

ECHO-Tourism GUIDE

Guide for awareness raising of sustainable practices

Eco-friendly practices adapted to the tourism activities



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ENERGY

INTRODUCTION

In general, what is meant by energy? Where does this energy come from? What are the issues related to the use of this energy in our daily lives, and more specifically in the tourism sector? And finally, how can we control the flow of consumption in a tourist establishment and address this issue to include all users and stakeholders in the process?

Here you will find content on how to:

- Control of energy in general
- Themes of heating, air conditioning and thermal comfort
- Various existing lighting systems and technologies
- Different uses of electricity in an establishment

Energy 1

Heating, cooling and thermal comfort



The human body constantly perceives and adapts to variations in external temperature and humidity in order to maintain the physiological balance necessary for its functioning. The various means invented by man to maintain ideal conditions of comfort are the charm of the seasons. Each period of the year brings its own set of changes. In winter, we see the appearance of old woollen jumpers and fireplaces. In the summer, bathing caps and inflatable buoys make way. These solutions often use active systems that consume energy. To maintain this quality of life while reducing your consumption, get trained and start practicing eco-actions.

Sub-theme

Adopting the right gestures on winter

Proposed eco-gestures

- 1.1: Air rooms for less than 5 minutes with windows wide open
- 1.2: Turn down the heat!
- 1.3: Do not place anything on or in front of heaters
- 1.4: Regularly remove dust from transmitters
- 1.5: Turn off or lower the heating at night or during a prolonged absence
- 1.6: Equip hydraulic radiators with thermostatic valves
- 1.7: Insulate the pipes of a hydraulic heating circuit
- 1.8: Place reflective panels behind radiators on uninsulated walls

Eco-gesture 1.1



Air rooms for less than 5 minutes with windows wide open

To reduce the level of pollutants in the air inside a building, it is advisable for health reasons to change the air volume in the rooms at least once a day, in addition to air extract by mechanical ventilation. Warm air that escapes into the environment is lost heating energy! If the building is not equipped by ventilated, the 5 minutes will not be enough. It is therefore preferable to open the windows several times a day but always less than 5 minutes each time.

When you air your rooms for less than 10 minutes by leaving your windows wide open, you renew the entire volume of air without giving the interior walls time to cool down. On the other hand, a window that is left ajar for a long time will cool your walls and furniture.

The best time to air rooms in winter is in the afternoon when the outside temperature rises slightly.



Eco-gesture 1.2



Turn down the heat!

In a conventional, lightly insulated house, each additional 1°C rise in temperature above 20°C results in an average of 7-10% more energy consumption. So you will always win by reducing the temperature inside a building.

Eco-gesture 1.3



Do not place anything on or in front of heaters

Hot water radiators do not primarily heat the air in the room, but also radiate a large amount of energy.

When objects are placed in front of or above such radiators, they hinder the proper distribution of heat in the rooms. Therefore, do not leave curtains hanging in front of radiators.



Eco-gesture 1.4



Regularly remove dust from transmitters

The dust sticks to the hot walls and restricts the performance of the emitters by limiting heat diffusion.



Eco-gesture 1.5



Turn off or lower the heating at night or during a prolonged absence

When you are away for more than 2 hours, consider lowering the temperature set points by 1 to 2°C. You can also plan to reduce the temperature of your rooms at night by up to 16°C when the difference with the outside temperature is significant. As a general rule, avoid lowering the temperature below 4°C compared to the usual temperature set point.

If you are going to be away for more than 48 hours, do not hesitate to set your setpoint to "7°C" frost protection mode. Program the installation so that the heating can slowly start to warm up the building 3 to 4 hours before your return to avoid any risk of discomfort. Turning off the heating for a weekend pays off!

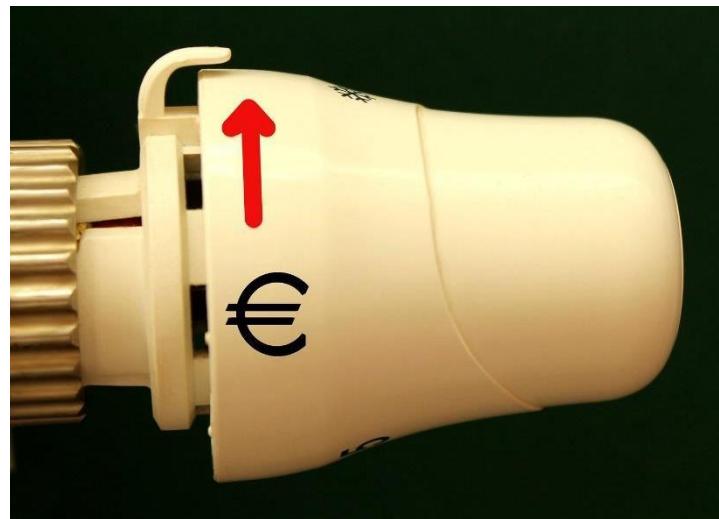


Eco-gesture 1.6



Equip hydraulic radiators with thermostatic valves

Thermostatic valves on hot water radiators allow for fine-tuning of the control in the rooms and thus for savings. The investment in this type of equipment quickly pays for itself.



Eco-gesture 1.7



Insulate the pipes of a hydraulic heating circuit

The pipes supplying the radiators are heated to temperatures of 60-80°C. The length of pipework required to supply the radiators is a major source of heat loss to the heating system. When the pipes are located in the heated rooms, the losses contribute to heat the building. On the contrary, when they are located outside the heated volume, it becomes imperative to insulate them to limit any waste. This is known as insulating the installations.



Eco-gesture 1.8



Place reflective panels behind radiators on uninsulated walls

This type of panel is sold on the market. You can also make your own panels from these products by cutting thin insulation or with reflective layers. Once installed, the panels block and reflect the heat flow radiated towards the wall. Beware that when placed on insulated walls, these panels can create cold spots where condensation can appear on the wall.

Sub-theme

Adopting the right gestures on summer

Proposed eco-gestures

- 1.10: Do not use air-condition below 26 ° C
- 1.11: Do not exceed 5 ° C difference between intern and outside temperatures
- 1.12: Eliminate internal heat sources
- 1.13: Privilege the cooling without air conditioning
- 1.14: Regularly clean air conditioner filters

Eco-gesture 1.10

Do not use air-condition below 26 ° C

Each additional degree increases energy consumption by 4%!



At 26 ° C, the temperature of the human body remains in equilibrium. This is a recommended temperature setpoint to combine comfort and energy savings!



Eco-gesture 1.11

Do not exceed 5 ° C difference between intern and outside temperatures

In order to avoid excessive temperature variations between the two environments, it is recommended to avoid the program of an air conditioning setpoint of 5 to 6 ° C lower than the outside temperature. A thermal shock, or too great a difference between the indoor and outdoor temperature can pose health risks



Source : cryojetssystem-france.fr

Eco-gesture 1.12

Eliminate internal heat sources

The heat dissipated by household appliances in operation, by lighting or by cooking appliances contributes to the rise in temperature level of a room. We are talking about internal gains. The presence of a TV, a toaster, a PC ... releases energy even in standby mode. When not in use, stop them! In air-conditioned accommodation, you pay twice for energy. Internal contributions are expensive, reduce them!



Source: ecoconso.be

Tips good to know

- Remember to turn off unused electrical appliances including those on standby!
- Avoid using the oven during the day or any device that produces heat such as a toaster for example.
- Promote the use of low-consumption lighting like LED technologies

Eco-gesture 1.13

Privilege the cooling without air conditioning

Using air conditioning well means using it wisely! Before turning on the air conditioner, it's necessary to make sure that no other intermediate solution can be considered. The simple act of ventilating the premises or creating drafts can sometimes reduce the feeling of discomfort in a room.



Tips good to know

- Ventilating the rooms by opening the windows at night when the temperature is the lowest, allows the temperature accumulated in the walls of a building to be lowered
- Creating air currents allows the air to be stirred and the heat input to be evacuated to maintain hygrothermal comfort inside premises
- When natural ventilation is insufficient, ventilators can be installed to promote air movement.

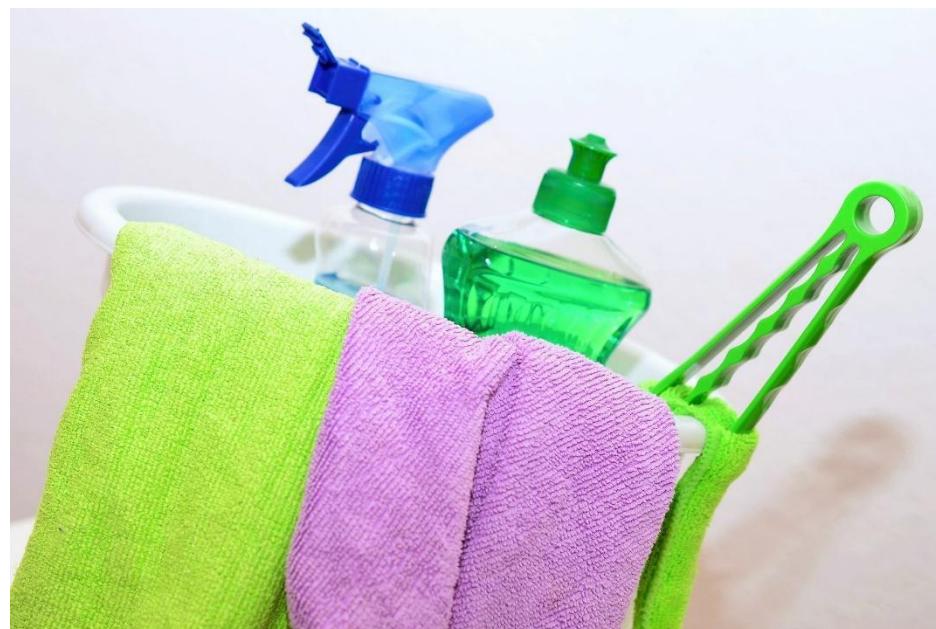


Eco-gesture 1.14

Regularly clean air conditioner filters



When dusty or clogged, air conditioner filters hardly allow cold air to pass through. The feeling of discomfort is maintained, which prompts building users to further lower the temperature set points and therefore increase air conditioning consumption.



Sub-theme

Proposed eco-gestures

Adopting the right gestures on everyday life

- 1.15: Improve the airtightness of the envelope
- 1.16: Adapt clothing to the weather and the season
- 1.17: Switch off the ventilation in case of prolonged absence
- 1.18: Close doors between rooms
- 1.19: Install internal or external shutters on all windows in heated rooms
- 1.20: Use a programmable room thermostat (heating & cooling)

Eco-gesture 1.15



Improve the airtightness of the envelope

As a priority, check the watertightness of your windows and external doors, replacing insulation or connecting joints if necessary.

Also treat the passages of ducts or sockets. This is especially important if the building's electrical panel is located outside or in an unheated area. In general, use suitable products and avoid degradable materials such as expanding foams or rigid adhesive tapes.



Eco-gesture 1.16

Adapt clothing to the weather and the season



Wearing clothes allows the body to maintain a stable skin temperature of around 30°C at an ambient temperature of 18-20°C.



Rather than turning up the temperature on the heater in winter when it's cold, or turning on the air conditioning in summer, you should adapt your clothing. The investment in warm clothing will quickly pay for itself.



Eco-gesture 1.17

Switch off the ventilation in case of prolonged absence



Controlled mechanical ventilation or CMV extracts warm air from rooms to replace it with healthy outdoor air. Its only role is therefore to improve the indoor air quality of buildings in use. The CMV can be switched off in case of prolonged absence to avoid unnecessary energy consumption. Remember to air the rooms before leaving to remove moisture. You will also save electricity by switching off the CMV motor which runs 24 hours a day.



Eco-gesture 1.18

Close doors between rooms



You can save money by reducing exchanges of temperature between some less used rooms or volumes of a building by compartmentalising spaces. Remember to close doors between rooms properly and use door sweeps or draught excluders. You can also install curtains behind exterior doors or on stairwells to reduce the feeling of cold/warm or limit air circulation.





Eco-gesture 1.19



Install internal or external shutters on all windows

It will protect spaces against external gains in summer or external lost in winter.

According to the ES-SO (European Solar-Shading Organization) study, closing the shutters at night can save 10% on heating. At the end of the day, as night falls, remember to close the curtains or shutters to reduce heat loss and the feeling of discomfort caused by the cold wall effect.

On the other hand, during the day, outside the summer period, make the most of the free solar gain by opening curtains and shutters.



Eco-gesture 1.20

Use a programmable room thermostat (heating & cooling)



Today, most individual boilers or air conditioner are controlled by means of an indoor thermostat placed in the living areas. This programmable device can be used to set the heating or cooling temperature and to plan the operating hours of the system. Do not hesitate to take the device in hand in order to program the installation according to your habits and uses.





Energy 2

Domestic hot water



The energy consumption of domestic hot water (DHW) is an important energy consumption item as it represents on average 10 to 15% of the overall consumption of a dwelling. In order to reduce your consumption, it is very important to practice eco-actions!

Sub-theme

Changing consumers habits

Proposed
eco-gestures

- 2.1: Use cold water whenever possible
- 2.2: Always set mixing valves to the cold position
- 2.3: Set the water heater temperature to 55°C
- 2.4: Take cold showers

Eco-gesture 2.1

Use cold water whenever possible

Often, the time needed to wash hands is so short that the hot water does not have time to reach the tap. You might as well avoid using hot water! To avoid using too much hot water, use a tray to wash the dishes.



Eco-gesture 2.2



Always set mixing valves to the cold position

Hot water may take several minutes to reach the tap. This depends on the volume and length of the pipes in the installation. When the mixing valves are set to the hot or mixed position, hot water is requested, but sometimes it is not really needed. The cold water in the pipes must be drained before hot water can be drawn off. By always turning the tap to the cold position, you always avoid the risk of drawing hot water when you don't need it.



Eco-gesture 2.3



Set the water heater temperature to 55°C

Very often, water heater thermostats are set by default to a temperature of 60°C or more. A higher temperature leads to: increased consumption, increased risk of burning, increased risk of leaks, scaling and accelerated deterioration of the equipment. Beware that the adjustment system is not always accessible or provided. However, for health reasons, it is advisable to avoid lowering the temperature of the tank below 50°C to avoid the proliferation of microorganisms such as legionella.



Eco-gesture 2.4



Take cold showers

9 to 16 minutes is the average time a European spends in the shower. At a rate of 10 to 20 litres of water consumed per minute, this represents 90 to 320 litres of water consumed for a shower. By paying attention to the time spent in the shower, you can reduce your consumption. To limit the time spent, take a cold shower: It's good for your health. It's a great motivator.



Sub-theme

Adjust, maintain and invest in equipment in an appropriate manner

Proposed eco-gestures

- 2.5: Waging war on tartar
- 2.6: Invest in "thermostatic" type taps
- 2.7: Switch off your water heater if you are away
- 2.8: Switch the boiler to "hot water only" mode in summer

Eco-gesture 2.5



Waging war on tartar

Under the effect of a heat source, the limestone contained in the water precipitates to form deposits called "scale". In certain regions where the limescale content of water is high, this phenomenon can create:

- A decrease in the efficiency of hot water production systems due to deposits on electrical resistors or heat exchangers and therefore an increase in energy consumption. Remember to have your water heater descaled and drained every 2 to 3 years.
- Damage or malfunction of equipment and machines with the appearance of risks of overheating and clogged pipes and taps



Eco-gesture 2.6



Invest in "thermostatic" type taps

The advantage of "thermostatic" valves and taps is that they allow you to regulate the set temperature of the water quickly and efficiently. You let less water flow when adjusting. This type of valve is particularly suitable for showers, where the need for hot water is high.



Eco-gesture 2.7



Switch off your water heater if you are away

For a standard storage tank that is properly insulated, heat loss through the envelope is significant, and can account for as much as 30-50% of consumption over the year. Almost as much energy is consumed to keep the tank at temperature as to heat the water that is consumed directly.



Tips good to know

To make savings, here are some technical solutions to consider:

- adding extra insulation around the storage tank
- placing the storage tank in a heated space (in cold region)
- reducing pipe lengths and locating the storage tank close to the point of use whenever possible
- choosing "small capacity" storage tanks with reduced volumes

Eco-gesture 2.8

Switch the boiler to "hot water only" mode in summer



If your boiler is programmed to operate only in "domestic hot water production" mode, don't forget to set this parameter and to do the right things to avoid using hot water as much as possible.



Energy 3

Refrigeration of foodstuffs



When we talk about energy saving or eco-actions, we automatically think of "limiting the time spent in the shower" to reduce our water consumption or "turning off the lights when leaving a room" to reduce electricity bills.

Appliances used for refrigerating or freezing foodstuffs are often the household equipment to which we pay the least attention as long as they play their role of preservation. Its maintenance is sometimes neglected. Depending on the source, refrigeration accounts for approximately 20 to 25% of a household's daily electricity consumption (excluding heating), which is higher than lighting (10-15%) or computer consumption (15%). A freezer works 24 hours a day, 7 days a week and therefore consumes energy continuously!

To reduce your electricity consumption, don't neglect your fridges and freezers by adopting the right habits.

Sub-theme

Respecting the cold chain to avoid wasting

Introduction Sub-theme

The cold limits the proliferation of micro-organisms responsible for the degradation of food products and allows them to retain their hygienic and nutritional qualities. To limit their premature deterioration, avoid exposing food to excessive temperature variations. To conserve foods at the right temperature, refrigeration devices are often used. It comes at a cost. Respecting the cold chain means avoiding food waste, but also indirectly wasting cold.

