The EU Ecolabel for Tourist Accommodation
Engaging together in a sustainable recovery

Webinar - 21 January 2021

Silvia FERRATINI, European Commission, DG ENV - Team Leader EU Ecolabel, Sustainable Consumption, Sustainable Production, Products & Consumption Unit
A new vision for Europe

- **Covid-19 crisis** has exposed the fragility of our current economic model; disrupted global value chains; caused job insecurity; affected enormously the tourism sector.

- **Re-start of the economy** = chance to redesign our growth system towards the more sustainable, resilient and job-rich model that a **climate neutral-circular economy offers**

- **Circular Economy Action Plan**: setting a vision and several actions to change the way Europe produces and consumes
The EU Ecolabel

- The **official** European Union voluntary label for **environmental excellence guiding** consumers towards **sustainable goods and services**
- The **only EU-wide ISO 14024 Type 1 Ecolabel** (reliable; open-transparent-multi-stakeholder and science-based criteria setting; life-cycle approach; multi-criteria)
- **24 product groups** – criteria address **10-20% best goods/services** on the market in terms of environmental performances; they also guarantee **high quality** products. **Social aspects** addressed where appropriate.
EU Ecolabel connects citizens and market actors to the overall political objectives of Circular Economy and Climate Neutrality

- Optimised environmental management of the tourist accommodation
- Reduced energy consumption and CO₂ emissions (savings, efficient devices, use of RES)
- Reduced water consumption
- Reduced use of chemicals and pesticides
- Promotes sustainable and high quality services
- Enables consumers’ conscious choices
- Stimulates sustainable lifestyles

For Tourist Accommodations:
- 22 mandatory + 45 optional criteria on: general management; energy, water, waste, waste water + others

- Increased re-use
- Optimised waste management
- Reduced waste generation including food waste
The time has come to promote tourism differently...

- To promote sustainable tourism, driving behavioural changes
- To foster sustainable, low- or zero- carbon and circular solutions
- To assist with capacity building/funding opportunity
- To share best practices at local and national level
- To engage with relevant multipliers
- To promote local destinations, sustainable accommodations.
Tourists are increasingly looking for quality accommodations that care for the environment.

The EU Ecolabel is a tool for tourist accommodation and campsite services to engage in a sustainable recovery together with their staff and their customers.

With the EU Ecolabel, it is possible to offer an eco-friendly and high quality alternative to conventional hotels and campsites.

...because quality and environment matter...

...and environmental excellence = excellent savings!
EU Ecolabel numbers kept growing also during COVID-19 crisis...

Countries with more licences: FR(191), IT(53), ES(51), AT(49)
...but we need to work together to reach critical mass!
TOURISM OPERATORS should join our efforts in increasing consumer AWARENESS...

- **2020 advertorial campaign** in 5 countries to promote EU Ecolabel (Tourist accommodation one of the topic)

- **2021 EU awareness raising campaign** on EU Ecolabel/EMAS Tourist accommodations

- **Articles** in SUSTAIN Europe, **Social media posts**, etc.

- Possibility of promotion through the **EU Youth Portal** and specifically the **Discover EU Initiative**

- Promotion through **e-portals, booking sites** (e.g. **Booking.com**), etc.

- Possibility of further promotion through **Green Public Procurement**
...making use of already available tools...

EU Ecolabel Factsheet

EU Ecolabel Toolkit for Tourist Accommodations

EU Ecolabel videos

EEB Blog on Sustainable Tourism

European Circular Economy Stakeholder Platform
• Engage with relevant stakeholders and multipliers.

• Build capacity on the market through e.g. webinars/trainings

• Create synergies with on-going initiatives (e.g. 5 COSME-funded projects aimed at improving sustainability and competitiveness of SMEs in the tourism sector)

• Fostering and seizing opportunities for funding/supporting actions (e.g. Recovery and Resilience Plans of Member States, EU Life programme, for the exchange of best practices, Financial Instruments in Cohesion Policy, TAIEX-EIR PEER 2 PEER instrument)
TOURIST ACCOMMODATIONS should join the EU Ecolabel...

- **Seeking** support from tourism stakeholders
- **Advertising** their engagement
- **Engaging** their staff
- **Engaging** their customers
- **Joining the EU Ecolabel community** (soon available on LinkedIn) and exchanging best practices
Thank you!

• Interested in promoting together the EU Ecolabel? Write to: EU-ECOLABEL@ec.europa.eu

• Interested in receiving news on the EU Ecolabel? Register at: https://ec.europa.eu/environment/ecolabel/

• Follow the EU Ecolabel!
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EU Ecolabel showroom in Berlin 28 Sep - 4 Oct 2020