GUIDE for the certification of tourist accommodation and tour operators in southern Mediterranean countries.

The SwitchMed programme is funded by the European Union.
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INTRODUCTION

The SwitchMed program is a multi-dimensional regional initiative funded by the European Union (EU) and implemented thanks to the collaboration between the EU, the UNIDO¹, the UN² Environment/Action Plan for the Mediterranean and its Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC) as well as the UN Environment Economy Division. The global aim of the SwitchMed initiative is to facilitate the transition towards sustainable consumption and production (SCP) in the Southern Mediterranean region.

The identification, design and implementation of Sustainable Consumption and Production (SCP) pilot activities are among the expected outcomes under the Demonstration Component of the SwitchMed program. These activities help the implementation of the regional and national priorities in the SCP action plans developed with the support of the SwitchMed political component (http://www.switchmed.eu/en/corners/policy-makers).

In this framework, two pilot projects have been selected from the sustainable tourism sector in Tunisia. Both projects have identified eco-labelling needs. On the one hand, the Dar Zaghouan ecolodge was supported in its selection of a sustainable tourism label in line with its needs. On the other hand, the Tunisia Ecotourism agency was supported to evaluate the various possible options to consolidate and highlight its commitments in terms of sustainability.

The purpose of this guide is to summarise the lessons learned from these two experiences, and to present relevant recommendations suitable for southern Mediterranean countries stakeholders committed to or interested in a sustainability approach.

For tourist accommodations, this guide makes it possible to understand which are the existing labels and which are the steps to be taken to obtain the certifications.

For tour operators, this guide presents the various possible options to strengthen their efforts towards sustainable tourism and to communicate about these efforts, namely through labels.

¹ United Nations Industrial Development Organisation (UNIDO)
² United Nations (UN)
HOW DOES A SUSTAINABILITY LABEL WORK?

A sustainability label is based on specific criteria, which are usually determined through a participatory and regularly updated process. These criteria are used to assess the manufacture and transformation of a product, how a service is offered or how a management system is designed.

Compliance with these criteria is regularly verified by an inspection body, which is usually independent and approved. In most cases, the criteria of a label are specifically determined for a group of products or a service sector. Some labels are official labels, awarded by the State (EU ecolabel), others are awarded by an organisation or an association (Travelife label) or by a company (Green Globe label).

Labelling is a voluntary process. Labels require compliance with legislation, but they often have requirements that go beyond the minimum required by law.

Ecolabels vary in terms of credibility and transparency, with a wide variety of specifications and working methods among certifying bodies. In the event of failure to comply with the specifications, the type of corrective measures and the time limit agreed to implement them, or the methods of exclusion from the label, form part of the elements of credibility.

The average duration of the process of obtaining initial certification of a sustainable tourism label depends on the nature and the complexity of the label criteria, but also on the establishment’s initial situation. This period generally varies from a few months to a year.

WHAT ARE THE ADVANTAGES OF HAVING A LABEL?

An increasing number of hotels and private accommodation are getting involved in environmental and social initiatives, responding to a growing demand from travellers and tour operators. Individual customers are becoming increasingly aware of sustainability issues and the large international tour operators are highlighting their commitments to responsibility as part of their Corporate Social Responsibility (CSR) actions. For example, several tour operators (TO) have codes of conduct asking their suppliers, particularly the hotels, to implement sustainability measures. Some TO are even committed to favouring hotels that have an ecolabel.

Engaging a hotel or a TO in a sustainability initiative today makes good economic sense. Tourism companies that have started up a sustainable development initiative are more concerned about customer satisfaction, staff motivation and their own economic performance, which creates a competitive advantage. Furthermore, hotels can often reduce operating costs, particularly on their water and energy bills.

For tourism companies involved in a sustainability process, obtaining a label has the following advantages, amongst others:

- Legitimacy and credibility of the process for customers and partners
- Communication is facilitated (label logo)
- Obtaining contracts with certain TO (for hotels)
- Support in documenting objectives and measures for improvement
- Staff motivation for implementing the measures
- Obtaining training material from some labels
There are several different labels for tourist accommodation. For tour operators, the number is more limited, but the offer is gradually being extended. As a result, the choice of label depends on several criteria, mainly:

- **The type of structure** (hotels only): certain labels are geared towards big hotels while others are more suited to small private accommodation. Most labels do not have a minimum size requirement. Small private accommodation can therefore theoretically obtain a label for hotels such as Travelife, Green Globe or the EU Ecolabel, but these labels are not very appropriate: several items are not applicable or require a large management system, or even investments to bring the existing rooms into line with the standard.

- **The location of the establishment and the origin of the customers**: some labels are only known in one region or to customers from a specific region.

- **The type of criteria covered by the certification**: some labels mainly cover environmental aspects, while others also cover social aspects. However, in view of the fact that most of the social objectives, such as equal opportunities or the prohibition of child labour, are required by local or international legislation, some labels do not go into the specifics because all these matters are covered by a criterion calling for compliance with the legal requirements.

To choose the most suitable label, it is recommended to select the most relevant criteria in relation to the nature and priorities of the establishment: its structure, target clientele, resources, etc. Based on the information provided for each label, they can be compared through an **assessment matrix** similar to the one presented below:

<table>
<thead>
<tr>
<th>Labels</th>
<th>Green Key</th>
<th>Travelife</th>
<th>Green Globe</th>
<th>EU Ecolabel</th>
<th>EarthCheck</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examples of criteria</td>
<td>Cost</td>
<td>Marketing/recognition by customers</td>
<td>Suited to the structure</td>
<td>Current level of compliance</td>
<td>Overall result</td>
</tr>
</tbody>
</table>

A **rating scale** should be defined in order to give a **score per criterion** on each label (see example below). The label that has obtained the greatest number of + will be the most suitable one.
#### Example

Rating scale: ++ = very favourable / + = favourable / 0 = neutral / - = unfavourable / - - very unfavourable

