



In the spotlight: Pledges by stakeholders

Why submit pledges?



Show your commitment to a greener, innovative & responsible tourism



Get visibility and lead the way



Contribute to EU policy



Help identify where EU support should go

Be part of the EU Tourism community

NEW!

Now integrated in the EU Tourism Platform: [Stakeholders' actions | EU Transition Pathways \(europa.eu\)](#)

Who can submit pledges?

Academic and research institutions

Business associations

Microenterprises, SMEs, large companies

Consumer / tourist organisations

Destination management/marketing organisations (DMOs)

International organisations

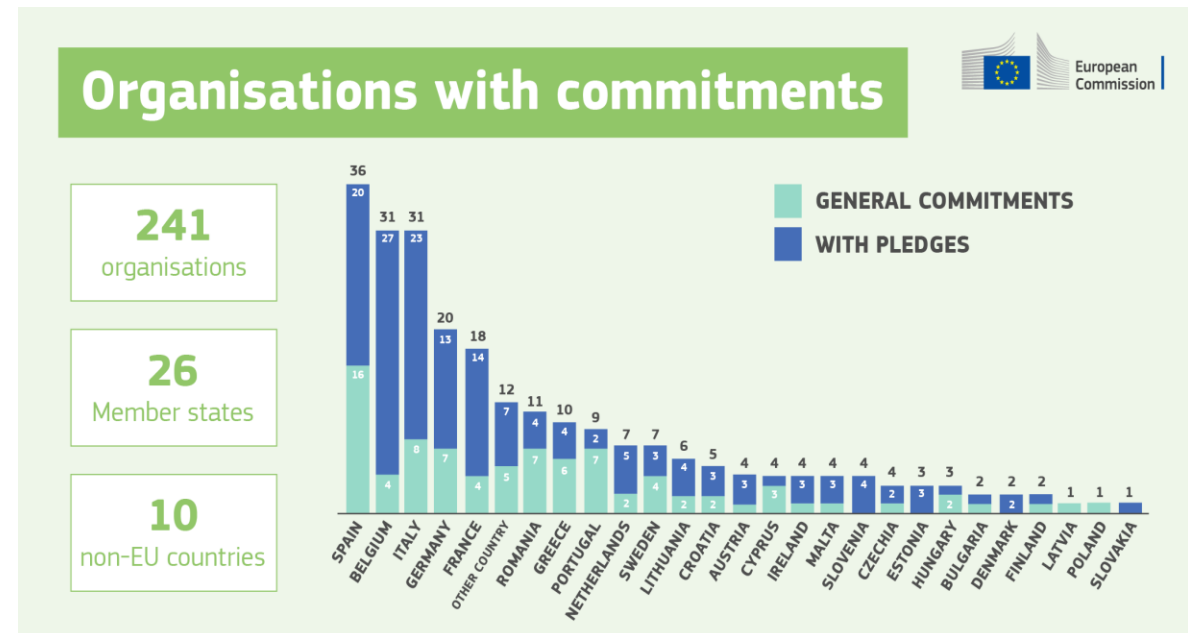
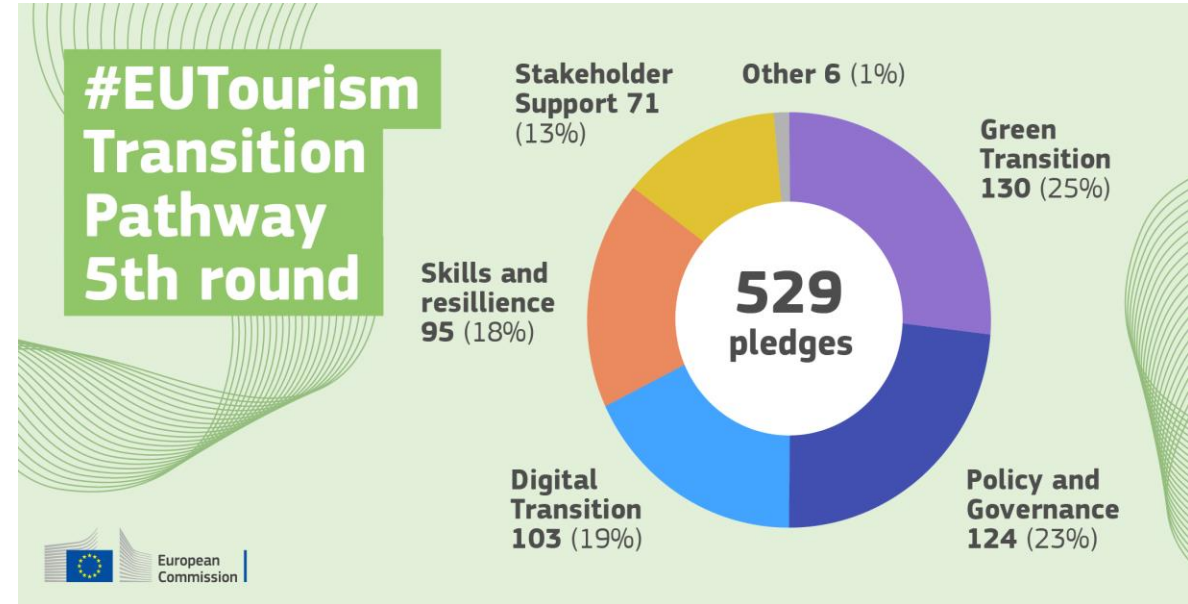
Networks of organisations

NGOs

Local, regional and national administrations

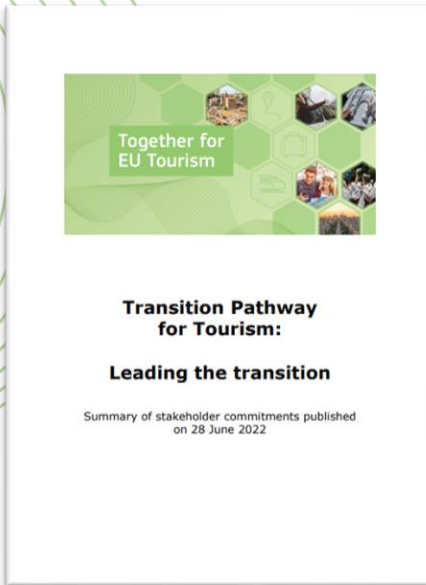
Trade unions, etc.

529 pledges from all types of organisations



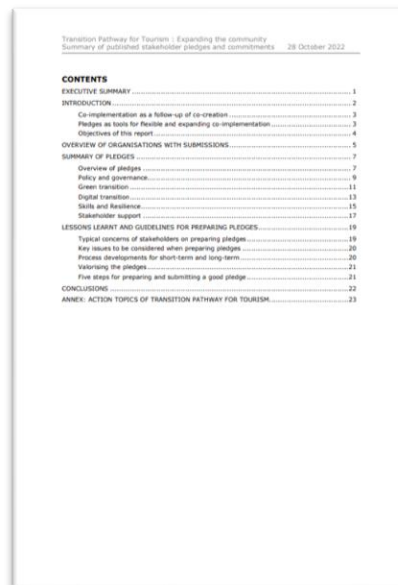
5 rounds of publication

June 2022



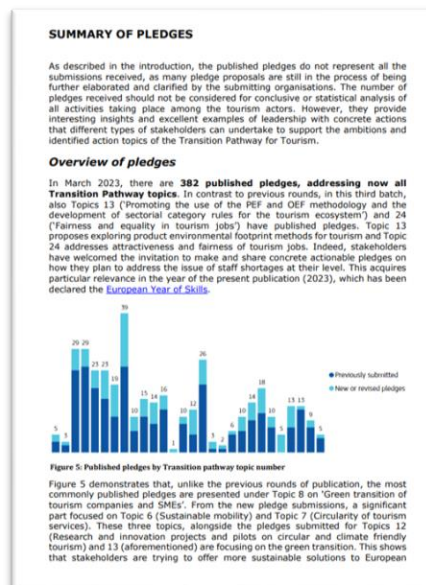
1st summary report

October 2022



2nd summary report

February 2023



3rd summary report

October 2023



4th summary report

August 2024



5th summary report

In the spotlight

Free walks with local volunteers

Jonathan Huffstutler, Fédération France Greeters

E015 Data Space of Lombardy Region

Sabino Metta, Cefriel Politecnico di Milano, Italy

Catalan Commitment for Responsible Tourism

Patrick Torrent, Catalan Tourist Board, Spain

Rewarding responsible tourists

Elisabeth Markussen, Wonderful Copenhagen, Denmark

Bubbles Saving Lives

Dorothee Schiesser, Fondation SapCycle, Switzerland

A fair and equal workplace

Gabriela Prachařová, Best Western Hotel Moran****, Czechia

Free walks with local volunteers

Testimony from the France Greeters Federation

Jonathan Huffstutler

Board Member, France Greeters Federation



About the Greeter movement



internationalgreeter.org

Started in **1992** in New York
Today AISBL (*based in Brussels*)

- A community spreading in **43 countries** (2023)

including **10 EU countries**: Austria, Belgium, Bulgaria, Estonia, France, Germany, Italy, the Netherlands, Spain, Sweden

- 3203 volunteers / Greeters
- 16 680 “greet” (2023)



greeters.fr

Started around **2003** in France
Today non-profit “loi 1901” (*based in Paris*)

- A community located in **103 french destinations**
- Supported by **67 member organizations**
 - 19 associations lead by local inhabitants
 - 48 lead by DMOs
- 1500 volunteers / Greeters
- 5500 “greet” (2023)
- 12 000 people welcomed (2023)

Greeter [gritər]:

Greeters are local volunteers who love their city or region and are keen to share their passion(s) and knowledge, welcoming you on their free time as if you were friends or family.

All greeters worldwide adhere to these **6 core principles**

1. Greeters are **volunteers**, a friendly face for those wanting to meet them
2. Greeters welcome individuals and may serve small groups of **up to six people**
3. Meeting a Greeter is **free** of charge
- 4. All** visitors and volunteers **are welcome** without any kind of discrimination
5. Greeters **support sustainable tourism**. They respect natural and man-made environments, bringing both cultural and economic enrichment to local communities. Greeters aim for a lasting positive image of each destination.
6. Greeter organizations create a mutually enriching opportunity for cultural exchange; and foster **links** between **people in the aim of creating a more peaceful world**.

