buildings.

Regional programs such as emplaced by the Salzburg Umweltberatung (AT) or the Vienna Eco-Business Plan (AT) finance the e.g. energy checks before the application or the **costs for the assessment for the Austrian label or the EU Eco Label** (which is often done in the same assessment).

The (state owned) **Austrian Tourism Bank**¹⁶ offers support (not only) for ecological investments of companies. The form of the support is related to the size of the investment.

- Projects with investment costs of € 100.000 to € 700.000: Max 5% of the eligible investment costs
- **Projects with investment costs of € 700.000 to € 1.000.000:** Direct loan of max. 60% (50 % for new constructions) of the eligible investment costs, which has better interest rates than conventional banks. According to the location additional subsidies for the interests by the regional governments offered.
- **Projects with investment costs of more then € 1.000.000:** Direct loan of max. 60%

¹⁵ UNDP (2015): Developing a Carbon Offsetting Scheme in the Tourism Sector in Montenegro.

¹⁶ More information is available (only in German) at: <http://www.oehrt.at/finanzierung-und-foerderungen/top-tourismus-foerderung>

(50 % for new constructions) of the eligible investment costs, which has better interest rates than conventional banks and additional subsidies for the interests by authorities of the national level.

Special support for innovation is granted for so called '**light-house projects**'. The ranking of applications for six supported projects is done by an external jury.

In Catalonia (Spain) a general public policy, the Voluntary Agreement Programme supports not only tourism businesses. Companies of all sectors that want to join voluntarily, agree to monitor their emissions and to take measures to reduce them.¹⁷

8 Situation in Montenegro

8.1 Quality standards and certification schemes in tourism and other products

According to the Ministry of Sustainable Development and Tourism *Law on Tourism* ("Sluzbeni list CG", broj 31/14) the tourism objects are grouped as:

1. primary tourist objects:
2. complementary tourist objects:

Tourist objects are in the system of categorization, which is based on star rating from five to one star, and first to fifth category.

The categorization divided in:

1. basic (obligatory) standards
2. qualitative standards
3. category "plus"

The category "plus" is for high standard objects having additional (business) services and equipment, and/or assets such as human-kind or natural. Furthermore, the Bed&Bike standard could be categorized.

The Ministry of Sustainable Development and Tourism owns and uses the **brand 'Wild Beauty'**. In Montenegro, the term "Wild Beauty" can be given to the five National Parks – Durmitor, Biogradska Gora, Lovcen, Skadar Lake and Prokletije. The term also applies to Komovi, Sinjajevina, Orjen, Prokletije and Maglic and the buffer zones around national parks where 70% of the original vegetation is intact with features that provide intense sensory and nature-based experiences. The brand could be given to a tourist accommodation type that is located within or adjacent to a Wild Beauty area.

¹⁷ More information is available at: http://canviclimatic.gencat.cat/en/politiques/politiques_catalanes/la_mitigacio_del_canvi_climatic/acords_voluntaris/index.html

The brand has different criteria for the site in general, for luxury ecolodges and resorts and other accommodation. The focus here is not so much on the environment, but rather on nature, and the metaphysical “sense of place” that essentially distinguishes “Wild Beauty Accommodations” from traditional hotels. Such facilities are located in “pristine natural environments” that offer the tourist special sensory experiences with nature and activities that are in close interaction with the natural environment.

The criteria are often not concrete or detailed, work with ‘should’ formulas are the system is not independently third-party certified. Therefore Wild Beauty’ is rather an ambitious brand than an Ecolabel or certification.

Monteorganica is a Montenegrin Ecolabel for agricultural products, developed in 2012 by the Ministry of Agriculture and Rural Development of Montenegro, based on the Law on Organic Production. In 2015, 27 products were certified with Monteorganica, the certification has to be renewed every year. (www.orgcg.org)

For the pure Montenegrin origin the ‘**Dobro iz Crne Gore**’ – ‘**Good(s) from Montenegro**’ was developed in 2007 under the responsibility of the Chamber of Economy of Montenegro and based on the Law on Trademarks. At the moment there are fifteen companies for 67 products registered, covering a broad range of product types: Agriculture products, food, textile, wood industry, metal and engineering, building materials and construction equipment, chemical products, electrical products, arts and graphic products, health insurance, drugs and medical devices and software.

A framework for the development of national quality standards and certification schemes in Montenegro:

According to the Law on Standardization from 2008 (“Official Journal of Montenegro”, No. 13/08) the Institute for Standardization of Montenegro develops and provides Montenegrin standards, related documents and publications to the public, as well as standards and publications of the relevant International and European organizations and other countries. The Institute for Standardization also assures the conformity of Montenegrin standards and related documents with European and International standards and related documents (http://isme.me/en/o_nama/djelatnost.php);

In October 2011 the Institute for Standardization of Montenegro founded the Crnogorsko sertifikaciono tijelo d.o.o. - Certification Body of Montenegro (SETI.ME, www.seti-me.com) aiming to provide throughout the certification process the long term capacity building to Montenegrin enterprises and enhance their access to and position at the market. SETI ME offers services of certification of management systems, according to standards ISO 9001, ISO 14001, ISO 22000, OHSAS 18001, ISO 27001 etc. Additionally, SETI ME is developing national certification schemes.

This means that, although a certification scheme is not necessarily a standard, the Institute for Standardization and the Certification Body of Montenegro could be important partner in the development of a new tourism related eco certificate.

The Accreditation Body of Montenegro determines and verifies that a specific organization meets the requirements necessary to perform certain conformity assessment activities laid down in relevant international standards and that it is competent to perform the said activities. (<http://www.atcg.co.me/admindoc/zakon%20o%20akreditaciji.pdf>).

A **certification scheme for the tourism sector** is being drafted by the Certification Body of Montenegro (Crnogorsko sertifikaciono tijelo – SETI ME). SETI ME plans to develop the

scheme with the appropriate partners from tourism industry and relevant business association(s).

The concept of the scheme is as follows:

1. Independent national scheme for certification aiming to promote and advance the concept of sustainable tourism development based on Global Sustainable Tourism Council's Sustainability Criteria (GSTC)
2. Criteria are designed to correspond with local legal frameworks, Global Sustainable Tourism Council Criteria and appropriate ISO standards - ISO 9001, ISO 14001, ISO 50001
3. The participation in the scheme is voluntary

The scheme should be administrated by SETI ME.

The **Law on Environment**, which was adopted in July 2015 by the Government, foresees an eco-mark / label, determined for products intended for general consumption, except food, agricultural and other products obtained in accordance with the regulations governing organic production, manufacturing beverages, pharmaceutical products and medical equipment to similar products less polluting at production, placement, trade, consumption, and disposal or recycling of waste have been obtained. The eco mark can be given to the products and services which are less polluting. Namely, the right to obtain eco-mark is given to the legal or physical persons if their production processes or services reduce:

1. Usage of energy resources;
2. Emissions of air pollutants;
3. Waste production
4. Usage of natural resources.

Detailed conditions, criteria and procedures for obtaining rights to use the eco-mark, the amount of the cost of granting the right to the use of ecological label, look and manner of use shall be prescribed by the Ministry for Sustainable development and Tourism by Rulebook. This rulebook shall transpose Regulation EU 66/2010 on EU Eco Label.

The Law on Environment defines that the right to use the eco label is awarded for up to three years. The cost of extending the right for using the ecological label will be paid by the applicant.

EMAS, the European Eco-Management and Audit Scheme, is primarily interesting for larger companies. Experiences in Europe show that only larger hotels (19 mainly in Germany and Spain, one in Greece and one in Cyprus) undergo this rather complex procedure. The EMAS helpdesk clarified that yes EMAS could be awarded to a Montenegrin entity, any competent body in an EU member state could do the necessary formalities.

8.2 International tourism labels and certifications used in Montenegro

The Montenegrin tourism accommodation sector uses at the moment three international certification schemes: The EU Eco Label for touristic accommodation (3 certified units), the 'Green Globe' (1 certified unit), Travellife (1 unit in process of recertification) and the Green Key¹⁸ (in preparation). For the first three schemes foreign offices are the responsible focal points for accreditation, whilst Green Key will be eventually directly represented in Montenegro.

For the EU Eco Label the Competent Body is at the VKI (Verein für Konsumentenorganisation; Consumer Association) in Vienna, Austria. The VKI also deals on behalf of the Austrian Ministry for Environment with the issues of the Austrian Ecolabel for tourism. For Montenegro there is a local auditor. The Green Globe Certification is done by a GG partner office in Germany, the EVVC in Frankfurt. Travelife head quarter is in UK, for countries with enough interested hotels Travelife tries to train local auditors.