<table>
<thead>
<tr>
<th>Examples of criteria</th>
<th>Green Key</th>
<th>Travelife</th>
<th>Green Globe</th>
<th>EU Ecolabel</th>
<th>EarthCheck</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Marketing/recognition by customers</td>
<td>++</td>
<td>+</td>
<td>0</td>
<td>+</td>
<td>0</td>
</tr>
<tr>
<td>Suited to the structure</td>
<td>++</td>
<td>0</td>
<td>0</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Current level of compliance</td>
<td>+</td>
<td>0</td>
<td>-</td>
<td>0</td>
<td>+</td>
</tr>
<tr>
<td>Overall result</td>
<td>6+</td>
<td>2+</td>
<td>2-</td>
<td>1+</td>
<td>0</td>
</tr>
</tbody>
</table>

**HOW TO OBTAIN THE LABEL**

Once the label has been selected, there are several procedures to be followed. While these procedures for obtaining a label differ depending on the tourism company’s situation and the label’s requirements, the following procedures are usually required by the certifying body or the official representative of the label:

- Download the label requirements (see above)
- Contact the certifying body or the representative of the label (e.g. to become a member, ask about audit deadlines, etc.)
- Get to know the media containing information and the support available for the label

At the same time, the tourism company is recommended to:

- Appoint a team of managers for implementing the label, made up of minimum the technical manager, the human resources manager, a member of the management and an employee representative, and allocate them time;
- Assess an inventory of compliance with the requirements of the label;
- Draft an action plan for bringing into compliance and allocate a manager for each task;
- Once the measures have been implemented, carry out a dry run audit.

Although each situation is different, these recommendations help to anticipate the main difficulties:

- Explain the issues to everyone concerned
- Appoint a motivated internal manager to prepare the certification
- Have support from the management
- Include sustainability matters in all strategic choices and investments
- Ask for support from an advice bureau or a manager of an establishment that has already been certified
- Collaborate with other establishments to achieve the objectives common to the destination
TOURIST ACCOMMODATION

WHAT IS A SUSTAINABLE TOURIST ACCOMMODATION?

Generally, the establishments involved in a sustainability initiative have the following basic objectives:

• Reduce the impact of water/energy consumption, and of waste production
• Promote the local economy
• Protect the fauna and flora
• Encourage tourists to respect the environment
• Help people to learn about the local culture

These objectives are also the basis of most of the ecolabels for hotels and private accommodation.

Some establishments also have additional objectives related to the construction of the building:

• Integrate the construction of the building into the landscape
• Choose eco-friendly materials for the building

These objectives are also the basis of certain sustainable construction ecolabels.

Some establishments also have social objectives within the company, in particular:

• Improve employee well-being
• Apply the principle of equal opportunities
• Guarantee child protection

The social objectives are mentioned in certain labels for hotels and private accommodation.

WHAT ARE THE CHALLENGES FOR THESE STAKEHOLDERS?

The main challenges related to sustainability often faced by tourist accommodation are the following:

• Meet the expectations of their customers and current tour operators who are concerned about sustainability matters
• Find a new market through responsible tourism.
• Understand better, control or reduce the operating costs related to water and energy
• Promote the local economy while retaining reasonable costs
• Choose investments that contribute to improving sustainability while obtaining a satisfactory return on investment
• Determine which responsible tourism measures to implement as a priority
• Learn how to highlight and communicate the measures taken

In some cases, achieving the labelling standards can prove to be too expensive or complicated to implement, especially when this involves significant investments to bring the hotel infrastructure up to the required levels. However, sustainability commitments may nonetheless be implemented without labelling. The following measures are recommended as a priority:

• Draft a charter presenting the commitments of the establishment and publish it on the website
• Join networks (sign a responsible tourism providers charter, participate in sustainable regional development associations, etc.)
• Train managers, mainly the human resources manager and the technical manager
• Seek advice about the sustainability aspects on making each investment
MAIN SUSTAINABLE LABELS FOR TOURIST ACCOMMODATION
**VERSION** | 2014
---|---
**CERTIFICATION LEVELS** | **Level 1**: Gold  
**Level 2**: Award of Excellence
---|---
**TYPES OF HOTELS** | **Type I**: hotels with more than 160 beds  
**Type II**: hotels with less than 160 beds
---|---
---|---
**TYPES OF CRITERIA COVERED BY THE CERTIFICATION** | Environment, social, local community and culture/heritage
---|---
**CONDITIONS OF AWARD** | Initial certification granted after an audit to be conducted on site by a qualified Travelife auditor. The certificate is only issued after all the criteria required have been met during the first year of certification.
---|---
**AUDIT FREQUENCY** | Every 2 years
---|---
**COSTS PER YEAR** | **Type I**: EUR 410  
**Type II**: EUR 720
---|---
**TYPE(S) OF STAKEHOLDERS(S) INVOLVED IN THE GOVERNANCE OF THE LABEL** | Private: Funded by ABTA (Association of British Travel Agents) and ANVR (Dutch national association of travel agents). Certification of tourist accommodation operated by ABTA.
---|---
**PROCEDURES TO BE FOLLOWED** | 1. Register: You can register (free of charge) on the website [www.travelife.org](http://www.travelife.org)  
2. Become a member: Payment of an annual fee  
4. Apply for certification: pay the audit fees and set the date
---|---
**NUMBER OF ESTABLISHMENTS CERTIFIED WORLDWIDE** | Approximately 800 (1300 members)
---|---
**NUMBER OF ESTABLISHMENTS CERTIFIED IN THE SOUTHERN MEDITERRANEAN** | Egypt: 29  
Morocco: 12  
Tunisia: 10
---|---
**SUPPORT AVAILABLE** | ✦ Complete guide available on the website ‘Getting started in sustainability’ offering a variety of tools and communications media as well as examples of good practice and case studies.  
✦ Self-assessment tool according to the criteria chosen with the option of establishing an online action plan.  
✦ Online declaration and comparative analysis system making it possible to present the sustainable development policy of the structure, communicate and compare the results.  
✦ B2B networking services to connect Travelife partner companies with each other and with eco-responsible suppliers around the world.  
✦ Training programme comprising online modules, specific examples and an examination leading to personal certification of the sustainable development coordinator.
---|---
**MAIN DIFFICULTIES IN ACHIEVING COMPLIANCE FOR MOST ESTABLISHMENTS** | • Numerous social and environmental measures to be implemented  
• Some investments needed for existing rooms (mainly for water and energy compliance)  
• Criteria aimed at protecting wildlife
# Sustainable Tourism Labels