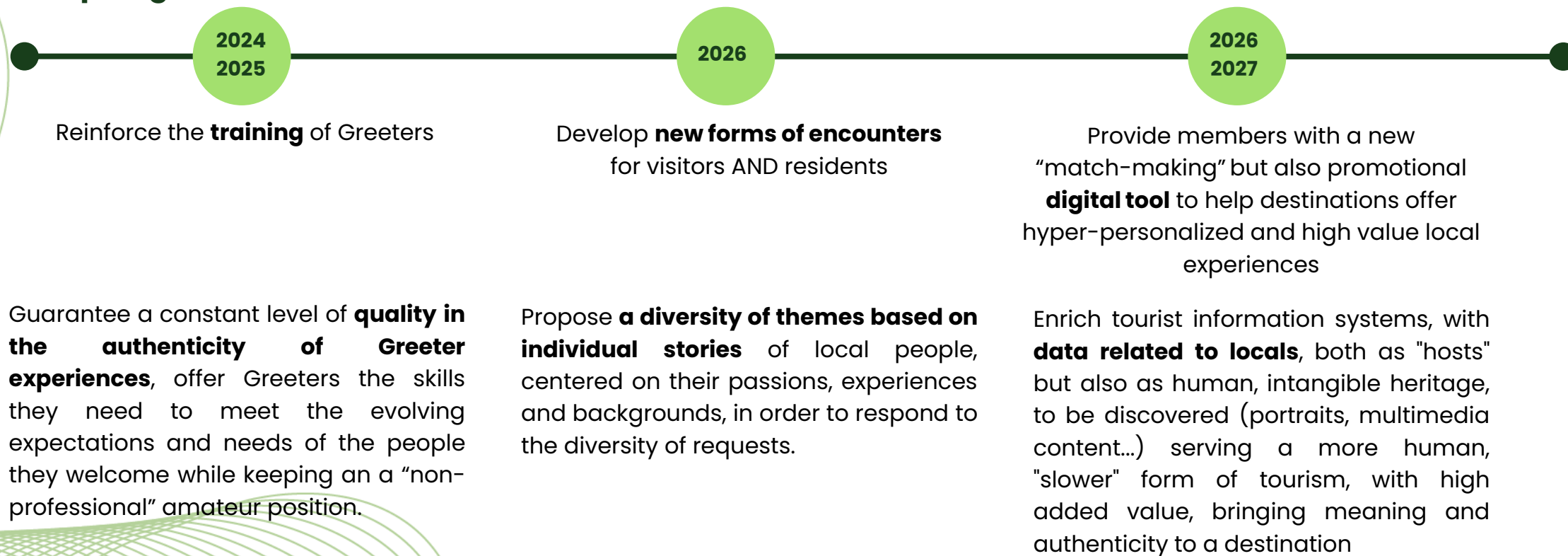
Topic of the Transition Pathway addressed by our pledge

Topic 26:

Tourism services for
visitors and residents alike

**"All visitors and volunteers are welcome
without any kind of discrimination"**

Our pledge :



#EUTourism



How Intentions for travel are based...

- cultural wealth
 - lots to visit
- accomodation
- varied food options

- Accessible to all
- "Instagramable" potential
- Inclusive destination
- Sustainable travel

- relax
- new experiences
- preserved nature
- Weather /climate

- cultural "closeness"

- not too frequented

- **Welcoming locals** !

- **affordable prices**

strength zone (to maintain)

priority consolidation zone

secondary consolidation zone

tense area (to be corrected)

accessory area

Source: TRAVELSAT© – 2024 Harris Interactive / Toluna Intentions study for France (ordered by Atout France)

Why is the challenge of involving residents in the attractiveness of our European destinations important ?



The quality of visitor experience is based on **TANGIBLE and INTANGIBLE criteria**



WELCOME FROM LOCAL POPULATION

FEELING OF SECURITY

ACCOMMODATION

FOOD OPTIONS

VISITOR INFORMATION

BEAUTY OF LANDSCAPES

CLEANLINESS / ENVIRONMENT

CULTURAL AND LEISURE OFFER

NIGHTLIFE

HISTORICAL HERITAGE / MUSEUMS

SHOPPING

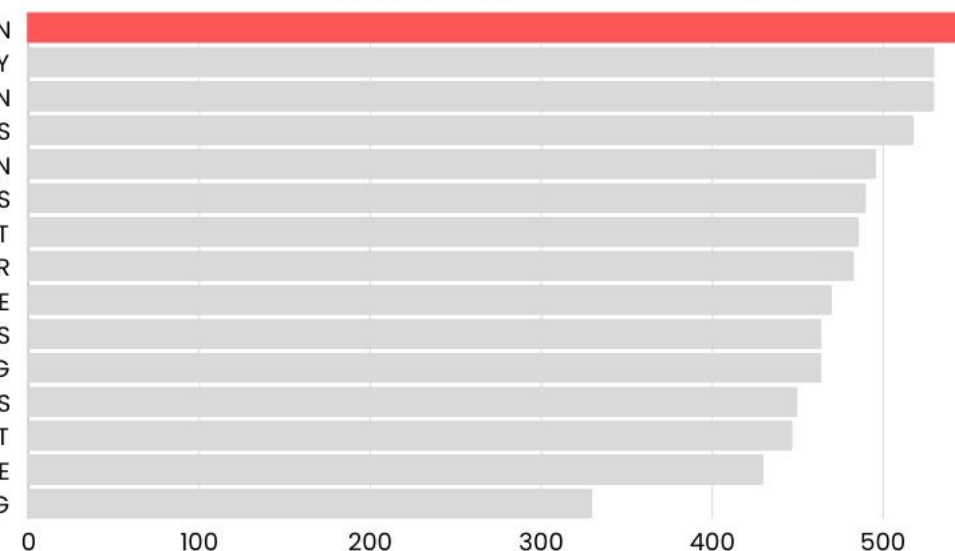
SERVICE DE TAXIS

PUBLIC TRANSPORT

ROAD INFRASTRUCTURE

EASY PARKING

Factors that influence tourist satisfaction



Source: TRAVELSAT© – 2019 All destinations in Europe.
Correlation analysis measures the intensity of the relationship between each of the themes studied and overall satisfaction.

Questions?

More info here : [greeters.fr](https://www.greeters.fr)

Listen to 

“Ailleurs chez nous, le podcast des Greeters”



Let's stay in contact !
contact@francegreeters.fr



Follow us on LinkedIn : [@france-greeters](https://www.linkedin.com/company/france-greeters)

[#internationalgreeters](#)
[#greeterdefrance](#)
[#greeters](#)

E015 DATA SPACE OF LOMBARDY REGION (ITALY)

Sabino Metta - CEFRIEL
sabino.metta@cefriel.com

WHERE IT ALL STARTED

EXPO 2015

E015 was born for supporting the world's fair EXPO 2015 and will be adopted during the upcoming Milano Cortina 2026 Winter Olympic Games

But E015 is not only for big fair/events, it aims to create new public-private data exchange relationships

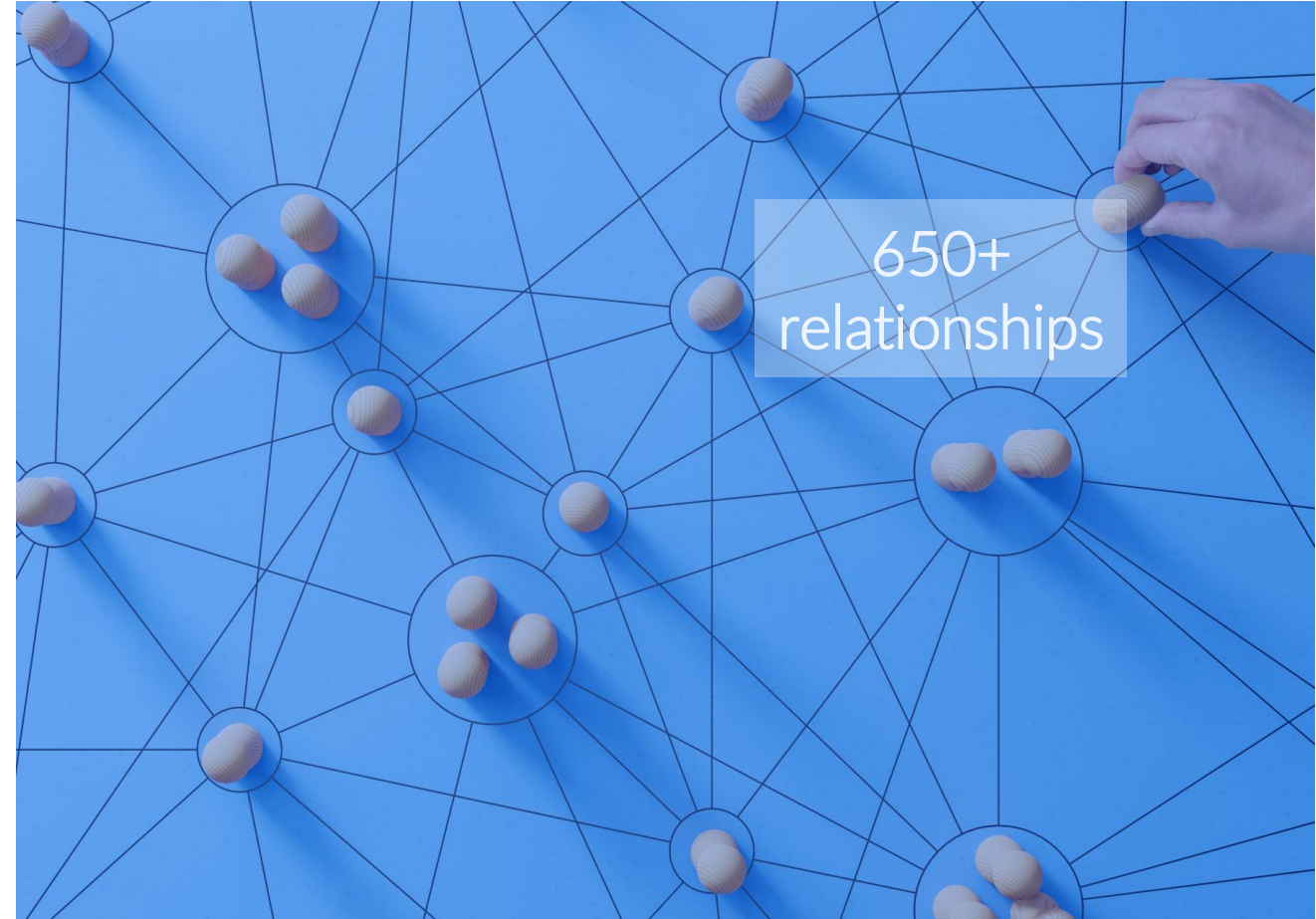


E015 Data Space

Institutional Digital Ecosystem
managed by Lombardy Region (Italy)

Legal framework and operational processes
led by an online workflow

Operatively managed by the Technical Management Board
by Lombardy Region
with the Scientific Advisory of Cefriel

