

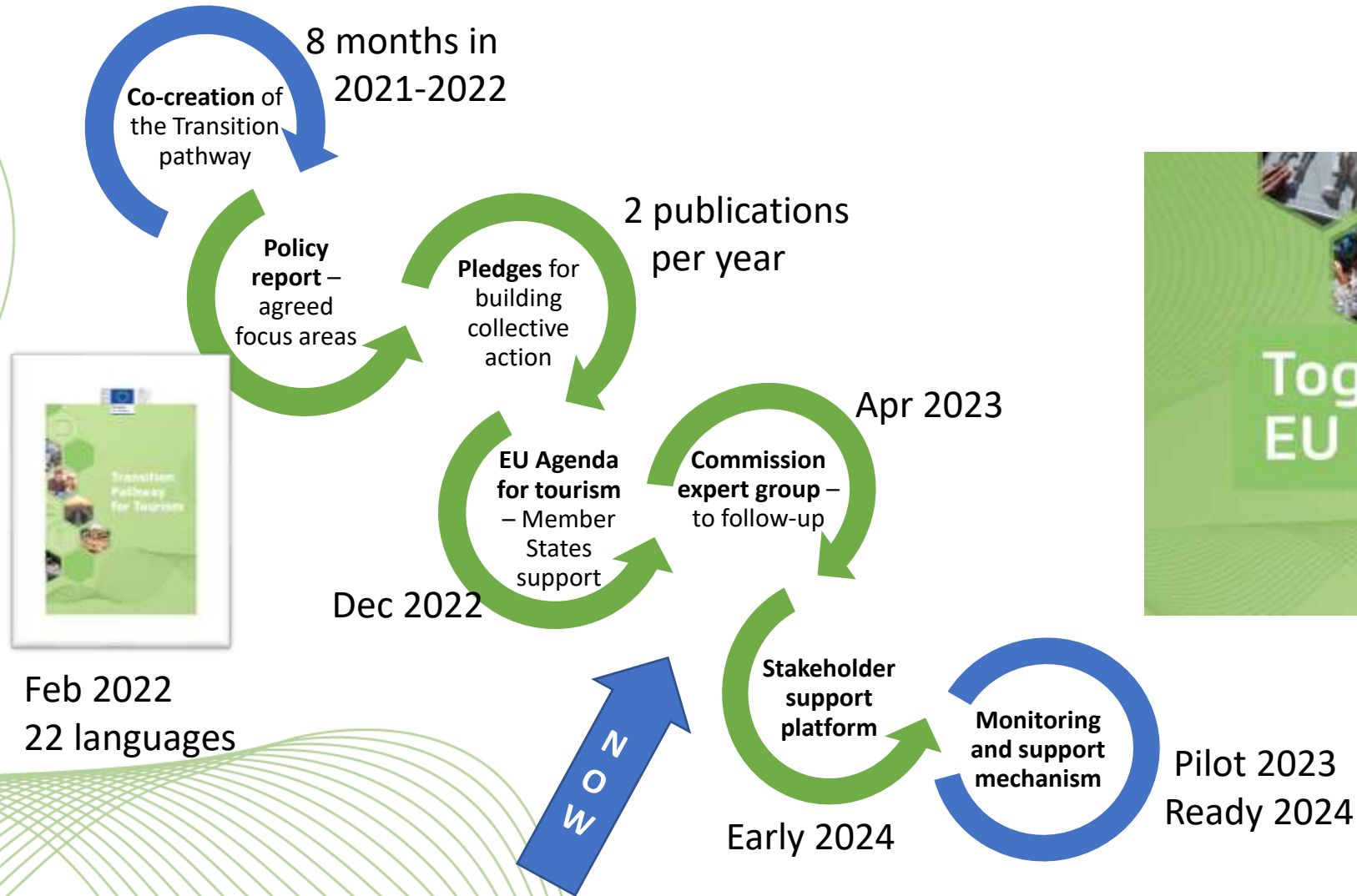


Green transition of tourism, supported by the Transition Pathway

ETGG 2030 conference
3 May 2023

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Tourism and Textiles, DG GROW