Proposed eco-gestures

- 3.1: Do not expose refrigeration equipment to heat sources
- 3.2: Do not put hot food in the refrigerator
- 3.3: Keep some products cool rather than in the refrigerator
- 3.4: A tidier fridge for better food storage
- 3.5: Avoid leaving a refrigeration appliance open too long
- 3.6: Freeze uneaten food before it reaches its expiry date

Eco-gesture 3.1

Do not expose refrigeration or transport equipment to heat sources

For the transport and storage of foodstuffs, prefer spaces that are not exposed to sunlight or any source of heat. They will be easier to cooling. Plan your travel time in advance and preferably use suitable insulated containers.



Eco-gesture 3.2



Do not put hot food in the refrigerator

Hot food will require more energy to cool, which will increase the power consumption of your refrigeration unit. If the hot food is not covered, water vapor may form, increasing the risk of frost. It is therefore advisable to wait until the dishes have cooled freely in the open air before placing them in the refrigerator. To do this, keep them cool in a suitable place and protect them from pests and remember to cover them. Hot food cools down naturally and warms up the atmosphere inside. Too much temperature shock can also cause food to deteriorate.



Eco-gesture 3.3



Keep some products cool rather than in the refrigerator

We often make the mistake of putting food in the refrigerator when it could just as easily be stored long enough to remain edible outside. Some foods can be kept outside of refrigerated spaces in preferably airtight, cold and dry storage areas. In winter, some foods can simply be stored in a cellar, a cupboard, on a windowsill or on a balcony. To be sure you are doing the right thing, check the temperature recommendations on the product packaging. Here are some examples of foods that can be stored outside the refrigerated zone if they are eaten more or less quickly:

- **Eggs** do not need to be refrigerated as long as they are in their shells. Eggs do not need to be refrigerated as long as they are in their shells and are sold outside the refrigerated zone.
- **Dry, unsliced cold meats** can be kept in a food storage area protected from insects and pests.
- **Chocolate** can be kept well out of the fridge outside of hot periods.
- **Olive oil**, unopened drinks and sodas can be kept at room temperature
- **Fruit** (apples, pears, strawberries, peaches, melons, cherries, tomatoes...)
- **Certain vegetables** such as cucumbers, squash, courgettes, pumpkins and potatoes...



Eco-gesture 3.4

A for better food storage



The storage areas of a refrigerator are divided in different parts and adapted to keep food at different temperature levels.



There is adequate storage space in a refrigerator for the storage temperatures of the various foods that can be stored there.

Soft drinks can be stored outside. They weigh down the door and can eventually damage the door's mechanics and seal.

Tips good to know

Here are some key principles to follow:

- reserve the coldest areas for fragile foods,
- store fragile or late-used products first



source : agriculture.gouv.fr

Eco-gesture 3.5



Avoid leaving a refrigeration appliance open too long

Every time the refrigerator door is opened, cold air escapes and room air enters. When opened for too long or too often, the refrigerator heats up abnormally, which increases its consumption. To avoid opening your fridge for too long:

- think about optimising its storage by arranging to find your products more quickly
- Think about the product you want to retrieve beforehand.
- remove the over-wrapping from products before storing them



Eco-gesture 3.6

Freeze uneaten food before it reaches its expiry date



Some tips will help to ensure the quality of the products:

- use suitable food containers and avoid using the original packaging of the products;
- Write the date of freezing and opening of frozen products on the packaging or on the container used as soon as possible;
- Plan to eat the food as soon as possible.

Tips good to know

For your information... Freezing the water in food stops the growth of micro-organisms that cause food to spoil.

Sub-theme

Proposed eco-gestures

Maintain and use your equipment on a daily basis

- 3.7: Remember to clean the rear grill of your refrigerator regularly
- 3.8: Remember to check the indoor thermostat setting
- 3.9: Choose an appliance according to its energy consumption
- 3.10: Check the tightness of the seals on your appliances
- 3.11: Avoid running multiple refrigerators in your home
- 3.12: Turn off your cooling appliances when you are away for a long time at home as at work
- 3.13: In a business, provide common self-service refrigeration systems

Eco-gesture 3.7

Remember to clean the rear grill of your refrigerator regularly



It is from the grid at the back of the refrigerator that heat is extracted. If this grid is stuck to a wall or if it becomes dirty with dust, it can no longer do its job properly. The appliance then consumes more electricity. Therefore, remember to clean the grille at least once a year and to leave at least 5 cm of space at the back of the refrigerator so that the air can circulate properly.

Eco-gesture 3.8

Remember to check the indoor thermostat setting

A difference of 1°C means savings of up to 10%! Place a thermometer at different points in the fridge to check the temperature levels reached. Once the thermostat is set, you can adjust the set point according to how full your appliance is.



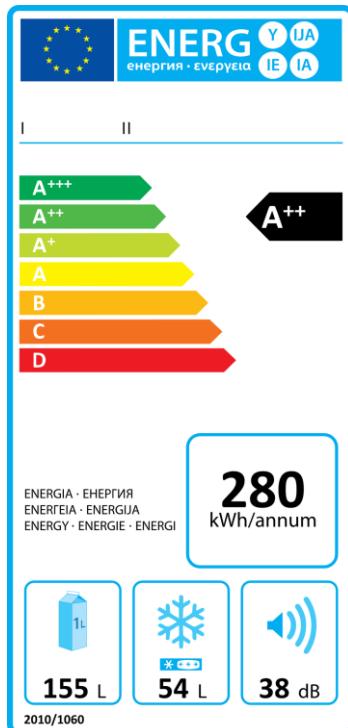
Eco-gesture 3.9



Choose an appliance according to its energy consumption

A cooling appliance should be selected according to its intended use. When buying, do not be influenced by the salespeople in the shop.

- Select the product according to its energy performance. For this you can refer to the information on the energy label of the appliance. Prefer appliances of class A+ or A++. Indicative consumption levels in kWh/year are given on these labels for information purposes.
- Choose a compact appliance. The smaller the interior volume, the easier it is to keep it cool.
- Prefer to buy two separate appliances for refrigeration and freezing



Eco-gesture 3.10

Check the tightness of the seals on your appliances

The seals have the dual role of providing an airtight seal to the appliance to ensure that the cold is maintained and also serve to ensure that the doors are secure.



Symptoms such as the rapid appearance of frost or poor door closure are indications that the seals are worn. To check the condition of the seals, place a sheet in the refrigerator opening being tested and close the door. If the sheet seems easy to remove, the seals should be changed.



Eco-gesture 3.11

Avoid running multiple refrigerators at home as at business



You can use your old, properly insulated and sealed appliances to store the least fragile and most quickly consumable foods. Simply keeping food in the shade, in a stable environment and away from temperature variations can help preserve it.



Eco-gesture 3.12

Turn off your cooling appliances when you are away for a long time at home as at business



As with heating, during periods of absence, cooling devices should be turned off to avoid waste.



Eco-gesture 3.13

In a business, provide common self-service refrigeration systems



This allows tourists to share products that they will not be able to carry on their return journey with future arrivals. Tourists can also store their food during the day when they are out and about.

Tips for professionals

Do not install individual refrigeration systems in private areas or rooms. Wherever possible, give preference to the use of shared equipment by offering room service where this is possible in organizational terms.

Energy 4

The cooking



Much of the food prepared and consumed in our regions is cooked to make it easier to eat. Whether we are steaming, braising, roasting or frying our food, we inevitably consume energy to cook it.

Whether we are apprentices, professionals or cooking enthusiasts, we each spend an average of 60 minutes a day in front of our ovens. Cooking requires patience, time and practice! So take advantage of every moment and every opportunity spent in the kitchen to test and learn the eco-actions that will help you save money in the long term.

Sub-theme

Proposed
eco-gestures

Save money when cooking

- 4.1: Avoid using the microwave to defrost food
- 4.2: Do not prolong the operation of appliances after use
- 4.3: Switch off the power supply before the end of the cooking process
- 4.4: Favour low heat cooking
- 4.5: Put a cover on your pans while cooking
- 4.6: Avoid opening the oven door while cooking
- 4.7: Programming the cleaning of a pyrolysis oven after a cooking process

Eco-gesture 4.1



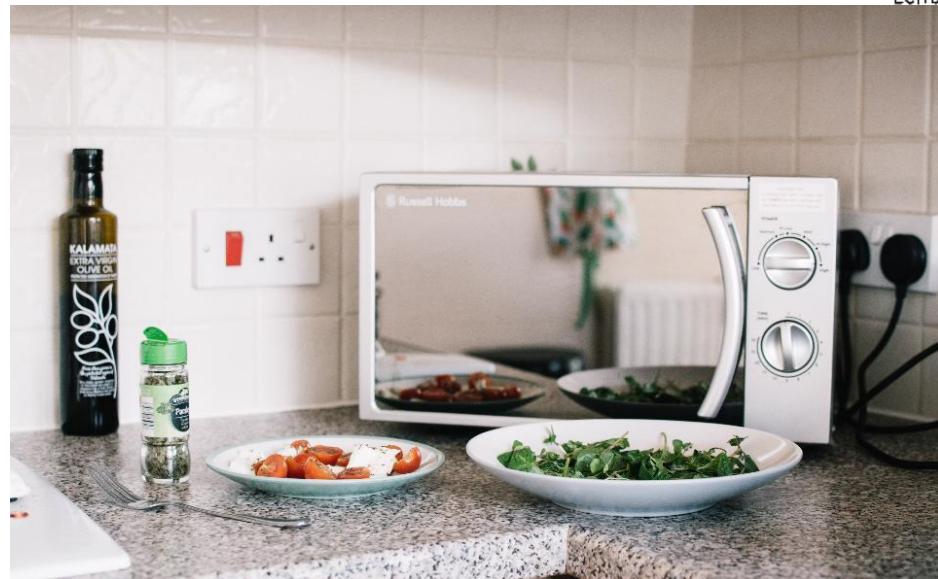
Avoid using the microwave to defrost food

Food can be defrosted naturally in the air or in your refrigerator which will be cooled. This requires advance notice. It's not as fast, but it's free!

Au contraire, utilisez un four à micro-ondes pour réchauffer rapidement les aliments

Contrairement aux plaques de cuisson qui peuvent mettre beaucoup de temps à chauffer ou à refroidir, le micro-ondes a l'avantage de fournir une puissance de cuisson quasi instantanée. Plus besoin de préchauffer votre ancien four !





Eco-gesture 4.2



Do not prolong the operation of appliances after use

Keep an eye on the cooking time of your dishes. Every extra minute of cooking time is a waste of energy and the risk of cooking failure.



Eco-gesture 4.3



Switch off the power supply before the end of the cooking process

When your food is steamed or boiled, if you are not pressed for time, why not simmer your food for a little longer to finish cooking it gently. A hot oven or hob will continue to heat your food for several minutes after it has been turned off.

Eco-gesture 4.4



Favour low heat cooking

It is not always necessary to boil water to cook your food. Turning water from liquid to gas uses as much energy as turning it from 10 to 100°C. Therefore, you should choose a gentler cooking temperature to preserve the nutritional qualities of your food.



Some pressure cookers bring water to the boil at lower temperatures. This allows you to cook your food more quickly and with less energy consumption.



Tips good to know

Cooking time in the pressure cooker :

1. 70 to 80 °C for fruit
2. 90 to 100 °C for vegetables
3. 45 and 60 °C for fish
4. 60 and 100 °C for meat à 80 °C

Eco-gesture 4.5



Put a cover on your pans while cooking

With the help of a lid on your pots you can also cook your food at a lower heat based on the principle of the pressure cooker. You reduce the boiling temperature of the hot water by increasing the pressure inside the pot. This avoids heating the water up to 100°C.



Eco-gesture 4.6

Avoid opening the oven door while cooking



An oven operates at high temperature levels (110 ° C to 270 ° C).

To open the door of an oven in working order is to let the heat escape (a loss of about 5 ° C per second). If the oven cools, the cooking time will lengthen.



Eco-gesture 4.7

Programming the cleaning of a pyrolysis oven after a cooking process

In the case of this type of oven, take advantage of the heat already accumulated during cooking to program a pyrolysis cleaning at the same time.



Sub-theme

Maintain and choose your equipment

Proposed eco-gestures

4.9: Adapt the size of the pans to the size of the hotplates

4.10: Regularly check the condition of the seals and insulation of the walls of an oven

4.11: Choose efficient equipment

Eco-gesture 4.9

A flat-bottomed pan with the same diameter as your hob will be more suitable for recovering the transmitted heat.



Eco-gesture 4.10

Regularly check the condition of the seals and insulation of the walls of an oven



A flat-bottomed pan with the same diameter as your hob will be more suitable for recovering the transmitted heat.



Eco-gesture 4.11

Choose efficient equipment

Overall:



- Cooking with mains gas appliances is financially more attractive.
- Electric cooking uses the least amount of direct energy because the control of the appliances and the cooking conditions are optimized. Induction hobs consume about 20% less energy than ceramic hobs and 50% less than cast iron hobs.
- Choose appliances that are waterproof and easy to maintain and that will maintain their performance over time.

Energy 5

Lighting

In the hustle and bustle of today's lifestyles, it would be hard to imagine not having the benefits of artificial lighting. Sometimes an untimely power cut brings the momentum of our night-time activities to a halt and brings us back to reality. We are dependent on these technologies for our daily activities, whether at work or at home. On average, lighting accounts for 10-15% of a household's electricity bill. Reducing lighting consumption is a matter of behaviour and equipment. So, to reduce your consumption, don't wait any longer to adopt good practices.

Sub-theme

Introduction
Sub-theme

Optimizing natural light

The use of artificial lighting equipment in a space is linked to the achievement of an acceptable level of comfort for users. To reduce consumption attributable to artificial lighting and to improve the visual comfort of users, make the most of the natural lighting contribution in a simple way by adopting the right reflexes.

Proposed eco-gestures

- 5.1: Maintain glass walls regularly
- 5.2: Use appropriate sun protection
- 5.3: Avoid creating solar masks
- 5.4: Optimise the internal layout
- 5.5: Choose light colours for furniture and wall finishes
- 5.6 Use reflective objects to increase the clarity of spaces

Eco-gesture 5.1



Maintain glass walls regularly

Regular cleaning of the glass walls prevents dirt from accumulating and darkening the room by reducing the diffusion of sunlight.



Eco-gesture 5.2



Use appropriate sun protection

Whether external or internal, solar protection systems reduce the amount of heat and light during the day and the feeling of cold at night. They can be mobile, such as shutters and blinds, or integrated into the structure of the building, such as pergolas and solar caps. Green solutions have the advantage of contributing to the aesthetic appeal of a building. In winter, get into the habit of opening curtains, blinds or shutters when it is daylight. At nightfall, remember to close them. In summer, to avoid the risk of overheating, it is advisable to close these solar protections during the day. In our latitudes, only the north-facing walls are never directly exposed to the sun.



Eco-gesture 5.3



Avoid creating solar masks

To maximize light gain, avoid placing bulky furniture in front of the glass.

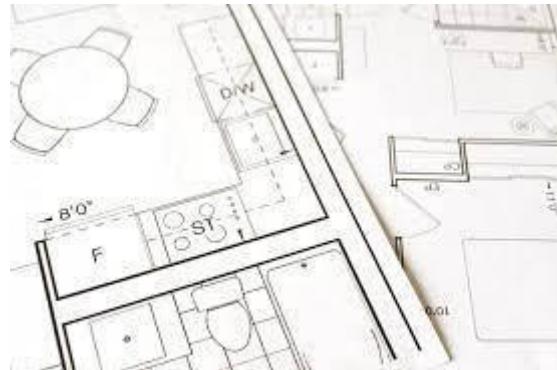


Eco-gesture 5.4



Optimise the internal layout

To reduce lighting requirements, optimise the orientation and organisation of spaces in a room by taking into account the location of glass walls. A common solution is simply to adapt the height of the luminaires to the use of the premises, taking into account the height and ergonomics of the workstations or lit spaces.



Eco-gesture 5.5



Choose light colours for furniture and wall finishes

Light spreads by reflection in a room. Various factors influence this level of reflection: the finish of the paint (matt, glossy, etc.), the color of the paint and its temperature (e.g. warm or cold white). In order to benefit from optimal luminosity in spaces, favor:

- glossy paints: they reflect the light whereas matt paints absorb it.
- light paints: they reflect light as well, whereas dark paints absorb it. Visually, they will tend to enlarge the space in your rooms, whereas dark colors will not. In addition to saving money, you make your spaces more attractive, more comfortable...



Eco-gesture 5.6

Use reflective objects to increase the clarity of spaces

Reflective surfaces such as mirrors, in addition to their decorative aspect, can be used to change the perspective of a space. They allow light to diffuse more easily through the space, providing clarity and depth.

Avoid indirect lighting fixtures whose light reflects off the walls or ceiling. They are less effective! Prefer clear shades that let the light through better.



Sub-theme

Optimizing natural light

Introduction Sub-theme

Before purchasing more efficient equipment, consider reviewing the use of existing facilities and equipment. Certain maintenance habits and usage practices can help prolong their life and efficiency.

Proposed eco-gestures

- 5.7: I maintain my equipment to preserve it over time
- 5.8: If you are going to be away for a long time, remember to switch off the power supply to the lighting system
- 5.9: When leaving an unoccupied room, get into the habit of systematically switching off the lights.
- 5.10: Remove supplementary or ambient lighting

Eco-gesture 5.7

Maintain your equipment to preserve it over time



Often neglected, the maintenance of this equipment is essential to maintain an optimal level of performance. Regularly restore the shine and youthfulness of your equipment by dusting lamps, spotlights and luminaires and cleaning the associated reflectors used to reflect the light emitted.