## Green Key

<table>
<thead>
<tr>
<th>Version</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certification Levels</td>
<td>Only one level</td>
</tr>
<tr>
<td>Types of Hotels</td>
<td>Private accommodation: “Small accommodations” (B&amp;B, eco-lodges, eco-farms, etc.) with a maximum of 15 rooms; Hotels: more than 15 rooms</td>
</tr>
<tr>
<td>Link to Download the Criteria</td>
<td><a href="http://www.greenkey.global/criteria/">http://www.greenkey.global/criteria/</a></td>
</tr>
</tbody>
</table>
| Types of Criteria Covered by the Certification | Environment, social and local community. There are two types of criteria:  
- (I) criteria: “Imperative” mandatory  
- (G) criteria: “Guideline” optional |
| Type(s) of Stakeholders(s) Involved in the Governance of the Label | Multiple stakeholders, mainly public. Label founded by HORESTA (hotel and restaurant association in Denmark). It is managed by national coordinators (e.g. ATPNE in Tunisia) and by the FEE (Foundation for Environmental Education) for countries that do not have a national coordinator. |
| Conditions of Award | Initial certification granted after an audit conducted on site. The mandatory criteria (I) should be met during each audit. The (G) criteria should be met gradually according to the following outline: Year | Percentage of (G) criteria to be met |
|                    | 1   | 0% |
|                    | 2   | 5% |
|                    | 3   | 10% |
|                    | 4   | 15% |
|                    | 5-9 | 20% |
|                    | 10  | 50% |
| Audit Frequency    | Audit every year (two out of three are remote) |
| Costs Per Year     | Annual costs differ depending on the country and the existence of a national coordinator. Below, for information purposes, are the costs in Morocco and Tunisia.  
Morocco: Between MAD 10,000 and MAD 20,000 depending on the size of the establishment and the type of audit (audit on site or conducted remotely).  
Tunisia: TND 500 on average for membership fees. Between TND 500 and TND 600 per audit. |
| Procedures to be Followed | 1. Contact the Green Key national coordinator if there is one (currently in Morocco, Tunisia, Israel and Jordan). If not, contact Green Key International directly [http://www.greenkey.global/contact-us/](http://www.greenkey.global/contact-us/).  
2. Fill in the registration form (application file), pay the fees and set the date of the audit  
3. Have the audit conducted on site  
4. The certificate is awarded after approval of the application file and the audit report by the national or international committee |
| Number of Establishments Certified Worldwide | > 1000 big hotels (mainly France and the Mediterranean)  
> 100 private accommodation sites with fewer than 15 rooms |
| Support Available  | ➤ Various tools and media are available mainly through national partner websites: training kit, implementation guides and manuals, brochures, documentation, etc.  
➤ The Green Key International website also offers good practice sheets and, above all, tools for calculating water and carbon footprints. |
| Main Difficulties in Achieving Compliance for Most Establishments | • Numerous social and environmental measures to be implemented, mainly in terms of procedures.  
• Some investments needed for existing rooms (mainly for water and energy compliance). |
# GREEN GLOBE

**VERSION**

2016, “Certified Member”

<table>
<thead>
<tr>
<th>CERTIFICATION LEVELS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level 1:</strong></td>
<td>Green Globe Certified Member (blue logo)</td>
</tr>
<tr>
<td><strong>Level 2:</strong></td>
<td>Green Globe Gold Member (gold logo): 5 consecutive years of certification with continuous improvement of performances</td>
</tr>
<tr>
<td><strong>Level 3:</strong></td>
<td>Green Globe Platinum Member (platinum logo): 10 consecutive years of certification with continuous improvement of performances</td>
</tr>
</tbody>
</table>

| TYPES OF HOTELS | All types |

**LINK TO DOWNLOAD THE CRITERIA**

http://greenglobe.com/standard/

<table>
<thead>
<tr>
<th>TYPES OF CRITERIA COVERED BY THE CERTIFICATION</th>
<th>Environment, social, local community and culture/heritage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The reference system contains 41 criteria broken down into 337 compliance indicators.</td>
<td></td>
</tr>
</tbody>
</table>

| TYPE(S) OF STAKEHOLDERS(S) INVOLVED IN THE GOVERNANCE OF THE LABEL | Private: Green Globe company (based in California). Partner associations: EVVC, GCB, UNWTO, Skal |

| CONDITIONS OF AWARD | Initial certification granted after an audit conducted on site. All criteria should be met with minimum validation of 50% of compliance indicators (which includes all mandatory indicators). |

| AUDIT FREQUENCY | Annual audit, alternating between audit conducted on site and remotely |

| COSTS PER YEAR | **Annual membership:** from USD 750 (maximum 19 rooms) to USD 5,000 (250 rooms and above). **Audit fees** (between EUR 850 and 2,975 depending on the structure and audit type). |

<table>
<thead>
<tr>
<th>PROCEDURES TO BE FOLLOWED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Online registration and payment of the annual membership fee</td>
</tr>
<tr>
<td>2. Access to the reference system and the Green Globe platform</td>
</tr>
<tr>
<td>3. Compliance with criteria and set-up of sustainability procedure</td>
</tr>
<tr>
<td>4. Contact with the official representative of Green Globe Certification in the relevant country and request for on-site audit</td>
</tr>
<tr>
<td>5. Audit conducted on site by an accredited auditor</td>
</tr>
<tr>
<td>6. Conclusions forwarded to Green Globe Certification (audit report)</td>
</tr>
<tr>
<td>7. Certification awarded (logos sent and integration in communication actions)</td>
</tr>
</tbody>
</table>

| NUMBER OF ESTABLISHMENTS CERTIFIED WORLDWIDE | Over 800 companies (all types of businesses) |

| NUMBER OF ESTABLISHMENTS CERTIFIED IN THE SOUTHERN MEDITERRANEAN | Egypt: 12 - Morocco: 8 - Tunisia: 3 - Jordan: 4 - Palestine: 1 - Lebanon: 1 |

| SUPPORT AVAILABLE | Rich and comprehensive knowledge base (Green Globe Solution Center) accessible for members on payment of membership fees. In addition to tools and media, the base provides the opportunity to form contacts and exchanges with other Green Globe members, partners and professional auditors, as well as qualified suppliers. |

