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Agenda

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Sustainable tourism in the Mediterranean

[ShMILE2](#), an international effort to promote sustainable tourism in the Mediterranean region, hosted a series of workshops last year and will continue to organise a number of events in 2013. ShMILE2’s mission is to exchange experience of best practices and develop tools to promote sustainable tourism in the Mediterranean zone. With six countries supporting this initiative (France, Greece, Italy, Egypt, Jordan, and Tunisia), ShMILE2 represents a significant undertaking in the sustainable tourism sector.

ShMILE2 is a two year cross-border project running from 2012-2014, aiming at four axes of the Mediterranean [ENPI CBCMed programme](#) (funded by the European Commission DG [EuropeAid](#)), with special emphasis on the second axis:

- ◆ Promoting socioeconomic development
- ◆ Promoting environmental sustainability in the Mediterranean basin
- ◆ Promoting better circulation of people, products, and capital
- ◆ Promoting cultural dialogue and local governance



At the end of November 2012, the group, composed of government and tourist sector representatives from these countries, met for a series of workshops and seminars at the Splendid Hotel and Spa in Nice and the Chateau de Lourgues in Lourgues, both in the southeast of France. One of the main themes discussed was the growing importance of ecolabelling in the hotel industry and the need to comparatively assess the strengths and weaknesses of various ecolabelling schemes in order to identify best practices for hotels in different market situations. The French organisations AFNOR, ADEME, and the Chambers of Commerce and Industry renewed their commitment to helping tourist accommodation sites in France obtain the EU Ecolabel.

In addition, the [ShMILE2 website](#) features a section on the EU Ecolabel that includes a [video](#) explaining the advantages of the EU Ecolabel, images, and general information highlighting the purpose and significance of the label in the sustainable tourism sector.

While the meetings focused on environmental policies for sustainable tourism, other dimensions of the sector were discussed such as strategies for north-south cooperation, developing tools for exchange of information, and emphasizing social responsibility as an integral part of sustainable tourism.

These issues will continue to be discussed in a series of events in 2013. On January 29-30, a steering committee will meet in Jordan to set goals for the overall effort, while two more international workshops will take place: March 13th to 15th in Egypt, and in the Autumn of 2013 in Tunisia.

EU Ecolabelled Hotel Wins Energy Globe Award

The [Adria Hotel](#) in Prague, Czech Republic, has been awarded the E.ON Energy Globe Award ČR 2012 in category "Air" with the project "Environmentally-sound hotel services; social responsibility and ecology puts man on the first place". The Czech edition of the [Energy Globe Award](#) recognizes outstanding sustainability efforts across several categories of business and environmental criteria.

Adria Hotel Prague is a four-star hotel in the middle of historical Prague. The hotel prides itself on having the EU Ecolabel certification backing up its green credentials since 2008. The hotel staff is united in their positive attitude towards green issues, directly providing ideas and feedback on how to improve the hotel's operation with respect to the environment, making basically everyone personally involved in this effort.

A number of examples highlight



The Adria Hotel, Prague

how the hotel has managed to increase energy efficiency, reflected especially in lower energy bills and CO₂ emissions, through simple adjustments in its day-to-day operations. Decrease of electricity consumption by 16 % and CO₂ emissions by 330 tons annually has been reached by adjusting of settings and use of air-conditioning units, ventilation system, and improvement of window insulation or replacement of light sources with more efficient ones. Another

123 tons of CO₂ were saved by lower consumption of natural gas. The hotel keeps a high standard of waste separation, cosmetics are offered in dispensers instead of small disposable packages. With reduced flow-rate and WC flushing volume the annual water consumption went down by 4 %. Green thinking is also reflected in decoration of rooms, cleaning or a hotel kitchen.

Ing. Karel Doubek, General Manager of Hotel Adria Prague concludes: "According to our philosophy, responsible approach starts with people. The driving force behind our success is people – our employees – are the ones coming forward with ideas as to what and where we could improve in our care for the environment and actually give life to those ideas. This is a lot more valuable, because they do it with enthusiasm, enjoyment and with their own beliefs. I personally believe in those values and it seems that the general public and the jury saw it with the same eyes and identified with it".

Agenda and other issues

The Jury for the [2012 EU Ecolabel Communication Award](#) met in Brussels on January 17. The winners were selected and will be announced in the upcoming weeks. The Helpdesk thanks the participants, jury members, and all parties involved in making the awards happen this year.

On 17 January, [ECORISMO](#), a forum/exhibition on sustainable development in the tourism industry, dedicated to professionals in the hotel service took place in Nantes, France. A member of the French CB was present.

[PROXIMA Vert](#) 6-7 February, meeting with greens spaces professionals and partners will take place in Lyon. Inscriptions are now open.

[Intelligent Energy Europe Info Day](#) took place on January 24th in Brussels presenting the Intelligent Energy Europe (IEE) programme and the priorities of its 2013 call for project proposals

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