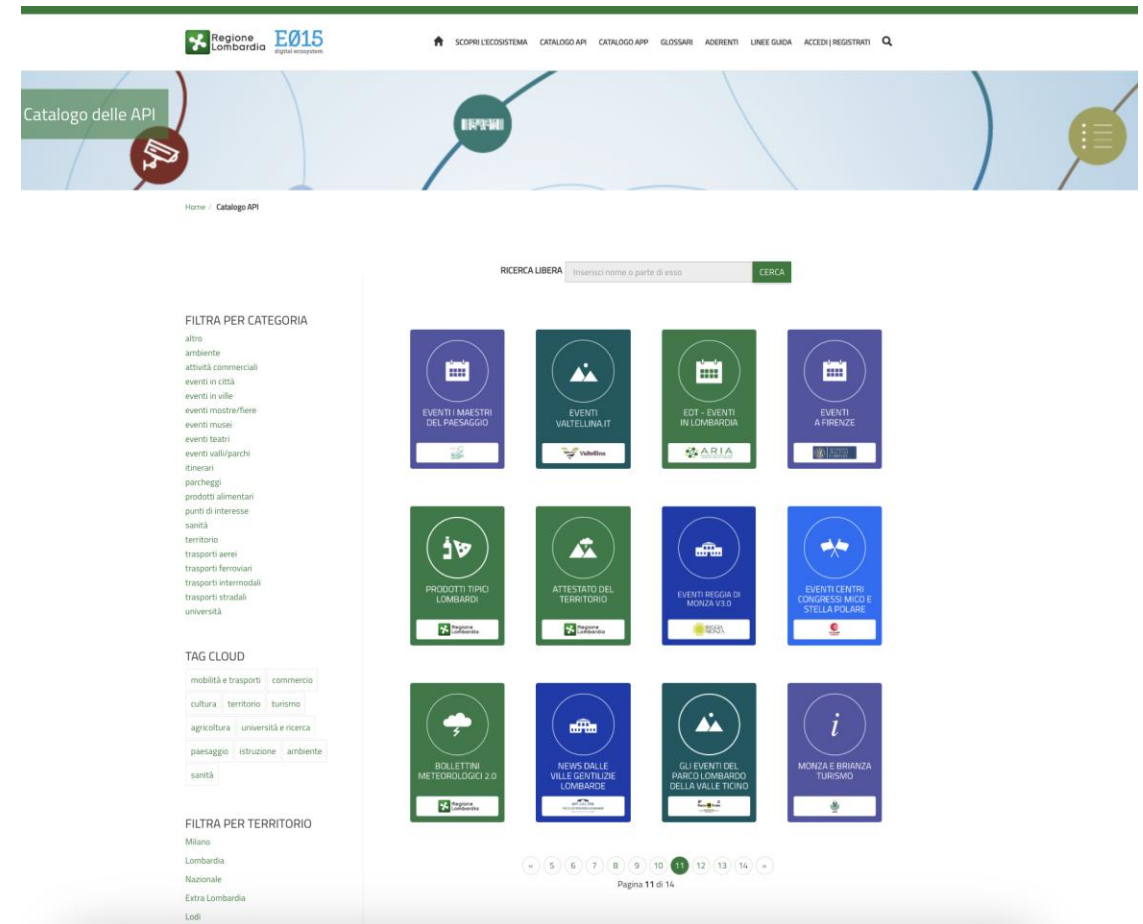


E015 Data Space

Any public body or private company can become part of the E015 Data Space sharing and/or asking available APIs

Data exchange is performed peer-to-peer, without a technical intermediary infrastructure

Data sovereignty and business competitiveness are preserved, enabling only win-win scenarios



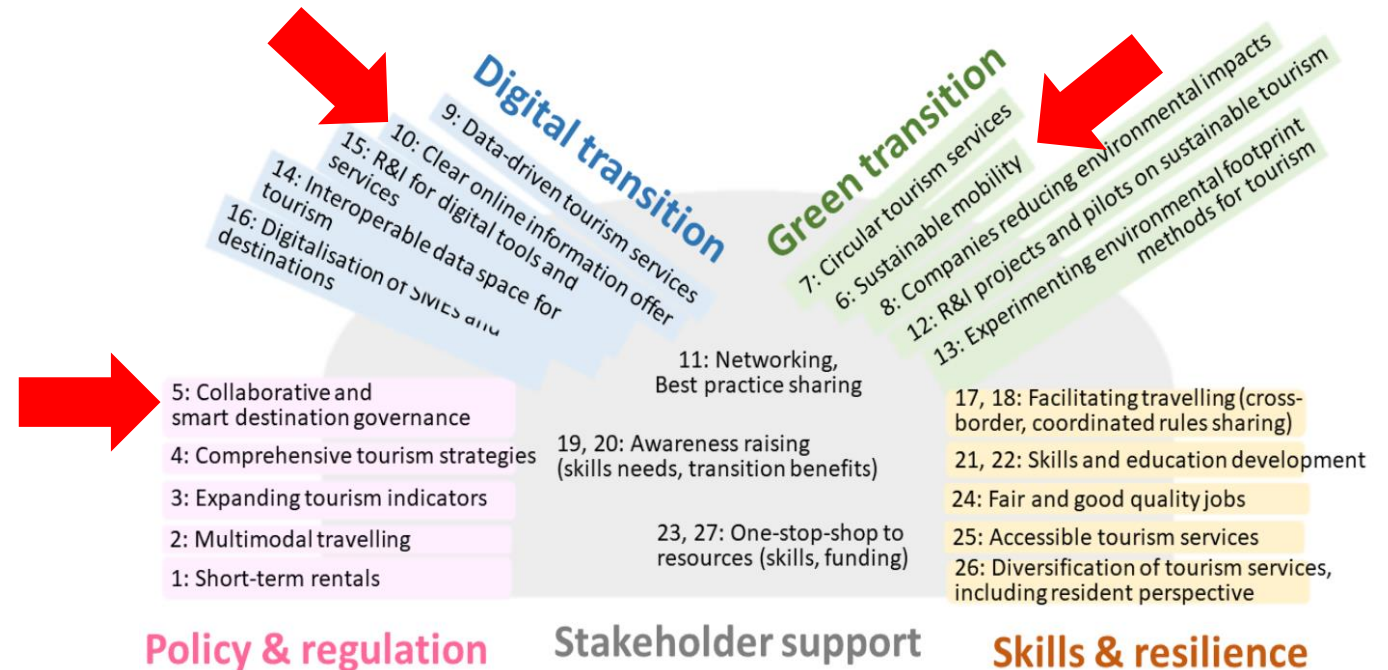
Transition Pathway action topics

A focus on:

5. Collaborative and smart destination governance

10: Clear online information offer

6: Sustainable mobility



from 5th report TTP pledges, 2nd August 2024

Regional Tourism Digital Ecosystem

To mitigate overtourism, Lombardy Region is promoting the less famous destinations

All the local events are communicated thanks to interoperability by E015 with local touristic portals

5. Collaborative and smart destination governance

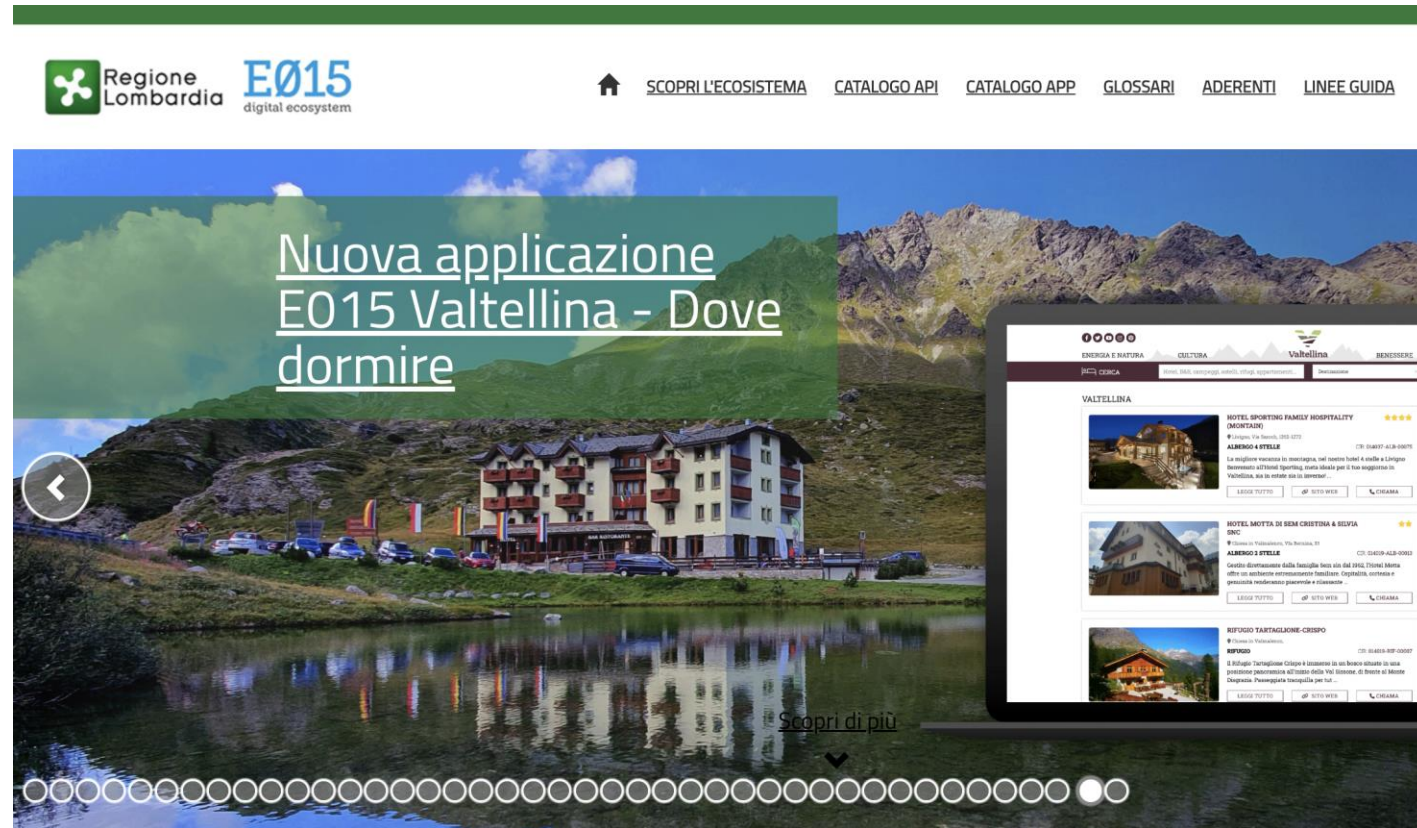


<https://www.e015.regione.lombardia.it/>

Valtellina Accommodations

In the territory of Valtellina (Italy), the Province of Sondrio has enriched the administrative processes of collecting data (tourist flows, city tax, accommodations, pictures of structures, services and company contacts GDPR compliant)

