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# How to make European tourism green ETGG2030 project introduction

Funded by EISMEA – 1.1.2021 – 30.6.2023



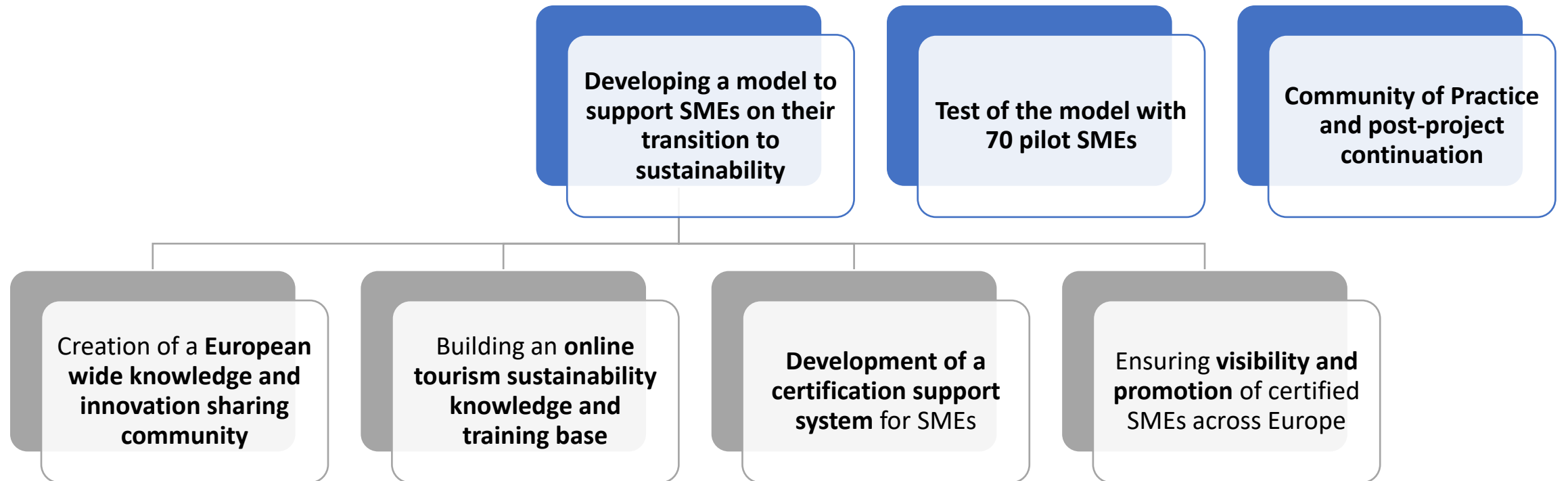
Planecon S&amp;P Ltd.

**Planecon***BULGARIA (since July  
2022)*SIBIU  
ASOCIAȚIA JUDEȚEANĂ  
DE TURISM SIBIU**Asociația Județeană  
De Turism Sibiu***ROMANIA*CAMERA DI COMMERCIO  
PORDENONE-UDINE**Camera Di  
Commercio  
PORDENONE-  
UDINE***ITALY*

I.TER s.c.r.l.

**I.TER***ITALY*ASSET  
BASILICATA**ASSET Basilicata**Azienda Speciale  
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Basilicata*ITALY***Croatian Chamber  
of Economy CCE***CROATIA***OEHV Touristik  
Service GmbH***AUSTRIA*ECO  TRANS**ECOTRANS e.V.**  
European Network  
for Sustainable  
Tourism  
Development  
*GERMANY***Eberswalde  
University for  
Sustainable  
Development HNEE***GERMANY***Co-funded  
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# ETGG2030 Objectives





**ETGG European SME Going Green 2030 Report**

European SME Going Green 2030 Report  
Review and analysis of policies, strategies and instruments for boosting sustainable tourism in Europe



January 2022

# European wide knowledge and innovation sharing community

**TRIANGLE Knowledge Alliance**

*Knowledge Providers*

**Business Support Organisations**

*Enablers*

**Destinations**

**Expert Coaches**

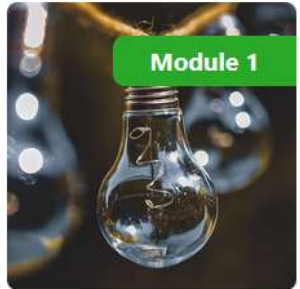


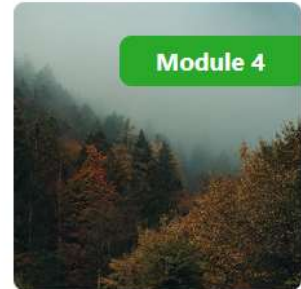
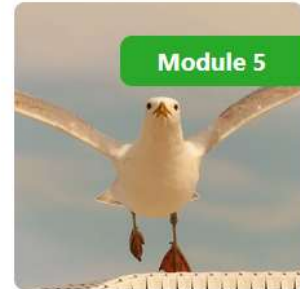
*Supporters*