<table>
<thead>
<tr>
<th>MAIN DIFFICULTIES IN ACHIEVING COMPLIANCE FOR MOST ESTABLISHMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Numerous social, environmental and community measures to be implemented</td>
</tr>
<tr>
<td>• Obligation of compliance with specific performance indicators</td>
</tr>
<tr>
<td>• Investments are necessary, particularly to attain the high performance levels and to maintain the certification over time</td>
</tr>
</tbody>
</table>
### EU Ecolabel - Tourist Accommodation Services

**EC350 v01 dated 09/07/2009; updated 03/03/2010**

<table>
<thead>
<tr>
<th>VERSION</th>
<th>EU Ecolabel - Tourist Accommodation Services EC350 v01 dated 09/07/2009; updated 03/03/2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>CERTIFICATION LEVELS</td>
<td>Only one level</td>
</tr>
<tr>
<td>TYPES OF HOTELS</td>
<td>All types</td>
</tr>
<tr>
<td>LINK TO DOWNLOAD THE CRITERIA</td>
<td><a href="http://www.ecolabels.fr/fr/services/download/33749">http://www.ecolabels.fr/fr/services/download/33749</a></td>
</tr>
<tr>
<td>TYPES OF CRITERIA COVERED BY THE CERTIFICATION</td>
<td>Environment 29 mandatory criteria - 61 optional criteria.</td>
</tr>
<tr>
<td>TYPE(S) OF STAKEHOLDERS(S) INVOLVED IN THE GOVERNANCE OF THE LABEL</td>
<td>Public: European Union</td>
</tr>
<tr>
<td>CONDITIONS OF AWARD</td>
<td>Initial certification granted after an audit conducted on site. All mandatory criteria must be met.</td>
</tr>
<tr>
<td>AUDIT FREQUENCY</td>
<td>Annual audit</td>
</tr>
<tr>
<td>COSTS PER YEAR</td>
<td>Application: EUR 600  + Annual contribution: EUR 500 + Audit: between 639 and 1,595 depending on size (price outside Europe currently being studied) – Fees reduced if in possession of ISO 14001 certification.</td>
</tr>
</tbody>
</table>
| PROCEDURES TO BE FOLLOWED | 1. A certification application file has to be submitted (to one of the 13 accredited certification bodies in Europe)  
2. Study of admissibility of the file  
3. Audit conducted on site and audit report forwarded  
4. Evaluation and decision  
5. Certification and granting of the right to use the community ecolabel |
| NUMBER OF ESTABLISHMENTS CERTIFIED WORLDWIDE | >654 |
| NUMBER OF ESTABLISHMENTS CERTIFIED IN THE SOUTHERN MEDITERRANEAN | 0 |
| SUPPORT AVAILABLE | Lack of documentation, tools or media specific to the criteria of the reference system. |
| MAIN DIFFICULTIES IN ACHIEVING COMPLIANCE FOR MOST ESTABLISHMENTS | • Environmental management system to be set up  
• Some investments needed for existing rooms |

### Quote

“Our establishment has worked extremely hard to meet the sustainable development criteria at both environmental and social level. For example, bottles of water placed in the toilet cisterns have helped us to save around 900 litres of water per day. A wastewater treatment station enables the water to be re-used for watering the gardens. Energy-saving light bulbs, light measurement, ink cartridge recycling, organic waste recovery, composting, etc. The innovations are numerous. The 360 employees have been trained to adopt eco-responsible behaviour and encouraged to get involved in local social initiatives”.

Osama Abaza, General Manager of the Mövenpick Resort Taba Hotel in Egypt. (first Mövenpick hotel on the African continent to be awarded the Green Globe certification)
## Sustainable Tourism Labels

### Version

Version 3.5 dated June 2012 (EarthCheck Company Standard)

### Certification Levels

- **Level 1**: Bronze Benchmarked (bronze logo)
- **Level 2**: Silver Certified (silver logo)
- **Level 3**: Gold Certified (gold logo) after 5 years
- **Level 4**: Platinum Certified (platinum logo) after 10 years

### Types of Hotels

All types

### Link to Download the Criteria

http://store.earthcheck.org/product/earthcheck-company-standard-ver-3-5-june-2012 (fee applies)

### Types of Criteria Covered by the Certification

Environment, social, local community and culture/heritage

### Types of Stakeholders Involved in the Governance of the Label

**Private**: EarthCheck Pty Limited (company based in Australia)

### Conditions of Award

**Phase 1:**
- “Benchmark” audit for comparison with the defined good practice levels (litres per overnight stay, % of staff trained, etc.), with, amongst other things, a “Carbon Calculator”.
- Bronze certification is awarded if the results of the performance measurements are above the predefined thresholds.

**Phase 2:**
- Certification audit on all criteria.
- Silver certification awarded if all criteria from the reference system are met and if the results of the performance measurements are continuously improving.

All audits are conducted by third-party bodies (e.g. AFNOR for Europe).

### Audit Frequency

Annual audit

### Costs Per Year

Minimum EUR 3,000 per year (excluding cost of purchasing the reference system, benchmarking and certification audits).

### Procedures to Be Followed

1. Online registration and access to programme and "MyEarthCheck" reference base
2. Benchmarking Phase - the company submits a sustainability policy, enters its comparative analysis data in the online system and submits a self-assessment.
3. A Customer Relationship Manager is appointed and works with the company so that the tests or the documentation are submitted with the self-assessment.
4. A Bronze level “Benchmarked” certification is awarded.
5. Certification Phase - the company completes a risk assessment and a continuous improvement policy. During the following quarter, the company will carry out another self-assessment and, depending on the decision of the relationship manager on the company’s risk level, the certification will be verified off site or on site.
6. Once the auditor submits the report with the recommendation for accreditation, the company receives a Silver Level certification.
7. After five years of continuous renewal of the certification, the company obtains the Gold certification.

### Number of Establishments Certified Worldwide

Over 1,300 companies (all types of businesses)

### Number of Establishments Certified in the Southern Mediterranean

0

### Support Available

Once the company has been registered, access is provided to the online program and the “MyEarthCheck” platform offering a large number of tools and media.