ECOM (Environmental Consultancy of Montenegro) decided in 2014 to start preparatory activities for launching Green Key certification in Montenegro. For the time being there is no accommodation certified with the Green Key, structures are still under preparation: As part of the work with Green Key, it is required to establish a Green Key national committee and a Green Key national jury.

There is little experience in Montenegro with ISO certification in tourism, but not in the accommodation sector: Adriatic Marinas d.o.o. as operator of Marina Porto Montenegro is using the ISO 14001, environmental management, and the ISO 9001, quality management. The ISO 50001:2014 (energy management) was adopted by the Institute for standardisation / SETI.ME but is not used in tourism so far.

8.3 On-site visit in Montenegro

A field visit was organized from 19th to 22nd October 2015. Several accommodations were visited and interviews held with managers or owners. Amongst the interviewees was also a Travelife and a EU Eco Label certified unit as well as the only auditor for the EU Eco Label in Montenegro. A detailed list of the visits could be found in the annex no. 1.

In a brief quick check several criteria of the EU Ecolabel (which are also relevant for any other certification) were questioned or inspected, those criteria covered the most important and in terms of investment most expensive measures from the areas of Management, Waste, Energy, Water / Sanitary Installation, Air and Transport. Detail list of criteria checked could be found in annex no. 2.

Furthermore the interest and willingness of the hotel owners as well as the needed support and expected benefit were reflected in the interviews. A detailed list of the results could be found in the annex no. 2.

The interviews and assessments brought the following results:

- There is general interest and willingness in eco-certification within the accommodation sector visible, even if the knowledge on the process, costs, investments, etc. of

¹⁸ www.green-key.org

the Ecolabels is limited.

- Hotel owners / directors / managers receive no support in environmental planning (or at least don't know where to find it).
- Smaller hotels (especially in the Bay of Kotor), could be interesting as primary targets for eco-certification; but also private accommodation in the wider region. For the accommodation in the north often higher investments are necessary – first because they have to take care also about an environmental heating system (whereas the south often just has to deal with air-condition) and secondly because it was reported that there were smaller environmentally-related investments done within the last years.
- Additional motivation through international tour operators for the (especially larger) hotels to undergo a certification process was reported (Travelife).

In terms of environmental performance the result was rather promising:

- Several hotels already invested in expensive technical solutions (heating, energy supply), but still for many (smaller hotel) and esp. private accommodation the cost factor will be essential.
- Several hotels already have additional renewable energy sources in place, such as solar panels and geothermal pumps.

The weaker points are often related with small scale investments or including the topic of environmental and climate protection into the (written) company culture, staff trainings and consumer communication:

- Additionally savings installations for the water flow in taps and showers often have to be added – especially when hotels have free water access
- Sometimes additional investment needs to be done in energy saving bulbs or LEDs
- Avoidance of disposable products (small packages for shower gel and similar) in the bathroom is needed.
- Criteria in 'Management' are often the weakest points: Strategic approaches, guest information, training of staff, etc.

Some criteria are difficult to implement, here the labels (at least the EU Eco Label) accepts local circumstances:

- As waste separation is not available in the municipalities, it does not make sense to implement the criterion of 'availability of waste separation for the guests in the rooms'. So instead of this the accommodation has to send a 'statement of will for waste separation' to the respective municipality.
- Public transport system in Montenegro is rather weak in some regions, nevertheless

the accommodation has to inform the customers about means of public transport and motivate them to use it.

During the field trip it was not possible to directly analyse also the interest and readiness of private accommodation owners, assumptions made in the report arise from the opinion of experts, national representatives and own experiences.

8.4 Conclusions

The examples of the existing regional, national and international Ecolabels in tourism and the brief assessment of the situation in Montenegro **show in a conclusion** that:

- Ecolabels increase the environmental performance of the certified units
- The certification process is usually connected with financial investments. But this investment leads – after the return of investment – to an effective reduction of operational costs. This is especially true in countries with high costs for electricity, water and waste removal or disposal.
- Third party certified Ecolabels have high reputation amongst consumers, although the market provides an unmanageable mass of different labels.
- The total number of certified accommodations is rather small compared with the total number of tourism accommodations. The reason for this lies in the challenging criteria of most of the Ecolabels – a fact that is directly related with credibility and marketing effects.
- Nevertheless labels have only minor direct marketing advantages (less then often expected); the effect is better if the label owner and the national tourism organisation provide satisfactory marketing tools.
- The environmental performance of the tourism accommodation in Montenegro is better then expected (at least for the hotels in the coastal area); the starting point for the establishment of an Ecolabel in tourism is therefore promising.

9 Recommendations for Montenegro

9.1 Recommendations

At that stage two different optional scenarios are possible:

- A. Developing an own Montenegrin tourism certification, that could include a first level that focuses on climate relevant measures only
- B. Supporting and strengthening an existing international labels for accommodation.

Scenario A. Developing an own Montenegrin tourism certification

This could be done in be a two-step approach:

As written in chapter 7 there is preparation for a national solution in place. The obvious advantage of this scenario is the option to create a tailor-made certification that could include a first level that focuses on climate relevant measures only:

- Energy supply, energy efficiency, energy savings
- Transport issues: products and guests

Such a label could meet the urgent requirements to reduce the CO₂-emissions in tourism, but put not the full burden of a 'complete Ecolabel' to the tourism businesses. According to experiences a larger number of businesses could be motivated to start with such a lighter version.

An example for this could be the German 'Klima Hotel' approach, but should be adapted to Montenegrin tourism realities, concerning the division into mandatory and optional criteria and the individual levels of emissions respectively the improvement programs.

The second step would be a national Montenegrin label taking the full range of environmental aspects (and eventually some other aspect of sustainability, such as working conditions, architectural style, etc.) into account.

Both steps should be planned and communicated together as one common approach for beginners in this area and advanced companies. Step 1, the climate label should be seen and communicated as a teaser and step towards the full label.

The following table shows an overview of the different aspects of the two basic options: Going to develop a new, Montenegrin label or using an existing, international label:

	Montenegrin label	International label
Costs for development	High	No
Structures (Certification body, auditors, ...)	To be developed	Existing
Options for influence	Completely in ME	Depending on label: From participation in the development to No influence at all.
Credibility	Questionable (for international tourists)	Middle – High
Market access	Rather cheap for domestic tourism; very high costs for international market	Already placed on several international markets
Overall estimation (--, -, +/-, +, ++)	+/-	++

Mainly the arguments of the significantly lower costs for development and marketing and the advantages in credibility and market access lead to the recommendation to

focus the project on the promotion and implementation on the Montenegrin market of an existing international label.

Scenario B. Supporting and strengthening an existing labels for accommodation

Several labels are established at international level and could be foreseen for usage in Montenegro: Either the EU Eco Label for accommodation (and campsite services), Travelife, Green Globe or eventually the planned Green Key system.

EU Eco Label has the high reputation and larger publicity amongst European travellers. On the other hand all five years there is a formalised review of the criteria – done by the EU Ecolabelling Board (EUEB), where Montenegro could take part in. So there is a possibility to influence the harmonized criteria of the overall system with the Mediterranean experiences. The result is a more transparent label for the consumer as the criteria are the same in all countries. Last but not least when Montenegro becomes EU member there is the obligation to install a national Competent Body that provides certification with the EU Eco Label for interested companies. The EU Eco Label is already embedded in the national legislation, namely the draft Law on Environment.

Travelife should be considered as quality eco label, because it has growing international reputation and it is increasingly recognized by tourists. It is important to mention that Travelife is used by large global tour operators.

Green Globe is also globally recognized certification scheme, however it has relatively high price and certain challenges related to its criteria.

Green Key is in process of development of structures in Montenegro (e.g. national office). The criteria of the Green Key could be adopted to Montenegrin necessities – but only a strengthening or amendment of additional criteria is possible.

The Global Sustainable Tourism Council (GSTC) establishes and manages global sustainable standards – in other words it is a meta-label for Ecolabels in tourism. The GSTC is a USA-registered non-profit organization that represents a diverse and global membership, including UN agencies (amongst them UNWTO, UNEP), leading travel companies, hotels, country tourism boards, tour operators, individuals and communities – all striving to achieve best practices in sustainable tourism. All of the mentioned labels either are recognised under GSTC or at least fulfil their criteria.

