



The EU Ecolabel for Tourist Accommodations

The EU Ecolabel, which is the only sign of environmental quality that is both certified by an independent organisation and valid throughout Europe, presents a unique opportunity to satisfy your customers' expectations.

Tourism, more than any other type of activity, requires an unspoilt environment in which to operate. The tourism sector represents 5% of European Union GDP and accounts for over half a million tourist accommodation sites. Often located in pleasant but fragile locations, tourist accommodations can put pressure on water and energy resources and threaten local biodiversity through inappropriate waste management. Increased environmental requirements and awareness, and the need for environmentally-friendly service providers to stand out from the crowd, all argue in favour of using the EU Ecolabel.

Meet your customers' demand

Consumers are becoming more and more demanding in their quest for greener holidays. Satisfying this demand is increasingly seen by the tourism industry as a key to success. The Traveller Holiday 2005 study^[1] showed that 51% of tourists opt for environmentally friendly resorts and accommodation, while 82% prefer an intact environment.

[1] Traveller Holiday Travel and Environment, January 2005, issued by the Studienkreis für Umwelt und Entwicklung e.V. on behalf of Umweltbundesamt Berlin






**Give your tourist accommodation a credible sign of environmental excellence...
Apply for the EU Ecolabel now!
For a quick test use the check list overleaf.**

They said it!

"An important selection criterion for anyone wishing to go on a holiday is the environmental cleanliness and safety on the hotel site and its surroundings. It is of utmost importance to protect the environment in and around the hotel to ensure the continuation of its business. The EU Ecolabel is recognised by the majority of European travellers and legitimises the hotel's claims that it is making real efforts to reduce its impact on the environment in its operational activities. Consequently, the EU Flower helps the hotel to spread the message to the market about its environmental efforts and the suitability of its location for relaxing and safe holidays."

Ion Gonos, managing director of Sunwing Resort Kallithea in Rhodes, the first EU Ecolabelled hotel

Putting the EU Ecolabel on your tourist accommodation means that it has the following assets:

-  Limited energy consumption
-  Limited water consumption
-  Reduced waste production
-  Favouring the use of renewable resources and of substances which are less hazardous to the environment
-  Promoting environmental education and communication

The EU Ecolabel applies to sheltered overnight accommodation in appropriately equipped rooms, including at least a bed, offered as main service to tourists, travellers and lodgers.





Life Cycle Step	Criterion	Expectations	Commission Decision of 2009/578/EC of 9 July 2009
MANDATORY ECOLOGICAL CRITERIA			
Before-service phase	Energy	<ul style="list-style-type: none"> At least 50 % of the electricity used for all purposes shall come from renewable energy sources, as defined in Directive 2001/77/EC (when applicable). No oil with S content > 0.1% and no coal as an energy source. Coal for decorative fireplaces is allowed. If new heat generating capacity is installed within the duration of the Ecolabel award, it shall be a high efficiency cogeneration unit, a heat pump or an efficient boiler. Efficiency of boilers shall be measured according to Directive 92/42/EC. Existing cogeneration units shall comply with the definition of high efficiency in Directive 2004/8/EC. Boiler efficiency > 88% as measured according to Directive 92/42/EEC. Any air conditioning system bought within the duration of the Eco-label award shall have at least Class A efficiency according to Directive 2002/31/EC. Appropriate window insulation. <p>At least 80% of all light bulbs and 100% of light bulbs that are situated where they are likely to be turned on for more than 5 hours a day shall have an energy efficiency of class A as defined in Directive 98/11/EC.</p> <ul style="list-style-type: none"> Compliance to national legislation and local building codes related to energy efficiency and energy performance of buildings Only use of appliances powered with renewable energy sources to heat outside areas. 	
Before-service phase	Water saving	<ul style="list-style-type: none"> Water flow from tap and shower < 9L/minute. Appropriate waste bins in toilets. Appropriate systems to avoid continuous flushing in urinals. Water plants and garden after sunset or before high sun. Waste water has to be treated. Follow local waste water plan and water protection plan. 	
Operational phase	General management	<ul style="list-style-type: none"> No-smoking section in common areas. Good maintenance and servicing of equipment, including yearly maintenance of boilers. Environmental policy statement and precise action programme. Staff training for application of environmental measures(including daily checking for leaks) and awareness raising. Data collection (energy and water consumption, chemicals use and waste production). 	
Operational phase	Waste reduction	<ul style="list-style-type: none"> Facilitate waste separation by guests. Staff sorts hazardous waste as defined in Decision 2000/532/EC. Waste sorted and transported to appropriate site (if applicable). No use of disposable products (soap, shampoo, shower caps, etc). Except where required by law, no single dose packages shall be used for food service, with the exception of certain spreadable products. 	
Operational phase	Information to guests	<ul style="list-style-type: none"> Active information to guests on environmental policy, objectives and actions. Switch off air conditioning/heating when windows are open (when no automatic switch off is in place). Switch off lights when leaving the room (when no automatic switch off is in place). Information on how to save water in bathroom and toilets. Invitation to use waste bin for appropriate waste instead of toilets. Invitation to inform staff of any leaks. Information on local public transport. 	
Operational phase	Information on the EU Ecolabel	<ul style="list-style-type: none"> The following text shall appear: - "This tourist accommodation is actively taking measures to use renewable energy sources, save energy and water, to reduce waste, to improve the local environment." 	

OPTIONAL ECOLOGICAL CRITERIA (Points system)

Whereas all the mandatory criteria above must be fulfilled if applicable, another set of optional criteria have been defined with a points system. A minimum of 20 points is required in the optional criteria section. The total score required shall be increased by 3 points for each additional services offered, i.e food services, leisure/fitness activities, green areas. If the leisure/fitness activities consist in a wellness centre, the score required shall be increased by 5 points, instead of 3.

This fact sheet is for general information only. For more detailed information on the criteria as well as information on who to contact in your country in order to apply for the label, please consult the website: www.ecolabel.eu

To market your ecolabelled services use our free Green Store:
Go to www.ecolabel.eu and click on the 'Green Store' at the top right of the page.