### Main Difficulties in Achieving Compliance for Most Establishments

- Most comprehensive reference system mainly based on measurements and benchmarks
- Need for investments, particularly for carrying out the various measurements and annual analyses required (atmospheric emissions, energy, chemicals, carbon balance, etc.)
- Two to three years are needed, on average, to change from the Benchmarked status to the Silver Certified
# TUNISIAN ECOLABEL

**VERSION**

Tunisian Ecolabel - Tourist Accommodation Services  
Order from the Minister for the Environment and sustainable development dated 16 October 2009

**CERTIFICATION LEVELS**

Only one level

**TYPES OF HOTELS**

All types

**LINK TO DOWNLOAD THE CRITERIA**

http://www.iort.gov.tn

**TYPES OF CRITERIA COVERED BY THE CERTIFICATION**

Environment  
40 mandatory criteria - 46 optional criteria.

**TYPE(S) OF STAKEHOLDERS(S) INVOLVED IN THE GOVERNANCE OF THE LABEL**

- **Public:** Tunisian Ministry of the Environment  
  - **Label owner:** Tunis International Centre for Environmental Technologies (CITET)  
  - **Certifying body:** National Institute for Standardisation and Industrial Property (INNORPI)

**CONDITIONS OF AWARD**

Initial certification granted after an audit conducted on site.  
All mandatory criteria should be met and at least 30% of the optional criteria.

**AUDIT FREQUENCY**

Annual audit

**COSTS PER YEAR**

- Fees for study and examination of the file: TND 600  
- Fees for using the brand: TND 300  
- Audit fees: TND 250 to 600 TND depending on staff numbers at the establishment

**PROCEDURES TO BE FOLLOWED**

1. A certification application file has to be submitted  
   (to be filed with the INNORPI: http://www.innorpi.tn)  
2. Study of admissibility of the file  
3. Audit conducted on site and audit report forwarded  
4. Evaluation and decision  
5. Certification and granting of the right to use the label

**NUMBER OF ESTABLISHMENTS CERTIFIED WORLDWIDE**

- 

**NUMBER OF ESTABLISHMENTS CERTIFIED IN THE SOUTHERN MEDITERRANEAN**

4 (Tunisia)

**SUPPORT AVAILABLE**

- Lack of documentation, tools or media specific to the criteria of the reference system.

**MAIN DIFFICULTIES IN ACHIEVING COMPLIANCE FOR MOST ESTABLISHMENTS**

- Environmental management system to be set up  
- Some investments needed for existing rooms

---

“At the start of the project, we had the impression that the environmental and social measurements were going to give us a lot of extra work, but in fact, once we understood how to get started, it fitted in very well with our everyday work”

Mustapha Jellibi, Human Resources Manager,  
The Sindbad Hotel, Hammamet Nord, Nabeul, Tunisia  
(talking about the preparation for Travelife certification)
THE OTHER LABELS

These labels have not been studied in detail because they are not very relevant for Southern Mediterranean countries:

- Das Österreichische Umweltzeichen (Austrian label)
- Nordic Ecolabel (Scandinavian countries label)
- Viabono (German label)
- eco hotels certified – ehc (hotels certified in Switzerland, Germany, Italy and Austria)
- Bio Hotels (only guarantees 100% organic catering in Europe)
- MyClimate: Climatically neutral hotel” (only covers CO₂ offsetting)

The sustainable construction labels are not presented in detail, because most of them are not specific to the hotel industry. However, they may be awarded to various types of buildings, including hotels:

- LEED Certification
  - [http://www.themaverde.fr/certification-leed.html](http://www.themaverde.fr/certification-leed.html)

- BBC Effinergie
  - French label only

- DGNB
  - German label, complex process and high cost, not very suitable for private accommodation

- Biosourced buildings
  - French regulatory label

- BREEAM Evaluation
  - (in English, does not seem to be suitable as there are no hotels certified)
  - [http://www.breeam.org/about.jsp?id=66](http://www.breeam.org/about.jsp?id=66)

- [natureplus®](http://www.natureplus.org/)
  - International quality label.
However, there are two hotel labels in France that cover sustainable construction aspects for small hotels, as part of Gîte de France®

**écoGîte®**: Gîte de France + sustainable construction criteria for the accommodation  
http://ecotourisme.gites-de-france.com/demarche-ecogite.html

**Gîtes Panda**: Gîte de France + WWF criteria based on biodiversity/sustainable construction  
/ reduction of impact (energy, water, waste, mobility, etc.) / awareness raising. Natural parks nearby.  

Such initiatives could inspire the creation of similar networks in other countries.

“*We have decided to opt for sustainable tourism and we are finding that this gives real added value for our customers, our employees and the Hammamet region. We hope that others will choose to follow this path.*”

Narjess Bouasker,  
Manager of Hotel Menara, Hammamet Sud, Nabeul, Tunisia  
(talking about Travelife certification)
### CASE STUDY

**DAR ZAGHOUAN**

Support for Dar Zaghouan took place as part of the demonstration component of the SwitchMed programme funded by the European Union.

**Website:** [www.darzaghouane.com](http://www.darzaghouane.com)

<table>
<thead>
<tr>
<th>Context</th>
</tr>
</thead>
</table>
| • First *gîte de charme écologique* in Tunisia (since 2006)  
• Family farm covering 3 hectares  
• Intention of family to settle back down and invest in their home town |

<table>
<thead>
<tr>
<th>Services offered</th>
</tr>
</thead>
</table>
| • Accommodation: current capacity 9 rooms, future 15 rooms  
• Visits to farm, especially at weekends  
• Associated activities: seminars and various events (team building, receptions, weddings, etc.)  
• Staff: 25 people, including 10 local partners (artisans and self-employed workers) |

<table>
<thead>
<tr>
<th>Customers</th>
</tr>
</thead>
</table>
| • 70% local customers (Tunisian guests, mainly for the farm and restaurant), 30% international customers (mainly for the accommodation)  
• Approximately 15,000 visits to site per year (accommodation, lunch, café, casual visits to farm, etc.)  
• Seasonal peak in spring (up to 800 visitors to farm on Sundays) |

<table>
<thead>
<tr>
<th>Link with sustainability</th>
</tr>
</thead>
</table>
| • "Green" farm (composting, traditional practices with few machines, etc.)  
• Organic labelling planned (reference system to be selected)  
• Use of renewable energies for extension in progress (photovoltaic)  
• Recovery of rainwater and waste water (installation in progress)  
• Re-use of waste (composting, leftover food for animals, etc.) but no sorting at source  
• Recovery of metal, paper (for thermal and acoustic insulation), etc.  
• Use of local traditional materials and products from the region (compressed earth, stone and wood from region, etc.)  
• Catering: local produce, traditional cuisine, etc.  
• Integration in the local community: the "Gîte de charme" relies on local workers and artisans, etc. |