In all four cases the question is how many Montenegrin accommodation could fulfil the criteria at the moment, and if this number could reach a momentum that is necessary for marketing impacts and therefore increasing interest of a wider part of the tourism business community (although the main real advantage of the eco-certification is the improvement of the performance of the certified entity).

The following table shows an overview of the different aspects of four mayor international labels. They are all well established, highly recommended by experts and available in several countries.

	EU Eco Label	Travelife	Green Globe	Green Key
Label owner	EU + member states	Private company/NGO	Private company	Private company/NGO

Formal structure	For the time being: Competent Body in Austria Once ME is EU member: obligation to form a Competent Body in ME	UK based	Green Globe office in Germany	Plan to develop structures in ME; but timing etc. unclear
Quality of criteria	High; Mainly environmental	High; Environmental and social (e.g. working conditions)	Unclear as details (thresholds of criteria) are not public	High; mainly environmental
Option of adaptation to ME circumstances	Participation in the review of criteria in the EUEB (from beginning on) – in 5 year turns	No	No	Possible; but only higher standards and additional criteria
Audit	Montenegrin auditors	If enough interested hotels reported, Travelife tries to train local auditors.	German auditors	Plan to develop structures in ME; but timing etc. unclear
Credibility and publicity for consumers	High – also due to the fact that the EU Eco Label exists also for different types of products	High, mainly Europe	Worldwide, but low	Middle, limited to Europe
Paid fees go to the responsible Competent Body for administration and marketing.	.. the private association (NGO) Travelife.	... the private company Green Globe.	.. the private association (NGO) Green Key.
Marketing cooperation	EU eco-label tourist accommodation/campsite will be published for free on several high profile tourism booking sites and print travel guides such as BookDifferent (affiliate of Booking.com, Destinet and DER Touristik (leading German travel agencies).	Raising importance for tour operators	No information	No information
GSTC relation (important for foreign tour operators)	Fulfilling the GSTC criteria; Recognition planned	GSTC recognised	GSTC recognised	Most probably fulfilling the GSTC criteria;
Overall estimation	++	+	-	-

(--, -, +/-, +, ++)				
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In conclusion the recommendation is to focus on the promotion of the existing EU Eco-label for tourism accommodation and campsites; to support Montenegrin accommodation in the fulfilment of the criteria and the certification process; and to support the establishment of effective national structures for the internal and external marketing of the label and of certified accommodations.

Steps to the EU Eco Label certification:

- Quick-check could be done individually, the quick check form is available at the website of the EU Ecolabel in Montenegro (<http://www.eu-ecolabel.me>).
- Application sent by mail to the respective Competent Body.
- Contact between the Competent Body and the accommodation
 - Clarification if advice is needed, e.g. for the preparation of relevant documents or measures to fulfil the label criteria.¹⁹ Any expert, including accredited auditors for the EU Eco Label could provide advice in the preparation for the labelling process. The person giving advice before CANNOT do the audit himself. Guidelines for the auditors and advisors are included in Annexes nb. 4 and 5. (In German, from the Austrian Competent Body for the EU Ecolabel).
 - Contact to the responsible auditor
- Assessment by the auditor on-site. This assessment lasts – dependent on the size of the accommodation 1-2 days. Auditor together with the responsible person of the accommodation filling in the certification software (data and respective documents).
- If the audit is positive the accommodation receives an invoice for the assessment and the usage fee for the label (for negative assessments the auditor has to be paid).
- After payment of the invoices the accommodation received the official certification (in Austria handed over by the Minister for the Environment within a public ceremony at the tourism fair) and logos for use in marketing material.
- Recertification after four years.

9.2 Road Map for piloting of EU Eco Label

The necessary steps for an effective and efficient promotion of the EU Ecolabel with the aim to have a considerable number of certified accommodation ready at the end of the

¹⁹ Experiences from the Austrian Ecolabel show that, if advice in advance was taken, the chance to fulfil the requirements for the label in the first assessment is significantly higher.

project need to foresee action at different levels: Internal promotion and publication of the EU Eco Label, financial support for interested accommodations, but also structural development of marketing for certified units and the preparation for a long lasting effective basement of the EU Ecolabel in Montenegro.

All suggested steps and measures are indicated with a priority 1-3 and a cost estimation from 1 (cheap) to 3 (expensive).

Internal promotion of the eco-certification concept

- **Information sharing/trainings for the institutions** (ministries, NTO, entrepreneurial associations, local authorities, inspections etc.) **about eco-certification:** Both decision makers and implementing staff members need to know basics about eco labelling in general and the EU Ecolabel in special and should be able in contacts with tourism businesses to explain and motivate.

Priority 1 / Costs 2

- **Spread the information about the EU Ecolabel towards the tourism business:** Use the information channels (meetings, newsletters, mailing lists, ...) of the national institutions to spread basic information to hotel owners and directors.

Priority 1 / Costs 1

- **Spread the information about the EU Ecolabel towards the private accommodation:** Targeting the private accommodation owners needs to be explored, e.g. the tourism agencies' sector in Montenegrin Tourism Association could reach a part of the accommodation.

Priority 1 / Costs 1

- **Integrating Info-buttons on the websites of local TO, NTO, etc.:** Websites of national, regional and local tourism institutions should install a simple button (in the same provided design) that links to the basic information about the EU Ecolabel for tourism in Montenegro.

Priority 2 / Costs 1

- **Offer workshop for interested hoteliers and private accommodation owners** with the following functions:
 - Spreading information about the EU Ecolabel
 - Motivating by informing about benefits
 - Assessing the current environmental performance and the need for support in fulfilling the labels requirements

It would be advisable to have separate workshops / groups for hoteliers and private accommodation owners.

Priority 1 / Costs 2

Financial support

- **Support for pre-advice support for the identification and planning of optional environmental measures:** The first barrier before applying for Ecolabel (after receiving the information) is the professional estimation of necessary investment costs. This consultancy service should be financially and logistically supported.

Priority 2 / Costs 2

- **Support for interested accommodation:** Interested accommodation should receive financial support for necessary investments and/or the audit and the label fee for the first year. A criterion for receiving this support could be the commitment to finish the certification.

Priority 1 / Costs 3

- **Exploring financial support with national financing institutions or banks:** Additionally to the own project means UNDP could explore options for financial support mechanisms via financing institutions or banks. The aim is to establish a long-lasting financial support mechanism for environmental and climate related measures in the tourism sector.

Priority 3 / Costs 1

Preparation for the EU Eco Label

- **Train local auditors:** The Austrian competent body is ready to train Montenegrins to be recognised as official EU Eco Label auditor. They would do this additionally to their function as competent body, so full expert costs need to be covered. The training would last two full days, so costs contain travel, accommodation for one trainer (if group does not exceed 15 people; or 2 trainers for larger groups) and fees (approx. € 400,- - 600,- per person.day).

This training would usually consist of the following content:

- Introduction Eco Label (in general, and the EU Eco Label), frameworks, goals, statutes, ...
- Processes for interested accommodation to receive the label. Administrative and logistic processes in the application procedure
- Criteria of the EU Ecolabel: Structure and content
- Material, software, support in the assessment process
- Development in sustainable tourism / trends within the label development / related labels, etc.

- Advantages of the EU Eco Label for marketing, image, operational costs
- Deepened discussion of different criteria, questions, etc. In the best case the training should take place in an accommodation, as checks, visits, etc. on-spot and discussions with practitioners (technique, F&B) could be included.

The aim is to have competent auditors in different parts of the country. Experienced auditors could later – once when Montenegro is EU member and has its own competent body – work as trainer for other auditors.

Priority 2 / Costs 3

- **Translate the online system for the hotel data into local language:** The Austrian competent body developed a comfortable on-line system for the assessment of the EU Eco Label criteria. This software should be translated to local language to make it easier for Montenegrin auditors to work. A contract between a responsible body in Montenegro (either the Ministry of Tourism and Sustainable Development or the National Tourism Organisation) with the Austrian Ministry for Environment (as owner of the software) is advisable to guarantee that later changes in the criteria are also included into the Montenegrin system.

Priority 2 / Costs 1

- **Support for the preparation of a national competent body:** Once Montenegro is EU member there is the obligation to form a competent body for the EU Ecolabel. The project could support the national institutions in the preparation of this task.

Priority 3 / Costs 1

Marketing for certified accommodation

- **Annual ceremonies for handing over the certificates:** Publicity is a strong driving factor and a legitimate interest of certified accommodations. An annual awarding ceremony, e.g. together with a touristic event, such as a tourism fair, etc. with a responsible minister, celebrities, media, etc. could bring publicity – both for the awarded accommodation and the Ecolabel as such.

