



GREEN TOURISM CONFERENCE

European Tourism Going Green (ETGG2030)

3 - 4 May 2023, Vienna



Co-funded by the COSME programme
of the European Union

ETGG 2030



CAMERA DI COMMERCIO
PORDENONE-UDINE

I.TER s.c.r.l.



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ITALY

CCIAA Pordenone-Udine, ITER srl, ASSET Basilicata



1st Workshop: hosted by Chamber of commerce of Udine Pordenone

Content of the agenda

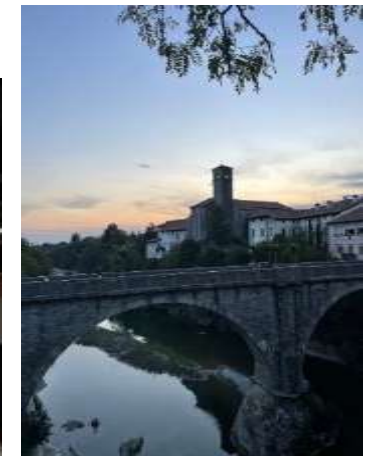
- Overview about the EU tourism policy framework
- Preliminary approach about certification schemes at international and national level
- SME sustainability pre-assessment state of play related to the work done by the tourism experts (on site visiting, guidance, technical support)

Target of the audience

- ETGG Italian project partners, experts, Italian tourism SMEs involved in the certification process

Follow up of the event

- Truly interactive workshop, ample spaces reserved for debate and constructive comparison between the speakers, the experts and the companies which were motivated to continue this work together during the project implementation phase





2nd Workshop: Hosted by Unioncamere in Rome

Content of the agenda

- Presentations made by the Certification Bodies (Legambiente Turismo, Greenkey, GSTC, Travelife)
- Open discussion between experts, SMEs and Certification Bodies to clarify operational issues (procedures, timing, costs, documentation)

Target of the audience:

- ETGG Italian project partners, experts, representatives from Unioncamere, Italian tourism SMEs involved, representatives from the managing certification programs, mainly in Italy

Follow up of the event

- Progress of the project actions by the individual companies. importance of sharing good practices to ensure the success of the project; relevance of networking actions; consolidating cooperation between experts for an integrated and sustainable development in the area; satisfaction and high interest from the tourism SMEs to achieve concrete results, getting the green certification





3rd Workshop: Hosted by Asset Basilicata, Matera

Content of the agenda

- *Presentation of the results achieved by the SMEs involved in the project, supported step by step Intervention by selected experts:*
- *Comparison between the different experiences gained in the field in the territories of Basilicata and Friuli Venezia Giulia*
- *Round table with national and regional institutional bodies*

Target of the audience

- *ETGG Italian project partners, experts, Italian tourism SMEs involved in the certification process, local media, journalist, local authorities, tourist agencies, other private organizations*

Follow up of the event

- *Establishing operational synergies with initiatives already underway at a regional and/or national level*
- *Towards the creation of the first Italian cluster of certified/sustainable tourism companies.*





ALBERGO DIFFUSO Sauris



The SME offers „spread“ hospitality, accomodation in a rural, authentic village and includes a wellness and a spa center and a camping area. It has been certified **GSTC** by **VIREO, Italy in April 2023**



CONSORZIO TARVISIANO



Located up on the mountains, closed to the Austrian border in a town called Tarvisio, the SME works as a tour operator in a destination already certified GSTC some years ago. It applied as an **incoming tour operator** to become **TRAVELIFE Partner**, just waiting to get it approved.





CASA VALCELLINA



Located close to the Friulian Dolomites, this small hotel and restaurant offers the best of the local hospitality in terms of accommodation and food. It applied for **GSTC certification through VIREO Italy**, during the audit a *few updating* has been asked to get the final approval.