10: Clear online information offer

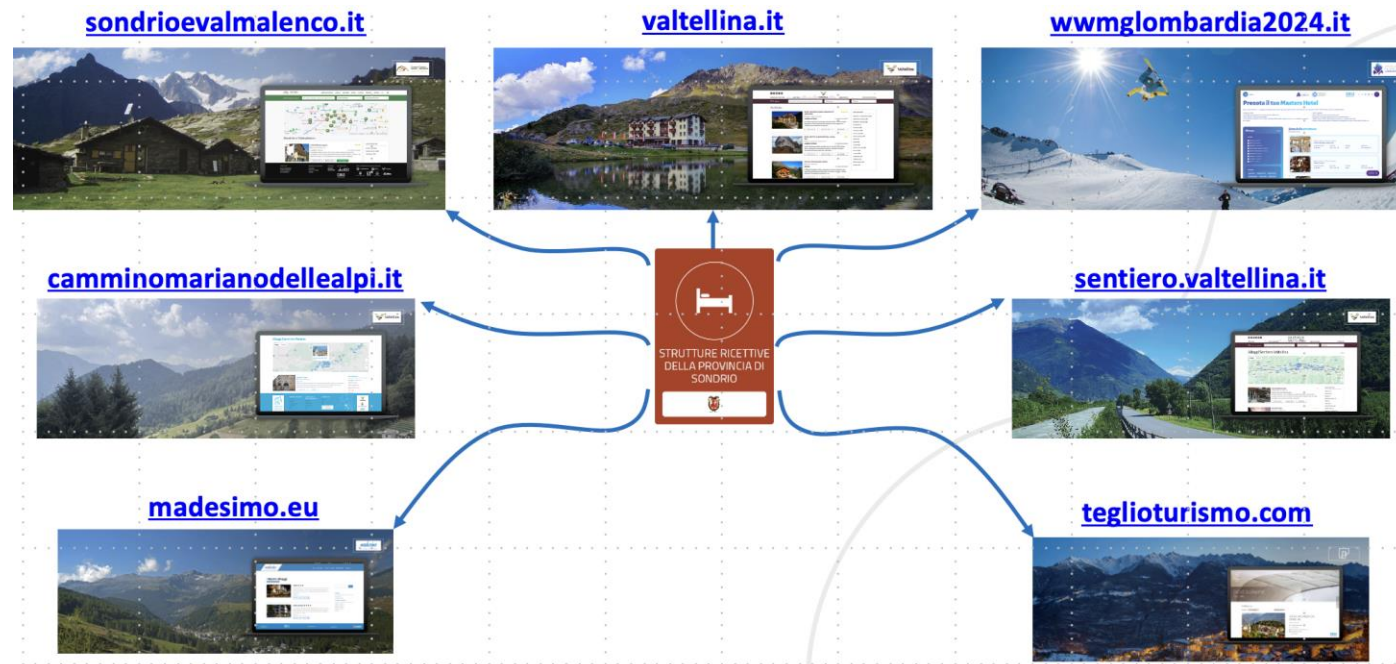


<https://www.e015.regione.lombardia.it/>

Valtellina Accommodations

New touristic websites are showing a complete, continuously updated, and detailed accommodation offer, enabling tourists to get in touch directly with the hotels and avoiding intermediaries

10: Clear online information offer



Ecosystem Sustainable Mobility

E015 provides the status of the service of some of the major public transport operators in the area and information on the availability of electric vehicle charging stations in Lombardy

6: Sustainable mobility



<https://www.e015.regione.lombardia.it/>

INNOVATE > GROW > REPEAT

CONTATTI

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Catalan commitment to responsible tourism

Towards a more ethical, innovative and responsible tourism model

Patrick Torrent, Executive Director, Catalan Tourist Board



Why?

Our purpose:
Provide well-being
to the community
through the values
of traveling

The **Catalan Commitment for Responsible Tourism** is the response of the tourism sector to a general context of transformation that is determined by 4 axes:



The need for a productive framework adapted to the **environmental limits** of the planet

1. Environmentally sustainable tourism (23 initiatives)



Deep **changes** in visitor habits, use of free time and social and cultural factors

2. More socially fair tourism (19 initiatives)



The stage of **maturity** of some of the catalan tourist destinations

3. Territorially more balanced tourism (13 initiatives)



The need for **innovation** based on sustainability and digitalization

4. Based on innovation tourism (12 initiatives)

A total of 67 action initiatives

With the **resident** at the center



- Equation of **water** consumption of the visitor with that of the resident
- **Climate Action Plan** (Glasgow Declaration). Tourism as part of the solution.
- **Regenerative** tourism as pillar of a regenerative production model.

1. Environmentally sustainable tourism



- **Barcelona Declaration** "Better places to live, better places to visit."
- Considering visitors as **temporary residents**
- Improving **working conditions** in the sector.
- Socially Fair Label "**Tourism for all**" reducing barriers.
- Hospitality meets Diversity "**Queer Destinations**"

2. More socially fair tourism



- **4D** to minimize negative tourism externalities
- **Grand Tour of Catalonia**. Distributing the benefits of the visitor economy in the territory.
- **World Region of Gastronomy 2025** for a regenerative model.
- **Impact & Legacy MICE**

3. Territorially more balanced tourism



- Innovative **governance** including residents deciding on tourism.
- **New generation of indicators** measuring social sustainability. **Social Progress Index**
- **SuperDApp Catalonia Card** using blockchain technologies to create DAO's in the territory.

4. Based on innovation tourism

TOTAL **AFFILIATED ENTITIES**: **244** (17/09/2024)

• 51 Territorial entities.	• 100% of the territory 947 municipalities
• 83 Nominal companies and business associations	• 39% Catalan business sector 75% of GDP, 84% of campsites More than 230.000 companies
• 2 Trade unions	• Almost 80% of union representatives. 41.000 union representatives
• 7 Tourism associations	• Snow, rural, business, ports. 92% of sports and tourist ports
• 18 Universities and research centres	• Trade, crafts, transport, universities. 50% of the universities, 70% of the educational community. More than 160,000 university student
• 11 Civic entities	• Various capacities
• 10 Environmental entities	• Landscape, natural environment
• 22 Cultural resources	• Museums, music activities
• 40 Non – tourists entities	• Professional colleges, Technology, food and wine



National commitment to responsible tourism

Towards a more ethical, innovative and responsible tourism model

COPENPAY

TOURISM AS A FORCE FOR POSITIVE CHANGE

Elisabeth Markussen

Senior Manager – Digital

An aerial photograph of Copenhagen, Denmark, showing a dense urban landscape with numerous buildings, streets, and green spaces. The city extends to the water's edge in the distance. The text "COPENHAGEN ATTRACTIONS FOR CLIMATE-FRIENDLY ACTIONS" is overlaid in the center in a large, white, sans-serif font.

COPENHAGEN ATTRACTIONS FOR CLIMATE-FRIENDLY ACTIONS

WHY COPENPAY?



WHY COPENPAY?

OUR VISION:

**TOURISM SHOULD
MAKE THE WORLD A
BETTER
DESTINATION**

GOAL #1:

**TOURISM IN
COPENHAGEN
SHOULD
ACCELERATE THE
GREEN TRANSITION
LOCALLY AND
GLOBALLY**

THE AIM



**TOURISM AS A FORCE FOR
POSITIVE CHANGE AND
NOT AN ENVIRONMENTAL
BURDEN...**

A woman with a purple headband and grey gloves is smiling while holding a small green seedling in her right hand. She is leaning forward in a garden setting with raised wooden beds containing various plants. The background shows a cloudy sky and some buildings.

**4 OUT OF 5 SAY
THEY WANT TO ACT
SUSTAINABLE**

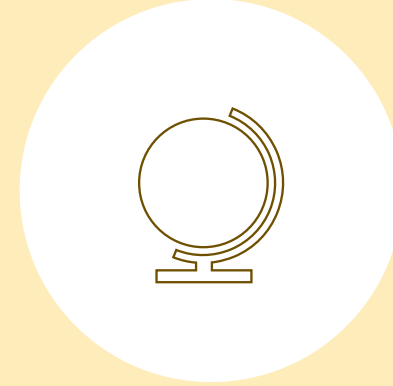
**BUT ONLY 1 CHANGE
BEHAVIOR...**



**INSPIRE TO A
GREENER
MINDSET AND
BEHAVIOR
AMONG
TRAVELERS**



**INSPIRE TO A
GREENER
MINDSET AND
BEHAVIOR
AMONG
TRAVELERS**



**RAISE
AWARENESS OF
COPENHAGEN
AS A
SUSTAINABLE
DESTINATION**

A family of four is enjoying a boat ride on a canal. The father is at the helm, steering the blue motorboat. The mother and two young children are seated in the middle of the boat. A wicker basket sits on the boat. The boat has "GOBOAT RENTAL" written on its side. In the background, a modern building with large glass windows reflects the sky and surrounding cityscape. The water is a deep green color with ripples. The text "THE CONCEPT" is overlaid in large white letters across the middle of the image.

THE CONCEPT

WE TURNED SUSTAINABILITY INTO A CURRENCY - COPENPAY



CLIMATE FRIENDLY ACTIONS:

BIKING, WALKING
PUBLIC
TRANSPORTATION,
LITTER PICKING,
URBAN GARDENING



REWARDS:

ACCESS TO UNIQUE
EXPERIENCES, FREE
VEGETARIAN MEALS
AND BEVERAGES



A photograph of a park with lush green trees and a paved path. In the foreground, a semi-transparent white rounded rectangle contains text. In the background, several people are walking along the path, some carrying bags.