Priority 3 / Costs 2

Marketing and promotion need to create special visibility for the certified accommodation with all different means:

- **Special section at diverse marketing websites and -portals:** Websites of the NTO, but also other promotional web-portals including booking machines, etc. should provide a special section for Ecolabelled accommodation and should include special search functions into their engines. The project should support the institutions in the implementation of this measure.

Priority 1 / Costs 1

- **Specialised brochure on Ecolabelled accommodations:** A specialised brochure – both in print and pdf – should focus on eco- and climate friendly holidays in Montenegro. This brochure could both present environmentally friendly destinations and tour offers (e.g. in national park regions; labelled with the Wild Beauty) and the certified accommodation.

Priority 2 / Costs 1

- **Incentives for Ecolabelled accommodation:** Together with the national institutions the project should think about further incentives for accommodation having an Eco-label. Incentives could range from special conditions for participation in tourism fairs up to favourable tax regulations.

Priority 3 / Costs 1-2

Others

- **Establishment of networking and know-how exchange of front-runners:** The establishment of an annual meeting place exclusively for certified accommodation and national institutions creates the possibility for know-how exchange and further dynamics. Furthermore it creates desire for non-certified accommodation to become 'member of the club'.

Priority 2 / Costs 2

10 Annexes

10.1 List of interviews and meetings

Sun, 18 th Oct	Preparation Meeting	Viktor Subotic, UNDP
Mon, 19 th Oct	Hotel visit, Interview	Hotel Casa del Mar , Boka Bay, Herceg Novi Nikola Milic, Milena Milic
	Hotel visit, Interview	Hotel Carruba , Donja Lastva, Tivat Fjodor Ulakov
Tue, 20 th Oct	Visit, Interview	Appartments Utjeha , Bar Michael Bader
	Hotel visit, Interview	Hotel Monte Casa , Petrovac, Budva Mirko Timotijevic, Zeljko Lakovic
Wed, 21 st Oct	Hotel visit, Interview	Hotel Residence , Milocer, Budva Zlatibor Milic
	Interview	Hotel Tara, Hotel Budva
	Interview	Cipa Travel TA Petar Ivkovic
Thu, 22 nd Oct	Wrap-up meeting with national stakeholders and UNDP	Brankica Cmiljanovic, Ministry of Sustainable Development and Tourism, Milena Lukic, Ministry of Sustainable Development and Tourism, Danka Tiodorovic Institute for Standardization, Emil Kukulj, National Tourism Organization Biljana Bozovic, National Tourism Organization Aleksandar Mardjonovic, Chamber of Economy
	De-Briefing	Aleksandra Kikovic, UNDP Viktor Subotic, UNDP Ana Pajevic, UNDP Radica Zekovic, UNDP

10.2 Fulfilment of the Ecolabel criteria (very quick check) by the interviewed hotels

Answers were given orally, could not be checked in details; In some cases additional visible impressions were added.

	Case del Mar (Herzog Novi)	Carruba (Tivat)	Hotel Monte Casa (Petrovac)	Hotel Tara* (Budva)	Hotel Budva (Budva)	Residence (Budva)
Management						
<p>Policy Setting: The management shall have an environmental policy and shall draw up a simple environmental policy statement and a precise action program to ensure the application of the environmental policy. The action program shall identify targets on environmental performance regarding energy, water, chemicals and waste, which shall be set every two years, taking into consideration the optional criteria and the data collected where available. It shall identify the person who will act as the environmental manager of the tourist accommodation and who is in charge of taking the necessary actions and reaching the targets. The environmental policy shall be available for consultation by the public. Comments and feedback from guests collected by means of a questionnaire or checklist shall be taken into account.</p>	No	No	No, but no problem	No	Yes	No
<p>Staff training: The tourist accommodation shall provide information and training to the staff, including written procedures or manuals, to ensure the application of environmental measures and to raise awareness of environmentally responsible behaviour.</p>	Partly	Partly	No, but no problem	Partly	Partly	Partly; Room maids changed the towel although stated policy

<p>Information to guest:</p> <p>The tourist accommodation shall provide information to the guests, including conference participants, on its environmental policy, including safety and fire safety aspects, inviting them to contribute to its implementation. The information conveyed to the guests shall refer to the actions taken on behalf of its environmental policy and provide information about the Community Ecolabel. This information shall be actively given to the guests at the reception, together with a questionnaire covering their views about the environmental aspects of the tourist accommodation. Notices inviting guests to support the environmental objectives shall be visible to the guests, especially in the common areas and the rooms.</p>	To a small extent	To a small extent	To a small extent (towels)	To a small extent	To a certain extent	No
<p>Energy and water consumption data</p> <p>The tourist accommodation shall have procedures for collecting and monitoring data on overall energy consumption (kWh), electricity and other energy sources consumption (kWh), and water consumption (litres).</p>	Yes	Yes	Not asked; but assumed	Yes	Yes	Yes
Waste						
<p>Disposable products</p> <p>Unless required by law, disposable toiletries (not refillable) such as shampoo and soap, and other products (not reusable), such as shower caps, brushes, nail files, etc. shall not be used. Where such disposable products are requested by law the applicant shall offer to guests both solutions and encourage them with appropriate communication to use the non- disposable products.</p>	No	No	No, but already think about	No	Yes	No
<p>Breakfast Packaging</p> <p>Except where required by law, no single dose packages shall be used for breakfast or other food service, with the exception of dairy fat spreads (such as butter, margarine and soft cheese), chocolate and peanut butter spreads, and diet or diabetic jams and preserves.</p>	Yes; Law requirements not completely clear	Yes; except honey; Law requirements not completely clear	Yes	Yes	Yes	Yes
Energy						
Electricity from renewable sources	n.a. as only one	n.a. as only one	n.a. as only one	n.a. as only one	n.a. as only one	n.a. as only one

<p>At least 50 % of the electricity used for all purposes shall come from renewable energy sources, as defined in Directive 2001/77/EC of the European Parliament and of the Council.</p> <p>This criterion does not apply to tourist accommodations that have no access to a market that offers electricity generated from renewable energy sources.</p>	electricity provider	electricity provider; partly by solar panels	electricity provider	electricity provider	electricity provider; partly by solar panels	electricity provider
<p>Coal and heavy oil</p> <p>No heavy oils having a sulphur content higher than 0,1 % and no coal shall be used as an energy source. Coal for decorative fireplaces is excluded from this criterion.</p>	Yes; Solar panels	Yes; Solar panels, thermal heat	Yes; Electricity heating (AC); Spa in winter heated with oil, but not heavy oil	Yes	Yes, solar panels	Yes
<p>Window insulation</p> <p>All windows in heated and/or air conditioned rooms and common areas shall have appropriate degree of thermal insulation according to the local regulations and climatic conditions and shall provide an appropriate degree of acoustic insulation.</p>	Yes;	Yes;	Yes	Yes	Yes	Yes
<p>Switching off heating or air conditioning</p> <p>If the heating and/or the air conditioning is not automatically switched off when windows are open, there shall be easily available information reminding the guest to close the window(s) if the heating or air conditioning is on. Individual heating/air conditioning systems acquired after the certification with the Community Ecolabel shall be equipped with an automatic switch off when windows are opened.</p>	Yes; by room card	No	Yes	Yes	Yes	Yes
<p>Switching off lights</p> <p>If there is no automatic off-switch for the light(s) in the rooms, there shall be easily available information to the guests asking them to turn off the lights when leaving the room.</p>	Yes; by room card	No	Yes	Yes	Yes	Yes
<p>Energy efficient light bulbs</p> <p>(a) At least 80 % of all light bulbs in the tourist accommodation shall have an energy efficiency of Class A as defined in Commission Directive 98/11/EC (3). This does not apply to light fittings whose physical characteristics do not allow use of energy-saving</p>	Yes	Not clear (answer: ,only for	80 % LEDs, rest en-	Not asked; but assumed	Yes	Yes

light bulbs. (b) 100 % of light bulbs that are situated where they are likely to be turned on for more than five hours a day shall have an energy efficiency of Class A as defined by Directive 98/11/EC. This does not apply to light fittings whose physical characteristics do not allow use of energy-saving light bulbs.		decoration'; but inspection showed other results)	ergy saving			
Water / Sanitary installation						
Changing towels and sheets Guests shall be informed of the environmental policy of the tourist accommodation on their arrival. This information shall explain that sheets and towels in the rooms shall be changed on their request, or by default at the frequency established by the environmental policy of the tourist accommodation or requested by law and/or national regulations. This applies only to tourist accommodations where the service includes the provision of towels and/or sheets.	Not every day	No; every day	Yes	Not asked; but assumed	Yes	Yes; but anyway done
Urinal flushing All urinals shall be fitted with either automatic (timed) or manual flushing systems so that there is no continuous flushing	No urinals	No urinals	To be re-checked	To be re-checked	To be re-checked	To be re-checked
Water flow in showers and taps The average water flow of the taps and showerheads, excluding kitchen and bathtub taps, shall not exceed 9 litres/minute.	?? Low water pressure, so no need for special equipment (which was not the case when testing the bathroom)	Probable yes; (but not sure) – not found in the inspected rooms	No, but interested	Not asked; but assumed	Yes	No