Together for EU Tourism – Building it piece by piece



70 actions grouped under key topic areas

Digital transition

- Data-driven tourism services
- Clear online information offer
- R&I for digital tools and services
- Interoperable data space for tourism
- Digitalisation of SMEs and destinations

Green transition

- Circular tourism services
- Sustainable mobility
- Companies reducing environmental impacts
- R&I projects and pilots on sustainable tourism
- Experimenting environmental footprint methods for tourism

- Collaborative and smart destination governance
- Comprehensive tourism strategies
- Expanding tourism indicators
- Multimodal travelling
- Short-term rentals

Networking,
Best practice sharing

Awareness raising
(skills needs, transition benefits)

One-stop-shop to
resources (skills, funding)

- Facilitating travelling (cross-border, coordinated rules sharing)
- Skills and education development
- Fair and good quality jobs
- Accessible tourism services
- Diversification of tourism services, including resident perspective

Policy & governance

Stakeholder support

Skills & resilience



Green transition actions:

Sustainable mobility – transport companies reduce GHG, sustainable mobility plans, increasing use of sustainable modalities

Circularity of tourism services – reducing environmental footprint of food services, reducing waste, increasing water efficiency, energy efficiency, use of renewable energy

Supporting SMEs towards green practices – EMAS, EU ecolabel and other EN ISO 14024 type ecolabels, using EU Green public procurement criteria

Including key sustainability indicators on destination level to a harmonised tourism data collection framework – linked to revising European tourism statistics

R&I support for models and transferable practices for sustainable tourism

Establishing **large-scale pilots on sustainable tourism**, e.g. on islands and remote regions, including outermost regions

Promoting the use of **Product and Organisation Environmental Footprint (PEF and OEF) methodology** and development of sectorial category rules for tourism ecosystem



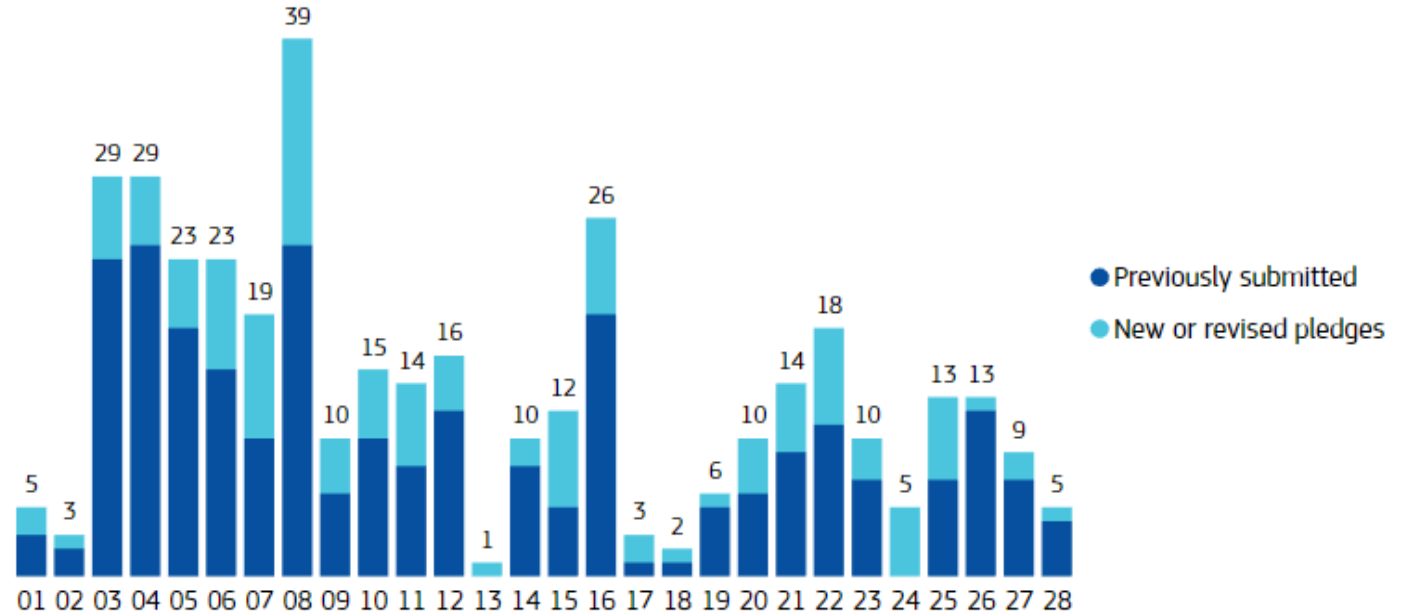
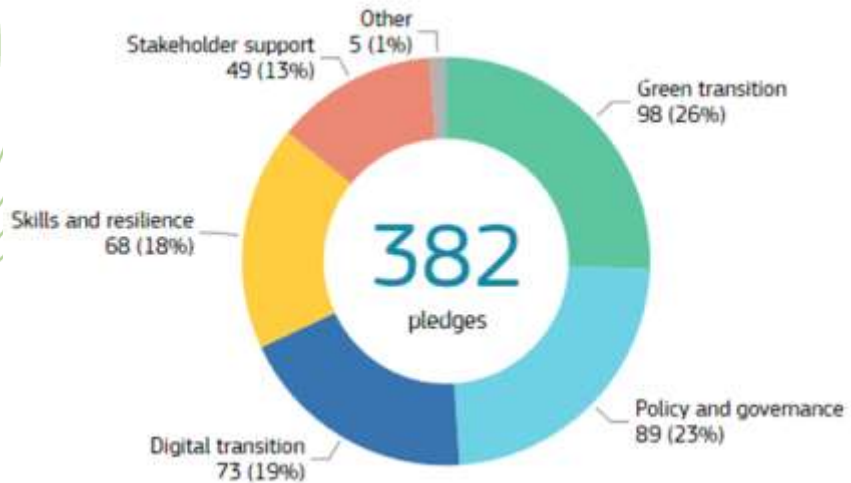
Key element: Stakeholder pledges