26 PARTNERS

Were a part of CopenPay.
And more wanted to join

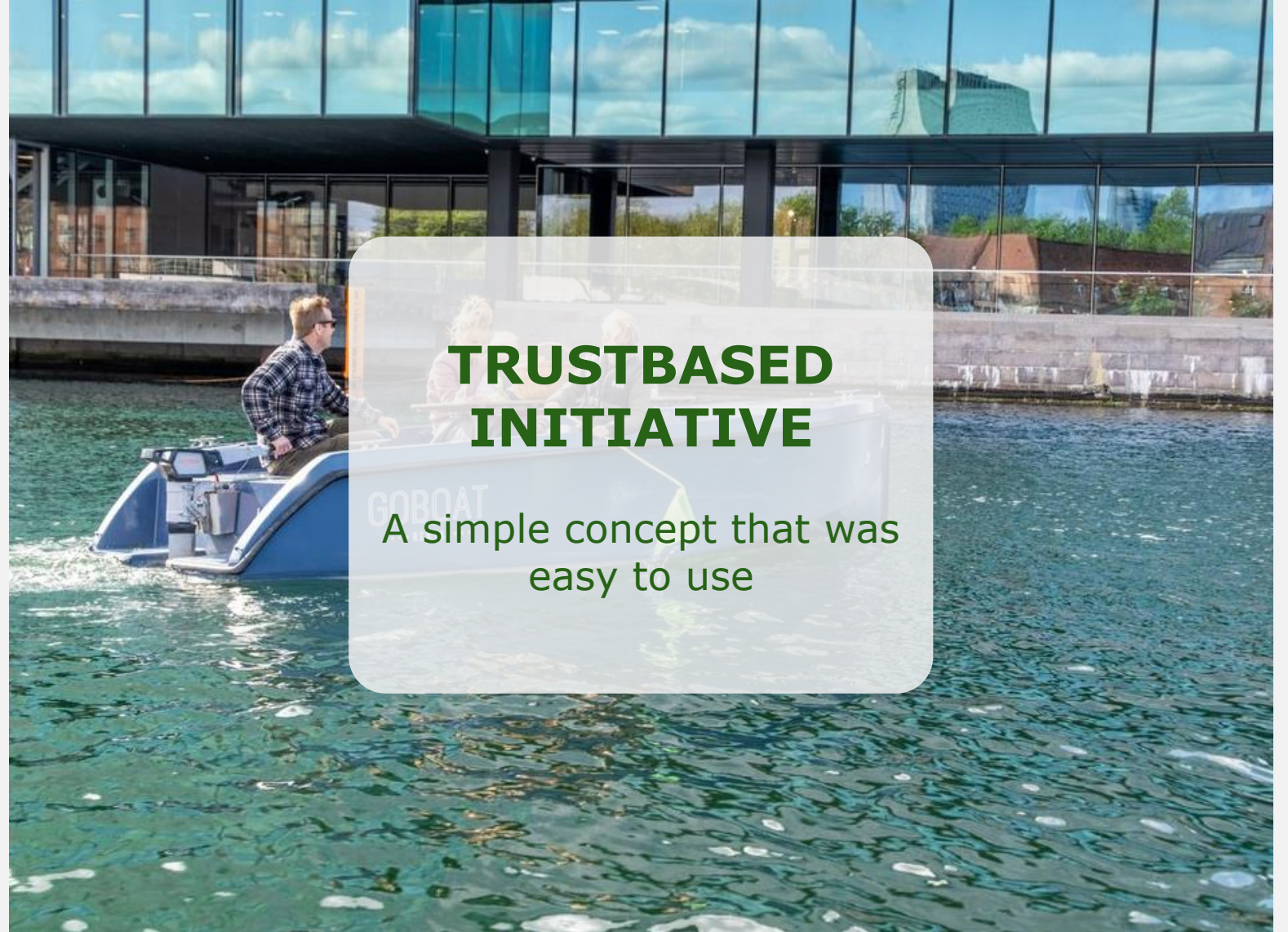
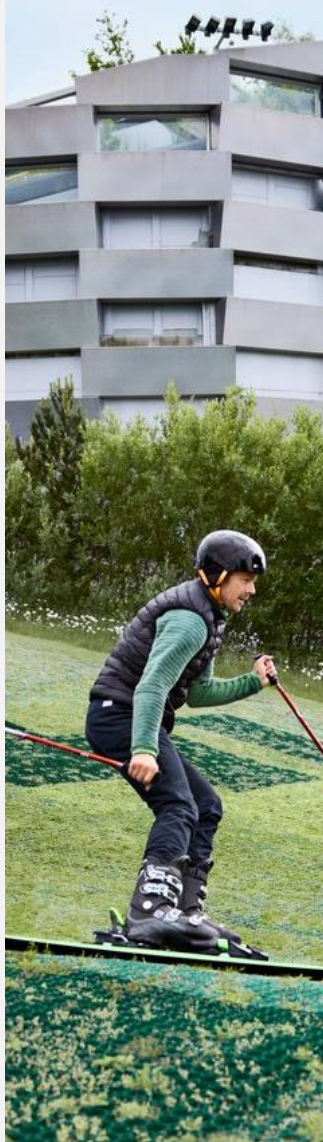




COPENPAY WAS FOR ALL

Both visitors and
Residents





TRUSTBASED INITIATIVE

A simple concept that was
easy to use



A family of four is rowing a blue boat on a canal. The father is at the stern, the mother is in the middle, and two young children are also in the boat. The boat has "COBO" and "RENTAL" written on its side. In the background is a modern building with large glass windows reflecting the sky and surrounding city. The water is greenish-blue with ripples.

THE RESULTS

WE LAUNCHED THE INITIATIVE WITH A PRESS RELEASE ON THE 8TH OF JULY

Awareness

Press coverage

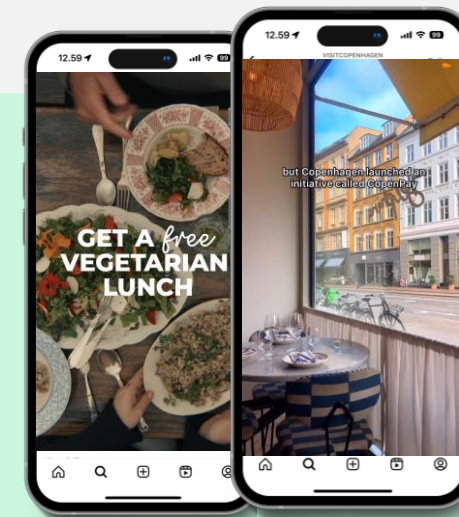


Billboards, videos and ad shells at Copenhagen Airport

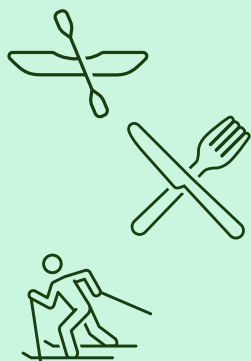


Paid SoMe ads & influencer
content

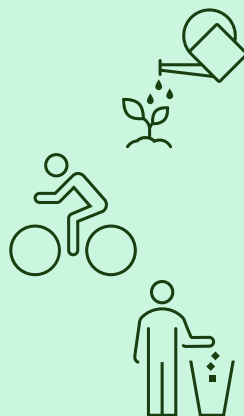
wonderful
copenhagen



Rewards



Actions

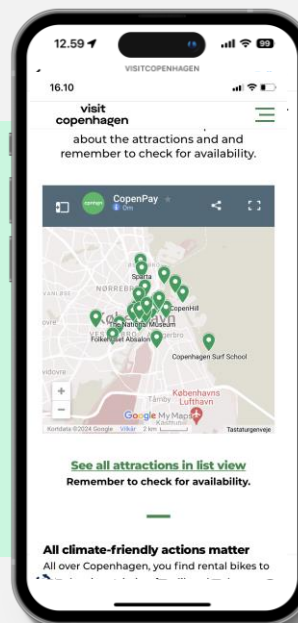


Nudging

Outdoor billboards, busses and rental bikes around the city



Landing page with
information



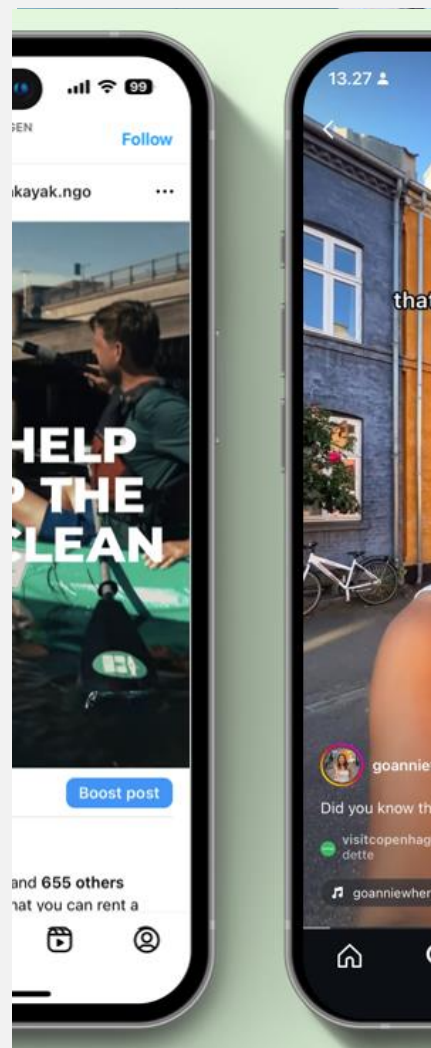
THE RESULTS WERE REMARKABLE



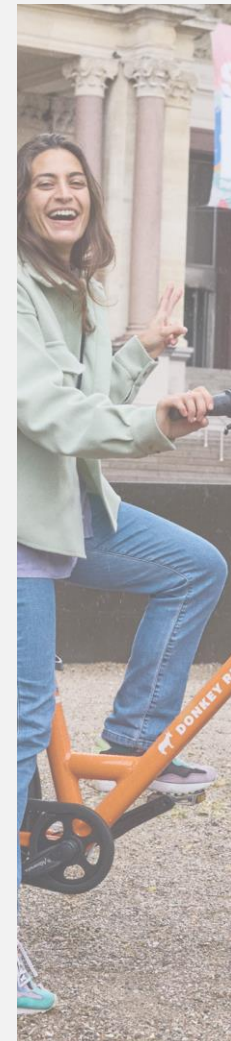
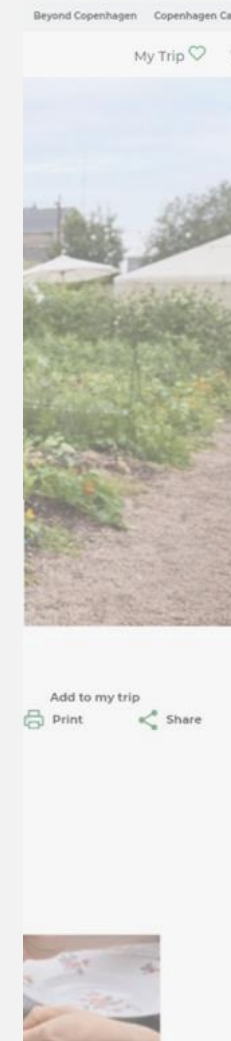
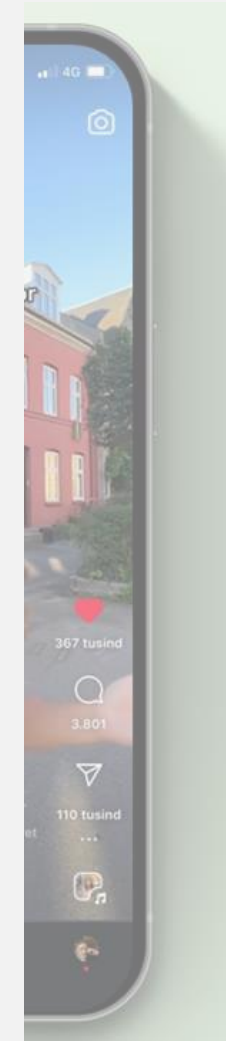
Copenhagen Offers Rewards For Good Tourist Behavior