Air						
No smoking in common areas: A no smoking section shall be available in all indoor common areas.	Yes; non-smoking hotel	Yes; non-smoking hotel	Yes; non-smoking hotel	Yes	Yes	Yes
Transport						
Public transport: Information shall be made easily available to the guests and staff on how to use public transportation to and from the tourist accommodation through its main means of communication. Where no appropriate public transport exists, information on other environmentally preferable means of transport shall also be provided.	No; difficult situation; plan to invest in rental bikes	No; difficult situation; municipality had rental bikes; hotel could inform. Idea to invest in own rental bikes.	No; Rental bikes	No	No	No
Local products	Try to, but difficult	Try to, but difficult	Marked with different flags (also organic)	Try to fulfil	Try to fulfil	No
Comments			Interest in better solution for swimming			

			pool des-infection			
Additional: Interest in eco-certification	Basically yes	Yes	Yes	Travelife under re-certification	Yes	Yes

* Hotel Tara had the Travelife Silver certification (2nd highest level). Travelife changed the system and offers only one level anymore. Hotel Tara is currently under re-certification.

10.3 Overview of Criteria of selected Ecolabels

Label	Energy criteria	Water criteria	Waste criteria	Detergents/ Chemicals criteria	Other Services	General Management
<p>Nordic Swan www.svanen.de</p>	<p>Includes mandatory limit values for energy consumption, based on Nordic climate mapping Mandatory requirements include: timed or demand controlled outdoor lighting; times sauna units; all newly purchased lamps must be low energy Points are awarded for: Undertaking an energy analysis; presence-controlled (sensor) lighting; low energy lamps; use of standby function on television sets; low energy minibars; use of standby functions on office equipment; maintaining an optimum swimming pool temperature; heating the pool with renewable energy.</p>	<p>Includes mandatory limit values for all fresh water consumption Points are awarded for: use of water saving showers, taps and WCs; other water-saving actions; metering pool, whirlpool, hot spring water consumption separately.</p>	<p>Includes mandatory limit values for all unsorted waste Mandatory requirements include: no disposable items or individual portion packs shall be used for food service; sorting and correctly disposing of all hazardous waste; sorting all other waste into fractions stipulated by the municipality; offering guests a battery collection facility; composting garden waste Points are awarded for: No disposable items use in bathrooms/ guest rooms; waste sorting facilities for guests; using returnable packaging; composting organic waste</p>	<p>Includes mandatory limit values for use of chemical products Mandatory requirements include: use of Ecolabelled dishwashing chemicals; a restriction on other detergent use; a % of laundry detergents and cleaning products must be used; not using chemical pesticides in outside areas; staff must have processes for chemical handling; a ban on refrigeration equipment containing CFCs refrigerants Points are awarded for: A limited use of dishwashing chemicals, dosage system for dishwashing cleaning chemicals; environmentally friendly methods to clean any swimming</p>	<p>Mandatory requirements include: ensuring fixtures are fittings used in renovation (including newly purchased textiles) don't contain halogenated plastics or substances (e.g. PVC); 90% of tissue paper products should be Ecolabelled Points available for: re-use of printer toner cartridges; using Ecolabelled printing matter (paper, brochures etc.), soap and shampoo, other consumables and durable goods and Ecolabelled services (such as cleaning); rooms adapted for the physically disabled or allergy sufferers; provision of organic, Fairtrade, vegetarian, non-GMO or</p>	<p>Includes mandatory limit values for the use of chemical products Mandatory criteria include: 60% non-smoking rooms; a non-smoking dining area; ensuring the hotel has appointed relevant people, who are taking actions to environmental developing environmental management plan; all employees must be aware of the Nordic Swan and guests must be informed that the hotel in Nordic Swan labelled and how they can help (e.g. switching off lights). Where conference facilities are available, extra points are available for: waste</p>

				pool	regional foodstuffs; using no vehicles or powering vehicles with renewable fuel; providing information about public transport, bicycles, horses and other environmentally friendly transport methods; Ecolabelled bed linen and towels.	sorting; use of Eco-labelled conference pads, flipcharts and pens; reusable drinking glasses; organically grown fruit.
Green Key www.green-key.org	Mandatory criteria include: registering energy use monthly; heating condition- ing regularly energy having efficient light bulbs; new re- frigeration equip- ment must not use CFC or HCFC refriger- ants; newly pur- chased mini-bars controlling and air systems; maintaining using devices; 50% energy	Mandatory criteria include: total water consumption must be registered at least once a month; water use by toilets and urinals, taps and show- ers are limited; wastewater must be treated; guests must be informed that towels and sheets will be changed on request. Points are awarded for: limiting water use further in all ar- eas of the hotel; monitoring water us- age;	Mandatory criteria include: proper man- agement of hazard- ous waste; waste separation for staff and guests; limited used of disposable cups, plates and cut- lery Points are awarded for: not using single dose packaging; us- ing biodegradable cups, plates and cut- lery.	Mandatory criteria include: newly pur- chased chemical cleaning products will have Eco labels or re- strict use of chemical substances; in Eu- rope, tissue paper should be made out of non-chlorine bleached paper Points are awarded for: the use of fibre cloths for cleaning to save water and chemicals.		Mandatory criteria include: developing a documented environ- mental management system, staff keeping guests informed about the including involvement; Green Key award.
Travelife sus-	Mandatory criteria		Mandatory criteria	Mandatory criterion: active engagement in	Points awarded for charitable donations	Mandatory criteria include: a policy for

<p>ustainability criteria www.travel-life.org</p>	<p>include: written environmental policy, environmental performance progress reports, planning procedure(s) in place for recent development(s) of up to 5 years, active engagement in meeting energy reduction targets. Points awarded for: environmental forum membership, installation of effective low energy lighting, evidence of low energy equipment, consumption of renewable on-site.</p>	<p>A mandatory criterion is active engagement in reducing water consumption. Points awarded installation of water saving devices, regular staff reminder to reduce water consumption, grey water treatment, environmental efficiency of irrigation systems</p>	<p>include: compliancy with waste water regulation and active engagement in reducing solid waste. Points awarded for: efficient disposal of waste water, compliancy with waste regulations, recycling of waste, re-using waste, and composting waste, waste minimisation by buying in bulk</p>	<p>minimising use of chemical known to have health and environmental risks. Points awarded for: use of environmental friendly cleaning materials, management plan for refrigeration equipment that utilises CFC/HCFC</p>	<p>and/or outreach projects relating to nature conservation, environmental protection in the destination area,</p>	<p>treatment of staff is in place, including fair treatment, non-discriminatory employment, encouraging employment of and preservation of rights to local people; encouraging donation and engagement with local community, including through providing information to guests; Points awarded for: staff training on above issues, business involvement/membership in associations, community forums, sustainable programmes</p>
<p>Green Tourism Business Scheme (GTBS) Must adhere to minimum standards, and comply with optional standards based on a scoring system. www.green-</p>	<p>Minimum standard – minimising possible pollution from oil tanks and car parks, provide progress reports Scoring guidelines include: monitoring energy usage, use of energy efficient appliances, energy efficient lighting, efficient utilisation of heating and cooling,</p>	<p>Minimum standard– provide progress reports Scoring guidelines include: monitoring water consumption, installation of the following, showers that use less than 12 litres a minute; taps that use less than 8.5 litres a minute; self-closing taps; PIR urinal controllers; short flush</p>	<p>Minimum standard – suitable waste management, provide progress reports Scoring guidelines include: Monitoring waste consumption, use renewable and re-useable packaging, use less paper in marketing, bulk buying – dosing procedures, food portion</p>	<p>Minimum standard – proper chemical storage Scoring guidelines: environmentally soaps and detergents</p>	<p>Scoring guidelines include: monitoring of flora/fauna on site, Provide public transport information, offer travel incentives, reduce impact of staff transport, employ carbon management system</p>	<p>Scoring guidelines include: having a green management file, an established green action plan, educate staff on environmental awareness, have in place a green team, provide training for the green team, be involved in a green related social group/association,</p>