Eco-gesture 5.8

If you are going to be away for a long time, remember to switch off the power supply to the lighting system



Set the main protection switch of the electrical circuit to the "OFF" position. This will ensure that you do not forget to switch off the lights or have a power failure if you are away for a long time.

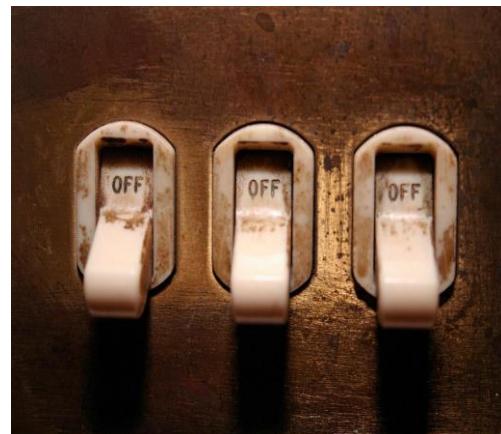


Eco-gesture 5.9

When leaving an unoccupied room, get into the habit of systematically switching off the lights.



Why waste energy and money unnecessarily? Also get into the habit of turning off artificial lighting when there is enough natural light to illuminate the room or your workspace.



Eco-gesture 5.10

Remove supplementary or ambient lighting



Banish over-lighting and limit amenity lighting to a minimum. You can avoid investing in coloured lamps if they are not related to the nature of your activities. Rather than lighting the whole room, use a desk lamp.

Sub-theme

Investing in your electrical installation

Proposed eco-gestures

- 5.11: Use energy-efficient appliances and accessories
- 5.12: Learn how to select luminaires appropriate to the use of a room
- 5.13: Multiply the number of light points
- 5.14: Increase the number of switches in living areas
- 5.15: Install sensors to automate the switching off of outdoor lighting

Eco-gesture 5.11



Use energy-efficient appliances and accessories

Replace incandescent bulbs, banish spotlights that use halogen technology and limit your purchases of compact fluorescent bulbs. LED technology bulbs now consume 10 times less energy than the old incandescent filament bulbs. The investment in replacing your old lights will pay off very quickly.



Eco-gesture 5.12

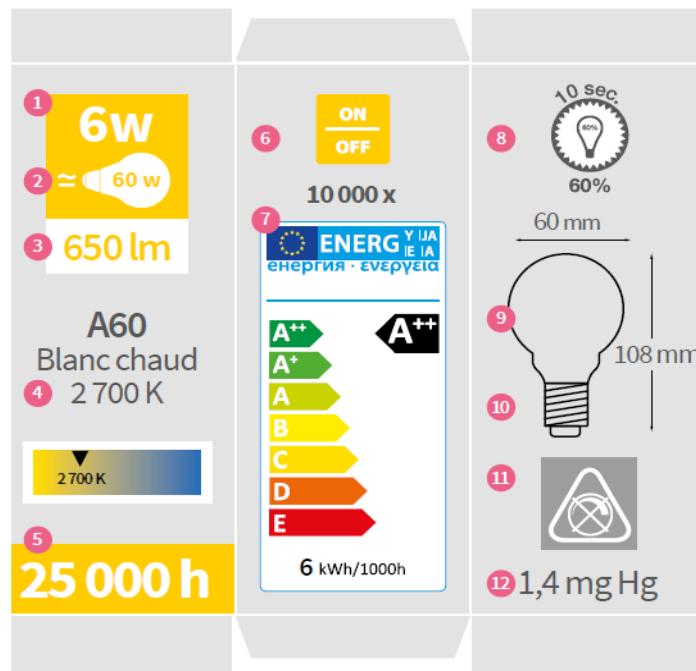


Learn how to select luminaires appropriate to the use of a room

The information provided on the packaging and in the instructions for use of products sold in the trade gives you detailed information on the essential characteristics for choosing the most suitable lighting for your needs under normal conditions of use:



Tips



1: electrical power of the luminaire (W)

2: equivalent power for incandescent bulb technology

3: luminous power in lumens (lm)

4: ambient colour temperature (K)

5: number of hours of operation

6: average number of on/off cycles

7 : Energy label: average consumption over 1000 hours of operation (kWh)

8: Luminaire warm-up time

9, 10, 11, 12: Technical and physical characteristics of the luminaire: dimensions, components, etc.

Source: ADEME practical guide, choosing your lighting

Eco-gesture 5.13



Multiply the number of light points

Instead of installing luminaires that are too powerful to light a large space, you can choose to increase the number of artificial lighting points. Forget the central light point in rooms with too much space!



Eco-gesture 5.14

Increase the number of switches in living areas



Strategically placed switches make it easier for people to do the right thing. It becomes less restrictive for users to take the trouble to turn off the light.



Eco-gesture 5.15

Install sensors to automate the switching off of outdoor lighting



Twilight detectors will automatically adapt the level of energy required for lighting rooms or outdoor spaces according to the measured level of light. Presence detectors will automatically switch on the lights by detecting movement. No more risks of forgetting!



Energy 6

Household electricity

In our modern societies, the use of electricity has become commonplace while few of us are really aware of the time and investment it took previous generations to develop and democratise access to this form of energy. Electricity is available quickly and on demand. It seems inexhaustible. Even though their performance is constantly being improved, the number of appliances that rely on electricity to function is constantly increasing. We consume more and more. Each household has an average of 100 electrical appliances that it uses every day or stores in its cupboards. Choosing your equipment well, using it properly and maintaining it to preserve them over time are three key principles that should again be applied to reduce consumption.



Sub-theme

Introduction

Sub-theme

Proposed
eco-gestures

Eco-gesture 6.1



Hunting for hidden consumption

It is possible to consume less electricity in our daily lives. Some of the energy we consume is wasted without us really being aware of it. This is known as the "hidden consumption" of electrical appliances.

- 6.1: Use multi-socket to unplug appliances
- 6.2: Do not leave chargers connected to the sockets
- 6.3: Invest in appliances with an automatic standby function
- 6.4: Connecting a timer to your programmable devices
- 6.5: Switching off your internet box or telephone box when you are away

Use multi-socket to unplug appliances

Some appliances that are not used and are still switched on continue to consume energy without our paying attention. For example, an appliance placed in "standby mode" will consume little energy over a longer period of time. This can be compared to a water leak.

Some appliances with transformers will also continue to consume energy. Only by using a switch to cut off the power supply to an appliance can it be systematically ensured that no more power is consumed. This is the advantage of multi-socket units with switches.



Eco-gesture 6.2



Do not leave chargers connected to the sockets

Computer or smartphone chargers with current transformers continue to consume power when not charging and when plugged into a powered outlet. Some battery technologies in your electrical devices are not very resistant to overcharging. Therefore, as a precautionary measure, you should unplug your devices before they reach 100% charge.



Eco-gesture 6.3



Invest in appliances with an automatic standby function

This will allow you to set your equipment to go into automatic standby mode.



Eco-gesture 6.4



Connecting a timer to your programmable devices



Programmable appliances such as a washing machine or a bread maker can be used at night or during periods of absence to take advantage of low rates. Their operating cycles are also sometimes very long. To prevent the equipment from being left on when in use, you can equip your sockets with timer-based cut-off boxes. Some recent equipment also offers this type of function.



Eco-gesture 6.5



Switching off your internet box or telephone box when you are away

This type of appliance operates continuously and consumes on average 150 kWh/ to 300 kWh for the least efficient. This is as much as a small independent refrigerator without a freezer (200 kWh/year). This type of box is designed to operate 24 hours a day. It is therefore not advisable to use an "on/off" system, which could eventually damage them. So remember to switch off these devices manually if you are away for a long time. The operation of a WIFI router sometimes consumes as much energy as the powering up of the box. By using an Ethernet cable connection instead of a WIFI connection, you can reduce your consumption by 2.



Sub-theme

Proposed eco-gestures

Consuming better and sustainably

6.6: Choosing a low-power TV screen

6.7: Turn off unused electrical appliances

6.8: Set your appliances to use less energy

Eco-gesture 6.6

Choosing a low-power TV screen

For the same range of products, the larger the size of a screen, the more energy it will consume. Screen technologies are becoming more and more efficient. However, this increase in performance is offset by the fact that more high-definition films are being watched on larger screens.



Eco-gesture 6.7

Turn off unused electrical appliances



This is a simple thing to do, but it can sometimes be a hassle if you consider the number of appliances in a building. Make a habit of switching them off systematically to avoid any risk of forgetting. For example, a television set that is switched on when it is not being watched, or a fixed computer screen that can be switched off during an update or when you are not using it during a break. If certain devices are used infrequently, turn them on only when needed.



Eco-gesture 6.8

Set your appliances to use less energy



Some electrical appliances are equipped with different operating programmes that are more or less economical. You can use your household appliances for reduced speeds or power levels. Do not use the defrost mode of a microwave to heat up food, for example. Computer standbys are often programmable. They sometimes use extensive visuals that put a lot of strain on the computer's graphics card. Prefer simple, black screen savers or wallpapers.



Sub-theme

Hunting for hidden consumption



Proposed
eco-gestures

- 6.9: Choose efficient appliances
- 6.10: Use short, low temperature cycles whenever possible
- 6.11: Completely fill the contents of a machine before washing
- 6.12: Avoid pre-washing or using the tumble dryer

Eco-gesture 6.9



Choose efficient appliances

When your appliance is old and over-consuming, it can sometimes be justified to replace it. Be careful with its value. However! Avoid creating waste. Any appliance must be selected according to its intended use. When purchasing, as with refrigeration appliances:

- Choose the product for its energy performance.
- Choose a compact appliance
- Choose multifunctional appliances whenever justified



Eco-gesture 6.10

Use short, low temperature cycles whenever possible

When washing your clothes or dishes, use the lowest possible temperatures:

- Wash at the lowest possible temperature. To do this, use cleaning products that are effective when cold.
- Rinse with cold water (use suitable programmes to avoid the risk of shrinkage due to excessive temperature shocks).

low wash, dry and spin speeds. Newer appliances are often set up to offer economical wash programmes. These "ECO" modes take advantage of all these

optimised settings. In general, intensive washing consumes up to 40% more energy!



Eco-gesture 6.11

Completely fill the contents of a machine before washing

Be careful, filling to the maximum does not mean overloading! Beware of counterproductive bad wash results. A correctly filled washing machine drum or dishwasher basket should be amplified as much as possible to reduce the number of washes.



Eco-gesture 6.12

Avoid pre-washing or using the tumble dryer

Modern equipment can work just as effectively without the need for pre-washing. Preferably, hand-rinse "heavily soiled" items before putting them in the machine. Dry your clothes in the open air. This has the advantage of being economical (no consumption and no investment), ecological and of limiting the deterioration of your goods by avoiding exposure to high temperatures.



WASTE

INTRODUCTION

Waste management is a major issue for sustainable tourism. The acceleration of the tourism industry in the last years and its contrasted impact on the populations and visited territories brings more and more tourism actors to think about the issues and challenges of tourism nowadays. The challenge lies on a better balance between tourism development and preservation of natural resources and environments.

Tourism actors, professionals and visitors, have a major role in achieving this balance. Indeed, the conservation and cleanliness of a site is synonymous of “best attraction” for a destination. Thenceforth, the tourism professionals can inform and promote the local heritage and can also contribute to promote good practice of waste management.

The challenge of tourism is to protect this heritage and raise awareness from all the stakeholders to the sustainable development issues, while developing tourism attraction and raising the satisfaction and loyalty of the visitors.

Waste 1

Optimizing waste sorting, moving on to recycling

During the summer months, the influx of tourists often leads to an episodic overproduction of waste to be taken care of. Recycling is one of the best solutions for reducing and treating this waste. It allows material to be recovered and avoids wasting new resources.

The recovery channels and sorting instructions are not identical from one area to another. Faced with the multitude of existing sources of information, sometimes contradictory, it is not always easy for any newcomer to a territory to adapt his habits and his way of acting for practical reasons caused by :

- a lack of reference points
- a lack of information
- poor adaptation of reception facilities

Here are some principles of sorting and habits to adopt to make sure you always practice the right gestures.

Sub-theme

Wage war on sorting errors

Proposed eco-gestures

1.1: Find out about the sorting instructions

1.2: Do not recycle too small waste

1.3: Do not put the soiled waste into recycling

1.4: Do not compact the different types of packaging together

Eco-gesture 1.1

Find out about the sorting instructions

This information is available from the competent authorities such as town halls, waste management unions, etc... To avoid any errors, remember to consult the informative logos most often placed on the back of the product packaging.



The Triman



The product or packaging must be sorted at home or brought to a specific collection point for recycling.

The crossed-out bin



The product is collected separately. It can be taken back to the shop or to the waste disposal centre and must not be thrown away with the household waste.

The Möbius Ring



Products or packaging with the empty Möbius ring are recyclable! When a number is indicated inside the triangular symbol, it indicates the percentage of recycled material that goes into the product. As an example, here the product or packaging contains 65% recycled material but is not necessarily recyclable.



The green dot

Please note that the Green Dot does not mean that the product is recyclable. It appears on 95% of the packaging and just

ensures that the company financially supports the national household packaging recovery programme.



Today, only bottles and flasks (PET and PE-HD) are recycled in all countries of the European Union.



Bottles for food products (drinks, oil bottles), hygiene products (dishwashing liquid, bleach) or beauty products (shampoo, shower gel).

Eco-gesture 1.2



Do not recycle too small waste

Too small waste will pass through the meshes of the automated sorting platforms in the centre or will complicate the work of the operators. Items with a diameter of less than eight centimetres (equivalent to the diameter of an aluminium can) generally do not reach the end of the sorting units. This is the case, for example, with the cardboard reinforcement of toilet paper rolls.

It is possible to compact waste so that it takes up less volume in your recycling containers. However, be careful not to crush it too much or mix it. I also avoid paper confetti for example.



Eco-gesture 1.3



Do not put the soiled waste into recycling

And yes, unfortunately, cartons that are still wrapped in plastic film, where half-full cans are simply not valorised in the sorting centre. The fast speeds of the belts would not allow the sorters time to open them. Washing the packaging is not necessary either, as the food residues end up degrading naturally. Do not overdo it, in both directions!

Eco-gesture 1.4



Do not compact the different types of packaging together

Avoid putting the individual cake bags back in the cardboard packaging... or jamming an aluminium can in a paper bag. Once at the sorting centre, the waste is separated by category of material. Therefore, they should not be stacked or nested inside each other to facilitate the sorting process!



Sub-theme

Proposed
eco-gestures

Encouraging the adoption of good practice

- 1.5: Avoid buying packaging difficult to recycle
- 1.6: Place informative material on the sorting instructions near the sorting containers
- 1.7: Use or leave suitable containers available
- 1.8: Identify waste-producing activities

Eco-gesture 1.5



Avoid buying packaging difficult to recycle

Choose packaging that can be easily recycled and avoid multi-material packaging (such as juice or milk cartons) as much as possible. It is not useful to separate plastic bottle caps: they belong to the same recycling group. In addition, this keeps the bins clean (in case there is some liquid left in a bottle).



Eco-gesture 1.6



Place informative material on the sorting instructions near the sorting containers

This will allow everyone to no longer hesitate to practice the right gestures once they arrive in front of the sorting containers.



Eco-gesture 1.7



Use or leave suitable containers available

Get organized so that sorting containers can always be on hand. These containers must be provided in sufficient quantities and placed in strategic locations near waste production sites. Their volumes must be adapted. They must also be strong enough not to break in case of bad weather. They can be signposted and differentiated by means of a colour code. Under these conditions, it is less likely to be tempted to throw recyclable waste into the household waste bin for ease of disposal. Also check the contents of the bins before sorting them.



Eco-gesture 1.8



Identify waste-producing activities

Identify waste by monitoring consumption. This regular monitoring of the production of recycled waste enables you to become aware of your consumption habits.

Waste 2

Reducing the production of food waste



Europeans produce around 500 kg of household waste per inhabitant per year, the equivalent of 10 kg of waste per week. On average, 75% of the volume of waste contained in a conventional bin should not be there, and 27% would be organic waste.

Whether in the form of substrates or fertilizers to feed the soil or as an input for feeding farm animals, food waste could be recovered instead of ending up in our dustbins.

To avoid food waste and reduce the weight of our food waste simple solutions can be adopted in everyday life, in the context of a professional activity or even on holiday.

Sub-theme

Reducing the weight of food waste on everyday life

Proposed eco-gestures

- 2.1: Avoid buying perishables if you cannot consume them on time
- 2.2: Extend the shelf life of foodstuffs when not consumed
- 2.3: Optimize food preservation
- 2.4: Reuse peelings and leftovers
- 2.5: I do my shopping without being hungry
- 2.6: Sorting degradable waste
- 2.7: I prefer "home-made" recipes

Eco-gesture 2.1



Avoid buying perishables if you cannot consume them on time

Some foodstuffs remain edible beyond the expiry limit indicated and advised by the producer. It is still possible to consume these foods for personal use if they do not show any signs of visual or odor alteration. However, it is advisable to cook them beforehand. Some restaurants, shops and food storage companies specialize in the valorization of these perishable foodstuffs.

Please note that it is forbidden to sell or use these products in preparations once the use-by date has passed. It is important not to confuse the indication "**consume by ...**" of the mandatory "use by" date for perishable foodstuffs and the indication "**consume preferably by ...**" of the recommended "use by" date.