- Stakeholders identified the key areas of the transition pathway and **continue shaping its implementation** through their concrete actions
- DG GROW set up **a continuously open online call for stakeholders** to submit their pledges to support transition pathway, with published results 2-3 times a year
- Engaging stakeholders through pledges allows them **the flexibility to define their own specific actions and targets** for contributing to the shared objectives
- Pledges show **examples of leadership and facilitate best practice sharing** across different types of public and private actors across the EU, helping new actors to get engaged
- Collecting and publishing pledges supports **optimising synergies, building links, targeting support** activities and recognising needs for further support or new action areas
- Pledges **build evidence on actions and progress** in the transition, and DG GROW follows and supports them together with upcoming stakeholder working groups



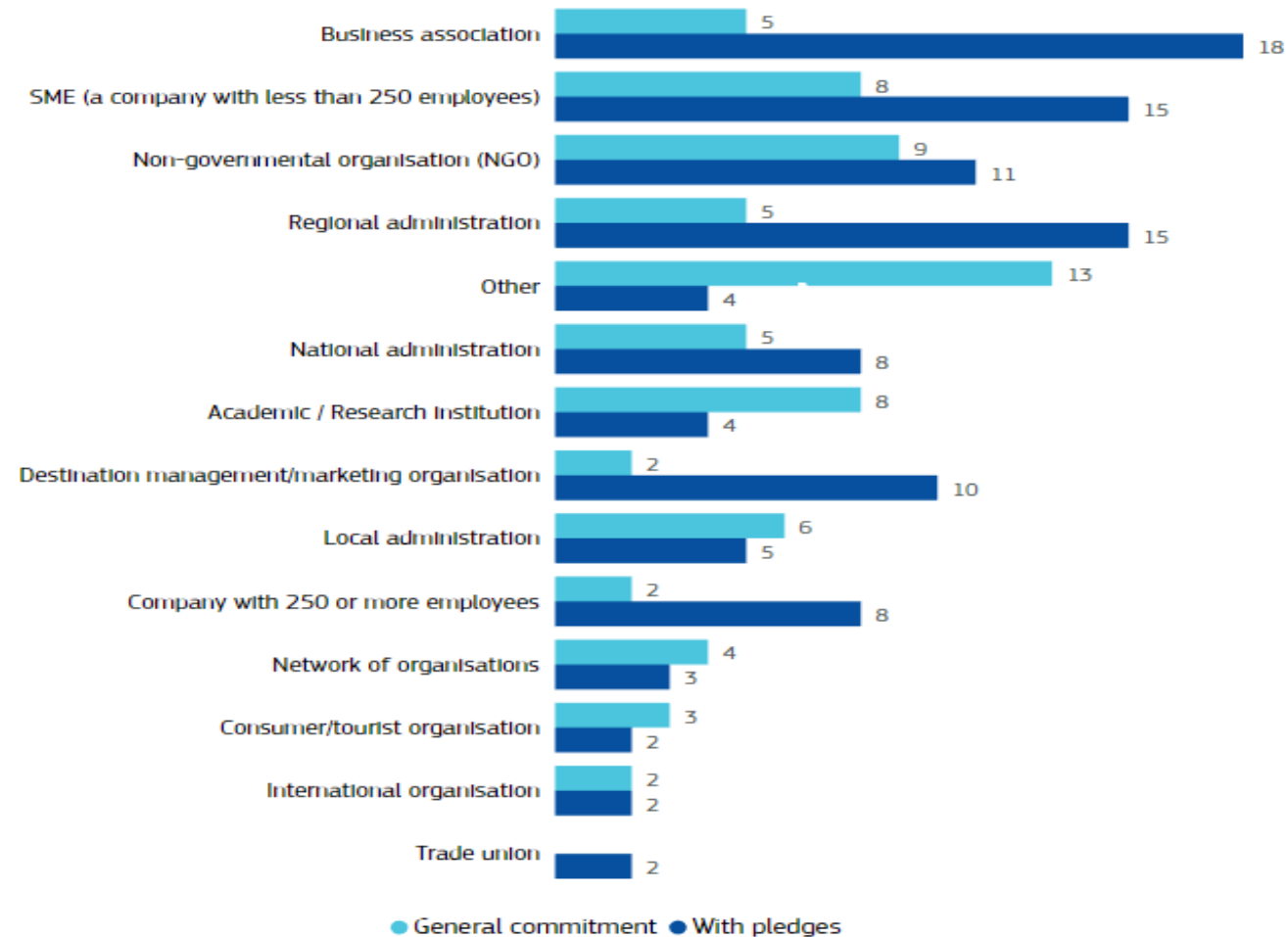
<https://ec.europa.eu/eusurvey/runner/Together4EUTourism>

