



EU Ecolabel NETWORK TOOLKIT

May 2019

Tourist Accommodations☆☆☆



Network Toolkit Tourist Accommodations – May 2019

Dear all,

Welcome to the 2019 Network Toolkit which has a new format! In this toolkit, you will find product-group specific communication content for **Tourist Accommodations**. Please find below instructions on how to best use this content:

WHY use this toolkit?

This content has been developed to provide you with **ready-to-use material** to facilitate communication on your own social media or website pages in order to **collectively optimise outreach** to our B2B and B2C target audiences. The Helpdesk posts all of the content listed within each toolkit on the official EU Ecolabel social media and website pages, however in order to have increased visibility of this content, we encourage you to **publish this same material on your national social media and website pages**.

HOW to use this toolkit?

This material can be **used as-is (copy/paste)**, however depending on your country it may have the most impact if the content is **translated into your national language** and/or edited for your target audience. The articles should be **shared with your partners and multipliers** (NGOs, journalists or sustainability and lifestyle bloggers). Make sure to **follow and tag the EU Ecolabel social media pages** when publishing on social media, so that we retweet and share your posts on our pages.

WHAT material is in this toolkit?

The following content is available within this toolkit for you to disseminate:

***Social media posts for Twitter, Facebook, and LinkedIn**

- Relevant hashtags and social media accounts to use and tag within the posts

***Articles**

- Ambassador Success Story
- Product-group specific articles

Feel free to **send the Helpdesk feedback and suggestions** concerning the toolkits—your comments will help improve their content.


Best wishes,



The EU Ecolabel Helpdesk Team



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I. Social media posts

Type of post & tags	Facebook / LinkedIn	Twitter	Visual
<p>Ambassador focus: Holiday Apartments UTJEHA</p> <p>Tags: #Montenegro #SustainableHolidays #ZeroWaste</p>	<p>“Receiving the #EUEcolabel enhanced our commitment towards an #ecological transition and showed other non-European countries that holding the #EUEcolabel is possible and beneficial!” Michael Bader, Owner of @MontenegroExperte</p>	<p>“Receiving the #EUEcolabel enhanced our commitment towards an #ecological transition and showed other non-European countries that holding the #EUEcolabel is possible and beneficial!” Michael Bader, Owner of @UtjehaME</p>	<p>Video : https://youtu.be/f-wCzrNdvqc</p>
<p>Licence holder focus: Lurdeia</p> <p>Tags: #GreenTourism #SustainableHolidays #ZeroWaste</p>	<p>Sustainability has always been at the heart of the @lurdeia philosophy. The #EU Ecolabel Spanish hotel is committed to protecting the environment by significantly reducing water consumption and cultivating a certified organic garden.</p> <p>More about Lurdeia → http://lurdeia.com/</p>	<p>Sustainability has always been at the heart of the @casarurallurdeia philosophy. The #EU Ecolabel Spanish hotel is committed to protecting the environment by significantly reducing water consumption and cultivating a certified organic garden.</p>	

<p>Licence holder focus: Stayokay</p> <p>Tags: #GreenTourism #SustainableHolidays #ZeroWaste</p>	<p>@StayokayHostels was the first tourist accommodation chain to receive the prestigious #EUEcolabel. To decrease its carbon footprint and impact on the environment, the Dutch company invested in #CircularEconomy by providing its employees with workwear that are made of recycled workwear and plastic bottles.</p> <p>More about Stayokay → https://www.stayokay.com</p>	<p>@Stayokay was the first tourist accommodation chain to receive the prestigious #EUEcolabel. To decrease its carbon footprint and impact on the environment, the Dutch company invested in #CircularEconomy by providing its employees with workwear that are made of recycled workwear and plastic bottles.</p>	
<p>Current issue focus: Waste</p> <p>Tags: #GreenTourism #SustainableHolidays #ZeroWaste</p>	<p>#DidYouKnow: @unenvironment estimates that 4.8M tons of #waste are produced each year by tourists. #EUEcolabel Tourist Accommodations have taken a step forward in countering these issues, since they prohibit disposable toiletries and single dose packages for nonperishable food.</p> <p>More about our tourist accommodations → http://ec.europa.eu/ecat/</p>	<p>#DidYouKnow: @UNEnvironment estimates that 4.8M tons of #waste are produced each year by tourists. #EUEcolabel Tourist Accommodations reduce their waste generation by prohibiting disposable toiletries and single dose #packages for nonperishable food.</p>	