Give priority to cook food that has already begun or is about to expire.



Eco-gesture 2.2



Extend the shelf life of foodstuffs when not consumed

When it is not possible to consume food that is close to the expiry date, I freeze it. Freezing stops the growth of bacteria. Be careful, fats or proteins continue to oxidize. The taste, texture or nutritional quality of the food will continue to deteriorate.

Tips good to know

Here are four reflexes to adopt in order to do the right thing:

- Respect the cold chain
- Plan to consume the food quickly
- Do not use the original packaging to freeze or store the product.
- Indicate the date of freezing on the container as soon as possible.

Among the known conservation techniques, we can cite :

- pasteurization, sterilization, appreciation, semi-preserves (heat treatment)
- deep-freezing, freezing, refrigeration;
- vacuum or modified atmosphere packaging: freeze-drying, dehydration and drying, salting, confinement, smoking or smoking, etc...

Eco-gesture 2.3



Optimize food preservation

Individually and hermetically sealed storage boxes will allow perishable goods to be preserved and stored for longer periods of time. You prevent them from oxidizing and the proliferation of bacteria, fungi and microorganisms responsible for food spoilage.

In order to avoid the additional purchase of storage space, the packaging of other products such as jars of jam and bottles of juice can be kept. Glass

containers that are more durable and environmentally friendly should be preferred.



Eco-gesture 2.4



Reuse peelings and leftovers

When I cook, I value the trimmings, peelings, husks, tops, stems and leftovers... There was a time when the less noble parts of food were thrown in the bin and considered inedible. However, it turns out that the nutritional value of "peelings" for fruit and vegetables, for example, is often underestimated as the vitamins and fibers are concentrated mainly in the skin. It is not advisable to peel vegetables after purchase in order to preserve their freshness. When washing, the use of a brush is recommended.



Eco-gesture 2.5



Do shopping without being hungry

This avoids any temptation when I pass through the shelves or in front of the stalls of the shops.



Eco-gesture 2.6



Sorting degradable waste

Acquire an extra bin to collect fermentable waste separately. Kitchen and garden waste can be used as mulch, compost for the garden or can be used as feed for farm animals.



Eco-gesture 2.7



I prefer "home-made" recipes

Basic food products are often less packaged than prepared industrial products and can be purchased in large quantities and in bulk. Enjoy your free time on holiday to get into the kitchen.



Sub-theme

Reducing good hotel and catering practices

Proposed eco-gestures

- 2.8: Propose reduced or adapted menus
- 2.9: Adapt portions to avoid wastage
- 2.10: Limit self-service sales or reduce their volume
- 2.11: Offer your unsold items
- 2.12: Propose a space for donations
- 2.13: For take-away sales, I invite my customers to bring their own dishes...
- 2.14: Install a composting unit

Eco-gesture 2.8



Propose reduced or adapted menus

Involve your guests in the development of attractive and balanced menus (through a survey, for example). If menus are adapted to customer orders, you will reduce the number of unsold items and food waste.

Think about reducing the size of your menus and offering dishes of the day using seasonal products. This is often perceived as a guarantee of quality by customers.

- the soup of the day with the vegetables from the day before;
- a home-made fruit salad with fruit ordered in excess;
- a pie with meat that has not been consumed in the quantities ordered.

Once a week I can offer a dish or a plate made with the leftovers of the week. This must be accompanied by:

- training of your kitchen staff in the preparation of your recipes in accordance with the technical data sheets.
- checks on the rules for the storage, conservation and preparation of food.
- raising awareness among your dining room staff to explain to your customers your approach and why the number of à la carte dishes is limited. Involve the whole team, from the purchasing manager to the kitchen and supervisory staff. The investment of the collective is synonymous with efficiency and sustainability! Installing a "mesure waste" will enable you to visualize the loss of.



Eco-gesture 2.9



Limit self-service sales or reduce their volume

The products on the shelves are sometimes touched dozens of times. This can mark the most fragile foodstuffs such as fruit and vegetables. Damaged products will be the last to be bought. This is why it is important to avoid handling the products as much as possible:

- limit the quantities of products on the shelves
 - make my customers aware of this issue using appropriate media.
- At the same time:
- take care to remove damaged products from the shelf, then stock them in the refrigerated area. Customers buy with their eyes. This encourages them to buy other products.
 - plan to sell the damaged products separately.
 - offer damaged food free of charge "at a loss", informally as a commercial gesture, to build customer loyalty.



Eco-gesture 2.10



Offer your unsold items

Unsold or near-expiry products can be sold separately at reduced prices or as special offers. Online applications or platforms offer this type of service: you offer your unsold goods on the platform at a low price, users place their orders and come to collect them.

The advantage of this solution is:

- to sell, even at a low price, products that you would have thrown away.
- to make you known. To make your kitchen known to customers who might never have pushed the door of your establishment. It's a great way to advertise.



Eco-gesture 2.11



Propose a space for donations

Storage places for unsold items can be provided in a suitable location and visible enough to attract the attention of customers.



Eco-gesture 2.12



For take-away sales, invite your customers to bring their own dishes...

When, for various reasons, you do not have the possibility, you can contact non-profit organizations or establishments specialized in the recovery of unsold goods. This is doing a good deed while avoiding waste.



Eco-gesture 2.13



Install a composting unit

Install or use an individual or shared composting unit. Composting at the bottom of a building or neighborhood is in full development. It provides a free, quality fertilizer, while reducing the volume of household waste to be collected. With a vermicompost, placed on the balcony or in the kitchen, it is also possible to compost waste in flats. During the preparation phase, separate the fermentable waste for composting.

Waste 3

Reducing waste when buying



Complex marketing schemes push us to consume. To avoid falling into the trap, it is always important to raise the right questions before making a purchase. The way you are going to value the goods is important. Adopting the "BISOU" method ('kiss' in French), developed by *Marie Duboin Lefèvre and Herveline Verdeken, means applying five simple principles on a daily basis to reduce the impact of your purchases:

- **B.** Reconsider the nature of the NEED (Besoin in French) underlying the purchase
- **I.** Take a step back to avoid IMMEDIATE purchase
- **S.** Avoid duplication if I already have SIMILAR items in my possession
- **O.** Find out about the ORIGIN of the product
- **U.** Consider its real USE

Sub-theme

Reduce packaging and switch to bulk

The absence of packaging has a double advantage: saving money while doing something for the planet. What's more, it's less heavy to transport!"

Proposed eco-gestures

- 3.1: Avoid buying drinks in plastic bottles
- 3.2: Reduce the amount of packaging purchased
- 3.3: Give preference to recyclable glass or cardboard packaging
- 3.4: Buying in large volumes
- 3.5: Use containers to buy in bulk or by the slice
- 3.6: I reuse the same bags to carry groceries
- 3.7: Favoring the purchase of products in the form of eco refills

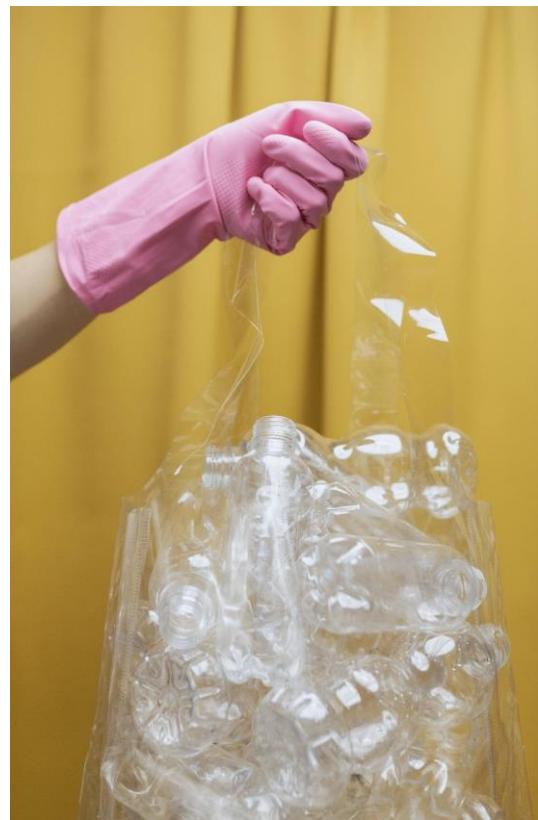
Eco-gesture 3.1



Avoid buying drinks in plastic bottles

In the 1960s, the plastic bottle, which was cheaper to produce and package, was democratized to the detriment of returnable glass bottles. Today, 480,000,000,000 plastic bottles are sold worldwide every year, the equivalent of 15,000 per second. A plastic water bottle takes more than 1000 years to degrade in nature. In Europe, only 20% of plastic bottle production is recycled.

Replacing bottled water with tap water, where possible, reduces waste by 12 kg per year. In addition, water in plastic bottles is 300 times more expensive than tap water!



Eco-gesture 3.2



Reduce the amount of packaging purchased

Refuse over packaged products by avoiding buying products in overly luxurious or voluminous packaging. Refuse to buy products packaged in individual freshness bags when a single package would be sufficient. Prefer concentrated products. They may be smaller in size, but they are more effective.



Eco-gesture 3.3

Give preference to recyclable glass or cardboard packaging

When buying, avoid buying products packaged in plastic as often as possible.



Eco-gesture 3.4

Buying in large volumes

When you know that you will be obliged to buy big quantities of same foods or same produces, prioritize the purchase of large volumes of non-perishable products and foodstuffs rather than multiplying the purchase of small formats. This allows for economies of scale and reduces the volume of packaging consumed.



Eco-gesture 3.5

Use containers to buy in bulk or by the slice

Don't hesitate to shop with your own containers:

- hermetic boxes or bee's wrap for products to be cut up
- glass bottles for liquids (milk, oils, wines...)
- cloth bulk bags or glass containers for bulk products (cereals, nuts, starchy foods, etc.).



This practice is not forbidden by the regulations but can be refused by the

shopkeepers for practical or sanitary reasons.

When buying, check the price by weight! Buying in bulk is often cheap.

Eco-gesture 3.6



Reuse the same bags to carry groceries

Disposable bags, what a disaster for the environment! 500,000,000,000 plastic bags are distributed worldwide, i.e. almost 16,000 bags produced per second. And all this for a fleeting life span, the time of a round trip from business to home knowing that a plastic bag serves on average 20 minutes, and takes more than 450 years to degrade.

Whether in small shops or in supermarkets, have the reflex to say "NO" to disposable bags. Otherwise, replace them with cardboard or biodegradable "plastic". Ideally use fabric bags such as "tote bags"

Eco-gesture 3.7



Favoring the purchase of products in the form of eco refills

The packaging volume of products in the form of refills is often reduced. Manufacturers have less interest in using the packaging as a marketing product when customers are already equipped with the product that works with the refill.



Sub-theme

Reduce packaging and switch to bulk.

Proposed eco-gestures

- 3.8: Do not overwrap the goods selling
- 3.9: No more automatic distribution of disposable bags
- 3.10: Inform customers to make them aware of my approach
- 3.11: Setting up a deposit system
- 3.12: Make unused or discarded crates, boxes, pallets ... available to customers
- 3.13: Switch to bulk dispensers and cutting sales
- 3.14: Accept personal containers
- 3.15: Organize zero waste events

Eco-gesture 3.8



Do not overwrap the goods selling

Separated from the product they protect, disposable packaging, whether recyclable or not, becomes waste detached from its original function.



Eco-gesture 3.9



No more automatic distribution of disposable bags

Get into the habit of no longer offering bags automatically. The simple fact of offering this service may trigger a need. Favor direct sales without packaging. Most customers, who do not necessarily plan to make a purchase, need carrier bags. Propose to sale, offer or loan reusable bags or shopping bags. You can advertise your establishment on these bags



Eco-gesture 3.10



Inform customers to make them aware of my approach

Each action must be accompanied by a verbal communication addressed directly to the clientele, coupled with an informative poster explaining the approach. The objective in ensuring that the approach is followed is to win the interest and support of everyone. I also invite other establishments in my neighborhood to follow the approach by offering suggestions for joint investment or partnerships. Moving things forward requires information and communication!

Eco-gesture 3.11

Setting up a deposit system



The deposit system consists of packaging the products in reusable packaging against payment of a lump sum returned to the customer when he returns the packaging. The investment in the purchase of reusable packaging is sometimes less than for disposable packaging. In addition, the deposit has the advantage of creating a bond by building customer loyalty. Buy and sell beverages in returnable bottles or pressurized drums as a priority.

Eco-gesture 3.12

Make unused or discarded crates, boxes, pallets... available to customers

In addition to getting rid of these stocks, I make life easier for my customers.



Eco-gesture 3.13

Switch to bulk dispensers and cutting sales



The packaging of certain products tends to change their appearance. The presentation of products without packaging is often perceived by customers as a guarantee of quality.



Eco-gesture 3.14

Accept personal containers



Clearly display the conditions under which personal containers are accepted. I give a helping hand to tourists who want their own containers. I offer incentives such as a loyalty system, discounts or gift points. Some shops offer to reduce the price of your coffee by up to 0.50 cents when you bring your own mug!

Eco-gesture 3.15

Organize zero waste events



Nothing is better than this type of meeting, which will allow us to share tips and good practices by challenging tourists.



Waste 4

Refuse the overflow and single-use products



Being a consumer's actor means choosing to regain control of his consumption and protect oneself from the shortcomings of hyper consumption induced by the "society of goods and services" in which we are evolving today. It means choosing to act rather than to suffer, to learn to say no!

Saying no to waste and consumption of single-use products means avoiding the superfluous by making different choices. It means becoming aware of the nature of our daily actions in order to make them interesting and significant. It means giving credit to your decision-making power and giving yourself the time and means to be informed.

Proposed eco-gestures

- 4.1: Limit the use of paper
- 4.2: Optimize the use of paper
- 4.3: Say no to disposable gift wrap paper
- 4.4: Saying "NO" to gadgets and goodies
- 4.5: Remove aluminum foil and plastic conservation film or baking paper when possible
- 4.6: Replace the disposable with washable material

Eco-gesture 4.1

Limit the use of paper



Make a habit of printing your documents only when necessary, taking care to :

- set your default printer to economical printing settings: black and white, double-sided, standard quality, ink saving...
- choose a format adapted to your needs: several pages or slides can be printed on the same sheet. double-sided printing will allow you to optimize your paper stocks as much as possible.
- use a fine, packed font and reduced margins to limit ink and paper use.
- use light weight, recycled paper.
- limit the amount of high quality, full color printing.





Eco-gesture 4.2

Optimize the use of paper



A few simple practices can help limit the use of paper on an everyday life :



- choose paper sizes that are suitable for use;
- limit the use of post-it notes.
- writing in the margins
- reuse paper that has already been printed as a draft (such as blank verses for example). A desk rack or other type of storage can be provided for this purpose.
- avoid writing too large when taking notes
- use your computer for archiving instead of storing paper documents.
- avoid duplicates for official papers.



Eco-gesture 4.3

Say no to disposable gift wrap paper



Using gift wrap paper means adding an extra layer of wrapping that can be torn off and thrown away in seconds. And yet it took energy and resources to create this product, and time to purchase, transport and use it. By doing without disposable paper, you are finally freeing yourself of practical constraints that are costly to the environment and your wallet.



Tips good to know

Say stop at the pub! Use digital advertising

To replace gift wrap paper, you can, for example:

- be inspired by the Japanese art of "furoshiki", using beautiful fabrics.
- customize old shoe boxes.
- use leftover wallpaper or newspaper, old calendars and magazines
- decorate and/or paint glass jars.



Eco-gesture 4.4

Saying "NO" to gadgets and goodies



In everyday life, if you never read printed advertising material, you are entitled to display the words "No advertising" on your letterbox to stop it from falling down in all these paper.



As an establishment, to avoid exasperating your customers with the heaps of leaflets that overload their mailboxes, use computers and digital communication to advertise and place your ads. More and more private individuals are using the Internet to make reservations or to plan their holiday itineraries and leisure time!



Eco-gesture 4.6

Remove aluminum foil and plastic conservation film or baking paper when possible



Rather than wrapping your food in aluminum or plastic film, it is better to keep it in airtight cans or cover it with a simple cloth for later consumption. You can also make your own reusable, deformable and washable equivalent objects called "bee's wrap". This is a piece of cloth waterproofed with beeswax or vegetable wax.



Eco-gesture 4.7

Replace the disposable with washable material



In restaurants, replace disposable models as soon as possible and offer your guests or clients the option of bringing their own containers for take-out.

Disposable cutlery can be easily replaced with washable and reusable kitchen utensils. Tablecloths, napkins, cups and towels can also be reused. This sometimes requires a review of the organization and management model in place. After a period of adaptation, the all disposable solution will be just as constraining.

If you use a caterer, supplier or rental service, make sure there are no disposable dishes.



Waste 5

Fighting against programmed obsolescence



Programmed obsolescence, also known as "artificial wear and tear", is a technique used by major manufacturers to reduce the performance and accelerate the degradation of certain components of a product in order to limit its life span. It is an indirect way of encouraging over-consumption. We are talking about :

- **Technical or functional obsolescence:** when a good stops working because one of its components reaches the end of its life and cannot be repaired. Sometimes the replacement part no longer exists or is no longer produced.
- **Aesthetic or psychological obsolescence:** when a product is out of fashion. It becomes obsolete by advertising through various types of advertising or promotional campaigns by the manufacturer.
- **Software obsolescence:** when a software or an application becomes incompatible with new functionalities developed, and it is no longer possible to update it.

All these goods end up in our rubbish bins as waste when they could still be used. To prevent these objects from becoming waste, take the right steps!