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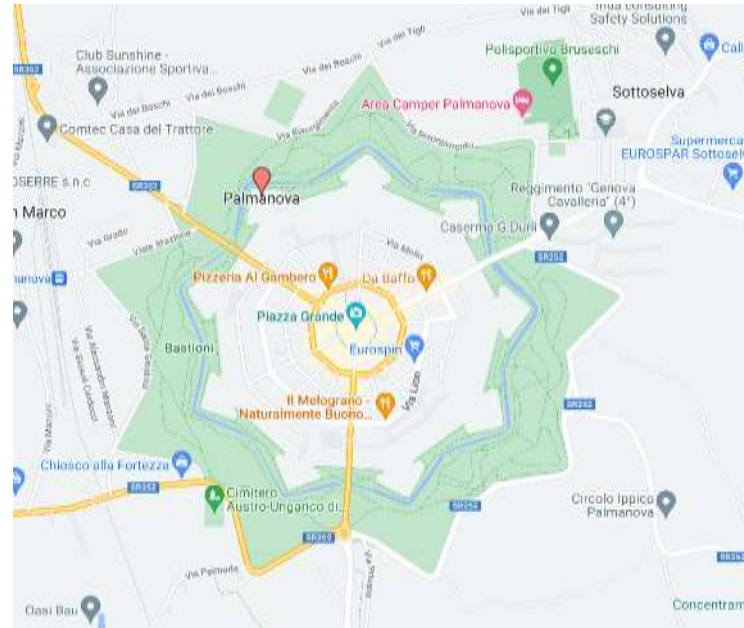
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HOTEL AI DOGI Palmanova



Located in the UNESCO site of Palmanova, this hotel offers a combination of history and hospitality in the centre of the Venetian fortress. It has been certified **GSTC by VIREO Italy**.



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ITALY TRIP IDEA Pordenone



FAMILY

Attività e idee vacanza
adatte a tutta la famiglia

SCOPRI DI PIÙ



SCOPRI DI PIÙ

SPORT & OUTDOOR

Per gli amanti dello sport
all'aria aperta



ART & CULTURE

Soddisfa la tua curiosità
tra arte, storia e cultura

SCOPRI DI PIÙ

Located in Pordenone, this tour operator is dealing with incoming to Friuli Venezia Giulia, organizing sustainable, slow and responsible tours. Applied for **TRAVELIFE**, is waiting to be audited

03. and 04. May 2023

Green Tourism Conference - Vienna





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ASSET BASILICATA
Azienda Speciale Sviluppo Economico e Territoriale della Basilicata

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Hotel Clocchiatti Next – Udine (Italy)

Owner: *Aldo Clocchiatti* / Manager: *Anna Balducci*

Expert: *Marco Cestari*



Objective: to improve tasks organization for sustainability



- ✓ Baseline Assessment
- ✓ SME Certification Course
- ✓ Online interviews
- ✓ RUGReady x Certification
- ✓ Chosen Partner: **GREEN KEY**
- ✓ 100% task completed
- ✓ Strategy: *organizative com*
- ✓ Audit: **DONE** (April 22, 2023)



HOTEL CLOCCHIATTI NEXT - PROJECT TEAM

Goal: guests sensitized to a sustainable-conscious use of their stay experience, as well as the products and services provided.





Hotel Suite Inn – Udine (Italy)

Owner & Manager: *Giuliana Ganzini*

Expert: *Marco Cestari*



Objective: to innovate the entire breakfast service process

- ✓ Baseline Assessment
- ✓ SME Certification Course
- ✓ Online interviews
- ✓ RUReady x Certification
- ✓ Chosen Partner: GREEN KEY
- ✓ 100% task completed
- ✓ Strategy: *quality design com*
- ✓ Audit: DONE. (April 22, 2023)



HOTEL SUITE INN - PROJECT TEAM

Goal: Zero food waste for breakfast service and for waste produced by food consumption of the biker/hiker guests.