<p>Current issue focus: Plastics</p> <p>Tags: #GreenTourism #SustainableHolidays #ZeroWaste</p>	<p>@EU_ENV's new strategy to ban single-use plastics by 2021 is supported by the #EUEcolabel's focus on plastic waste reduction. Thanks to the criteria, hotels and campsites can anticipate #EU regulations while supporting the @EU_ENV Plastics Strategy.</p> <p>More about our tourist accommodations → http://ec.europa.eu/ecat/</p>	<p>Thanks to the #EUEcolabel, hotels and campsites can anticipate #EU regulations while supporting the @EU_ENV Plastics Strategy since the #criteria for Tourist Accommodations prohibit the use of single-use #plastic items.</p>	
<p>Current issue focus: Carbon footprint</p> <p>Tags: #GreenTourism #SustainableHolidays #CarbonFootprint</p>	<p>#DidYouKnow: It is estimated that the #tourism industry accounts for 8% of global greenhouse gas emissions, which are often due to poorly managed hotels and campsites. Limiting the energy consumption of the #tourism industry is one of the #EU Ecolabel main objectives!</p> <p>More about our tourist accommodations → http://ec.europa.eu/ecat/</p>	<p>#DidYouKnow: It is estimated that the #tourism industry accounts for 8% of global greenhouse gas emissions, which are often due to poorly managed hotels and campsites. Limiting the energy consumption of the #tourism industry is one of the #EU Ecolabel main objectives!</p>	
<p>Current issue: EU strategy</p> <p>Tags: #GreenTourism #SustainableHolidays #CarbonFootprint</p>	<p>Supporting the @EU_ENV's ambitious objective of cutting 40% of greenhouse gas emissions by 2030 is a priority for the #EUEcolabel. Awarded Tourist Accommodations must choose eco-friendly transportation for the procurement of their goods, and prioritise local and seasonal food products.</p>	<p>Supporting the @EU_ENV's ambitious objective of cutting 40% of greenhouse gas emissions by 2030 is a priority for the #EUEcolabel. Awarded Tourist Accommodations must choose eco-friendly transportation for the procurement of their goods, and prioritise local and seasonal food products.</p>	

	More about our tourist accommodations → http://ec.europa.eu/ecat/		
Current issue focus: Tourism industry Tags: #GreenTourism #SustainableHolidays #CarbonFootprint	The #EUEcolabel criteria's continuous improvement and evolution helps licence holders stay relevant within the sustainable tourism industry! More about our tourist accommodations → http://ec.europa.eu/ecat/	The #EUEcolabel criteria's continuous improvement and evolution helps licence holders stay relevant within the sustainable tourism industry!	

II. Social media tags, links and influencers

Feel free to use the following hashtags and accounts in your social media posts in order to heighten the visibility of your posts.

Facebook influencers	EU Ecolabel ; @EUEnvironment ; @ZeroWasteFrance ; @EuropeanEnvironmentalBureau ; AFNOR ; @MontenegroExperte (Holiday Apartments UTJEHA) ; @lurdeia ; @StayokayHostels (Stayokay)
Twitter influencers	@EMAS_EUEcolabel (EU Ecolabel) ; @EU_ENV ; @bmoralesbailon (Blanca Morales) ; @KarmenuVella (Karmenu Vella) ; @Green_Europe (EEB) ; @beuc (BEUC) ; @UtjehaME (Holiday Apartments UTJEHA) ; @casruralurdeia (Lurdeia) ; @Stayokay (Stayokay) ; @AFNOR ; @ademe ; @ZeroWasteFR ;

III. Articles

1) The EU Ecolabel: fight against disposable hotel amenities

Reducing plastic waste has become a priority for many countries across Europe, driven by the European Union's strategy to ban single-use plastics by 2021. Throughout these discussions, tourist accommodations are seen as important actors of change, due to the amount of disposable hotel amenities thrown out every year. Thanks to the EU Ecolabel, hotels and campsites can anticipate EU regulations while supporting the EU Plastics Strategy.

The United Nations Environment Program estimates that 4.8 million tons of waste are produced each year by tourists, and usually only 15% of the product is actually consumed before it is thrown out. Tourist Accommodations awarded with the EU Ecolabel have taken a step forward in countering these issues, since they must prohibit disposable items (e.g: toiletries, cutlery, towels) and single dose packages for nonperishable food stuffs with a few exceptions. Adequate containers for waste management must also be provided in the rooms or on all floors, and waste must be separated into specific categories for better recycling and disposal.

