



TACKLE

Good practice identified during action A1

Number/code: OM/CE3

Title: SUGGESTED ACCOMMODATION ENTERPRISES WITH ENVIRONMENTAL CERTIFICATION

Guidelines section:

<input type="checkbox"/>	Governance	<input checked="" type="checkbox"/>	Operational management		
		<input checked="" type="checkbox"/>	<i>Context of the event</i>	<input type="checkbox"/>	<i>Procurement</i>
		<input type="checkbox"/>	<i>Event</i>	<input type="checkbox"/>	<i>Mobility and logistics</i>
		<input type="checkbox"/>	<i>Stadium management</i>	<input type="checkbox"/>	

Description

If there are accommodation enterprises on the spot which have been certified with an eco-label according to ISO type 1, EMAS or ISO 14001, at least one of them should be indicated in the list of suggested accommodations.

The level of sustainability of the accommodation can range according to the following classes (in order of importance):

- Accommodation enterprises with environmental certification. The accommodation is certified with an eco-label according to ISO type 1, ISO 14001 or EMAS.
- Accommodation with environmental orientation. The accommodation is certified with any other eco-label with external verification by third parties (Ökoprofit, Bio Verband, Climate Alliance etc.)
- Accommodation with self-declared minimum standard of environmental orientation. A non-certified accommodation can illustrate by means of the checklist / product database that it meets a minimum environmental standard.

Environmental benefits

A recent Italian report (Confturismo – Iulm University) states that several environmental benefits were recognized by enterprises following the certification. Among the most important internal environmental benefits, the report shows a reduction of resource waste and inefficiencies (42%), the increase of waste collection (42%), energy savings (40%), reduction in water consumption (33%), reduction of the production of waste (24%)¹.

Economic benefits

The motivation and expectations behind a decision for an environmental certification is mainly ethical, but the economic aspect, related to costs saving or increased revenue, is the second driver to implement a certification. For instance, all the environmental benefits listed above also allow a reduction in term of cost. Moreover, with regard to external benefits, the improvement of the company's image and the higher customer expenditure of 5% for a certified accommodation also result in economic benefits. Obviously, companies have to invest economic resources upfront in

¹ <file:///C:/Users/r.puccetti/Downloads/certificazioni%20hotel.pdf> (p. 18)

order to get the certification and its related benefits. The report shows that the majority of companies uses its own economic resources for financing the certification process, although co-financing can also derive from regional, national or European funding.

Applicability and replicability potential

Easily replicable in the case of presence of accommodation facilities with an environmental certification.

Source

Green Events Austrian Ecolabel (p. 17)
Greenbuild 2010
CONFTURISMO