EU B@B Platform – Tourism Workshop Preliminary Summary

The EU B@B Platform tourism workshop has gathered representatives from companies and sectoral associations to present best case studies, discuss the principles of best practice implementation and among other topics discuss criteria for benchmarking and acknowledging them.

European Golf Association, Pierre & Vacances and the Polish Tourism Development Agency presented their best case studies.

The European Golf Association Golf Course Committee wants to be open-minded and to learn from other sectors. The 10 steps-guideline aiming at protecting, enhancing and restoring biodiversity on golf courses launched by the European Golf Association Golf Course Committee dedicated for golf courses all over Europe was discussed with the European Commission. Other guides will be launched in October (link to be sent by the Committee). The dissemination of the guideline is done through the national associations. The communication is done to spread initiatives such as the 10 steps-guidelines among other associations, to give incentive to golf courses managers to associate local NGOs while considering environmental issues.

Pierre & Vacances have highlighted the needs to implement successfully the biodiversity actions plan as: increasing clients and investors’ awareness, and making a difference by creating value of practices onsite. Regarding the question of how to follow client’s awareness on biodiversity issues, a monitoring is performed through a survey.

The Polish Tourism Development Agency has presented the B2N project (“BUSINESS TO NATURE – Interregional Approach to SMEs and Entrepreneurship in Natural Areas”). It is a new initiative co-financed under the INTERREG IVC program, which aims to contribute to the economic and sustainable development of European regions by demonstrating and promoting best practices in entrepreneurship development in natural areas.

All participants agree that there is a need for practical approaches. Credibility and transparency are the keys of the platform success. Moreover, the business case for biodiversity is still to write especially to convince CEOs that the biodiversity loss issue is at least as important as climate change.