Together for EU Tourism stakeholders meeting

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#EUTourism
“Sustainable marine life watching as tourism, educational and scientific activity.”
What type of organization you are

• Social Enterprise
• First and only Sustainable Marine Life Watching enterprise in Malta

What is your scope, key activities and key value proposition

• Increase awareness about the marine ecosystem and being part of its conservation
• Increase knowledge about social enterprising
• Marine life spotting experience for everyone
• Ocean literacy programmes for schools and the general public
• Marine biology courses for kids and adults
• Team building for companies in collaboration with Global Mindset Development
• Scientific research on bottlenose dolphins

A company like EcoMarine can be an example for future generations who want to create profit while respecting and protecting the environment.
With regards to Transition Pathway for Tourism which aspects you consider Most relevant for your organization?

Making tourism more environmentally friendly and in implementing several ongoing legislative initiatives relating to environmental protection at Regional and National Level.

Developing comprehensive national or regional strategies taking account of economic, environmental and social sustainability of tourism.

Best practice exchange for strategy development on national, regional and local level

Supporting SMEs in their key role in the sustainable tourism ecosystem, in terms of technical assistance and the funding needed to meet the objectives of the strategy.

Stakeholder cooperation to agree on common practices such as Codes of Conduct to actively improve the protection and conservation of the marine ecosystem.
Topic 11
Easily accessible best practice, peer learning and networking for SMEs

In 2023-2025 we will:

• Before the summer each year organize one webinar for the general public and one webinar for teachers to involve schools.

• We will write four blog posts in March, April, June and July about the importance and the pros of following the Code and what species is possible to encounter in Maltese waters.

• We will present the Code of Conduct during our tours to all our guests and show them how to apply it.

• Yearly we will provide two workshops and explanatory meetings other marine tour operators to improve their offers towards more sustainable services.

• We commit to report to the authority any illegality we observe.
Topic 21

Educational organisations to engage in developing and renewing tourism education

By 2025

- Engage five schools each year in the hands-on Ocean literacy programmes
- Organize in collaboration with Climate – Kick hub Malta Young Innovators Chlimatons
Topic 26:

Tourism services for visitors and residents alike

• Increase the summer experiences by up to five weekly tours in the high season June – September (16 weeks) involving up to 720 customers. Increase the fall, winter, and spring activities by up to two tours per week (28 weeks) involving up to 500 customers.

• Expand the fleet to two boats to double the winter numbers and offer Marine Life Spotting in Malta and weekly experiences during the high season. Increase by 60% the presence of tourists on board while continuing to share our experiences with Maltese customers and ex-pats living in Malta permanently.
Key message on how to support, and implement following the pledges.

Governments and Tourism Authorities should adopt a "Sustainability Assessment and Recognition" to identify companies that offer REAL and EFFECTIVE sustainable tourism services and support those companies performing well in such an assessment.

A European task force with National coordinators (experts in the sector) should be responsible for creating the standards for "Sustainability Assessment and Recognition" following the national coordinators' recommendations.

Support can be:

Reduced taxes, reduced employee costs for the company, easy access to credit grants, promotion and advertising at favourable prices, and increased presence on EU/National/Regional Tourism promotion portals.
“Six decades into the future, it will be too late to do what is possible right now. We are in a sweet spot in time. Never again will there be a better time to take actions to ensure an enduring place for ourselves within the living systems that sustain us.’

Sylvia A. Earle
Thank you!

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