La Voce del Fiume

Type of accomodation: Bed and breakfast

ETGG 2030 main activities:

- Baseline assessment to determine the sustainability status-quo of the organisation as a kick-off for the ETGG 2030 Tourism sustainability program;
- Tourism Sustainability Topic Knowledge Base online course to know the process of tourism sustainability;
- R U Ready for Certification? report to carry out a more in-depth assessment of sustainability and choose the most effective certification.
- **Certification obtained:** Legambiente Turismo
- **Other goals achieved:** ESG report



Easy Dream

Type of organisation: Tour operator

ETGG 2030 main activities:

- Baseline assessment to determine the sustainability status-quo of the organisation as a kick-off for the ETGG 2030 Tourism sustainability program;
- Tourism Sustainability Topic Knowledge Base online course to know the process of tourism sustainability;
- R u ready for certification? report to carry out a more in-depth assessment of sustainability and choose the most effective certification.
- **Certification obtained:** Travelife
- **Other goals achieved:** ESG report





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Atmosfera was born with a strong sensitivity to sustainability. It use renewable sources and we reduce the use of paper and today it's plastic free. They focused on returnable vacuum and reuse. According to Onu Goal 6, they raise awareness of the use and sustainable management of water in order to reduce pollution and water waste.



Atmosfera Bubble Glamping

Since 2019

First luxury Glamping in Italy. Certified with:





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Bike Life Brand Group:

Bike life tour operator

Bike help noleggio

Cycle Station

Hikelife travel and walking tours

From centre Italy to the world.

The Company organizes only sustainable trips

from conception to return, including donations to terre des

Homme of a percentage of the profit.

This Company summarizes the 17 goals of

sustainable development.

We are completing the certification process with:

Expert:

Marianna Dimona





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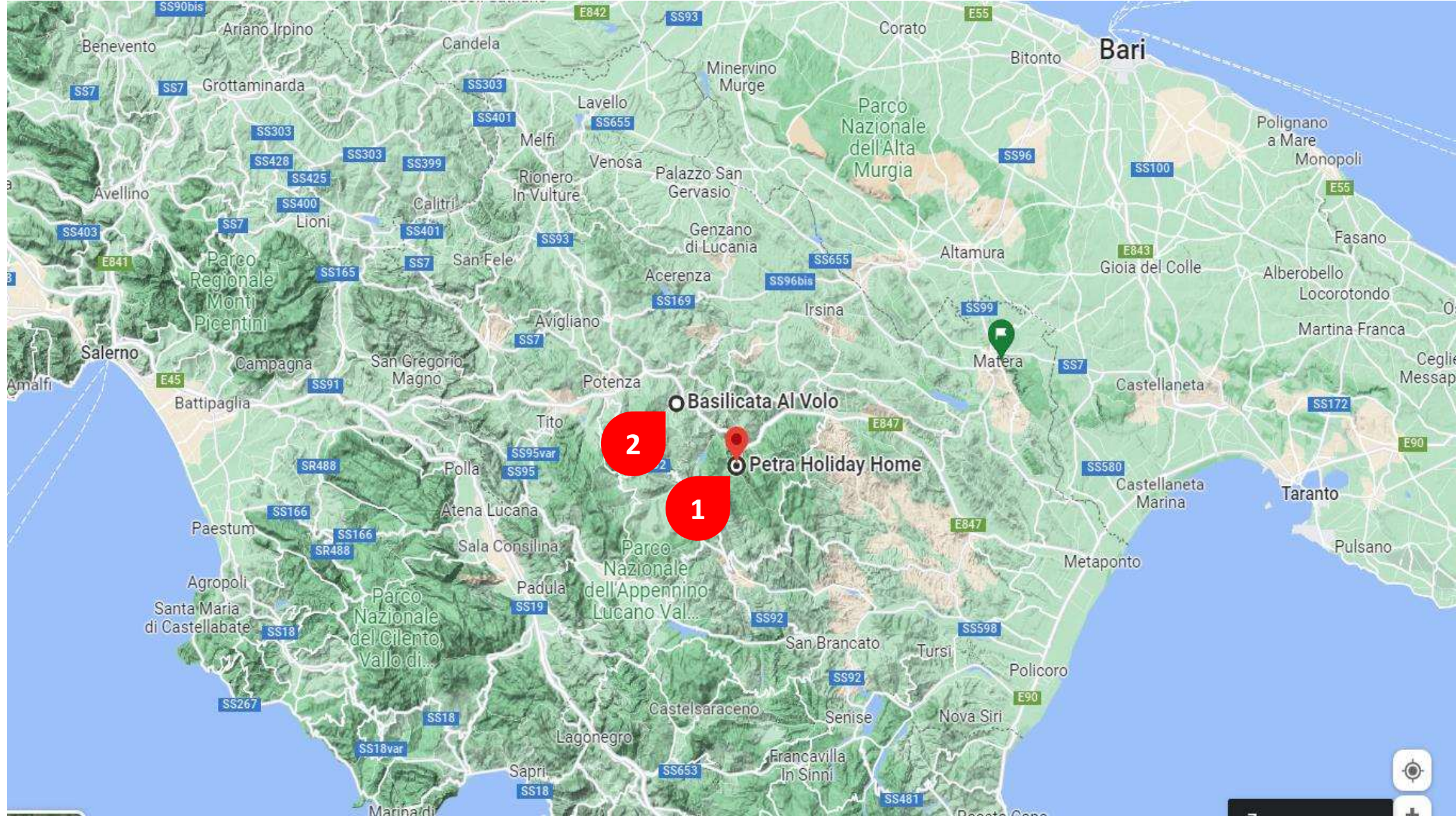
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HERE WE ARE >
SOUTH ITALY > BASILICATA