<table>
<thead>
<tr>
<th>Challenges and objectives</th>
</tr>
</thead>
</table>
| • Obtain international recognition through a sustainable green tourism label (1st step = choosing the label, 2nd step = setting it up).  
• Assess the efforts made so far in sustainability.  
• Obtain the 1st certification in Tunisia for a green farm with accommodation.  
• Increase the occupancy rate of the accommodation (foreign tourists, mainly European). |
<table>
<thead>
<tr>
<th>Examples of criteria</th>
<th>Green Key</th>
<th>Travelife</th>
<th>Green Globe</th>
<th>EU Ecolabel</th>
<th>EarthCheck</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>+</td>
</tr>
<tr>
<td>Marketing/recognition by customers</td>
<td>++</td>
<td>+</td>
<td>0</td>
<td>+</td>
<td>-</td>
</tr>
<tr>
<td>Suited to the structure</td>
<td>++</td>
<td>0</td>
<td>0</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Current level of compliance</td>
<td>+</td>
<td>0</td>
<td>-</td>
<td>0</td>
<td>+</td>
</tr>
<tr>
<td>Overall result</td>
<td>6+</td>
<td>2+</td>
<td>2-</td>
<td>1+</td>
<td>2+</td>
</tr>
</tbody>
</table>

**Reasons for choosing the Green Key label**

- The Green Key label is one of the labels most commonly used and recognised by European clientele.
- In the absence of a specific label for certifiable private accommodation in Tunisia, it is the only international label offering criteria suitable for small capacity units (“Small Accommodation” criteria).
- Green Key is the only international label that has official representation in Tunisia (ATPNE) offering the greatest speed in the audit and certification process.
- Annual membership and audit costs are low and payable in local currency.

“Ecology and sustainability are the founding principles of our establishment, involving additional short-term investments but leading to medium- and long-term benefits and advantages. Certification by a recognised international sustainability label would highlight our efforts and enable us to make the most of these advantages. After studying the existing labels, we decided to initially aim for Green Key label certification because it is the most accessible and most well-known among our target clientele. However, we are determined to move on towards other labels targeting more diversified clientele and more specific fields (eco-construction, organic certification, etc.).”

M. Skander Zeribi, Founder of Dar Zaghouan, Zaghouan, Tunisia.
Tour operators and travel agencies play a central role in the tourist industry. As intermediaries between travellers and tourism establishments, they influence consumer choices, supplier practices and the development of destinations. This unique position enables them to make a significant contribution to sustainable development and protection of the environmental and cultural resources of tourist destinations.

Responsible tour operators usually have environmental and social commitments. Many different fields may be covered. Below are some examples of the fields covered by the Travelife label for tour operators:

1. Management and compliance with regulations
2. Internal management: social policy and human rights
3. Internal management: environment and links with the community
4. Partner agencies
5. Transport
6. Accommodation
7. Excursions and activities
8. Local representatives and guides
9. Destinations
10. Customer communication and protection

For each field, several criteria are listed, for example:

- 1.13: The management involves its employees in the implementation of its action plan and recognises them as a driving force for success and continuous improvements in sustainability.
- 1.15: The company has set up documented procedures for measuring and assessing the implementation of its sustainability policy, its objectives and its targets.
- 3.13: The company has implemented an energy-saving policy that is regularly assessed.
- 6.4: The basic/standard sustainability clauses are directly included in all contracts with accommodation suppliers. (For example, child labour, combatting corruption, waste management and biodiversity protection).
- 6.12: The company (travel agency or tour operator) prefers accommodation and restaurants that integrate elements of local cultural heritage, art and architecture while respecting the intellectual property rights of the communities (consideration of prices, comfort and other criteria).
- 8.1: Equally, the company must encourage the local employment of guides, representatives, tour guides, porters, drivers, cooks and other local employees (including management positions) and provide training as required.
- 10.22: The company should encourage customers to buy locally and to opt for local cuisine.

The German Tourcert label covers a limited number of domains, and for each domain, a single commitment is made:

1. Appointment of a CSR Manager
2. Publication of a charter of commitment
3. Improvement programme (updated every year)
4. Purchase of green electricity
5. Active promotion of actions for offsetting carbon emissions among customers
6. Regular training for employees in sustainable tourism
7. Active information for customers about the child protection code

These responsible tourism commitments apply to any tourist agency or tour operator, irrespective of the type of activity proposed. Consequently, they are not limited to agencies that specialise in sustainable tourism focused on activities for discovering nature.
WHAT ARE THE CHALLENGES FOR THESE STAKEHOLDERS?

The challenges related to sustainability and the advantages of labelling for tour operators are very similar to those for tourist accommodation establishments:

- Meet the expectations of their customers who are concerned about sustainability matters
- Find a new market through responsible tourism
- Promote the local economy while retaining reasonable costs
- Choose investments that contribute to improving sustainability while obtaining a satisfactory return on investment
- Determine which responsible tourism measures to implement as a priority
- Highlight and communicate the measures taken

However, tour operator and travel agency certifications are currently less well-known than those for hotels and private accommodation. They are therefore less demanded by customers and it can sometimes turn out that certification is not a priority for the company. However, sustainability commitments may be implemented without labelling. The following measures are recommended as a priority:

- Draft a charter presenting the commitments of the establishment and publish it on the website
- Have a management system that guarantees the implementation of the charter and with an action plan for improvement
- Have partners sign a responsible tourism charter (hotels, guides, etc.)
- Join networks, for example the TIES network (see box)

THE TIES NETWORK
www.ecotourism.org

The International Ecotourism Society (TIES) is currently the main global organisation dedicated to promoting this type of tourism. It was created in 1990 and represents a network of over 5000 members from 120 countries. It is not a labelling system, but a code of conduct that has been signed in order to become a member.