382 published pledges on all topic areas

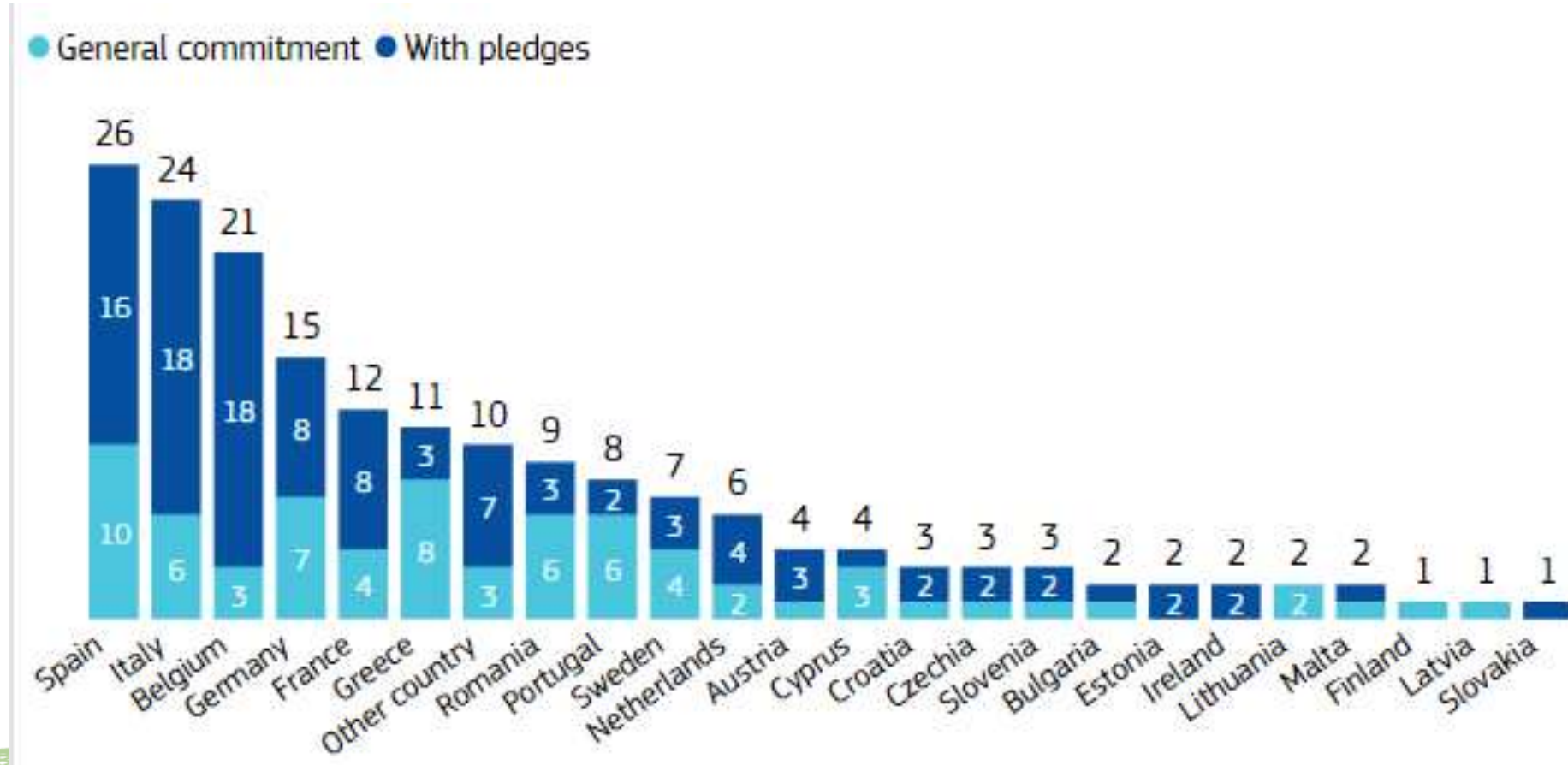


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All types of organisations have presented pledges



Submissions come from 23 MS + 9 other countries



Example of pledge in greening tourism - SME

AWARENESS RAISING ON ENVIRONMENT, COMBINING ECO TOURISM WITH CONSERVATION AND RESEARCH IN MARINE LIFE

Eco-Marine Malta is a sustainable and educational marine life watching enterprise, merging public awareness with research on marine life.

Aim to **educate, while also conducting scientific research onboard, in order to increase awareness and contribute to the conservation of marine life of the Maltese waters.** In particular, it aims to **register with the EU Eco-Management and Audit Scheme (EMAS) by 2025;** communicate actively about environmentally responsible tourism activities and share information on the responsible ways to observe Marine wildlife by following the Code of Conduct; increase knowledge about the EMAS certification and the impact on the environment, also by helping the transition of other companies to more sustainable practices.

Example of pledge in greening tourism – Pays de la Loire Region

Pays de la Loire will be **the top French destination for cycling tourism** by 2025.

Objective: to improve the transport offer and soft mobility for tourists, to offer travelers new experiences (e.g.: without car, by boat) and to better distribute tourist flows in the region.

Numerous actions will be put in place by 2028: development of intermodal solutions, experimentation with solutions for reaching a destination within one-kilometre, simplification of online sales, etc.