business.co.uk	renewable energy consumption	system; water efficient washing machines; water efficient dishwashers; drip irrigation system; and chlorine free water treatments. To ensure re-use of water, install water butts, capture rainwater and grey water harvesting.	monitoring, implement waste reduction measures, on-site composting, purchase re-chargeable batteries, re-use electrical equipment/appliances, recycle toner cartridges, use construction waste where possible and recycle, re-use, recover where possible			take environmental advice from an external body
<p>Global sustainable tourism (GST) criteria</p> <p>All criteria must be applied to the greatest extent, unless a criterion is not applicable, supported with sound reasoning.</p> <p>www.gstcouncil.org/en/gst-criteria/sustainable-tourism-gstc-criteria.html</p>	Energy consumption is measured, monitored and reduced where possible. Renewable energy consumption is encouraged.	Water consumption is measured, monitored and reduced where possible. Sustainable water sourcing is encouraged.	Waste is measured, monitored and reduced where possible. Encourage recycling and re-use. Waste water including grey water must be treated and re-used safely.	Minimisation of harmful chemicals and purchase environmentally friendly substitutes. Proper management of storage, use, handling, and disposal of chemicals.	The organisation must encourage customers and staff to reduce carbon emissions through transport related pollution, and promote sustainable transport. Must implement practices to reduce pollution from noise, light, runoff, erosion, toxic compounds, and air, water and soil contaminants.	Guests are given information about local areas, including conservation, appropriate behaviour and sites of cultural significance; measures need to be taken to conserve local biodiversity; Other criteria include: working EMS, compliancy with regulations, environmental training for staff, sustainable marketing/promotion, customer satisfaction and building efficiency e.g. low energy devices, renovation, retrofit.

<p>Ecolabel Malta Mandatory criteria – 100% compliancy (51 out of 51) Voluntary Compliancy – minimum 50% (19 out of 38) www.mta.com.mt/eco-certification</p>	<p>Mandatory criteria include: management have received EMS training, there is designated staff for environmental responsibilities, regular environmental training for staff, active environmental initiatives (at least annually) and compliancy with regulations, monitoring air con rooms for leakages, installation of low energy devices e.g. lighting timers. Voluntary criterion: additional low energy measures: e.g. power factor correction, voltage optimisation, and heating, public toilet flush/toilets.</p>	<p>Mandatory criteria include: preventative maintenance programme in place for water system; rain-water harvesting; water saving devices in showers, on taps and water cisterns. Guests are given option to reuse towels and bed sheets. Effective and automatic irrigation system to save water and daily monitoring (twice) Voluntary criteria: wash basins fitted with automatic controls, as are showers. Grey water treatment system.</p>	<p>Mandatory criteria include: measuring, monitoring and reducing waste where possible. Have implemented a waste separation and management system, to allow for recycling, reuse, disposal, minimisation of use of disposed and consumable goods. Voluntary criteria include: minimising paper usage, textile waste recycling, have a well maintained garbage room and waste compactor for recycling, hotel producing own compost,</p>	<p>Mandatory criteria include: a licensed waste contractor to dispose of hazardous waste. Reducing, replacing or eliminating products, bleaching pesticides harmful substances. Hotel is using bio-cleaning products; CFC products are replaced with ecological ones. Suitable storage for chemicals, records kept for chemical use in pest control.</p>	<p>Mandatory criteria include: purchasing policy for ecologically sustainable goods e.g. local produce Voluntary criteria: recycled or ecological paper used for mailing, other office use, toilet rolls, & hand towels in public toilets, and use of recycled toners for in-house printing.</p>	<p>Mandatory criteria include: implement practices to offset GHG emissions and practices put in place to reduce noise, light pollution, water runoff & erosion.</p>
<p>Green Globe www.grenglobe.com</p>	<p>Energy consumption measures, sources identified and energy reduction goals</p>	<p>Water consumption measured, monitored and reduced where necessary by installing water saving devices</p>	<p>Waste water treated including grey water and re-used where possible. Recycling, re-using, recovering and composting as much as possible and reducing disposal of</p>	<p>Harmful substances including pesticides, paints, swimming pool disinfectants, and cleaning materials must be reduced, eliminated, or re-</p>	<p>Purchase consumables from local sources where possible. Must implement practices to reduce pollution from noise, light, runoff, erosion,</p>	<p>Have EMS in place, legal compliancy, employee training, customer satisfaction, promotional materials of sustainability, sustainable construction of buildings.</p>

			solid waste via land-fill/incineration	placed (for sustainable products)	toxic compounds, and air, water and soil contaminants.	
<p>Green Seal *in addition to compliancy with previous standards www.green-seal.org</p>	<p>For bronze rating: energy efficient equipment, energy efficient lighting, equipment preventative maintenance For silver rating*: energy efficient windows, sensor timers lighting For Gold rating*: have set out large goals in energy reduction or, the property is an ENERGY STAR Leader</p>	<p>For bronze rating: as a minimum, properties must have installed the following fixtures or retrofits with: 2.2gpm faucets and aerators; 1.6 gpf toilets; 2.5gpm showerheads. Efficient water usage outside property i.e. reliant on natural water availability, limited irrigation to grasses for public use. For silver rating*: sidewalks, car parks and drives must be swept rather than washed down by potable water</p>	<p>For bronze approval rating: Minimising waste through efficient waste management i.e. implementing measures such as double sided printing/coping of paper, bulk purchasing to avoid single use products. Have an established recycling plan in place, including reuse where possible For silver rating*: Food donation of leftover to local community support network, minimise the use of disposable food service items e.g. cutlery, plates, etc. Composting of food and yard waste. Recycle, donation or reuse used amenities e.g. shampoo bottles For gold rating *: hotels do not dispose of or incinerate 90% of</p>	<p>For bronze rating: use of non-toxic, non-phosphate, biodegradable detergents and cleaning materials. Suitable storage of chemicals and air filtration/ventilation in the room. For silver rating*: chlorinated chemicals used only when there is no less toxic alternative, and only in minimal amounts.</p>		

			its solid or water by-products, from reuse, recycling and composting.			
<p>Das Österreichische Umweltzeichen (Austrian Eco-label) www.umweltzeichen.at</p>	<p>Criteria include: Regular data collection of energy used; energy survey or performance certificate; roof and loft insulation should be installed: adequate thermal insulation; ensure proper boiler maintenance and insulation; requirements for heat generation efficiency; efficient heating and air conditioning equipment; limiting use of coals and heavy oils; energy efficient lighting; outdoor heaters are only allowed in specific circumstances; electricity from renewable sources encouraged; use of swimming pool cover; for conference rooms, 30% of equipment (e.g. projectors) must be energy star or type-1 Ecolabelled;</p>	<p>Criteria include: Regular data collection of water used guests must be informed that towels and sheets will be changed on request; water saving WCs, urinals, taps and showers should be installed; wastewater should be treated;</p>	<p>Criteria include: Regular data collection of waste produced; a written waste management plan must be in place; waste (including hazardous waste) must be separated; waste separation facilities should be available to guests; waste bins should be in toilets; restriction on sales of beverages in cans; returnable and reusable drinks containers should be used; restrictions on single dose food products; no disposable cups or plates;</p>	<p>Criteria include: Regular data collection of amounts of chemicals used; door mats (or similar dirt traps) must be put at all entrances; a proportion of cleaning products must be Type -1 Ecolabelled; disinfectants should only be used where legally required; mechanical pipe and drain cleaning should be used instead of chemical; toilet and urinal 'blocks' e.g. rim blocks) must not be used; no automatic detergent dosing for WCs and urinals; no pesticides (unless for regulatory requirements);</p>	<p>Criteria include: Offering of organic, or other certified foodstuffs; using elements of local art, cultural heritage etc. in design or in shops; arranging eco-friendly excursions for guests; preventing soil contamination when storing liquid fuels; office paper and conference paper must be Ecolabelled (type 1); no disposable products (i.e. non-refillable toiletries) shall be provided in guests rooms – unless required by regulations; new buildings but be in accordance with legal requirements and should not impact local communities or biodiversity; rooms adapted for physically disabled; free range eggs;</p>	<p>Criteria include: developing a sustainable management plan; ensuring equal employment opportunities; training staff in environmental practices; ensuring guests are aware of the label, measures the hotel is taking and appropriate other information (e.g. switching off lights); collecting guest satisfaction and feedback; no smoking in common areas; take measures to reduce/avoid noise pollution;</p>

	self-service areas must not have 'open front coolers';				local, organic, vegetarian food should be supplied; optional – a nutritionist, dietician offers advice on the menu; consider animal welfare in food provision; no GMO food; regional dishes and seasonable food is available; food is freshly prepared; no food additives; tap water is provided with meals; menus should indicate where food originates from; 'green catering' should be available; info on public transport and environmentally friendly travel is available to guests; native plants should be used; contribute to biodiversity protection	
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(European Commission, 2014)

10.4 Statutes for auditors of the Austrian Ecolabel and the EU Ecolabel (in German)

Anforderungen und Verfahren für den Einsatz als PrüferIn für das Österreichische Umweltzeichen

Die Anforderungen des Österreichischen Umweltzeichens orientieren sich an den Inhalten der ÖNORM EN ISO 19011 unter Berücksichtigung der Besonderheiten des Umweltzeichen-Systems.