Sub-theme

Proposed
eco-gestures

Reuse unused goods

- 5.1: Exchange and switch to "Barter"
- 5.2: Donate or sell unused items
- 5.3: Upcycling

Eco-gesture 5.1

Exchange and switch to "Barter"



Local exchange systems: LES

Today, alternatives are being set up to offer the opportunity to exchange goods and services between members of a group. These exchange systems can be run locally by associations or offered on online platforms via the Internet. Everyone can thus put certain goods, knowledge or know-how at the service of others without expecting any monetary compensation.



Collaborative donation centers or cashless shops

Anyone can come to these places of exchange to drop off objects that they no longer need and/or, conversely, to pick up objects that might be of interest to them free of charge, without any financial compensation, in kind or in services.

It is not a question of bartering: you can give something away without necessarily expecting any compensation. The interest is to give a second life to objects.

The example of book boxes

Anyone can consult, deposit or borrow books freely in spaces or elements of urban furniture made available to the general public.

As a tourist reception facility, it is quite conceivable to create similar exchange or barter spaces. For example, you can place storage bins with signs in a common area.

These collected objects can also be collected by you to be used to make new goods in partnership with local craftsmen and creators or to be used during events.



Eco-gesture 5.2

Donate or sell unused items



Why throw away objects that we no longer need? Giving them away could help people around in need or support initiatives run by social economy structures that promote reintegration and a return to employment. When spring cleaning, changing jobs or moving house, identify the items you no longer wish to bother with.



What are the alternatives for selling or donating?

- Internet sites: they are multiplying and are used by both individuals and professionals...
- Second-hand shops, such as second-hand shops, second-hand clothes shops
- Charitable associations, local associations, social economy companies such as "Thrift or charity shop". that collect objects to restore them and give them a second life.
- Dedicated collection points for clothes, shoes, household linen, etc.
- Flea markets, sales, school fairs and garage sales are present in most towns.
- Antique shops or auction rooms when goods are valuable because of their rarity.

- Also think of schools, nurseries, toy libraries, libraries, leisure centers, hospitals or medical centers...



Eco-gesture 5.3

Upcycling



Upcycling is the action of recovering materials or products destined to be thrown away and transforming them to give them a second life, a new use.

Take sewing classes, makeover of objects...



Packaging cardboard, tin cans with lids, egg cartons, corks, aluminium containers... can be diverted from their original use with a little creativity by redesigning them.

Reuse some packaging

With a little inspiration, you can put certain objects to a different use:

- Packaging can be used for storage...
- Glass jars can be reused as storage boxes for food bought in bulk...
- Old clothes can be turned into rags... or into "tawashi" sponges instead of buying disposable ones
- Wooden pallets can be used to make wooden furniture or compost bins.



Sub-theme

Limit the purchase of new products

Proposed eco-gestures

- 5.4: Buying second-hand, reconditioned or off-the-shelf
- 5.5: Collective or group purchase
- 5.6: Sharing items
- 5.7: Repairing goods

Eco-gesture 5.4



Buying second-hand, reconditioned or off-the-shelf

Buying second-hand items means saving money, supporting the integration of people in difficulty and helping to reduce waste! Many second-hand shops offer a very wide choice of objects at attractive prices. You can also use the same exchange points as for donations or sales.



Tips for professionals

For the decoration or the arrangement of your sales spaces, do not hesitate to invest in second hand equipment



Eco-gesture 5.5

Collective or group purchase

You can also imagine investing collectively to obtain a single good, or collectively to order similar goods.

The first solution will have the advantage of reducing the investment costs for the acquisition of a good that you will only partially need.

The second option should be considered when reducing the impact and costs of transport.



Eco-gesture 5.6

Sharing items



An iron, a pierrade, a raclette machine... On average, these are 35 common objects that we use only 1 to 3 times a year. A drill is only used for an average of 12 minutes in its lifetime! Lending between neighbours should have a good future! A popular approach is to stick sticker kits on the letterbox and borrow items between neighbours. Some associations also offer listings and storage places for all kinds of objects that can be used on an ad hoc basis and reserved by the group's members.

Tips for professionals

Set up arrangements and exchange relays to promote the loan or sharing of equipment



Eco-gesture 5.7

Repairing goods

It is often forgotten, but some craft professions focus on the repair of everyday goods. When one of your objects is broken, don't hesitate to visit the local cobbler, seamstress or cabinetmaker.



The repair coffee, are initiatives in full development, which propose to the visitors to assist and even participate in the repair of their goods. Some professionals offer an equivalent service of supervision and accompanied repair by training you to do most of the repairs yourself (e.g. solidarity garages).



Waste 6

Investing sustainably



Reducing waste also means not producing waste by keeping goods in working order as long as possible. It means investing in equipment that is functional and durable over time. The cost of replacing or repairing a part can sometimes be so high that it is easier or cheaper to buy new equipment. To avoid these risks of premature wear and tear, certain precautions should be taken on a daily basis.

Sub-theme

Maintaining your property on a daily basis

When in use, or by natural processes, goods and materials are subjected to physical and chemical stresses leading to wear and tear through corrosion, abrasion, seizure, erosion, etc. This deterioration can be accelerated by misuse of their properties or by lack of maintenance. Adopting certain maintenance precautions will allow you to extend their life and quality of use.

Proposed eco-gestures

- 6.1: Respect the general conditions of use prescribed by the manufacturers
- 6.2: Choosing the right cleaning products
- 6.3: Taking care of your objects by protecting them

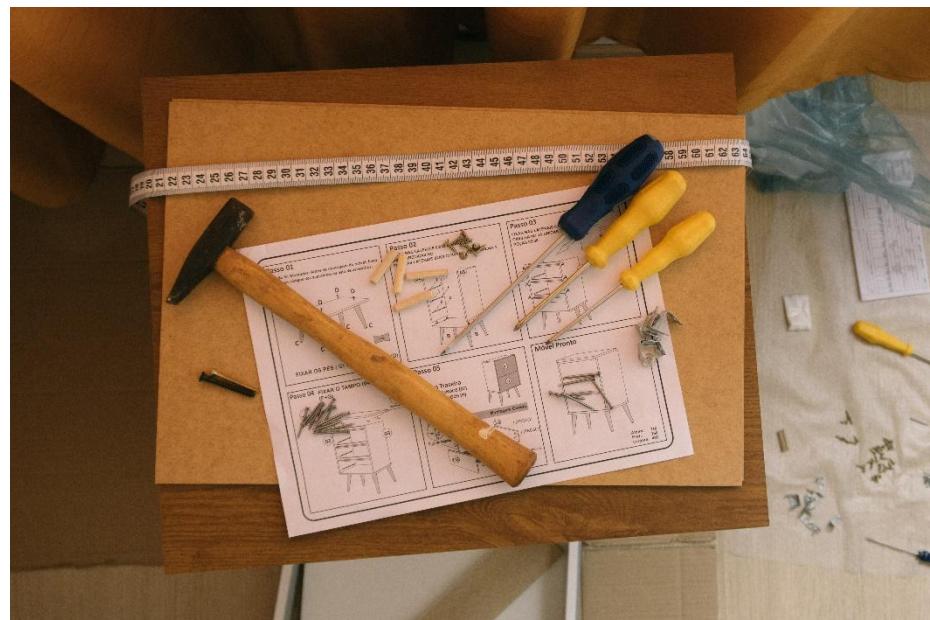
- 6.4: Waging war on tartar
- 6.5: Batteries and electrical components
- 6.6: Optimizing the performance of computer devices

Eco-gesture 6.1



Respect the general conditions of use prescribed by manufacturers

When using a new product for the first time, remember to refer to the warranty conditions and instructions for use provided by the manufacturer. This information can be provided in various forms: instructions for use, clothing labels, assembly instructions, etc. You can also visit the FAQS, forums made available by associations or manufacturers to consult the precautions to be taken when using the equipment. Instructions can be downloaded from manufacturers' websites if they are lost. Seek advice from professionals or manufacturers if necessary. These precautions may enable you to avoid handling errors which in the short or long term will end up damaging the equipment.



Eco-gesture 6.2



Choosing the right cleaning products

A device in poor condition will be used with less care. To prevent it from deteriorating too quickly, or from being put aside, remember to clean and maintain it regularly so that it does not lose its interest.

Be careful, however, to limit the use of abrasive products for cleaning and to respect the recommended dosages for the latter.



Eco-gesture 6.3



Taking care of your objects by protecting them

A bad shock can damage or accelerate the deterioration of an object. To avoid any risk of mistreating your objects, the ideal reflex to adopt is to plan to invest in protective equipment at the same time as you acquire an object. The investment will quickly pay for itself if the equipment is used regularly. For those who are handier, these protections can be "homemade" with recycled material! A shell, protective glasses, a pouch or a transport bag for your electrical appliances will protect them from the main risks of damage. If you need to move your laptop, put it in standby mode or turn it off. This way, it will be less stressed during movement, which will limit any risk of damage.

For your transport vehicle or furniture, consider installing protective covers, mats or sheets.

Eco-gesture 6.4

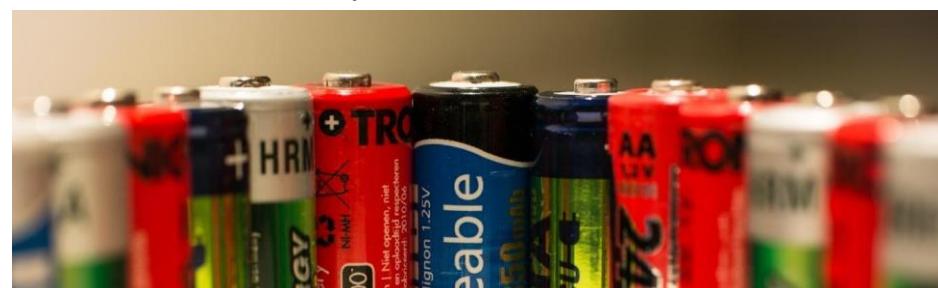


Waging war on tartar

Over time, limescale builds up to the point of covering or clogging pipes, filters, immersed parts and/or electrical resistors of your household appliances. If left untreated, this scaling problem can lead to overheating or malfunctioning of certain parts. So remember to check the condition of your filters regularly and remember to clean the removable parts of your appliances regularly with a specific descaler or white vinegar.

Eco-gesture 6.5

Batteries and electrical components





The battery of an electrical appliance is a wearing part that it is important to preserve. In order to maintain its charging capacity for as long as possible, it is advisable to

- Avoid going below 5-10% of the charge level.
- remember to switch off the appliance when it is no longer in use
- remove the battery and work with your equipment connected to the mains
- Reduce the power required to start the device by reducing the number of programs that are automatically started. On a laptop, consider removing the automatic launch of applications and avoid putting too much strain on the device when running on battery power.

Eco-gesture 6.6



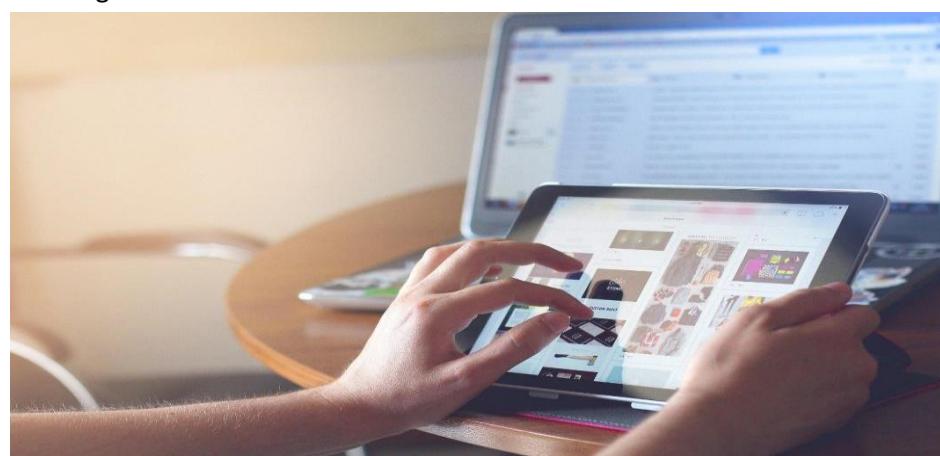
Optimizing the performance of computer devices



Accumulation of files, search data and applications places a heavy load on the hard disk and can prevent the installation of updates necessary for the proper functioning of installed software. It is therefore ideal to use cleaning software to clean up your computer in order to preserve free space for optimal operation. To do this :

- Choose functional, lightweight, free and royalty-free software.
- Delete duplicate files or software offering the same service. Why install two web browsers or two video players?
- remove pre-installed software
- empty the browser's web cache and delete cookies

If the bugs are too large, consider formatting the hard drive to restore its speed and default settings. It is also possible to defragment it after a thorough cleaning.



Sub-theme

Consume sustainable and quality products

Proposed eco-gestures

6.7: Give priority to quality of use over value for money

6.8: Find out before you buy

6.9: Investing in quality and robust products

6.10: Find out how long the seller or manufacturer's warranty lasts

6.11: Choose products with labels

Eco-gesture 6.7

Give priority to quality of use over value for money



The price paid for a property is not always a guarantee of quality. The quality/price ratio is not necessarily the most relevant purchase criterion to consider. Price is not always a guarantee of robustness, durability or reparability.



Eco-gesture 6.8

Find out before you buy



Before considering any purchase in a shop, it is always advisable to evaluate your needs beforehand in order to buy the most appropriate equipment. Here are a few criteria to guide you in the purchase of your computer workstations:

- Investing in powerful or oversized equipment can also be a bad move if you don't use it.
- favor the purchase of adaptable multi-purpose equipment
- buying repairable equipment



Eco-gesture 6.9

Investing in quality and robust products



Some commercially available items are sometimes made obsolete intentionally by :

- gluing or soldering the parts together
- making repair costs exorbitant
- not producing spare parts
- making new equipment incompatible with previous versions
- making them fragile



Instead of flimsy, short-lived items, choose sturdy, easy-to-maintain goods for the long term. Sometimes more expensive to invest in, they ensure long-term service. Choose timeless and simple items that are suitable for a large number of people.



Eco-gesture 6.10

Find out how long the seller or manufacturer's warranty lasts



Check in advance how easy it is to repair in the event of a breakdown or incident and how easy it is to obtain spare parts for several years



Eco-gesture 6.11

Choose products with labels



Ecolabels and environmental logos guarantee both the quality of use of a product and its environmental and health characteristics. They certify the quality of a product and sometimes take into account the product's lifespan. Every year, new categories of consumer products are added to the list.



WATER

INTRODUCTION

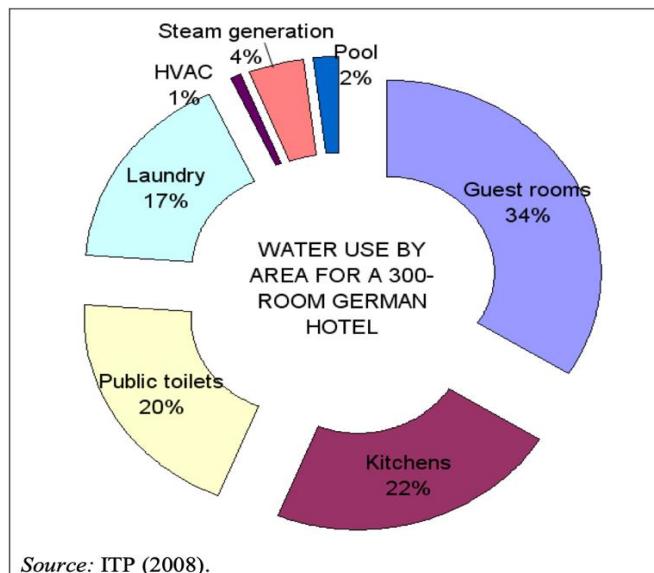
The need for water, the availability of water resources, sustainable and responsible water management are in the focus of the world's population, because the survival of the living world on Earth and the economic prosperity of every community depend on water. The amount of available drinking water is constant and very limited (1% of the total water on Earth), so we must not consume more water from natural sources than is renewed in the hydrological cycle.

Unfortunately, excessive and irresponsible use of water testifies that the problem of availability is not considered in its entirety. Those who abound with water ignore the fact that we all consume the same water and that many people around the world are in short supply, especially in underdeveloped and densely populated countries. In some places, the amount of water available per person is less than the minimum required for survival. This is evidenced by many studies (Becken, 2014).

Tourism is an economic sector that is heavily dependent on water. Clean water is both a tourist attraction and a condition for realizing tourist activities. Water consumption per capita among tourists is at least twice as high as household consumption. As a consequence, local communities are forced to share this limited resource with other participants in their area, including tourists.

Which tourist services spend the biggest amount of water? Take a look at the graphic display. Sustainable water management in the community is based on matching consumption with needs and possibilities. That's why it is necessary to constantly monitor consumption, anticipate difficulties and to plan the solutions. Preservation of water resources through the tourism sector requires the effort of all tourism stakeholders. The solutions are focused on water saving, regular maintenance of water infrastructure and reuse of purified water.

Each participant in the responsible spending process can be involved with useful eco-gestures.



Source: <https://ec.europa.eu/environment/emas/takeagreenstep/pdf/TourismBEMP.pdf> (September 2020)

Water 1

Water saving

Every individual should be aware of the fact that the water consumed comes from reserves that belong to all of humanity. In the developed world, especially in urban areas, water consumption is growing rapidly due to population growth and changed living habits. However, we must keep in mind that all of humanity cannot consume more water than it is renewed in the annual hydrological cycle. Our unreasonable and wasteful attitude towards water can affect someone's health and existence.