Target by 2030:

- 100% of its destinations accessible by green means of transport (soft or collective mobility);
- 0% of destinations exclusively accessible by (individual) car.

Example of pledge – local administration – City of Zagreb

SETTING UP A UNIFORM SYSTEM FOR MONITORING THE SUSTAINABLE DEVELOPMENT OF TOURISM

Current situation: Currently, there is no system for measuring the sustainability of tourism development. The setting up of a uniform system for monitoring the sustainable development of tourism, such as a digital platform putting together all reports on a yearly basis, would allow the monitoring of tourism industry sustainability and that would ensure timely detection and minimisation of possible negative impacts, which may be caused by tourist operations at the destination.

Measure – collection of information from various institutions and publicly available sources, such as citizen, visitor, tourist and tourist industry polls.

Objective – setting up, by 2023, a uniform system for monitoring the sustainable development of the City of Zagreb tourism

What else Commission is doing for green transition?

Circular economy actions impacting tourism:

- ✓ **Separating bio waste.** According to the **EU waste framework directive**, by **31 December 2023**, all **member states, citizens and businesses**, including large and small HORECA establishments, will have to separate their biowaste for collection.
- ✓ **Reduce packaging waste, reuse and recycle.** **Commission proposal for a regulation on Packaging and Packaging Waste** (Nov 2022, now in co-decision): aim to reduce the generation of packaging waste, boost the use of reusable packaging (reuse and refill), make packaging fully recyclable by 2030.

Key impacts for HORECA sector:

- **Ban of single-use packaging (restrictions)** (article 22 and Annex V, points 3-5).
- **Targets on reusable packaging** for HORECA (article 26)
- **Obligations related to refill** (article 25)

Measuring Environmental Footprint

- **Green claims Directive** (Commission proposal 22 March 2023). Aims to ensure that the environmental labels and claims are credible, trustworthy, comparable and verifiable across the EU.

Recognizes EU Ecolabel and EMAS as a reliable tool that can be trusted.

- **EU Ecolabel for tourist accommodations Environmental Footprint.** EU official voluntary label for environmental excellence, verified by independent experts that can be awarded by tourist accommodation all over the world, provided that they offer their services to the EU market.

Over 540 hotels and campsites across Europe awarded EU Ecolabel.

- **Eco-management and Audit Scheme (EMAS).** Voluntary EU instrument offered for tourism accommodations, designed to evaluate, report and improve their environmental performance checked by independent verifiers. Its aim is to introduce circularity at the core of the tourism accommodations and recognize those organizations that ensure full environmental legal compliance and continuously improve their material efficiency.

Over 270 hotels, campgrounds and short stay accommodation establishments are registered.

- Developing **Product Category rules for hotel accommodations.** Call for tenders on a new project by DG GROW: *“Development of Product Environmental Footprint Category Rules (PEFCRs) and acquisition of relevant EF-compliant datasets for hotel accommodation sector”*.

Calls, projects

- ✓ **New thematic partnership on Sustainable Tourism under European Urban Agenda**
- ✓ **Technical Support Instrument – Tourism flagship** (7 MS benefiting: HR, ES, IT, SI, PT, MT, EL).
- ✓ **Connecting Europe by train**: 10 EU pilot projects to establish new rail services or improve existing ones, improve cross-border rail connections across the EU, making them faster, more frequent and more affordable.
- ✓ **Climate change and adaptation:**

TRACE project (incl. part on climate change impacts on tourism demand)

CLIMA: EU-wide climate risk assessment (EUCRA) 2023-24



Calls, projects

✓ Databases on projects and funding:

European Climate, Infrastructure and Environment Executive Agency (CINEA) launched on 30 Jan [online public dashboard](#). The dashboard will allow everyone to find up to date information about the projects supported in each programme, cross-reference them and extract data for potential re-use. CEF, LIFE, HORIZON (climate, energy, transport), EMFAF, Innovation Fund.

[Cohesion Open Data Platform](#) 2021-2027 funds and programmes:

- cohesion policy (ERDF, ESF+, Cohesion Fund, Just Transition Fund, Interreg)
- other funds: EMFAF, Asylum, Migration and Integration Fund, Border Management and Visa Instrument, Internal Security Fund.