Advantages for members (cost USD 185/year)

- Marketing: possibility of associating your company with the TIES brand
- Networking: events, website with all members, etc.
- Support: advice and tools, publications and help with carrying out tourism projects, etc.
- Training: training leading to certificate in sustainable tourism management (online)
LEADING SUSTAINABLE LABELS FOR TOURIST AGENCIES AND TOUR OPERATORS
## SUSTAINABLE TOURISM LABELS

### TRAVELIFE

#### VERSION
2013

#### CERTIFICATION LEVELS
- **Travelife Partner Level:** Travelife Partner Silver Label "Committed to sustainability"
- **Travelife Certified Level:** Travelife Certified Gold Label "Excellence in sustainability"

#### TYPES OF STRUCTURES CONCERNED
All types of tour operators and travel agencies

#### LINK TO DOWNLOAD THE CRITERIA

#### TYPES OF CRITERIA COVERED BY THE CERTIFICATION
Environment, social, local community and culture/heritage

#### CONDITIONS OF AWARD
- **Step 1:** allocation of "Travelife Committed" status on acceptance of online application and payment of the annual fee
- **Step 2:** remote audit for moving on to "Travelife Partner" status and obtaining the Silver Label
- **Step 3:** on-site audit by an independent Travelife-accredited auditor to obtain Gold certification and "Travelife Certified" status

#### AUDIT FREQUENCY
Annual audit from step 3

#### COSTS PER YEAR
- **Annual fee (steps 1 and 2):**
  - Small businesses (< 25 full-time employees): EUR 200
  - Medium-sized businesses (> 25 full-time employees): EUR 300
  - Large businesses (> 100 full-time employees): EUR 400
- **Cost of certification (step 3):**
  - EUR 400 to EUR 2,000, depending on country and business size

#### TYPE(S) OF STAKEHOLDERS(S) INVOLVED IN THE GOVERNANCE OF THE LABEL
**Private:** Funded by ABTA (Association of British Travel Agents) and ANVR (Dutch National Association of Travel Agents). Tour Operator certification run by ECEAT-projects, a Dutch not-for-profit company.

#### PROCEDURES TO BE FOLLOWED
2. After acceptance of the application, payment of the fee to become "Travelife Committed"
3. Designation of sustainability coordinator who has to obtain personal certification from Travelife
4. Implementation of the policy, good practices and basic procedures, and online declaration
5. Remote audit for changing to "Travelife Partner" status
6. Preparation for certification and request for on-site audit
7. On-site audit to obtain gold certification and change to "Travelife Certified" status

#### NUMBER OF ESTABLISHMENTS CERTIFIED WORLDWIDE
Approximately 180 (44 countries)

#### NUMBER OF ESTABLISHMENTS CERTIFIED IN THE SOUTHERN MEDITERRANEAN
Morocco: 1

#### SUPPORT AVAILABLE
- From step 1:
  - Access to Travelife training and the examination for the sustainable development coordinator
  - Access to Travelife best practices and tools
  - Guide to improving sustainable development performance
  - Travelife action plan and reporting tool
  - Travelife self-assessment tool
  - Access to Partner & Travelife Certified companies
- From step 2:
  - Access to Travelife training and examination for 10 members of staff
  - Use of the Travelife Partner logo (based on compliance with the Travelife basic standards)
  - Access to the Travelife certification tool for starting to work step by step towards compliance with the certification standard
  - B2B contact for the company and its products with all labelled companies - Travelife Committed, Travelife Partner & Travelife Certified

#### MAIN DIFFICULTIES IN ACHIEVING COMPLIANCE FOR MOST ESTABLISHMENTS
- Numerous procedures to be implemented (management system based on ISO 14001, EMAS III and ISO 26000)
- Very detailed criteria (complex and possibly unsuitable for small structures)
# GREEN GLOBE

## VERSION
2016, “Certified Member”

## CERTIFICATION LEVELS

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level 1:</strong></td>
<td>Green Globe Certified Member (blue logo)</td>
</tr>
<tr>
<td><strong>Level 2:</strong></td>
<td>Green Globe Gold Member (gold logo): 5 consecutive years’ certification with continuous improvement of performances</td>
</tr>
<tr>
<td><strong>Level 3:</strong></td>
<td>Green Globe Platinum Member (platinum logo): 10 consecutive years’ certification with continuous improvement of performances</td>
</tr>
</tbody>
</table>

## CERTIFICATION LEVELS

### Types of Structures Concerned
All types

### Link for Consulting the Criteria
http://greenglobe.com/standard/

### Types of Criteria Covered by the Certification
Environment, social, local community and culture/heritage
The reference system contains 41 criteria broken down into 337 compliance indicators.

### Type(s) of Stakeholder(s) Involved in the Governance of the Label

- **Private:** Green Globe company (based in California).
- **Partner associations:** EVVC, GCB, UNWTO, Skal.

### Conditions of Award
Initial certification granted after an audit conducted on site. All criteria should be met with minimum validation of 50% of compliance indicators (which includes all mandatory indicators).

### Audit Frequency
Annual audit, alternating between audit conducted on site and remotely.

### Costs Per Year

- **Annual membership:** from USD 750 (maximum 19 rooms) to USD 5,000 (250 rooms and above)
- **Audit fees** (between EUR 850 and 2,975 depending on the structure and audit type).

### Procedures to Be Followed

1. Online registration and payment of the annual membership fee
2. Access to the reference system and the Green Globe platform
3. Compliance with criteria and set-up of sustainability procedure
4. Contact with the official representative of Green Globe Certification in the relevant country and request for on-site audit
5. Audit conducted on site by an accredited auditor
6. Conclusions forwarded to Green Globe Certification (audit report)
7. Certification awarded (logos sent and integration in communication actions)

### Number of Establishments Certified Worldwide
Over 800 companies (all types of businesses)

### Number of Establishments Certified in the Southern Mediterranean

- 0

### Support Available
- Rich and comprehensive knowledge base (Green Globe Solution Center) accessible for members on payment of membership fees. In addition to tools and media, the base offers the opportunity to form contacts and exchanges with other Green Globe members, partners and professional auditors as well as qualified suppliers.

### Main Difficulties in Achieving Compliance for Most Establishments

- Numerous social, environmental and community measures to be implemented
- Obligation of compliance with specific performance indicators
- Some investments are necessary, particularly to attain the high performance levels and to maintain the certification over time
### TourCert Certification Levels

| Level 1: TourCert Check Certification | Level 2: TourCert Certification |

### Types of Structures Concerned

All types of tour operators and travel agencies (from one employee upwards)

### Link for Consulting the Criteria


### Types of Criteria Covered by the Certification

Environment, social and local community.

