



EU TOURISM DAY

08.10.2009 - Brussels

CAST



Chambers Active for Sustainable Tourism

ACFCI ?



ASSEMBLEE DES CHAMBRES FRANCAISES DE COMMERCE ET D'INDUSTRIE

A national public body

**Represents and coordinates 148 local Chambers & 21 regional
Chambers**

**A network run by 5500 elected entrepreneurs and representing
1 800 000 affiliated enterprises of all sectors
(compulsory membership)**



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The background features three overlapping, textured brushstrokes in blue, green, and orange, creating a dynamic and artistic composition. The blue stroke is at the top, the green stroke is in the middle, and the orange stroke is at the bottom, all overlapping in a way that suggests movement and depth.

CAST background



CCI context



- **Strong involvement of some EU CCI network on tourism**

- In France, 250 CCI Tourism advisors working on quality, e-tourism, environment, HR...
- In Italy, a quality seal for tourism (Qualità Ospitalità Italiana) developed by Unioncamere in collaboration with ISNART

(examples among others !)

- **... but very few cooperation at EU level !**



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Policy context



October 2007: Agenda for a sustainable and competitive European tourism

June 2008: call for proposals « Networks for the competitiveness and sustainability of European tourism »

⇒ Calls on « relevant intermediaries to convey the core message with Knowledge actors

CCI are «relevant intermediaries » !



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CAST project

January 2009 – June 2010



10 partners

- A network of CCI from 6 different MS :
 - CCI Corfu & Union of Hellenic CCI (Greece)
 - CCI Estonia
 - CCI Heves (Hungary)
 - CCI Languedoc Roussillon & ACFCI (France)
 - CCI Lombardia (Italy)
 - CCI Toledo (Spain)
- 2 knowledge actors: Tourism and Travel Research Institute (TTRI) & Istituto Nazionale Ricerche Turistiche (ISNART)
- Project coordination by ACFCI



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Priority objectives

- Action must address one of the 7 key challenges of the 2007 Agenda : conserving and giving value to natural and

Minimising resource use and production of waste...

Managing change in the interests of the well being of the community, reducing the seasonality of demand; improving the quality of tourism jobs; addressing the impact of tourism transport; making holidays available to all

- Focus on
small
competitive

... within tourism SME...

Focus on accommodation, restaurant and leisure activities



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Activities

- February to May 2009 : knowledge gathering
 - SME survey on their environmental practices
 - Screening and benchmark of CCI practices

- 3 outputs:
 - Study « Environmental initiatives by tourism SME in 6 European regions »
 - Handbook « Support tourism business towards environmental management »
 - Leaflet for SME : « 10 easy-to-implement ecogestures »



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Activities

- 7th of October: Capacity-building workshop to enhance CCI advisors capacity and exchange experience
- From October 2008 to May 2010: local actions targeting SME (awareness-raising event and on-site visits in tourism business)



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**How can you
benefit
from CAST ?**



CAST AND YOU

- Build synergies with CAST partners that are in your countries/regions

- Make use of our materials !

Download it from :

<http://www.acfci.cci.fr/Europe/CAST.htm> (FR)

- Join us in June 2010 for the project final conference in Brussels !



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Thanks !

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