Individuals consume significant amounts of water in their daily activities. We often waste water unnecessarily and not think about whether we can behave differently. Each individual can contribute to a more rational use of water only if he/she becomes aware of and tries to avoid unnecessary consumption.



Improving water consumption management in all facilities - private, public, business is an important environmental gesture.

Water can be consumed reasonably and unreasonably. It is necessary to be aware of the fact that the need for water can be met and the desired comfort can be achieved even with a serious reduction in water waste. Just preventing unnecessary water leakage from open taps or replacing household appliances (washing machines) with those that use less water for the same effect could be enough.

Proposed eco-gestures

- 1.1. Be aware of unnecessary water wastage
- 1.2. Perform hygiene tasks without leaving taps unnecessarily open
- 1.3. Only wash laundry (towels and bed linen) that needs to be washed
- 1.4. Inform guests about the method of supply and the need for rational water consumption at the destination
- 1.5. Equip facilities with technical means to save water



Eco-gesture 1.1. Be aware of unnecessary water wastage



Remember the fact that water is consumed reasonably and unreasonably.



You can achieve the desired comfort and meet your need for water even with a serious reduction in water wasting. Just prevent unnecessary water leakage from open taps. Try closing the sink drain and washing your hands as we normally wash them, keeping the tap open. Then wash your hands again, but keep the tap open only while rinsing. Keep the tap closed while soaping your hands. A task for thinking: a) estimate the difference in the amount of water consumed when washing hands in one way or another; b) estimate how many times a day a person washes his hands; c) estimate the amount of water saved in one day when washing hands in an economical way; d) estimate the daily amount of saved water if the person performs all hygienic needs without wasting water unnecessarily.

It is clear to everyone that water is wasted if we do not keep the taps unnecessarily open when performing these activities. However, we are usually unaware of the amount of water consumed unreasonably, so this simple exercise is very effective. Apply models of reasonable use at home and in tourist facilities.





Eco-gesture **1.2. Perform hygiene tasks without leaving taps unnecessarily open**



Apply models of rational water use in all situations and all roles (citizen, tourist, professional). Sometimes you don't see a direct benefit from it, but as a responsible member of the community you know that the community as a whole benefits from your rational behavior.



Eco-gesture **1.3. Only wash laundry (towels and bed linen) that needs to be washed**



At the tourist facilities, guests usually receive a set of towels for daily use. Guests often do not need to use all of these towels on the same day. By rational use and careful separation of clean and unused towels from those that should be disposed for washing, you will contribute to saving water in the building.



Eco-gesture **1.4. Inform guests about the method of supply and the need for rational water consumption at the destination**



Prepare brief information for guests about how the area is supplied with water and what water supply problems residents face. Guests are likely to connect with the destination and residents and join in rational water consumption.

Eco-gesture **1.5. Equip your facilities technically for rational water consumption:**



- install gearboxes on all taps to reduce the water flow
- control the performance of gear units and energy saving procedures
- constantly calculate and announce the savings to the community
- choose appliances (washing machines) that use water sparingly for your facility
- regularly maintain water supply installations, appliances and the entire water infrastructure in order to prevent water losses

Water 2 Avoid pollution of water



The water we consume comes from the upstream areas and continues to flow downstream.

Together with water, its ecosystem also travels. Water is the habitat of millions of species of organisms. Healthy water is characterized by a balanced relationship between autotrophic and heterotrophic aquatic organisms (autotrophic build, heterotrophic decompose substances). Healthy water is clean, transparent and with enough oxygen, necessary for a healthy ecosystem. A healthy aquatic ecosystem is essential for the health of humans and all organisms in nature.

The way we use water affects its quality.

Pollution, physical changes in aquatic habitats and climate change are reducing the quality and availability of water everywhere.

Water is polluted by solids that reach sources and affect the overall ecosystem. In order to preserve water, each individual should treat waste responsibly, dispose of it carefully and prevent it from reaching water sources. We are increasingly using water that is sold in disposable and / or plastic packaging. We will reduce waste if we consume tap water and carry it with us in durable packaging.

Water is particularly polluted by all kinds of chemicals. Every individual must keep in mind that chemically polluted water is deadly to the ecosystem and thus to human health. It sometimes seems to us that one man cannot change the world or the ecosystem, but he can change himself and thus significantly contribute to the prosperity of the world.

Proposed eco-gestures

- 2.1. get acquainted with the "waterways" and the ecosystem at the tourist destination and at their home
- 2.2. contribute to the reduction of drinking water pollution by solid waste (eg use of permanent packaging)
- 2.3. use ecological means to maintain hygiene
- 2.4. use environmentally friendly detergents on every occasion
- 2.5. instead of detergents to maintain hygiene in the room use steam cleaners or those with high water pressure

Eco-gesture 2.1. Get to know the "waterways" and the ecosystem at the tourist destination and at your home



The aquatic ecosystem is very sensitive. Get to know the flow of water that supplies the destination to know where the water is coming from and how it travels on. It will take at least part of what you can drop into the water on their way. A lot doesn't depend on you, but you can have influence on what might depend.

Eco-gesture 2.2. Contribute to the reduction of drinking water pollution by solid waste (eg use of durable packaging)



Water is polluted by solid waste that reaches water sources and affects the overall ecosystem through unreasonable events. In order to preserve water, each individual should treat waste responsibly, dispose of it carefully and prevent it from reaching water sources. You will reduce waste, for example by consuming tap water and carrying it with you in durable packaging, a glass bottle or a thermos, instead of the one sold in disposable plastic packaging.

Eco-gesture 2.3. Use ecological means to maintain hygiene



Water is polluted by all kinds of chemicals. Keep in mind that chemically polluted water is deadly to the ecosystem and thus to human health. One man cannot change the world or the ecosystem, but you can change yourself and thus significantly contribute to the betterment of the world. Use eco-friendly personal care products, you never know if some of the water you use will get into the ground and the water that travels on.

Eco-gesture 2.4. Use environmentally friendly detergents on every occasion



Show by example that in your facility only ecological detergents are used. Offer your guests organic shampoos and soaps.

Eco-gesture 2.5. Instead of detergents to maintain hygiene in the room, use steam cleaners or those with high water pressure



Whenever possible, when maintaining outdoor and indoor hygiene, replace detergents with steam cleaners or cleaners with high water pressure. Advertise this information in visible places in the building, encourage guests to do it themselves at home.

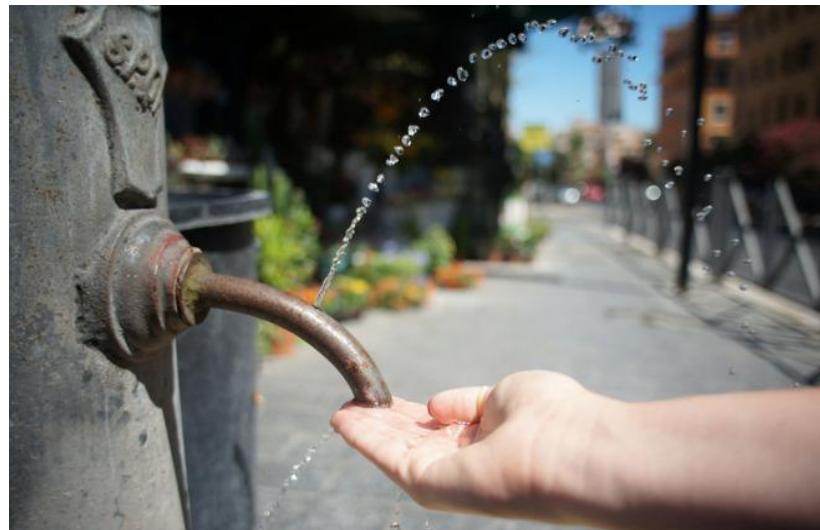
Water 3 Additional water sources

One person in the household consumes an average of 120 litres of water per day - mainly for all kinds of washing and flushing toilets. All wastewater flows into the sewer system, so it could be said that this is mainly a waste of water with high costs of supply and drainage. Due to the growing need for water, people are constantly looking for new sources. Modern technology makes it easier to solve this problem.

Proposed eco-gestures

- 3.1. Investigate whether alternative water sources are used at the destination
- 3.2. Visit alternative sources for water supply to residents.
- 3.3. install your own water purification system in the facility:
 - publicly present good practices in the use of purified water
 - connect to the municipal system of purified or desalinated water
 - adapt home plumbing to the use of purified water
- 3.4. Collect and use rainwater

Eco-gesture 3.1. Investigate whether alternative water sources are used at the destination



Even water from natural sources, which we use every day, goes through some kind of purification process in water supply systems in order to be safe for human health. Today, there are also very efficient wastewater treatment systems. Purified water can be reused in households (for washing, rinsing, watering...), agriculture and industry. Although the procedure is not cheap, it enables the need for water to be met in water lacking areas, and contributes to nature conservation. Water desalination systems can be used in areas along the sea. Desalinated water can be used in industry, agriculture and households. Desalination systems are becoming increasingly available due to reduced costs of this process.

Visit alternative sources for water supply to residents.

Eco-gesture 3.2.



If there are alternative sources of water to supply the population, it would be very useful to visit them. It would be an opportunity to get to know the way of life and thinking of the people whose domicile you visited, and you would gain insight on the efforts to maintain the environment, preserve the ecosystem, etc.

Eco-gesture 3.3. **Install your own water purification system in the building:**



- publicly present good practices of using purified water
- connect to the municipal system of purified or desalinated water if any
- adapt home plumbing to the use of purified water
- highlight in a visible place in your object the information that you use purified water, there are clients who strongly respect environmental awareness
- build or procure rainwater collection tanks
- use rainwater for various forms of washing and watering
- highlight in your facilities a list of activities in which it is desirable to use the collected rainwater

Water 4 Preserve water as a mutual heritage

Water and the way of meeting the need for water, determines the way of life in any territory. It is especially noticeable in areas that lack water in the warm / hot periods of the year. The economic progress of the territory is connected with the availability of water; it is also connected with tourism. Due to high water consumption, tourism puts the local population, the environment and agriculture in an unequal position. Tourists, not noticing the local supply problems, carelessly satisfy their water needs at the destination they visit and through the services they paid for. They do not see that meeting the needs for water in tourism often causes harm to the community, and thus to the tourists themselves who become a member of the community upon arrival.

Getting to know and connecting the guest with the destination is one of the key tasks of the host. This is a condition for responsible and sustainable management of water resources in tourism.



Proposed eco-gestures

- 4.1. get familiar with water supply in the context of cultural and natural heritage
- 4.2. visit traditional water sources of the local population
- 4.3. in meeting with local residents to inquire about the price of water, the possible need to save water, ways to save ...
- 4.4. organize excursions for visitors to observe and get to know the environment, visit historical water sources (wells, open ponds), their architecture and wildlife
- 4.5. organize meetings with local residents, farm owners, get to know and use local food products, discuss the cultivation of plants and animals, traditional ways of collecting, saving and recycling water
- 4.6. organize drywall workshops and as part of the tourist program organize trips for visitors to observe and get to know the environment, visit historical water sources (wells, open ponds), their architecture and wildlife

- 4.7. organize meetings with local residents, farm owners, get to know and use local food products, discuss the cultivation of plants and animals, traditional ways of collecting, saving and recycling water
- 4.8. organize drywall workshops as part of the tourism program

Eco-gesture 4.1. Get to know the water supply in the context of cultural and natural heritage



Carefully observe the landscape at the destination you have chosen for your vacation. The cultural landscape of any area reveals much information about the culture of people's living. The way houses are built, the materials used, the flora in the environment reveals information on how people are supplied with water and whether the living world suffers from water shortages. Try to draw conclusions from what you have seen. Check by researching online to see if you have drawn good conclusions.

Eco-gesture 4.2. Visit traditional sources for water supply to the local population



The history of water supply in certain area is also reflected in historical monuments (wells, water pipes, various pumping stations). Traditional dwellings or settlements in arid areas have reservoirs and areas for collecting rainwater, which affects the appearance of houses, backyards and settlements.

Eco-gesture 4.3. Talk to locals, inquire about the price of water, the possible need to save water, ways to save...



By getting to know the historical and natural context of local water supply, supplement your knowledge with recent information on water issues. You will get to know the destination better and connect with the residents. Your vacation and stay will grant you the special feeling of being "among your own".

Eco-gesture 4.4. Organize or recommend excursions to your guests.



Make your facility known for its cultural tourism or cultural approach to tourism. The content of tourist visits can be water as a cultural and natural heritage. If you want to gain regular guests, make them feel connected with the destination. Connecting tourists with the destination begins with a visit and observation of the cultural landscape and cultural facilities. Information on how people have historically been supplied with water and how much effort they have put into meeting their needs for water will most quickly develop empathy for the local population and change behavior in the direction of water savings.

Eco-gesture 4.5. Organize a meeting of your guests with the locals.



Everything they have learned about water, the history and tradition of the area, will help them relate to the present. In this purpose organize:

- a socializing evening
- artistic creation on a given topic
- photo exhibition



MOBILITY

INTRODUCTION

Economic liberalism, globalization, rising living standards, the revolution in information and communication technologies have contributed for the last two centuries to increase the volume of transport of goods and passengers and to develop the tourism.

The transport sector is the only human activity emitting greenhouse gases, the growth of which continues to increase steadily. Whether directly or indirectly, our choices of transport modes have a significant impact on the environment and the development of our societies. This is particularly the case on vacation when we are particularly prone to travel and discover new horizons.

How to get involved in a virtuous process? Where do you start to reduce the impact of your consumption of your travels?



Mobility 1

Being eco-responsible behind the wheel



In addition to reducing the risk of accidents, adopting responsible driving on a daily basis can also help to preserve the planet.

Why not take advantage of being on the road when you go on holiday to test and adopt some eco-driving practices? It's not only a way to reduce your carbon footprint, but also to preserve your wallet.

Proposed eco-gestures

- 1.1: Reduce your speed and avoid over-revving.
- 1.2: Adapt your behavior to the situation
- 1.3: Do not overload the vehicle unnecessarily.
- 1.4: Avoid unnecessary kilometers by preparing your itinerary
- 1.5: Limit the use of air conditioning
- 1.6: Provide access maps and adapted travel itineraries
- 1.7: Limit vehicle congestion by providing storage space dedicated to tourists' luggage and personal belongings.

Eco-gesture 1.1



Reduce your speed and avoid over-revving.

Increasing your speed by 10 km/h over a long journey, from 80 km/h to 90 km/h, means increasing your CO2 emissions by 12.5% and your fuel consumption by 15% for a time saving of only 8 minutes. From 120 km/h to 130 km/h, this time saving is reduced to 5 minutes. There's no need to take risks, just stay safe on the road and avoid speeding.

Changing gear at the right time will reduce your consumption by up to 40%. It is therefore advisable to avoid driving at high speed and to shift up a gear quickly when the engine speed is around 2,500 rpm. The efficiency of a cold combustion engine is not optimal. Remember to allow the engine to warm up gently when starting.



Eco-gesture 1.2

Adapt your behavior to the situation

To avoid over-revving, it is preferable to drive relaxed at a constant speed, anticipating the movements of other road users and the trajectories of the



road. Nervous driving leads to over-consumption due to untimely acceleration and braking. It is best to decelerate slowly with the engine brake by downshifting at the right time. If your vehicle is equipped with a speed limiter, learn how to use it as soon as possible. In addition to reducing your fuel consumption, you also reduce the risk of speeding tickets. It's a way to avoid disappointments on holiday!

When you are not driving, remember to turn off the engine if you are going to be stopped for more than 30 seconds. Some vehicles are equipped with "Start & Stop" systems to reduce your fuel consumption when you stop for more than 5 seconds.



Eco-gesture 1.3



Do not overload the vehicle unnecessarily.

Get into the habit of avoiding carrying luggage and possessions that you will not need on your holiday. Once you arrive at your place of residence, take the opportunity to lighten the vehicle. When they are no longer in use, also think about removing roof bars, trunks and roof racks, bicycle racks and other elements that can create wind resistance.



Eco-gesture 1.4

Avoid unnecessary kilometers by preparing your itinerary when you know where you go



It's simple and it also saves you from wasting time looking for your way. This avoids surprises and mistakes. It's a practical tip to get into the habit of not driving unreasonably to avoid arriving late.



Eco-gesture 1.5



Limit the use of air conditioning

On a long journey in the middle of summer, the presence of an air conditioner in the vehicle is always appreciated. The use of air-conditioning would lead to an over-consumption of about 5% on long journeys, and 20% in the city. Here are a few tips to avoid over-consumption:

- Do not reduce the air conditioning temperature set point below 7°C from the outside temperature. This can have an impact on your health.
- Switch off the air conditioning when you get out of the vehicle to prevent it from working when you start it up.
- Do not open the windows when the air conditioning is on



Eco-gesture 1.6



Provide access maps and adapted travel itineraries

As a tourism professional, when you are about to go on holiday, it is good to have clear and precise information on the means of transport or routes available to organize your stay. Providing this type of information to tourists when they arrive or before they make a reservation means saving time and comfort.



Eco-gesture 1.7



Limit vehicle congestion by providing storage space dedicated to tourists' luggage and personal belongings.

As a tourism professional, it is recommended that storage and tidying facilities be provided to allow tourists to leave their luggage and personal belongings that they do not need when travelling.

In order to facilitate their use, this storage should be easily accessible and usable at any time of the day, and this in the absence of reception staff.