Copenaghen, cibo e attività gratuite ai turisti che utilizzano i mezzi pubblici, raccolgono i rifiuti o si muovono in bici



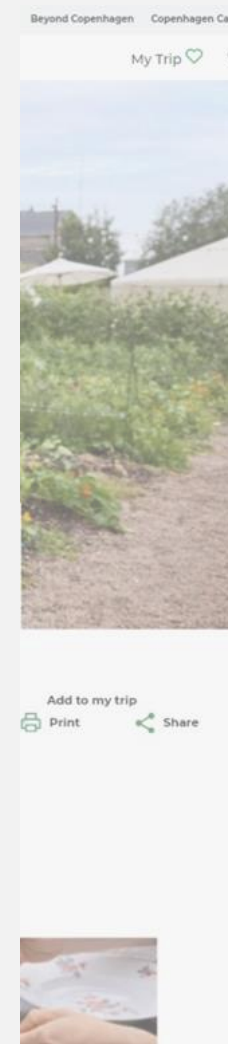
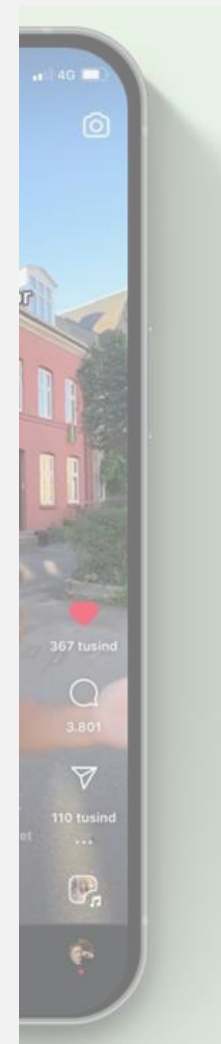
4.859 NEWS ARTICLES AND 111 MIO. \$ IN EARNED MEDIA



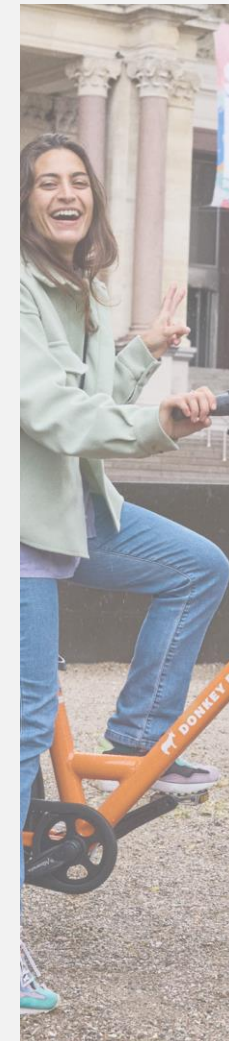
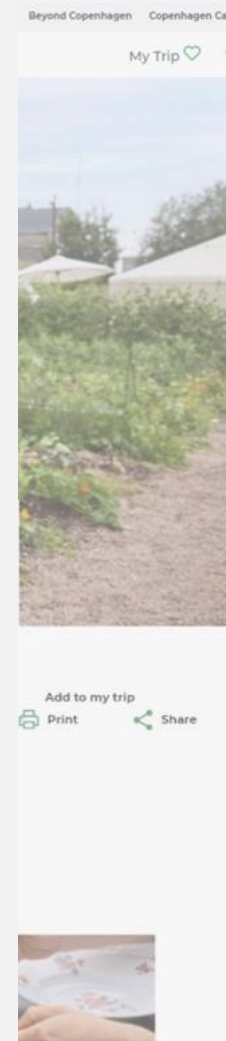
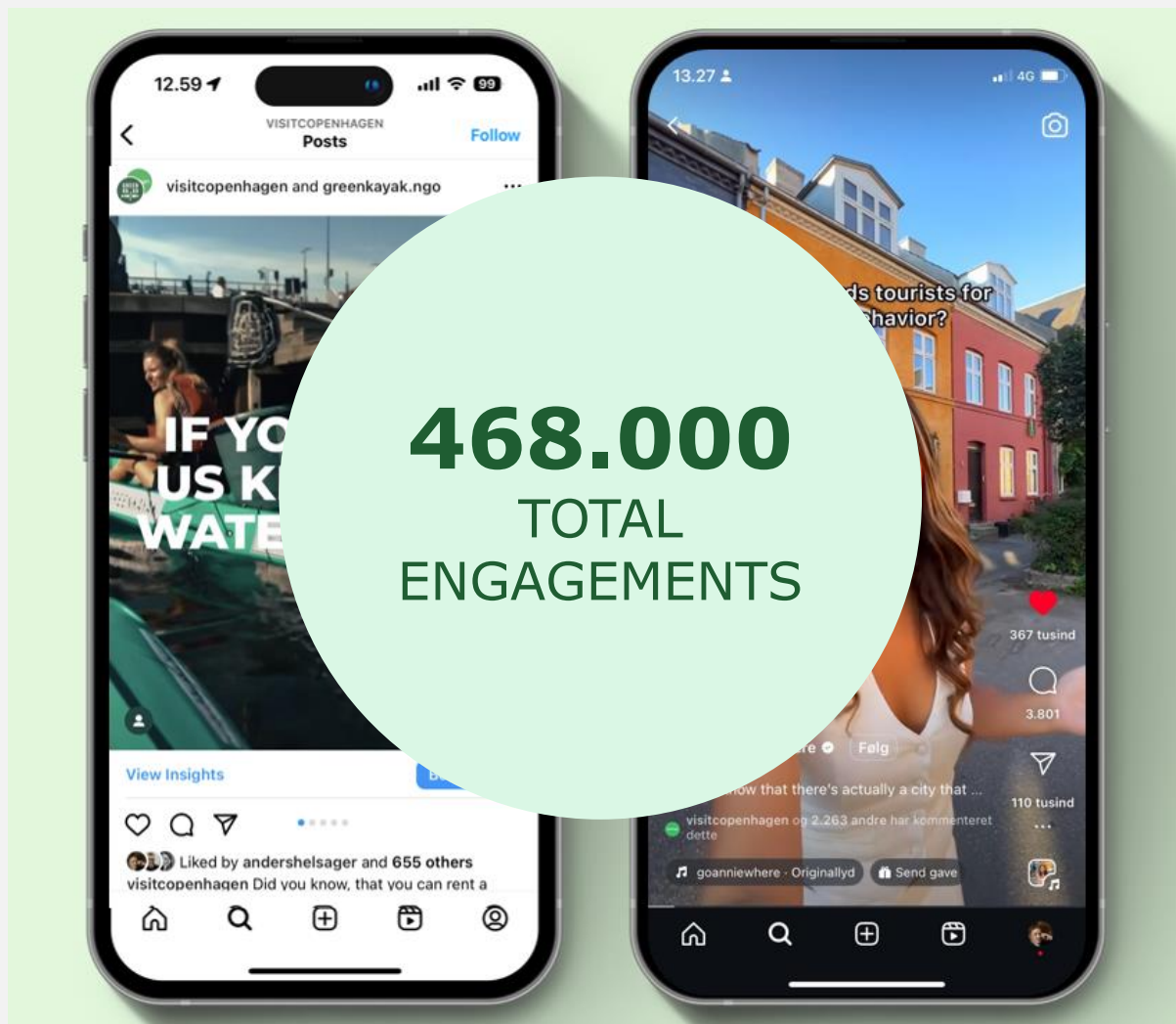
HIGH ENGAGEMENT RATES ON INTERNATIONAL PRESS ON SOME



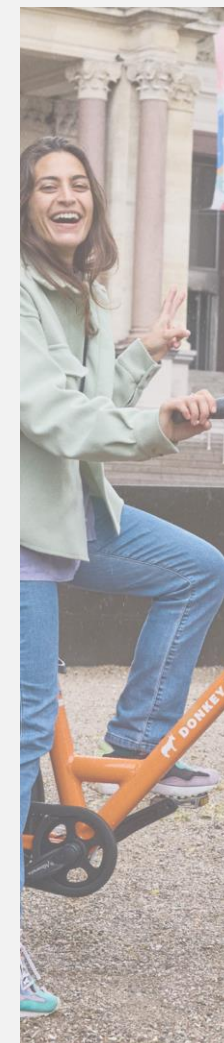
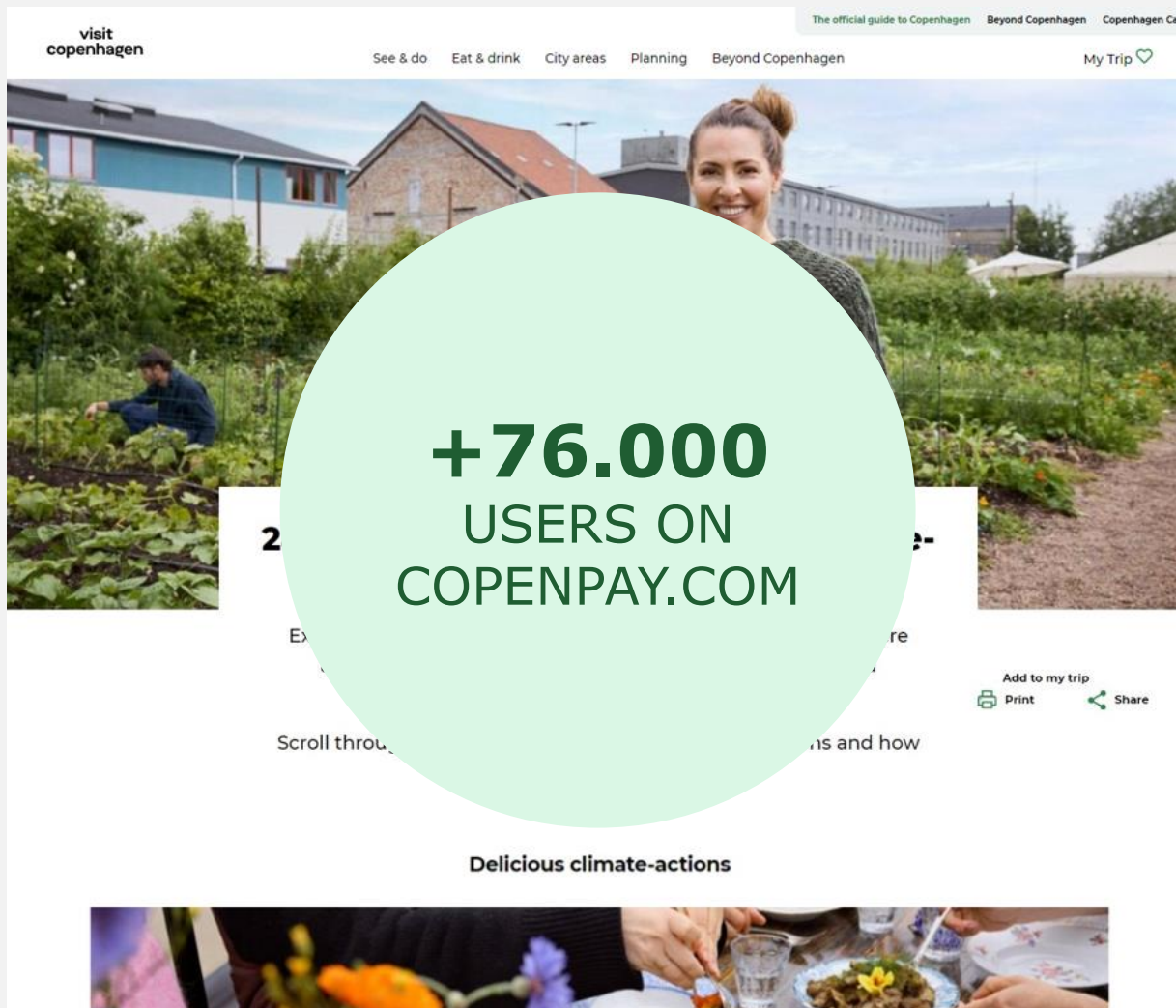
387.000
TOTAL
ENGAGEMENTS