**Tourism value chain businesses**

*Peers and Partners*

# ETGG2030 Online Training and Knowledge Base

## Sustainability Certification in Tourism Course – A Learning Programme for SMEs

 <p><b>Module 1</b></p> <p>Introduction: Sustainable Tourism Certification</p>	 <p><b>Module 2</b></p> <p>Understanding Certification Systems: Types and Procedure</p>	 <p><b>Module 3</b></p> <p>The Role of Sustainable Tourism Certification for Businesses and Guests: Benefits and Challenges</p>	 <p><b>Module 4</b></p> <p>Overview in the European Certificate Jungle: how do I find the right Certificate?</p>	 <p><b>Module 5</b></p> <p>Get started: First Steps and Good Practices</p>
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[etgg2030.com](https://etgg2030.com)

# ETGG2030 Online Training and Knowledge Base

## ETGG2030 Good Practice Collection - Certified Tourism SMEs in Europe



**DER BIRKENHOF**  
Germany



**ECORETREAT \***  
Spain



**FORESTIS  
DOLOMITES**  
Italy



**FORNELLA  
CAMPING**  
Italy



**GAIA HOTEL**  
Switzerland



**GEBECO \***  
Germany



**GREEN TINY  
HOUSES \*\***  
Germany



**HAUSER  
EXKURSIONEN \*\***  
Germany



**HIDRODOE \*\***  
Belgium



**HOLZHOTEL  
FORSTHOFALM**  
Austria

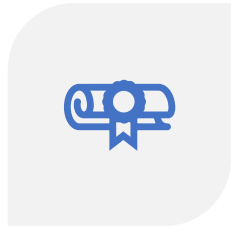
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# Road to Certification

Embark on your sustainable certification journey with us



SUSTAINABILITY  
CERTIFICATION IN  
TOURISM COURSE



RU READY FOR  
CERTIFICATION ONLINE  
SELF-CHECK

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# Road to Certification

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# RU Ready for Certification Self-Check tool



ETGG 2030

Home My space Assessment & Reporting

TOURISM 2030 RU READY FOR CERTIFICATION?

## WELCOME

Welcome to **ETGG 2030** RU READY FOR CERTIFICATION toolkit

This tool is part of the **ETGG2030 Going Green system** for boosting Sustainable Tourism through Certification and supports SMEs and expert coaches in their **Sustainability Certification Assessment Programme**.

This tool can be used by both businesses and sustainability experts to make an ESG (Environmental Social Governance) assessment of a company's readiness for sustainability certification.

By using the Global Sustainable Tourism Criteria (GSTC) as the framework for the sustainability assessment process, the tool will take you through each aspect of sustainability:- management, socio-economic, environmental, cultural - to develop an overall picture of how sustainable your business already is, and what you can do to improve your performance to third-party assessment standards.

The results can be collated and displayed in a series of reporting formats for either self-assessment or expert evaluation to provide the basis for developing an SME Sustainability Certification Business Plan to implement your Going Green ideas.

It is linked to the **Certification Quickfinder**, where you can find existing sustainability certificates to suit your needs.



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### 1. Demonstrate effective sustainable Management

100%

Demonstrate effective sustainable Management 1-6

### 2. Maximizing social and economic benefits to the local community and minimizing negative impacts

100%

Maximizing social and economic benefits to the local community and minimizing negative impacts 1-7

### 3. Maximize benefits to cultural heritage and minimize negative impacts

100%

Maximize benefits to cultural heritage and minimize negative impacts 1-3



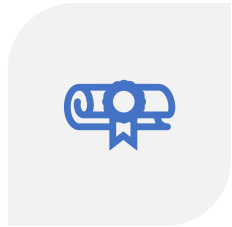


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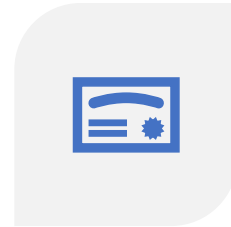
SUSTAINABILITY  
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RU READY FOR  
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SELF-CHECK



ONLINE RESOURCES  
AND TRAINING



SELECTION OF  
CERTIFICATE

[https:// etgg2030.com/road-to-certification](https://etgg2030.com/road-to-certification)

# Road to Certification

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# Selection of Certificates



- List of national and international sustainability certification programmes for hotels, camping sites and tour operators which
- provide a high level of **credibility** (third-party audit), and
- **transparency** (standards and criteria published).