Funding sources for transition?



- Tourism can be supported under 15 EU funding programmes: https://ec.europa.eu/growth/sectors/tourism/funding-guide_en
- In 2022 also Technical Support Instrument by DG REFORM provided support for 7 MS
- National support under National recovery and resilience plans for 15 MS with specific action on tourism, also others may support tourism actors under e.g. SME support for green and digital transition
- Tourism actors can apply funding through different means
 - Organisations as part of consortia applying for EU level grants
 - Organisations applying individually or jointly funds managed at national and regional levels
 - SMEs applying for direct support organized through SMP funded actions with specific calls
- Currently open EU funding opportunities: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-search>
- There are also several other support mechanisms for SMEs which give technical assistance, training and support in finding funding options: [European Enterprise Network](#), [European Cluster Collaboration platform](#), [Digital Innovation Hubs](#), [EIC accelerator](#), [Tourism Business Portal](#), ...

Transition pathway is an invitation to act

- **Transition pathway for tourism is a collaborative effort for all of us**
 - Share information about it with your stakeholders and collaborators
 - Launch discussions on national/regional/local level on existing and potential synergies between TTP objectives and strategies for long-term development
- **Get concretely engaged**
 - Recognise relevant areas of action and embed them in your respective strategies and practices with clear communication to all relevant actors (partners, workers, customers)
 - Present concrete pledges through the online form
- **Stakeholders will be kept informed of the co-implementation developments**
 - Stakeholder events
 - Informal Commission expert group with its subgroups to connect with broader community
 - Online stakeholder support platform (from 2024 onwards)
 - Publicly shared stock-taking reports on the progress
- **DG GROW tourism team is available to present and discuss the Transition pathway for tourism**



Upcoming: European Tourism Day 5 May 2023

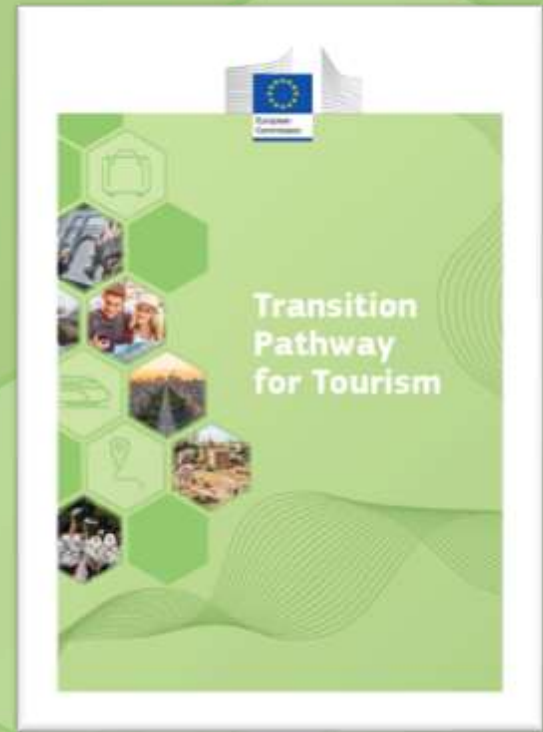
After five years, European Tourism Day is back!

- **Orientation debate** with Commissioner Breton to discuss the resilience of the ecosystem
- **Three roundtables**, each focusing on different important aspects such as the **green and digital transition** and the upskilling of the workforce in the EU tourism ecosystem
- **Up to 450 onsite participants**
- **Exhibition on metatourism**
- Plenty of **TTP pledges examples**



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- [Transition pathway policy report in 22 languages](#)
- [Collection of stakeholder pledges and commitments](#)
- [Published pledges and commitments for the transition of EU tourism](#)
- [Tourism transition pathway co-creation \(europa.eu\)](#)
- [Guide on EU funding for tourism \(europa.eu\)](#)
- [EU Tourism Dashboard](#)
- [Council conclusions on EU Agenda for Tourism](#)



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