HIGH ENGAGEMENT RATES ON PAID SOCIAL MEDIA



76.000 USERS ON COPENPAY.COM



MORE THAN 5.100 PARTICIPANTS



COPENPAY 2.0



16-10-2024

wonderful
copenhagen

THANK YOU.

SapoCycle



BUBBLES SAVING LIVES

Giving discarded hotel soaps a second life



Dorothee Schiesser

SapoCycle Founder

Dorothee.schiesser@sapocycle.org



Key facts



SapoCycle's Pledge

650.000 rooms in luxury hotels
>> Tons of discarded hotel soap



100% recycled

100% clean

100% trustworthy

100% socially responsible

22% = 94,6 million people in risk of poverty
or social exclusion

SapoCycle three-pillar Program



ENVIRONMENT



**SOCIAL
INTEGRATION**



**HUMANITARIAN
ACTION**

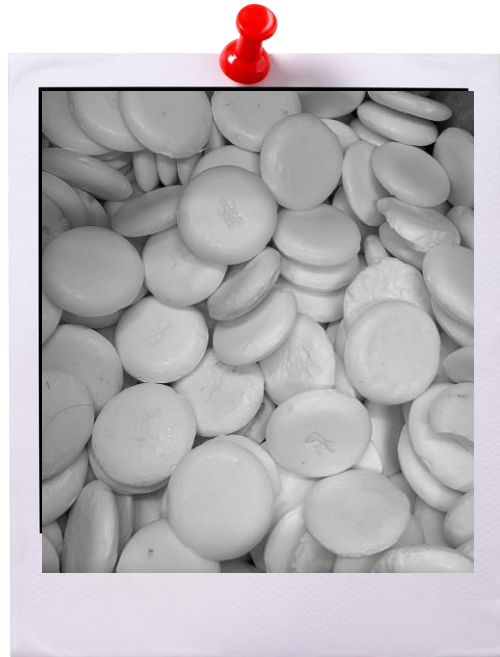


Since 2014

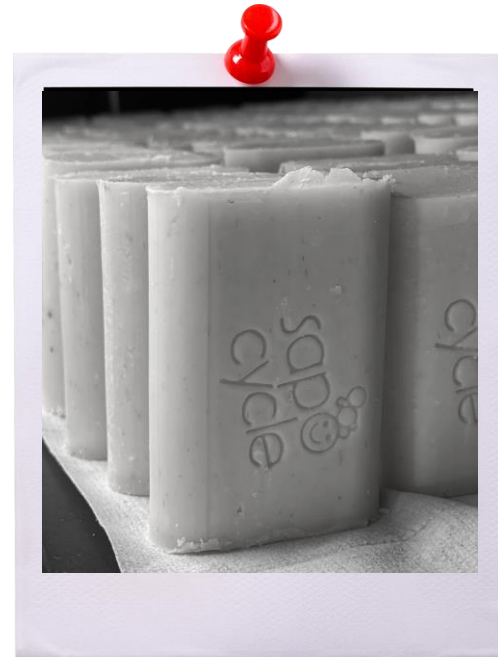
We are active in 3 countries:
Switzerland –France –Germany



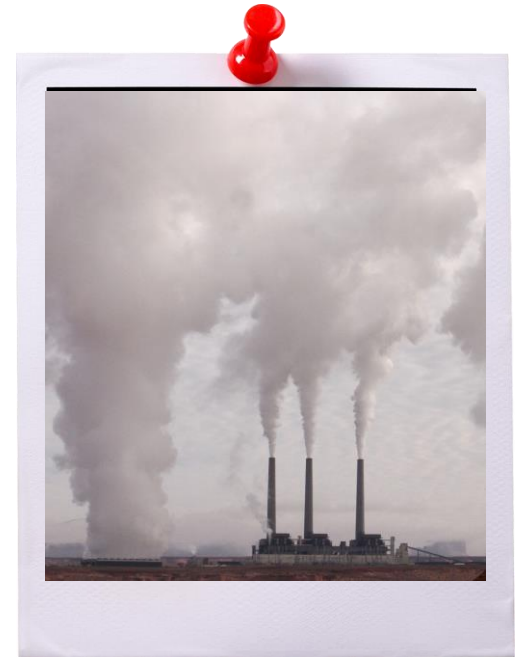
290 Hotels
participating



52 tons of soap
collected



360.000
recycled soaps
distributed



102 tons of
CO2 saved

* 90% Reduzierung der CO2-Emissionen:
2,27 kg CO2, wenn Seifen verbrannt werden
>> 0,22 kg CO2, wenn Seifen recycelt werden

Expanding our Impact Through Social Franchising



Objective:

Replicate proven organizational models to maximize social impact.

Key Driver:

Social impact and mission at the forefront.

Strategy:

Adapt the model for local contexts while maintaining core values.

Balance:

A combination of social impact with financial sustainability to ensure long-term success and scale.

SapoCycle's Assets



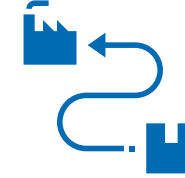
European



Local



Transparency



Traceability

Green Labels that support SapoCycle



Trends and challenges



BUBBLES SAVING LIVES



VS



Committed to 5 UN Sustainable Development Goals



Thank you



Dorothee Schiesser

SapoCycle Founder

Dorothee.schiesser@sapocycle.org



Towards a fair and equal workplace

Ing. Gabriela Prachařová
General manager

- ▶ 4 star hotel in the historical centre of Prague
- ▶ Capacity 57 rooms
- ▶ Number of guests 23 000 (2023)
- ▶ EU Ecolabel certification
- ▶ Awarded by the Czech Quality program





MINISTERSTVO PRŮMYSLU A OBCHODU





First hotel in Czechia received European and national eco-label after the covid-19 pandemic

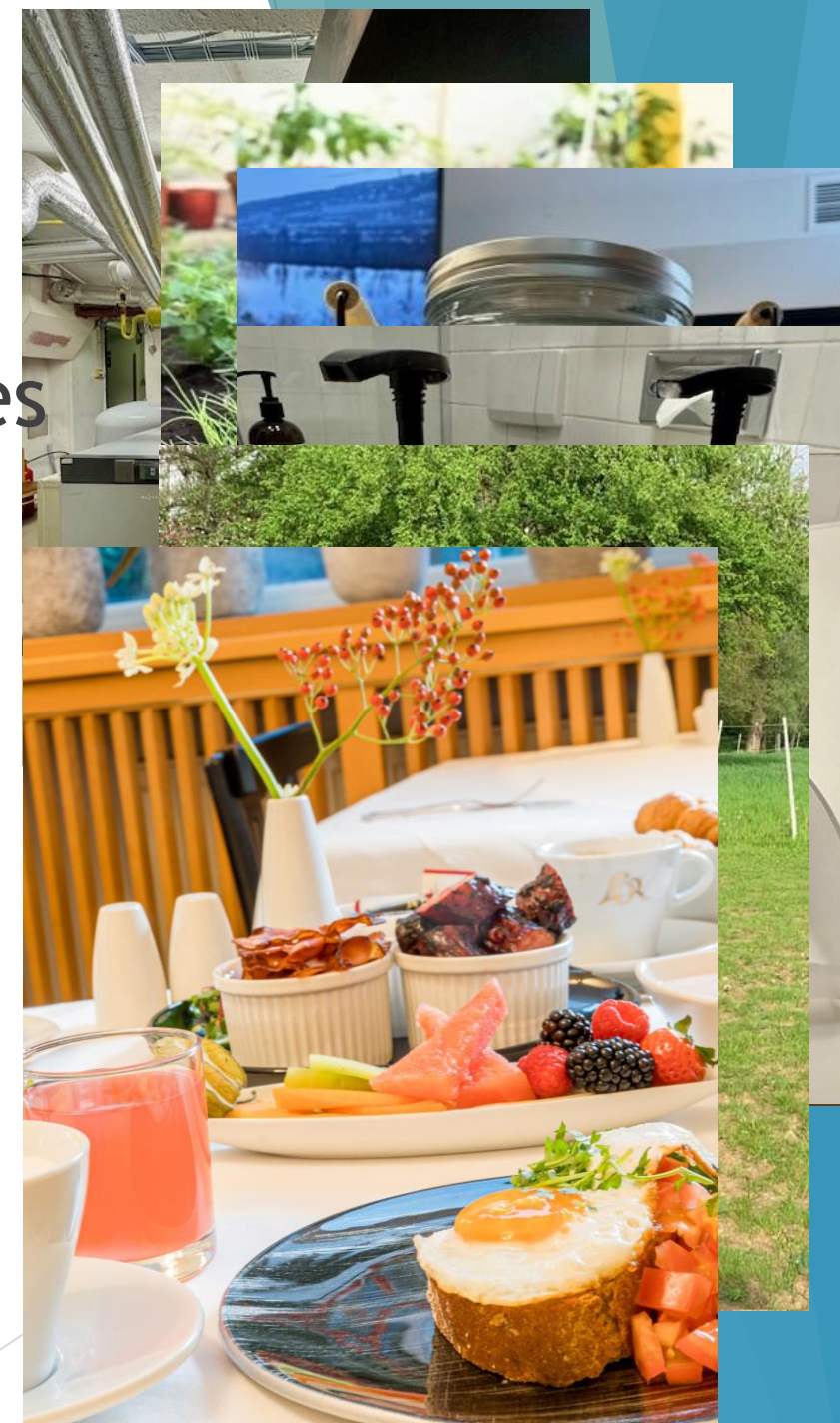
26. 06. 2023

[Home](#) > First hotel in Czechia received European and national eco-label after the covid-19 pandemic

For the first time since the coronavirus pandemic, Prague has an environmentally friendly hotel. Prague's Best Western Hotel Morán has become the new holder of the EU Ecolabel and the Eco-friendly service label. It was certified by the Czech Environmental Information Agency (CENIA).