Mobility 2

Maintain your equipment



Maintaining your equipment on a daily basis is a simple and reasoned way to enjoy their use for a longer period of time by extending their lifespan. Before thinking about buying new, why not simply replace a faulty part or detect a risk of malfunction before it occurs? Repairing and maintaining an asset rather than buying new means reducing waste and conserving natural resources. And sometimes it even means saving time!

The performance of a means of transport in working order when it is optimized reduces energy consumption and therefore carbon emissions into the atmosphere.

Proposed eco-gestures

2.1: Caring your vehicle on a daily basis

2.2: Take into account the indicators, filling gauges and warning lights

2.3: Regularly check the pressure of your tyres

- 2.4: Have the engine drained
- 2.5: Change and clean your vehicle's filters regularly
- 2.6: Clean your vehicle in a reasoned manner
- 2.7: Plan regular monitoring of the mileage of your vehicle fleet
- 2.8: Have maintenance equipment in each vehicle

Eco-gesture 2.1



Caring your vehicle on a daily basis

A properly maintained vehicle is an efficient means of transport that will require less fuel to operate. Indirectly, it also means reducing the impact of residual and unburned emissions from the combustion of engines for means of transport running on fossil fuels. Although some maintenance work requires major overhauls and sometimes a mandatory visit to the workshop, certain precautions and regular checks adopted on a daily basis will help to avoid minor inconveniences and last-minute breakdowns that can be avoided. Don't neglect your vehicle any more, and take the trouble to raise the bonnet from time to time!



Eco-gesture 2.2



Take into account the indicators, filling gauges and warning lights

Numerous witnesses on the vehicle will alert you in the event of a malfunction. So don't hesitate to regularly check their operating condition and check the condition of your vehicle's fuses. For conventional maintenance, you will need to think about :

- regularly check the engine oil, coolant and windscreen washer fluid levels.
- avoid driving with a fuel level below the fuel tank dipstick limit to prevent dirt and deposits in the tank from interfering with engine operation.
- check the brake and power steering fluid levels.
- testing the battery charging status
- check brake pads for wear



Eco-gesture 2.3

Regularly check the pressure of your tyres



Under-inflation increases fuel consumption over the same distance travelled. In order to limit wear and tear and to increase their level of grip and road holding, you will need to think about choosing the right type of tyre according to the season. Remember to check the wear indicators on your tyres.



Eco-gesture 2.4

Have the engine drained



Generally, manufacturers recommend that the engine oil be changed every 10,000 to 30,000 kilometers or once a year when the vehicle is used less frequently. The validity of these recommendations may vary from one vehicle to another. It is advisable to refer to the vehicle's technical document or ask your garage for advice. Remember to use a suitable, high-performance oil. After long journeys, check the condition of the engine seals to detect any signs of leakage.



A small service book placed in the vehicle can be used to keep track of the mileage and indirectly see the level of consumption of the vehicle.

Eco-gesture 2.5

Change and clean your vehicle's filters regularly



Different types of filters are installed on the vehicle to reduce the emission of pollutants into the atmosphere and the clogging of equipment:

- the particle filter
- the cabin filter
- the air filter
- the oil filter
- the petrol / diesel filter

Remember to change them regularly, or after an engine oil change for petrol/diesel filters.

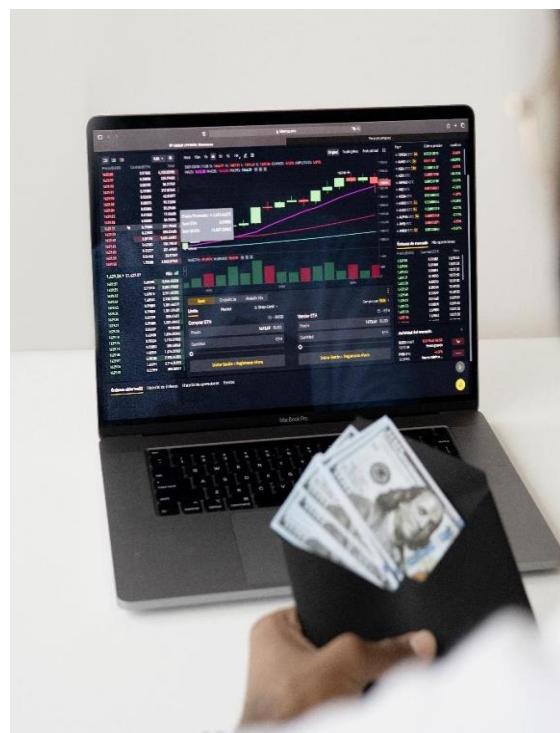


Eco-gesture 2.6

Plan regular monitoring of the mileage of your vehicle fleet



Odometer readings can be retrieved by means of a small form to be completed when the vehicle is loaned or used. Statements can also be scheduled on a regular basis. To preserve the condition of old vehicles, use them for short tasks and journeys. Make sure that you offer a fleet of vehicles that can meet the different needs and uses of tourists.



Eco-gesture 2.7



Have maintenance equipment in each vehicle

Provide a small user's manual for the loaner vehicle and all the tools necessary for its light maintenance (spanners, screwdriver, motor oil in a can, window cleaner, etc.) to enable quick repairs in the event of a breakdown.



Mobility 3

Good practices to promote or choose travelling by bike



Getting around and travelling by bicycle is accessible to the greatest number of people. Cycling off the beaten track offers a feeling of freedom of movement that cannot be compared. It is an opportunity to take the time to stop at any moment, to free yourself from the rhythm and pace of other means of transport. Autonomy, saving time and money, low impact on the environment, good for your health, facilitating encounters: these are all good reasons to take advantage of cycling as soon as possible!

Sub-theme

Everyday gestures for travelling by bike

Proposed eco-gestures

3.1: A bicycle for every use

3.2: Equip yourself to deal with the unexpected

- 3.3: Take care of your bike
- 3.4: Find out about the existence of local cycling facilities
- 3.5: Think about cycle buses for your daily journeys

Eco-gesture 3.1



A bicycle for every use

In order not to be discouraged from cycling because of a bad experience on the road, make sure you choose the bike that best suits your needs. There are different types of bikes available, depending on the route you want to take: mountain bikes, all road bikes, road bikes... For longer distances, equip yourself with a bicycle with electric assistance to reduce the arduousness of the journey.



Eco-gesture 3.2



Equip yourself to deal with the unexpected

It is always a good idea to equip your bike with a repair kit to deal with unforeseen circumstances such as the risk of a puncture. This allows you to ride away relaxed and confidently. It's always a good idea to think about checking the weather forecast before you leave.



Eco-gesture 3.3

Take care of your bike

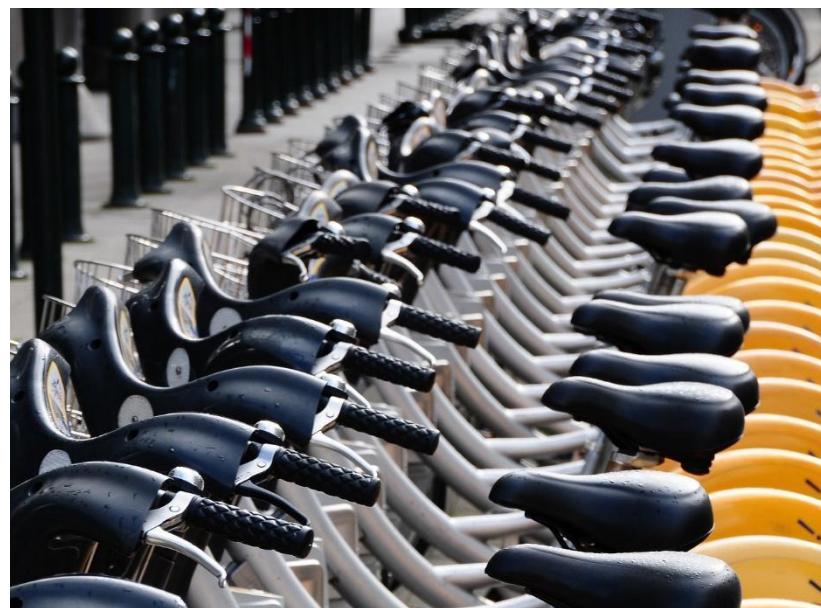
Start with inflated tyres, adjust your brakes, adjust the height of the handlebars or saddle. These are all good practices that will make your journey easier.



Eco-gesture 3.4

Find out about the existence of local cycling facilities

In order to get on the road safely, you should not hesitate to find out about the existence of cycle lanes from local people, professionals or even online on the Internet. Taking these types of routes can sometimes reduce travel times.



Eco-gesture 3.5

Think about cycle buses for your daily journeys

It's possible to travel in public transport by bicycle with a guide and supervision! Why not consider sharing a journey with other experienced cyclists?



Sub-theme

Encouraging the use of bicycles as a tourism professional

More and more facilities are planned to encourage the development of cycling in the city, but also in the provinces. As a tourist establishment, it is possible to participate in the development of this momentum. Numerous initiatives have already been launched throughout Europe. It is therefore up to everyone to promote, disseminate and experiment with these practices.

Proposed eco-gestures

- 3.6: Provide parking spaces or storage areas
- 3.7: Distributing safety kits
- 3.8: Offer a free personal bike maintenance service
- 3.9: Offer self-service bikes or bikes for hire

Eco-gesture 3.6



Provide parking spaces or storage areas

Offering free, covered parking spaces for bicycle and scooter users makes their trips safer and easier. Storage spaces such as lockers or a closed bicycle garage can be offered with free access. For leisure and sports activities, provide for shower areas and sanitary facilities.



Eco-gesture 3.7

Distributing safety kits



Provide inflation, safety equipment (helmets, yellow jackets...) and breakdown assistance for employees or tourists, so that they don't have to buy this equipment in duplicate and so that they can use their bikes as soon as they arrive if they forget the equipment at home.

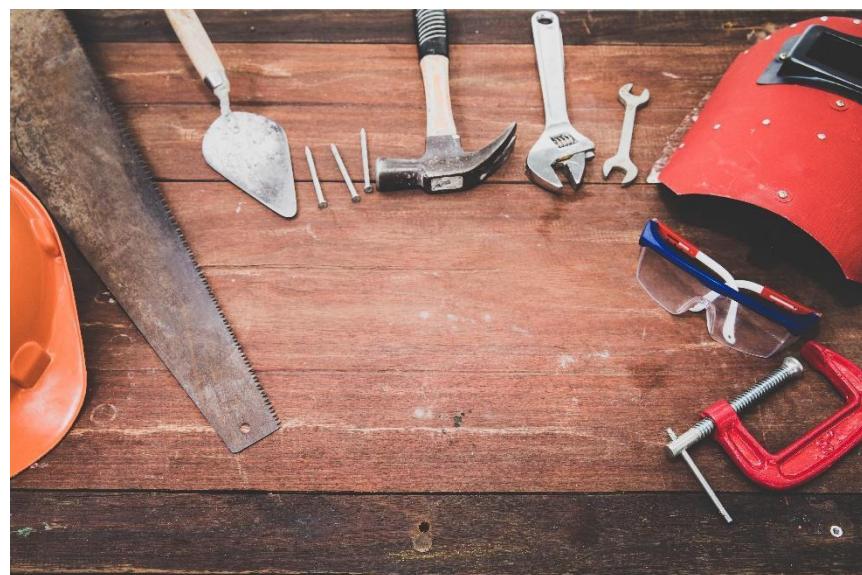


Eco-gesture 3.8

Offer a free personal bike maintenance service



If you are unable to offer this type of service, it is possible to contact associations or professionals to arrange bike repair workshops or "getting back in the saddle" coaching sessions. It is possible to reference these organizations and pass on their contacts to tourists on their arrival.



Eco-gesture 3.9



Offer self-service bikes or bikes for hire

Self-service has the advantage of making users more autonomous and promoting the use of the service. Use of the service may be charged by the day, by the week, etc. or offered free of charge as part of a more comprehensive service.



Mobility 4

Alternative modes of transport



The nuisances and pollution linked to car use are becoming increasingly visible, so much so that many European cities are reacting by adopting sustainable mobility plans to relieve congestion on major roads and in city centers. In the summer months, the influx of tourists accentuates these phenomena.

Encouraging alternative modes of transport and pooling travel is an action in which everyone can take part in order to reduce congestion:

- reduce the number of vehicles on the road
- reduce pollutant emissions and greenhouse gas emissions into the atmosphere
- optimizing the use of public spaces and rethinking our lifestyles

At the start of the holidays, nothing is more annoying than being stuck for several hours in traffic jams. For holidays, think about alternatives to the car to reduce your impact and try out new mobility experiences.

Sub-Theme

Pooling modes of transport on holiday or on an everyday life

Proposed
eco-gestures

- 4.1 : Switch to car-sharing and self-service soft transports
- 4.2 : I think about carpooling as a driver or passenger

4.3 : Give priority to public transport

Eco-gesture 4.1



Switch to car-sharing and self-service soft transports

The principle of car sharing is simple: any user wishing to travel reserves a vehicle near his place of work or residence for a journey over a defined rental period. This service can be offered by a company, a public agency, an association, or even by private individuals.

The advantage of this solution is that it is no longer necessary to own your own vehicle. It offers the possibility of continuing to use the car, without worrying about the constraints of parking, washing, maintenance or insurance of the vehicle.

Car-sharing "on a loop"

Historical version of the car-sharing or self-service, means of transport are made available at fixed stations. The user reserves the vehicle in advance for a journey and then returns the vehicle to its original parking place.

Self-service car-sharing 24 / 24

No reservation is necessary in this version. Using a web platform or a mobile application installed on a smartphone, it is possible to retrieve a vehicle without prior reservation from the locations indicated by the service and then return it to another indicated location.

Car sharing between private individuals

Between private individuals, it is also possible to make your vehicle available for occasional journeys via dedicated websites.

To go further... Buying a vehicle together

Why not pool the costs of buying and maintaining a vehicle?



Eco-gesture 4.2



I think about carpooling as a driver or passenger

Carpooling means sharing a journey with other people, as driver or passenger, free of charge or by mutualizing costs.

The most democratized carpooling practice, known as "static" carpooling, consists of organizing a journey in advance via an exchange and reservation platform.

The emerging "dynamic" carpooling solution is based on smartphone applications combined with a geolocation system to arrange journeys in real time. It's the practice of hitch-hiking that's back in vogue!



Eco-gesture 4.3



Give priority to public transport

For long journeys, avoid flying and use public transport.

Some public agencies or cities sometimes offer package deals to pool the purchase of tickets to use public transport and visit popular museums and exhibitions.

For single journeys, when the places to visit are difficult to reach, Transport on Demand (TOD) services by bus or shuttle buses are sometimes offered subject to prior reservation.



Sub-Theme

Involvement as a tourism professional

Proposed eco-gestures

- 4.4: Reserving parking spaces for carpooling
- 4.5: Set up an information point on mobilities
- 4.6: Offer free transport tickets to new arrivals
- 4.7: Create a shuttle for local trips

Eco-gesture 4.4



Reserving parking spaces for carpooling

Car-poolers are sometimes required to meet in places that may be unsafe due to the lack of existing car-pooling places. The personal vehicles of passenger car-poolers are sometimes immobilized for long periods. In order to make car-poolers' journeys safer and to facilitate the organization of passenger transfers, remember to reserve suitable parking spaces for your customers.



Eco-gesture 4.5.



Set up an information point on mobilities

Newcomers are sometimes looking for information. So as not to discourage them from considering alternatives to the car, inform them as soon as they arrive, or when they book with your establishment, about the various local sustainable mobility solutions and services. Also think about providing them with access maps.

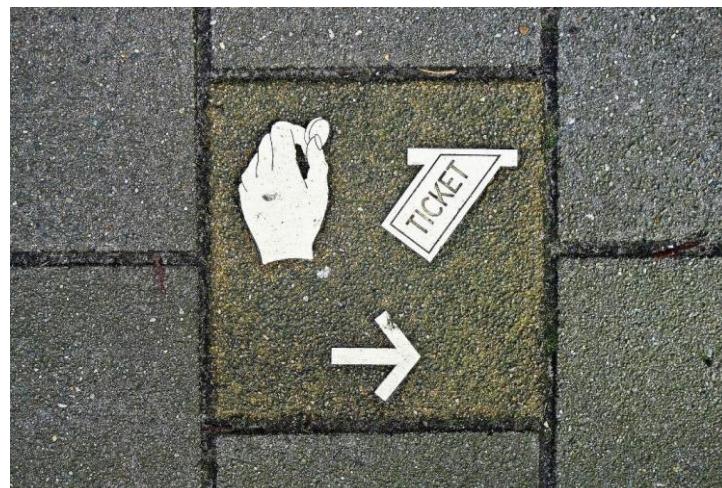


Eco-gesture 4.6



Offer free transport tickets to new arrivals

It is not always easy for a newcomer to get tickets. To encourage the use of local public transport, offer a ticket sales or reservation service. This will give tourists a chance to get a foot in the door.



Eco-gesture 4.7



Create a shuttle for local trips

For the main places of leisure or sightseeing, why not think about offering shuttle services in order to pool transport costs.



Mobility 5

Hidden transport consumption



About 75% of the greenhouse gas emissions released into the atmosphere in Europe are attributable to passenger transport. This is the visible side of our consumption. The remaining 25% are induced by freight transport for our consumption of goods and services. Reducing travel on an everyday life basis is therefore not the only action lever that can be taken. Being a consumer's actor means making use of your status as a consumer to encourage and give meaning to the act of purchasing. Buying responsibly on an everyday life by reducing the impact of freight transport means choosing consumer goods according to their origin and supply conditions.