1) Allgemeines Anforderungsprofil für PrüferInnen

a) Persönliche Eigenschaften

Vorausgesetzt werden hohe kommunikative Fähigkeiten sowie soziale Kompetenz und Diplomatie. Ein/e Prüfer/in muss Integrität besitzen und unabhängig, verlässlich, ehrlich und diskret sein. Außerdem sollte er/sie logisch denken, eine schnelle Auffassungsgabe und Aufmerksamkeit besitzen.

b) Fachliche Qualifikationen

- Fundierte fachliche Ausbildung, dem Thema des Einsatzbereichs entsprechend
- Praktische Erfahrungen im Themenfeld der entsprechenden Richtlinie
- Allgemeine Erfahrung in Betriebsprüfung mit ökologischer Ausrichtung
- Kenntnisse und Erfahrungen betreffend Umweltmanagementsysteme, Umweltbetriebsprüfungen oder vergleichbaren betrieblichen Umweltschutz- agenden
- Audittechnik Die erforderlichen fachlichen Qualifikationen müssen durch entsprechende Nachweise/Referenzen belegt werden.

c) Weitere Anforderungen

Der/die Umweltzeichenprüfer/in darf mit dem Unternehmen, dessen Leitung und dessen MitarbeiterInnen sowie dem beigezogenen Berater in keinem Ehe- oder Verwandtschaftsverhältnis bzw. in keinem Werk- oder Gesellschaftsvertrags- verhältnis stehen (ausg. Werkvertrag zur Prüfung).

2) Aufnahme in die Liste der PrüferInnen, Kommunikation und Weiterbildung

Voraussetzung für die Aufnahme in die Liste der PrüferInnen für das Umweltzeichen ist die Teilnahme an einer Basischulung zum Umweltzeichen, die durch die zeichengebenden Stellen bzw. deren Auftragnehmer angeboten wird. Der/die Prüfer/in verpflichtet sich zur regelmäßigen, ausführlichen, schriftlichen Rückmeldung über die absolvierten Prüfungen (offene Fragen, Problembereiche etc.). Findet kein ausreichender Austausch mit den für die Prüfungsabwicklung zuständigen Institutionen statt, so wird er/sie nicht mehr als Prüfer/in eingeteilt.

Zur Weiterbildung und um eine einheitliche Interpretation der Kriterien und den Informationsaustausch zwischen zeichengebender Stelle, deren Auftragnehmer, und ggf. BeraterInnen zu gewährleisten, können bei Bedarf entsprechende Treffen zum Austausch abgehalten werden. Der/die Prüfer/in verpflichtet sich zur regelmäßigen Teilnahme an diesen Treffen. Für die Kosten, die dem/der Prüfer/in daraus erwachsen, hat er/sie (bzw. seine/ihre

Dienststelle) selbst aufzukommen.

Ein Verbleib auf der Liste der PrüferInnen ist nur möglich, solange alle erforderlichen Voraussetzungen eingehalten werden.

Die zeichengebenden Stellen bzw. deren Auftragnehmer behalten sich vor, den/die Prüfer/in bei Zutreffen von Sachverhalten, die seine/ihre Verlässlichkeit oder Integrität in Zweifel stellen, nicht mehr als Prüfer/in einzusetzen.

Insbesondere betrifft das folgende Punkte:

- Unzureichender Kontakt: Keine Umweltzeichen-Prüfung in einem Zeitraum von zwei Jahren und kein ausreichender Informationsaustausch mit den zeichengebenden Stellen bzw. deren Auftragnehmer (z.B. Teilnahme an Treffen oder telefonischer Kontakt)
- Rufschädigendes Verhalten
- Mangelhafte Prüfungsleistung

3) Nutzung des Umweltzeichen-Logos

Das Logo des Österreichischen Umweltzeichens kann in der eigenen Kommunikation verwendet werden, wenn eindeutig hervorgeht, dass nicht das Unternehmen bzw. die Prüfungsleistung an sich mit dem Umweltzeichen ausgezeichnet sind, sondern die angebotene Prüfungstätigkeit im Dienst des Umweltzeichens erfolgt, z. B. durch den Zusatz „Prüfer/in für das Österreichische Umweltzeichen“ 4) Durchführung der Prüfungen

Der/die Prüfer/in hat bei der Prüfung von Betrieben nach der jeweiligen Richtlinie für das Umweltzeichen in der letztgültigen Fassung vorzugehen, sowie – falls vorhanden - die von den zeichengebenden Stellen als Hilfsmittel vorgesehenen Materialien (wie beispielsweise Umweltzeichen-Software) einzusetzen. Das Prüfprotokoll ist der mit der Prüfungsabwicklung betrauten Stelle umgehend zu übermitteln und auf Anfrage ist mündlich über den Ablauf der Prüfung zu berichten. Der mit der Prüfungsabwicklung betrauten Stelle obliegt die fachliche Kontrolle der Prüfprotokolle; werden fachliche Fehler oder Formfehler festgestellt, so hat der/die Prüfer/in die entsprechenden Korrekturen ohne Verzögerung vorzunehmen.

Zusätzliche Anforderungen für die Bereiche Tourismus und Bildung

Zusätzlich zu den o.g. Voraussetzungen muss ein mehrstufiges Aufnahmeverfahren absolviert werden:

- a) Prüfung der Kenntnisse über die Kriterien des Umweltzeichens sowie der organisatorischen Strukturen (Abläufe) und der Satzungen
- b) Erfolgreiche Beratung eines Betriebes zum Umweltzeichen

In der Folge müssen Prüfer/innen durch Weiterbildung die Aufrechterhaltung ihrer Fachkenntnisse und der Kenntnisse der jeweiligen Kriterien der Richtlinie gewährleisten und innerhalb einer festgesetzten Frist ein „Witness Audit“ absolvieren.

Informationsaustausch und Weiterbildung

Im Bereich Tourismus und Schulen werden regelmäßig Berater-Prüfer/innen-Jour Fixe oder andere entsprechende Treffen abgehalten. Der/die Prüfer/in verpflichtet sich zur Teilnahme an diesen Treffen mindestens jedes zweite Mal. Ist der/die Prüfer/in mehrmals verhindert, an den Sitzungen teilzunehmen und findet auch kein sonstiger ausreichender Austausch mit den für die Prüfungsabwicklung zuständigen Institutionen statt, so wird er/sie bis zu einer

weiteren Teilnahme an einem Berater- Prüfer/innen Jour Fixe nicht mehr als Prüfer/in eingeteilt.

Weitere zusätzliche Anforderungen

- Der/die Umweltzeichenprüfer/in muss von dem zu prüfenden Betrieb unabhängig sein.
- Das System des Umweltzeichens sieht eine klare Trennung zwischen Beratung und Prüfung vor. Daher ist ausgeschlossen, dass ein/e Prüfer/in Unternehmen prüft, die er/sie auch hinsichtlich der Umsetzung der Kriterien zur Vorbereitung auf diese Prüfung beraten hat.
- Der/die Umweltzeichenprüfer/in unterliegt in Ausübung seiner /ihrer Tätigkeit keinem Weisungsverhältnis und wird durch die zeichengebenden Stellen bzw. deren Auftragnehmer zugeteilt. Honorare Dem/der Prüfer/in gebührt für die Prüfungstätigkeit ein Entgelt in Höhe des von der zeichengebenden Stelle festgelegten, aktuell gültigen Honorarschemas.