<https://etgg2030.com/road-to-certification>

The screenshot shows a table titled "CERTIFICATES with Green Travel Maps" with columns for Italy, Germany, Austria, Croatia, Bulgaria, and Romania. The rows list certification bodies: GSTC, Austrian Ecolabel for Tourism, Biosphere Responsible Tourism, Green Globe, and Green Key. Green checkmarks indicate availability in specific countries. A red text overlay states: "21 recommended third-party audited certificates in 6 partner countries".

CERTIFICATES with Green Travel Maps	Italy	Germany	Austria	Croatia	Bulgaria	Romania
GSTC by accredited certification bodies	✓					
Austrian Ecolabel for Tourism	✓					
Biosphere Responsible Tourism	✓					
Green Globe	✓	✓	✓	✓		✓
Green Key	✓	✓	✓	✓	✓	✓

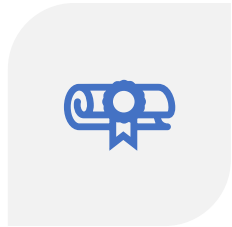
21 recommended third-party audited certificates in 6 partner countries

# Road to Certification

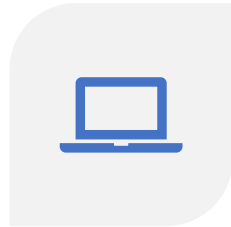
Embark on your sustainable certification journey with us



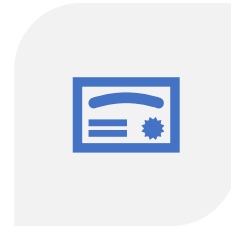
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CERTIFICATE



EXPERT COACHING

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# Road to Certification

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# Expert Coaching and Workshops



## ETGG 2030 accredited experts help SMEs to get ready for certification – Example Italy



development of small villages in Italy" (2021). Author of "Genius Loci. Roots of sustainable tourism", Maschietto Press-Florence. Married, two daughters, resident in SouthTyrol, owner of Time Project SAS, specializing in concepts of identity, communication, sustainable tourism, website, content-web marketing. Multicultural/multidisciplinary orientation, with problem solving approach capable of integrating human values, skills and innovation.

[www.marcocestanti.com](http://www.marcocestanti.com)

Contact:

[info@marcocestanti.com](mailto:info@marcocestanti.com)



**Cristina Lambiase**

*Italy, Friuli Venezia Giulia*

Sinologist (Ca' Foscari University of Venice) and Sustainable Marketing Manager. I hold over 15 years of professional experience - and life - in Asia-China in the tourism and travel sectors. Public assignments carried out at the Italian Authorities in the territory of the P.R. of China and in the private sector in large Chinese OTAs. I collaborated with the Chamber of Commerce of Pordenone - Udine for the development of a pilot model of sustainable tourism in the Unesco sites of the Mirabilia network, and I am Director of the Festival Non Siamo Atlantide at Aquileia, which is an ASviS partner and the regional event on Sustainable Development. Frequent speaker and instructor on regenerative tourism and corporate social responsibility in the travel industry. Expert member of One Planet Network, a program of the World Tourism Organization

See also:

[www.nonsiamoatlantide.it](http://www.nonsiamoatlantide.it)

Contact:

[c.lambiasebj@gmail.com](mailto:c.lambiasebj@gmail.com)



**Dr. Ettore Ruggiero**

*Italy, Puglia*

Master's Degree in Philosophy and in Management of Tourism and Cultural Heritage. For over thirty years I have been dealing with the management of SMEs and start-ups in the service sector, having held the roles of entrepreneur, trainer and consultant involved in development activities business, training / workbased coaching and support for executives and new talents. I have gained international experience on the issues of quality of services, innovation of businesses and tourist destinations, dealing with the implementation of projects and activities based on good practices, standards and international certifications concerning sustainability and the principles of "smart tourism".