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Petra Holiday Home – Pietrapertosa (PZ) – Basilicata

We have improved

- B&B Plastic Free
- Ecolabel Cleaning Products
- Digitized communication
- Raise awareness of energy saving
- We use only FSC products
- Responsible use of resources encouraged
- Free Water in glass
- Business Model Sustainable

Certified Company 2023



 Website Green Impact: 1.000 pageview/mese → 19.9 kgCO₂eq/anno



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Basilicata Al Volo Hostel – Brindisi di M. (PZ) – Basilicata

We have improved

- Waste Sorting
- Plastic Free Hostel
- Ecolabel Cleaning Products
- Digitized communication
- Raise awareness of energy saving
- We use only FSC products
- Responsible use of resources encouraged
- Free Water in glass
- Encouraged electric mobility
- Business Model Sustainable

Certified Company 2023



 Website Green Impact: 1.000 pageview/mese → 19.9 kgCO2eq/anno



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BORGO VILLA MARIA



Swimming pools

The swimming pool area of the Borgo is open from mid-June to the end of August, every day.

Certified with:



03. and 04. May 2023

HOTEL (seasonal – April – October)

**Family run hotel Family-run hotel in the area
of the Vulture Regional Natural Park**

30 rooms, divided into two adjacent structures,
equipped with every comfort

Target: families with children / over 55s

The large halls of the Borgo are the ideal place
for **events**.

The **restaurant « Il Setaccio»** is inspired by the
surrounding landscape and the typical
hospitality of mountain places. The restaurant
is open from April 1st to December 31st.

«Eighty-one Ristobottega Lucana»

the place to find the excellence of Basilicata
in a sincere environment.



PARCO NATURALE
REGIONALE DEL
VULTURE

Green Tourism Conference - Vienna

Expert: Ettore Ruggiero

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européGO

TOUR OPERATOR | MARKETING SERVICE

Products/Services in the tourism sector, marketing and integrated planning for the tourist destination

Characteristics:

- 2 operators
- Office in **Matera**
- Activity:
 - EDUCATIONAL**
 - PRESS TOUR**
 - TOURIST PUBLISHING**
 - EXCURSIONS AND TOURS**



Certified with Travel life for Tour operators:





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THANK YOU FOR YOUR ATTENTION!

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