### Conditions of Award

- **TourCert Certification:** awarded after an on-site audit conducted by a third party. Need to meet all criteria.
- **TourCert Check:** Simplified process and criteria.

### Audit Frequency

Audit every two years.

### Costs per Year

<table>
<thead>
<tr>
<th>Year</th>
<th>1-5 employees</th>
<th>21-50 employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
<td>EUR 1,000</td>
<td>EUR 1,965</td>
</tr>
<tr>
<td>Year 2</td>
<td>EUR 740</td>
<td>EUR 1,465</td>
</tr>
</tbody>
</table>

### Type(s) of Stakeholders(s) Involved in the Governance of the Label

Supervised by: TourCert GmbH, a not-for-profit company based in Germany.

### Procedures to Be Followed

2. Signature and publication of the commitment and the sustainability charter
3. Appointment of a CSR Manager
4. Implementation of the measures provided in a check-list
5. Improvement programme (priorities to be defined by the company)
6. Certification audit conducted by a third party

### Number of Establishments Certified Worldwide

- 72 TourCert certified tour operators
- 50 TourCert -Check certified tour operators

### Number of Establishments Certified in the Southern Mediterranean

- 0

### Support Available

- Support provided by advisers throughout the system set-up process
- Various online tools
- Coaching and training leading to qualifications via e-learning modules
- Guide to improving sustainable development performance
- Measuring and reporting tools
- Self-assessment tools
- Inclusion in network and on list of certified companies

### Main Difficulties in Achieving Compliance for Most Establishments

#### TourCert Check:
- no specific difficulty thanks to simplified measures that are highly suitable for small structures

#### TourCert Certification:
- Carbon balance to be systematically carried out for accommodation, transport, excursions, etc.
- Evaluation of suppliers and service providers (including their satisfaction).
- Several other measures and indicators to be implemented (100% renewable energy, contribution to sustainable development projects, etc.)
## CASE STUDY

### TUNISIA ECOTOURISM

Support for Tunisia Ecotourism took place as part of the demonstration component of the SwitchMed programme funded by the European Union.

**Website:** [www.tunisiaecotourism.com](http://www.tunisiaecotourism.com)

| Context | Created two years ago by an ecotourism enthusiast and by a person qualified in ecotourism who has been involved in the profession for several years  
Three permanent employees working with a network of around twenty independent guides |
|---|---|
| Activities | Design and organisation of ecotourism activities, eco-tours, birdwatching, walks, nature trips, alternative accommodation, camp sites, survival camp sites, mixed culture-nature experiences, etc.  
Advisory services on ecotourism and eco-construction: advice, support, development, assessment and promotion of ecotourism projects |
| Customers | Foreign customers (Italian, Portuguese, Canadian, French, English, Jordanian, etc.)  
Works in collaboration with consultants and cultural representatives of the different countries and with various partners (NGOs, local authorities, Operators and leisure providers, Regions and companies offering tourism services, etc.) |
| Link with sustainability | Only operates in responsible tourism and organises sustainable routes and trips  
Has a strong impact on the local community, which is the main service provider  
Exclusively welcomes small groups of tourists that are well-targeted and ecologically aware  
Applies very strict selection criteria in the choice of local guides and partners (in compliance with the company’s sustainability charter) |
| Challenges and objectives | Obtain certification from a globally recognised sustainable tourism label (related to the activity of design and organisation of ecotourism activities)  
Highlight Tunisia Ecotourism and Tunisia as a destination for ecotourism  
Increase the number of customers while maintaining sustainable proportions  
Guarantee local recognition, supporting the development of local service providers so that they can continue to be partners |
### Choice of label

- The study of international labels has not pinpointed a label that is sufficiently suited to the activity and work of Tunisia Ecotourism. The existing sustainability labels are mainly intended for “traditional” tour operators.
- Tunisia Ecotourism is not a traditional agency: it does not target mass tourism and is not a travel agency for reserving flights.
- The most suitable option for Tunisia Ecotourism would be to join a partner network (e.g. the TIES network) or work to create one (under the authority of the ATR in France).
- Travelife for TO has nonetheless been chosen as a possible label for certification of Tunisia Ecotourism. Some small local agencies in other countries have the Travelife for TO label, and the certification enables them to inspire trust, e.g. in European agencies that are seeking partners in the Southern Mediterranean countries.

> “As a stakeholder committed to sustainability and respect for environmental rules, we have chosen to engage in an eco-labelling process for various reasons. The first is related to the small size and the “youth” of Tunisia Ecotourism. Secondly, it is an approach that distinguishes the most efficient companies, and as such, allows for the positive development of the image of Tunisia as a “Nature Destination”. Promoting the region we live in and are proud to be a part of. This involves working on economic, social and environmental criteria. This impacts the company and becomes a competitiveness factor”.

**Aymen Louhichi, co-founder of Tunisia Ecotourism**
FOR FURTHER INFORMATION

Morocco Green Key Guide
http://www.clefverte.ma/guide.pdf

Manual for implementing Green Key in Morocco

DestiNet | Knowledge Networking Portal for Sustainable & Responsible Tourism
http://destinet.eu/

To see more clearly through the jungle of labels, Hôtellerie Suisse, 2011
“Orion trek Voyages has always wanted to develop eco-tourism, thus offering its customers and travellers sustainable and responsible tourism in Morocco. We are aware of our responsibility to protect our destination, which is why we considered it useful to be Travelife Certified. This decision was made because we believe that Travelife’s certification criteria will guide our approach and allow us to share this concept with our employees and with the entire chain of our partners and suppliers.

The staff of Orion Trek Travel is deeply committed to reaching our goal, which is to be the first Travelife Certified agency in Morocco. We are convinced that Travelife is the best path to success in sustainable tourism in Morocco. Morocco has shown, with the organisation of COP 22, all its potential and its commitment to the development of eco-responsible tourism, which is why we are working with our various partners to raise awareness and respect nature, particularly in regions where green tourism is developing”.

Yassine Mahrous, Bookings Department, Orion Trek Voyages, Morocco
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