See also:

<http://www.ettoreruggiero.it>

Contact:

[ettore.ruggiero@gmail.com](mailto:ettore.ruggiero@gmail.com)



**Dr. ssa Marianna Dimona**

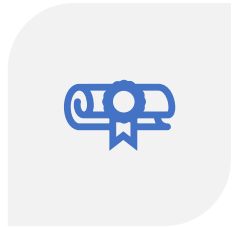
<https://etgg2030.com/etgg2030-expert-pool>

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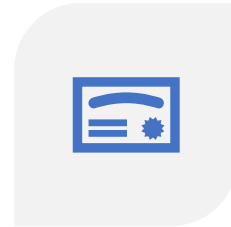
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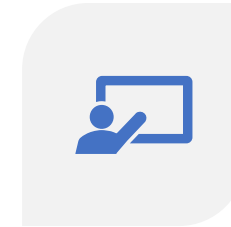
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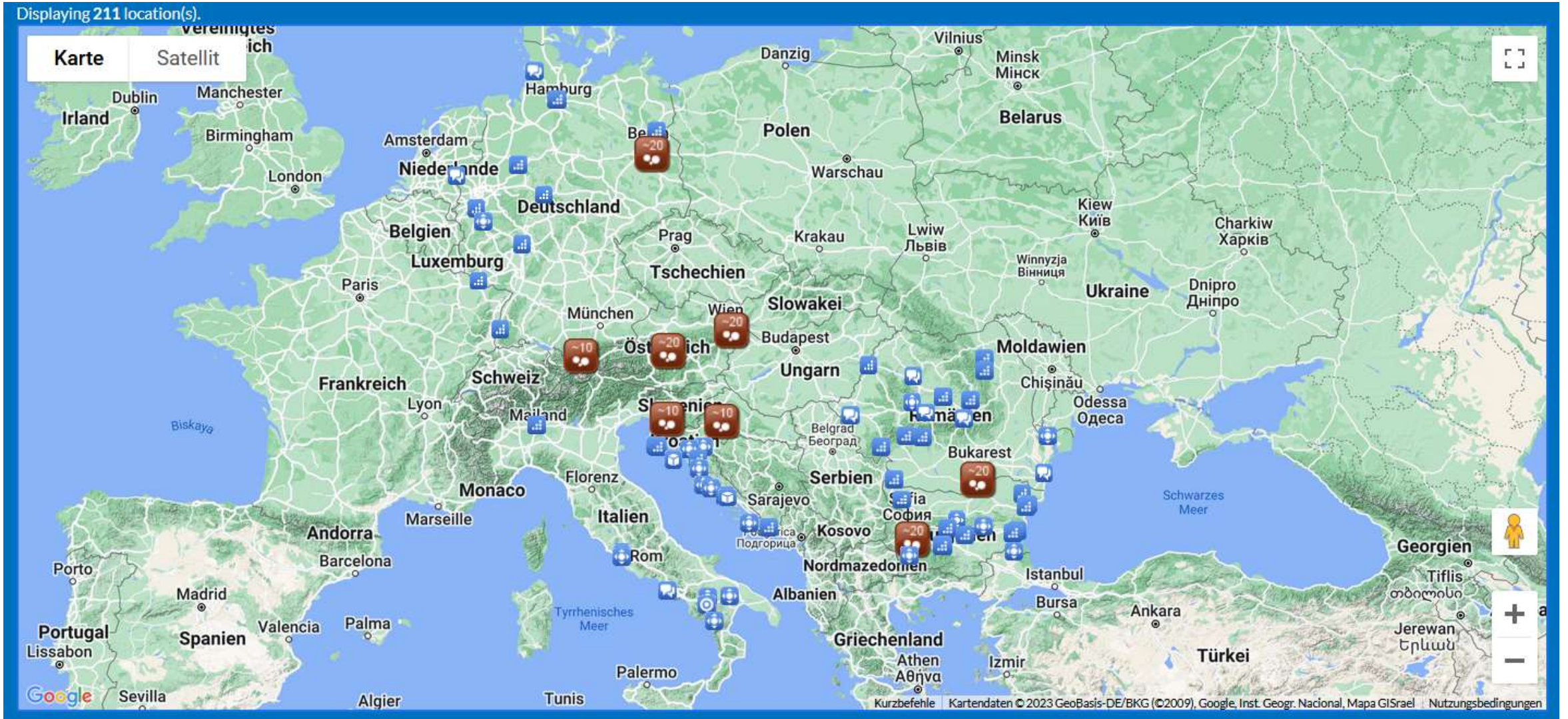
EXPERT COACHING



AUDITING AND  
CERTIFICATION

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# Visibility and Promotion – Green Travel Maps



<https://destinet.eu/market-place/green-travel-maps>



# Community of Practice

[etgg2030.com](https://etgg2030.com)

- National Workshops
- Green Conference in Vienna 2023
- TRIANGLE Summer School 2023 in Eberswalde „Sustainable Tourism Policies & Strategies in the European Union”
- .....