Environmental pillar

- ▶ Energy saving technologies and policies
- ▶ Water saving measures
- ▶ Zero waste policy
- ▶ Green products for cleaning
- ▶ Reuse, recycling, and donor activities
- ▶ Fresh, local and organic food

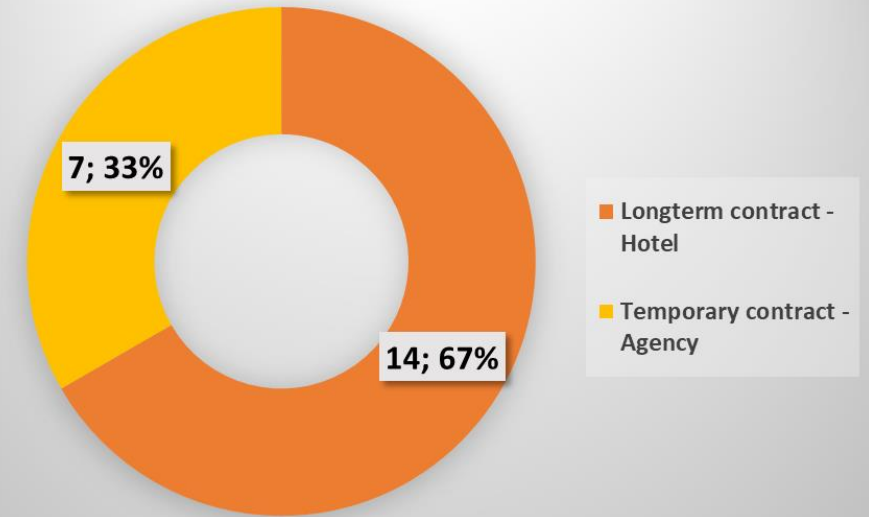


Social pillar

- ▶ Fair and transparent conditions
- ▶ Flexible schedules
- ▶ Education in the field
- ▶ Benefits and bonuses
- ▶ Gender equality
- ▶ Integration of war refugees



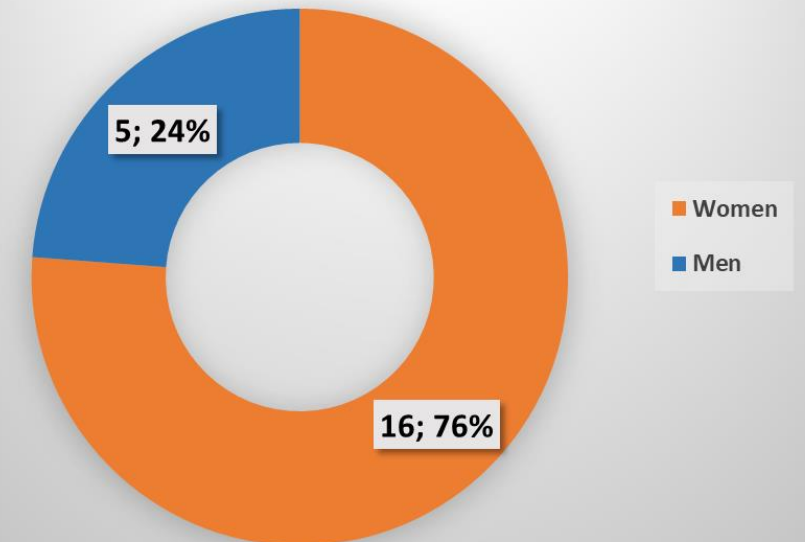
EMPLOYEES - TYPE OF CONTRACT



Longterm contract - Hotel
Temporary contract - Agency

Czech republic

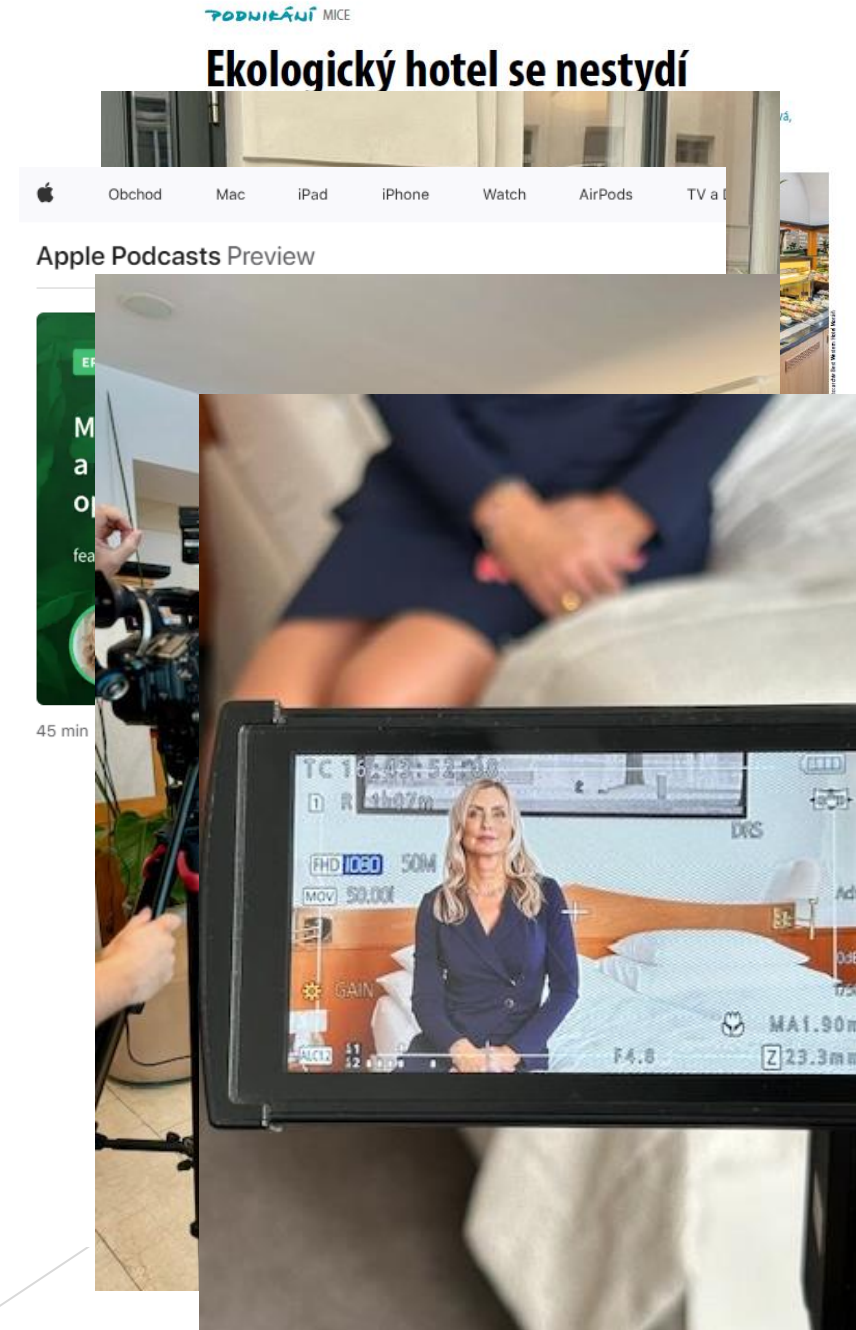
EMPLOYEES - GENDER



Women
Men







Economical pillar

- ▶ Long-term expenditure savings
- ▶ Increasing number of guests
- ▶ Supporting local economy and trade
- ▶ Opportunity for companies that are subject to ESG reporting
- ▶ Media interest -> promotion and marketing advantages



Benefits and values

- ▶ Quality and efficiency
- ▶ Shared values
- ▶ Team stability
- ▶ Guest ratings and interest
- ▶ Diversity and new perspectives

Type of traveller	single
How did you get to know about our hotel?	From the internet / Website
Please choose the option here	
Why did you choose our hotel?	Best Western Hotel Chain
Breakfast	100/100 
Staff	100/100 
Cleanliness	100/100 
Location	80/100 
Environmental Approach / Aspects	100/100 
Wifi	100/100 

WOMEN'S EMPOWERMENT PRINCIPLES

[HOME](#) [ABOUT](#) [JOIN](#) [LEARN](#) [COMPANIES](#)

1
PRINCIPLE

**High-level
corporate
leadership**

2
PRINCIPLE

**Treat all women
and men fairly
at work without
discrimination**

3
PRINCIPLE

**Employee health,
well-being and safety**

4
PRINCIPLE

**Education and
training for career
advancement**

5
PRINCIPLE

**Enterprise
development,
supply chain and
marketing practices**

**10
SIGN**

**Advancing women's
in the workplace, marketplace
& community.**



Thank you for your attention!



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www.hotelmoran.cz

Upcoming events





EVENTS | 23 September 2024

Webinar "Weathering the storm: the evolution of European tourism in a changing climate"

Adventure tourism

Coastal, maritime and inland water tourism

Cultural tourism

+50 more

☆☆☆☆☆ - 128

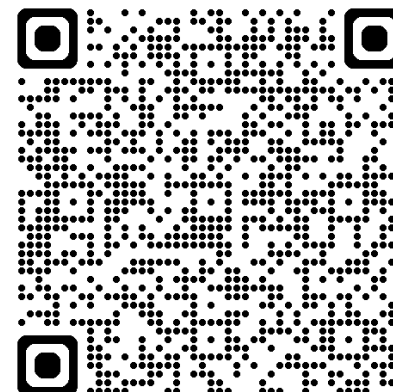
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18
OCT

2024

Join this webinar on **18 October 2024 (10.00 - 12.30 CET)** to deep dive into how climate change is reshaping tourism across Europe. Discover effective strategies and best practices for adapting to the challenges posed by climate change in the tourism sector.

REGISTRATION is now open to all interested tourism professionals and enthusiasts!



🕒 18/10/2024

💻 Online event

Closing remarks

Marie-Hélène PRADINES – Head of Tourism Unit
European Commission (DG GROW)



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