10.5 Statutes for advisors of the Austrian Ecolabel and the EU Ecolabel (in German)

Anforderungen und Verfahren für den Einsatz als BeraterIn für das Österreichische Umweltzeichen bzw. EU-Ecolabel für die Bereiche Tourismus und Bildung

1) Allgemeines Anforderungsprofil für BeraterInnen

a) Persönliche Eigenschaften

Vorausgesetzt werden hohe kommunikative Fähigkeiten sowie soziale Kompetenz und Diplomatie. Ein/e Berater/in muss Integrität besitzen und unabhängig, verlässlich, ehrlich und diskret sein.

b) Fachliche Qualifikationen

- Fundierte fachliche Ausbildung, dem Thema des Einsatzbereichs entsprechend
- Praktische Erfahrungen im Themenfeld der entsprechenden Richtlinie
- Allgemeine Erfahrung in Betriebsberatung mit ökologischer Ausrichtung
- Kenntnisse und Erfahrungen betreffend den Aufbau, die Betreuung oder die Durchführung von Umweltmanagementsystemen oder vergleichbaren betrieblichen Umweltschutzagenden. Die erforderlichen fachlichen Qualifikationen müssen durch entsprechende Nachweise/Referenzen belegt werden.

2) Aufnahme in die Liste der BeraterInnen, Kommunikation und Weiterbildung

Voraussetzung für die Aufnahme in die Liste der empfohlenen Berater/innen für o.g. Bereiche des Umweltzeichens ist die Teilnahme an einer Basisschulung zum Umweltzeichen, die durch die zeichengebenden Stellen bzw. deren Auftragnehmer angeboten wird.

Nach der Teilnahme an der o.a. Informationsveranstaltung zum Umweltzeichen erfolgt die vorläufige Aufnahme in die Liste der empfohlenen Berater/innen. Die endgültige Aufnahme erfolgt nach der ersten positiven Beratung eines Unternehmens zum Umweltzeichen.

Zur Weiterbildung und um eine einheitliche Interpretation der Kriterien und den Informationsaustausch zwischen zeichengebender Stelle, deren Auftragnehmer, Berater/in und Prüfer/in zu gewährleisten, werden regelmäßig Berater-Prüfer/innen- Jour Fixe oder andere entsprechende Treffen abgehalten.

Den Berater/innen wird dringend empfohlen, an diesen Treffen teilzunehmen. Hat der/die BeraterIn im Lauf von zwei Jahren an keiner Sitzung teilgenommen bzw. findet in diesem Zeitraum kein schriftlicher Austausch mit den für die Zeichenvergabe zuständigen Institutionen oder keine Beratung zum Umweltzeichen statt, so behält sich die zeichengebende Stelle vor, den/die Berater/in bis zu einer weiteren Jour Fixe Teilnahme bzw. erfolgreichen Beratung von der Liste der für das Umweltzeichen empfohlenen Berater/innen zu streichen.

Für die Kosten, die dem/der Berater/in aus der Jour-Fixe-Teilnahme erwachsen, hat er/sie (bzw. seine/ihre Dienststelle) selbst aufzukommen.

Die Aufnahme in die von der zeichengebenden Stelle erstellte Liste der empfohlenen BeraterInnen gilt so lange, wie die erforderlichen Voraussetzungen eingehalten werden.

Die zeichengebenden Stellen bzw. deren Auftragnehmer behalten sich vor, den/die

Berater/in bei Zutreffen von Sachverhalten, die seine/ihre Verlässlichkeit oder Integrität in Zweifel stellen, von der Liste der empfohlenen Berater/innen zu streichen.

Insbesondere betrifft das folgende Punkte:

- Keine Jour Fixe Teilnahme in einem Zeitraum von zwei Jahren und kein ausreichender Informationsaustausch mit den zeichengebenden Stellen bzw. deren Auftragnehmer
- Keine abgeschlossene Umweltzeichen-Beratung in einem Zeitraum von zwei Jahren
- Rufschädigendes Verhalten
- Mangelhafte Beratungsleistung

3) Nutzung des Umweltzeichen-Logos

Das Logo des Österreichischen Umweltzeichens kann in der eigenen Kommunikation verwendet werden, wenn eindeutig hervorgeht, dass nicht das Unternehmen bzw. die Beratungsleistung an sich mit dem Umweltzeichen ausgezeichnet sind, sondern die angebotene Tätigkeit im Dienst des Umweltzeichens erfolgt, z. B. durch den Zusatz „Berater/in für das Österreichische Umweltzeichen für Tourismusbetriebe“ (resp. Bildungseinrichtungen/Schulen etc.).

4) Durchführung der Beratungen

Der/die Berater/in hat nach der jeweiligen Richtlinie für das Umweltzeichen in der letztgültigen Fassung vorzugehen, sowie – falls vorhanden – die von den zeichengebenden Stellen als Hilfsmittel vorgesehenen Unterlagen (wie beispielsweise die Umweltzeichen – Software für Tourismusbetriebe) zu verwenden.

10.6 Resources

- Baumgartner, Christian (2000): Evaluierung der Umsetzung des Österreichischen Umweltzeichens für Tourismusbetriebe. Projektendbericht (GZ 23 4720/125-II/3/99 für das Bundesministerium für Umwelt.
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- Baumgartner, C; Schwenoha C. (2015 a): Nachhaltiger Tourismus in Österreich. Eine Kurzstudie zu Ökologie, gesellschaftlicher Authentizität und regionaler Wertschöpfung. Kurzstudie im Auftrag des Bundesministeriums für Land- und Forstwirtschaft, Umwelt und Wasserwirtschaft
- Baumgartner, C. (2015 b): Own research amongst the Competent Bodies of the EU Ecolabel.
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- Crna Gora Ministarstvo turizma (2009): Montenegro 'Wild Beauty' Accommodation Development Handbook
- Crna Gora Ministarstvo održivog razvoja i turizma (2011): Pravilnik. O vrstama, minimalno-tehničkim uslovima i kategorizaciji ugostiteljskih objekata
- E3 consulting, Centre for sustainable development (2015): Survey on Low Carbon Tourism in Montenegro.
- European Commission (2009): Flash Eurobarometer 256: Analytical Report on Europeans' Attitudes Towards the Issue of Sustainable Consumption and Production.
- European Commission (2013): Best Environmental Management Practise in the Tourism Sector. Learning from frontrunners. JRC Technical Reports.
- European Commission (2014): Revision of European Ecolabel Criteria for Tourist Accommodation and Campsite services. JRC Technical Reports. (preliminary report).
- European Commission – the EU Ecolabel for tourism accommodation and campsites: <http://ec.europa.eu/environment/ecolabel>, last access: 27.7.2015
- Government of Catalonia: Website of the Catalan Ecolabel (Catalan and Spanish): http://mediambient.gencat.cat/ca/05_ambits_dactuacio/empresa_i_produccio_sostenible/ecoproductes_i_ecoserveis/etiquetatge_ecologic_i_declaracions_ambientals_de_producte/distintiu_de_garantia_de_qualitat_ambiental, last access: 27.7.2015
- Hamele, H., Eckart, S. (w.d.): Environmental initiatives by European tourism businesses. Instruments, indicators and practical examples.
- Institute of Standardisation (w.d.): Program mne plus pravila sheme
- N.N. (w.d.) Standardi za kategorizaciju. Opšti, obavezni i kvalitativni standardi za hotel, mali hotel, garni hotel, apart hotel, turističko naselje, hotel & resort, condo hotel, pansion, gostionicu i motel
- respect, et al (2013): Sustainability in tourism. A guide through the label jungle
- Studienkreis für Tourismus und Entwicklung (2005): Traveller Holiday Travel and Environment, January 2005. On behalf of the Umweltbundesamt Berlin.

UNDP (2015): <http://www.me.undp.org/content/montenegro/en/home/operations/projects/economyandenvironment/TCNT>, last access: 27.7.2015

UNIDO (2015a): Sustainable Enterprise Development Hotel Residence, Budva, Montenegro

UNIDO (2015b): Sustainable Enterprise Development Hotel Lighthouse, Herceg Novi, Montenegro

UNIDO (2015c): Sustainable Enterprise Development Hotel City Podgorica, Montenegro

UNWTO (2007): Davos Declaration on Climate Change and Tourism.

UNWTO-UNEP-WMO (2008): Climate Change and Tourism – Responding to Global Challenges.