Eco-design packaging is also a solution encouraged by the EU Ecolabel, such as introducing large volume, refillable soap and shampoo dispensers. These eco-designed dispensers reduce the waste from single-use toiletries, lets guests have a better control on the amount of soap used and reduces the frequency of staff replenishments.

The EU Ecolabel tourist accommodations criteria provide efficient guidelines for hotels and camping sites looking to better manage and monitor waste and packaging levels, while offering enough flexibility to allow proper guest satisfaction.

Sources:

<https://www.greengetaways.com.au/green-hospitality-resources/>

https://ec.europa.eu/environment/efe/content/european-parliament-votes-single-use-plastics-ban_en

<https://www.forbes.com/sites/robinandrews/2018/10/25/the-european-union-just-voted-to-ban-single-use-plastics-by-2021/#2bcc30cb4b4e>

<https://resource.co/article/managing-waste-tourist-cities-11319>

2) The EU Ecolabel: reducing tourism's greenhouse gas emissions

Supporting the EU's ambitious objective of cutting 40% of greenhouse gas emissions by 2030 is a priority for the EU Ecolabel. According to Nature Climate Change, the tourism industry accounts for 8% of global greenhouse gas emissions, which are often due to poorly managed hotels and campsites. Providing a framework for limiting the inefficiencies of energy consumption in the tourism industry is thus one of the criteria's main ambitions.

With this aim in mind, EU Ecolabel tourist accommodations must use appliances (water heaters, air conditioners and air-based heat pumps) which respect at least the energy class A conditions. These conditions ensure that appliances consume less energy. Temperature in common areas and rooms must be efficiently regulated thanks to automatic switch off options and the heating or air conditioning outside areas is prohibited.

Green energy and eco-friendly transportation are also important focuses for the EU Ecolabel criteria, which encourage tourist accommodations to purchase their energy from renewable sources such as wind and solar energy as well as biomass. EU Ecolabel tourist accommodations should pro-actively limit their carbon emissions by choosing environmentally conscious transportation for the procurement of their goods, and prioritise local and seasonal food products. Offering alternative means of travel to their guests such as electric vehicles and bikes is also a solution provided by the EU Ecolabel criteria.

Through these regulations and guidelines, the EU Ecolabel helps tourist accommodations stay up-to-date on the ways they can optimise their energy efficiency. The criteria's continuous improvement and evolution encourages hotels and campsites to stay relevant in the sustainable tourism industry.

Sources:

- <https://www.nature.com/articles/s41558-018-0141-x>
- https://ec.europa.eu/clima/citizens/eu_en

3) EU Ecolabel ambassador: Holiday Apartments UTJEHA

Holiday Apartments UTJEHA is the first Tourist Accommodation in Montenegro to be awarded with the prestigious EU Ecolabel and is recognised as a model for sustainable tourism in Montenegro and throughout Europe.

Since becoming awarded with the EU Ecolabel in 2012, Holiday Apartments UTJEHA has taken real steps in reducing energy consumption, and even equipped its apartments with solar-powered smartphone chargers called “Ginko”. As an actor in the local CO₂ saving project “Towards Carbon Neutral Tourism”, the company is committed to having a neutral carbon impact by for example using only energy-saving light bulbs. Michael Bader, the owner of the apartments, also makes sure all amenities are eco-friendly by purchasing EU Ecolabel toilet paper, shampoo and soap.

“Acquiring the EU Ecolabel has been very helpful in addressing the western European tourism market, as we believe that green tourism is not simply a trend, but the future of our sector. Having the EU Ecolabel was the best way for us to show our commitment towards sustainability.”

**Michael Bader, Owner of
Holiday Apartments UTJEHA**

Yet, Michael Bader’s vision goes beyond offering sustainable holidays to his guests, as he is committed to driving Montenegro’s ecological transition on a larger scale. For example, since waste sorting is not a current environmental priority for Montenegro, Holiday Apartments UTJEHA has taken a proacting step in acquiring a can crusher. This machine lets the company collect aluminum cans from his guests and send it to recycling centers, with the hopes of closing the loop on aluminum waste.

“Receiving the EU Ecolabel enhanced our commitment towards an ecological transition and showed other non-European countries that holding the EU Ecolabel is possible and beneficial!”

**Michael Bader, Owner of Holiday
Apartments UTJEHA**

These initiatives are proof that the company has fully adhered to the EU Ecolabel’s vision of engagement in sustainability issues. In fact, Michael Bader was called upon to become the EU Ecolabel auditor for Tourist Accommodations in Montenegro and is responsible for ensuring licence holder compliance with the criteria, demonstrating Holiday Apartments UTJEHA’s own excellence in the field.