Sub-Theme

Being a consumer actor!

Proposed
eco-gestures

- 5.1 : Consume locally, giving priority to local shops
- 5.2: Group and streamline orders
- 5.3 : Avoid buying online
- 5.4: Choose a high-performance fuel with low carbon content

Eco-gesture 5.1



Consume locally, giving priority to local shops

Shortening the length of supply and transport chains for consumer goods is a way of participating in the development of "made in local", preserving the cultural identity of a territory and promoting its local craftsmanship.



Eco-gesture 5.2



Group and streamline orders

Grouping your purchases by anticipating your needs means reducing the number of trips and the need to use couriers to acquire a property. Good for the environment, this practice also allows for economies of scale by pooling transport costs and negotiating wholesale prices.



Eco-gesture 5.3



Avoid buying online

Buying online is often a quick and easy way to acquire a desirable property. However, it is sometimes difficult to know the origin of the products purchased through this means. The purchase of new goods on dematerialized platforms can encourage the relocation of means of production and weaken the local economic fabric of territories.



Eco-gesture 5.4



Choose a high-performance fuel with low carbon content

Performance gains, savings and less pollution: certain ranges of fuels make it possible to improve the vehicle's efficiency or incorporate a proportion of biofuel.



Sub-Theme

Proposed
eco-gestures

In the context of the operation of my establishment

- 5.5: Give priority to distance working
- 5.6: Provide infrastructure to limit unnecessary travel
- 5.7: Take into account supply distances in the choice of supplies

Eco-gesture 5.5



Give priority to distance working

The least impacting journey is the one you don't make! Teleworking allows you to reduce the quantity and cost of your journeys. It is as beneficial for the company as for the employee. In order to benefit from this practice, it is sometimes necessary to arrange the organization of work :

- Favoring the use of remote means of communication. Some telephone or video-conference meetings can be held at a distance, taking advantage of the development of new information and communication technologies;
- Regrouping your business trips: meetings, field visits ;
- Living close to the workplace or public transport networks.



Eco-gesture 5.6



Provide infrastructure to limit unnecessary travel

As part of your activities, make sure you offer a maximum number of services to your clientele in order to meet their needs as much as possible. In a hotel establishment, for example, it is possible to offer catering services and the sale of basic necessities.

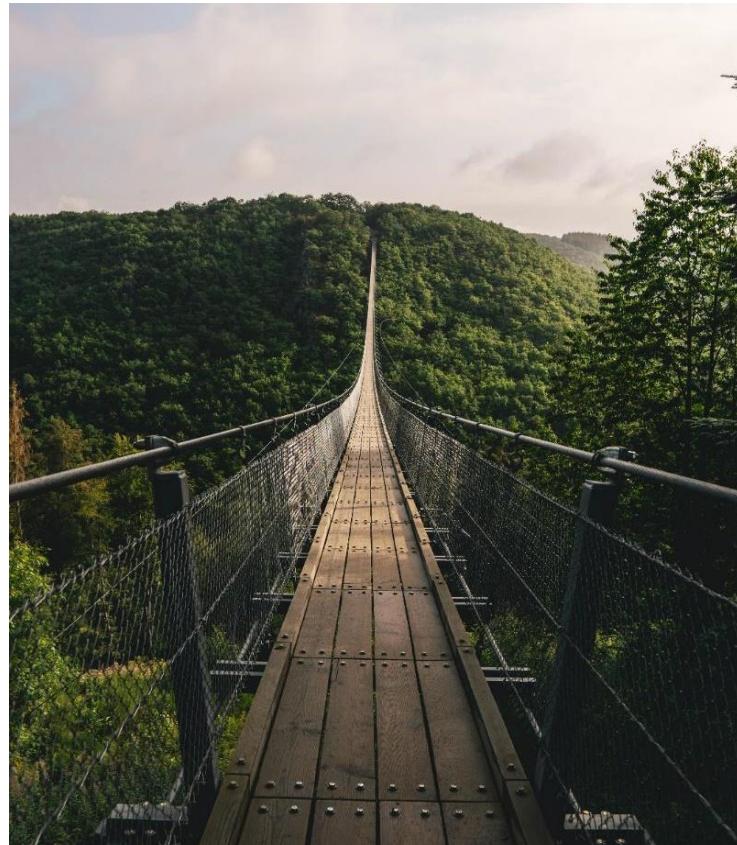


Eco-gesture 5.7



Take into account supply distances in the choice of supplies

Give preference to the purchase of certain products and inform your suppliers of your approach.





FOOD

INTRODUCTION

When it comes to food and alimentation, referring to sustainable tourism, it is important to talk about how to avoid food waste linked to the habits of both tourists and tourism professionals, focusing on a series of good practices and "eco-friendly gestures" in tourism. In a second moment, we could talk about innovative approaches in the management of food and its reuse and/or disposal. All that, in order to reduce the environmental impact by approaching the "zero waste" model.

A constant rethinking by both tourists and tourism professionals is therefore necessary to help and ensure the best use of food resources. It is necessary for the tourist consultant and/or tourism professional to know the needs (tastes and food preferences) of the tourists, guarantee quality and safety in the food delivering while avoiding wast

e. Tourism professionals must be innovative as well as competitive, meeting the deepest needs of their clients, the travellers, including those related to eating habits.

In addition, tourists are more and more "experiential tourists" ready to know and discover local realities and their peculiarities, personally tasting food and wine products but also being careful to not waste too much resource. The tourism professional must be able to provide and design new activities, including for example visits to local producers and staying/accommodations in farms "agrotourism", cooking classes or tasting sessions of local food. These activities are part of a new "tourist's ecological awareness" (eco-awareness), through informing and strengthening the tourist's knowledge about the local territories. This knowledge is very important in order to guarantee the social and economic survival of a territory and in particular of small areas (urban or rural) which make tourism their strong strategy for surviving. It is therefore a good way to revive the local customs and discover the cultural identity of the territory, through the typical culinary art and its traditions.

Food 1

Sustainability and natural origin of the products

Tourism is one of the activities with the greatest impact on the environment, as it requires a massive use of resources and pressure on those, also creating conflicts and discontent with the local community, including local producers.

Tourism is often criticized for the lack of involvement of the local communities within the decision-making processes. Moreover, the money and the benefits generated by tourism activities are not often reused at the local level, and therefore locals and local producers can feel excluded from the big tourism industry and its benefits.

Tourism should move closer to a more natural dimension, which can favour collaboration with local producers in finding raw materials, in particular food, so as to encourage the relaunch of local production in compliance with environmental constraints and the production capacities of local territories.

The same **sensitivity and attention to the territory** must also be promoted among tourists. In this context, professionals can promote local and transfer this awareness and interest for local produced food and resources to their tourists.

Proposed eco-gestures

- 1.1 Embrace eating fresh food
- 1.2 Support local food production and consumption
- 1.3 Buy better ...buy in bulk!

Eco-gesture 1.1



Embrace eating fresh food

Buying and consuming fresh products is a very good practice in terms of eco-sustainability and it also highly suggested for your health and your wellness. That's because of the minor transformations undergone by food which can reduce the environmental impact of bad eating and consuming behaviors. Furthermore, the quality and safety of the food purchased and consumed is guaranteed, as fresh food doesn't undergo the different phases of the transformation and distribution process of the large food industries. The consumption of fresh products also makes it possible to limit the food packaging, typical of the large distribution chains. On the contrary, fresh food is often sold in bio-sustainable, biodegradable or bio-compostable packages and thus limiting the use of plastic and paper.



Tips for the professionals of tourism & the tourists

- Use fresh and organic food while avoiding processed food
- Use fresh and organic food while avoiding packaged food
- Avoid genetically modified food
- Choose seasonal food instead of greenhouse food
- Eat healthy, fresh and local

Eco-gesture 1.2

Support local food production and consumption



Nowadays, tourists want to know and discover local food and its peculiarities, personally tasting food and wine products but also being careful not to waste too many resources and avoid food waste. In this context, the tourism professionals must be able to provide and design new activities, including for example visits to local producers and staying/accommodations in farms "agrotourism", cooking classes or tasting sessions of local food.



Tips for the professionals of tourism

- Buy food from the local producer so as to offer your tourists genuine and high-quality products
- Choose the short production chain and km0 so as to minimize costs and increase the economic and social benefits of your purchases
- Make agreements with local producers in order to ensure the procurement of seasonal and high-quality products

- Try to avoid overtourism, and promote off-season travels and stays, so to reduce the pressure on food resources and the overconsumption of food
- Try to offer new opportunities for culinary tourism, food tours and discovery experiences in local farms

Tips for the tourists

- Buy food locally made or grown, so to test high-quality and unique products, with singular flavor and taste
- Buy food locally made or grown, so as to reduce the ecological footprint of what you are consuming and guarantee the quality and safety (healthiness) of what you are consuming
- Avoid genetically modified food and consume natural, fresh and healthy food
- Try to experience alternative tourism such as agrotourism and rural tourism while discovering local food and gastronomy
- Try to choose culinary tourism experiences, experiencing local food and beverage

Eco-gesture 1.3

Buy better ... buy in bulk!



Among the good practices that can be adopted by both the professionals in tourism and the tourists, there is buying and consuming products in bulk. Bulk is about buying and consuming unpackaged products and food, especially a ready to use product, instead of having several tiny quantities of it and food sold in single dose packages, sachets (such as for chips) or any other small blisters. Bulk avoid also the use of disposable products such as plastic glasses and dishes, that once used they are thrown away.



Tips for the professionals

- Maximise both the purchase and the offer of bulk products and food (within my facility and/or my tourist service), while avoiding single-dose packages, sachets (such as for chips and all other snacks), small blisters, cans and bottles

- Choose local and fresh products, to avoid extra packages and possible pollutant food processes
- Try to avoid prepackaging or ready portions of food, but offer your tourists the opportunity to serve themselves directly by choosing the quantity they want to eat
- Minimise the total use of disposable products (we buy, use and throw away) such as plastic glasses and dishes

Tips for the tourists

- Choose local and fresh products, while avoiding junk food served in single-dose packages
- Avoid all-you-can eat buffet and try to consume in bulk, by reasonably choosing the quantities of food you will consume
- Buy and consume local food, avoiding buying packaged food and so as to prevent both food waste but also plastic, paper waste

Whole food vs processed food:

<https://www.youtube.com/watch?v=DMouQ0OFHfQ&feature=youtu.be>

Food 2

Eco-awareness in tourism

The main objectives about tourism sustainability concern both the environment and the proper use of resources, as well as respect for and the involvement of local communities. All these objectives should be shared by both tourism professionals and tourists. We will therefore focus on the promotion and diversification of a tourist offer that enhances territorial resources such as the artistic, cultural and gastronomic heritage, in order to guarantee not only the environmental sustainability (ecological, also relating to biodiversity) of the territories but also the socio-economic impact of tourism.

It is necessary to start from a common eco-awareness (both of professionals and tourists) of a potential bad development of tourism in order to be able to adopt a sustainable tourism model based on the joint action of all: professionals, tourists, local communities, in order to enhance the local natural and cultural resources and at the same time increase the economic development of all stakeholders.

To conclude, it is very important to create and **transfer awareness and active involvement** by the professionals to the tourists, so that tourists will be more and more respectful towards the natural and socio-cultural environment of the places they visit. Therefore, the new priority for tourism professionals will be not only the customer/the tourist satisfaction but also the tourism sustainable engagement, by promoting visitor experience locally.

Proposed ureco-gestures

- 2.1 Protect and preserve the environment
- 2.2 Strive to promote biodiversity

Eco-gesture 2.1



Protect and conserve the environment

The future of the tourism sector is strongly connected with the quality of the environment and the territory, where both the tourism professionals and the tourists are increasingly attentive to biodiversity. Today, all the stakeholders work closely for the revitalization of the territories, through the rediscovery of the rural areas, the landscapes and the typical products, especially local foods. Ecotourism promotes eco-friendly travels and trips since it is oriented towards a more sustainable economic development and at the same time, it raises environmental awareness among tourists. Ecotourism promotes both the preservation of the environment (and of the local resources) and the economic revitalization of the territories, by involving local producers, local farmers etc.



Tips for the professionals

- Adopt low-polluting and eco-friendly practices, offering fresh and unpacked foods whose plastics, papers may be not recycled
- Offer organic crops and food that do not contain pesticides
- Don't buy more than what you need, save food and pay attention to the expiring date
- Avoid oversupply overconsumption of food and/or any other food waste, trying to avoid buffet and choose menus
- Reduce the quantity of food (bought and/or consumed) in favor of a better quality of it. Quality is better than quantity
- Recycle food (still good but not consumed) and re-use unsold. You can distribute it to the charitable organizations in your territory

Tips for the tourists

- Adopt low-polluting and eco-friendly practices, consuming fresh and unpacked foods whose plastics, papers may be not recycled
- Consume organic crops and food that do not contain pesticides
- Prevent and evaluate the real needs of tourists and their specific dietary needs, so as to provide adequate quantities of food and that reflect the tastes of tourists



- Avoid oversupply overconsumption of food and/or any other food waste
- Recycle food and re-use leftovers to create new dishes or compost for your plants or garden

https://ec.europa.eu/environment/nature/index_en.htm

Eco-gesture 2.2

Strive to promote biodiversity



The future of the tourism sector is strongly connected with the quality of the environment and the territory, where both the tourism professionals and the tourists are increasingly attentive to biodiversity. Today, all the stakeholders work closely for the revitalization of the territories, through the rediscovery of the rural areas, the landscapes and the typical products, especially local foods. Ecotourism promotes eco-friendly travels and trips since it is oriented towards a more sustainable economic development and at the same time, it raises environmental awareness among tourists. Ecotourism promotes both the preservation of the environment (and of the local resources) and the economic revitalization of the territories, by involving local producers, local farmers etc.



Tips for the professionals of tourism & the tourists

- Take care of the biodiversity, while respecting the ecosystems and the species, including animals and other species that are vital to food production and food security, especially of the local people living in the territory
- Care about the biodiversity by reducing food waste to a minimum Food waste can affect the environment and the lives of many animals and species living in, especially when considering that tons of wasted foods and food packages end up in the oceans
- Discover local territories and their peculiarities, in terms of biodiversity, while choosing educational and naturalistic itineraries, trips etc.
- Choose natural forms of tourism and green travels
- Choose agrotourism holidays, such as tourism in farms
- Choose “live as a local” while discovering places and living as local people live

Food 3

Responsible tourism

“Eco-friendly tourism” or the more common “responsible tourism”, focuses not only on respecting the environmental and social standards that define sustainability but also on the **trends and choices** of both tourists and professionals in the choice of activities and tourist services, accommodations and all other facilities. These choices include, for example, green trips/travelling that are constantly growing, the choice of accommodations and facilities that are also green but also the choice of activities and trips that promote local territories and the typical features, especially the beauty of the place. The so-called "Live as a local" (living like local people rather than as tourists) is an increasingly important factor for travellers and for this reason we are witnessing a more and more adaptation of the tourist offer in this sense

Eco-gesture 3.1

Embark on sustainable tourism



The World Tourism Organization defines sustainable tourism as *“tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”*¹. So, the challenge to integrate the Sustainable Development Goals (SDGs) into tourism and tourism practices presents a good opportunity for tourism professionals to enhance and promote their Corporate Social Responsibility (CSR) by involving local communities and get a more social responsibility in tourism industry but also among the tourists.



¹ <https://sustainabledevelopment.un.org/topics/sustainabletourism>

Tips for the professionals of tourism

- Work with the local producers, by promoting local food and zero-miles products among my tourists
- Support small food community business, including food stands, street food and small-size traditional restaurants and I encourage my tourists consume local
- Encourage tourists consuming local foods and buying local labels
- Promote local foods among my tourists and I organize some nice activities such as cooking classes, show cooking, food taste quiz, international dinner nights etc.
- Give the unsold and “untouched food” to local producers, so that it can be transformed in other products instead of be thrown away.
- Give food, still consumable, for free to charities and local associations for people in need

Tips for the tourists

- Consume fresh and local food
- Discover typical dishes and local ingredients
- Try to “*live as a local*” while discovering the place through the food experience

EU Commission “[Agenda for a sustainable and competitive European tourism](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52007DC0621)”: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52007DC0621>

Food 4

Tourism sustainability commitment and food management

Sustainable tourism aims to prevent economic, environmental, social and cultural degradation. With reference to environment, it is important to reduce the pressure on resources, including food. In that context, we will analyse a set of **best practices about good management of food** while considering its production, distribution, consumption and final disposal. Involving and cooperating with local communities and producers, using local products while adopting **zero waste & plastic free choices** for consumption are the new sustainable strategies to be adopted by both the professionals and the tourists. Today, education and active engagement, ecological preservation and restoration, waste management are the 3 main priorities to be shared among all: the professionals and the tourists too.

Proposed
eco-gestures

- 4.1 Reduce your food waste and leftovers
- 4.2 Stop using pollutant food packages

4.3 Improve the way you manage food: the 3R (reduce, recycle, reuse) elements

Eco-gesture 4.1

Reduce your food waste and leftovers



Saving food is not just an ethical problem but it is also an environmental one, because of the negative impact on energy expenditure and waste disposal generated by food waste. Today, reducing food waste is a very important issue in all sectors dealing with travel, tourism, events and hospitality as they recognize the need to address this problem.



Here are some good practices that should be adopted by the tourists during their travels and their stay, as well as some good practices that professionals of tourism should adopt within their facilities and regarding the correct food management within their structures, hotels and offer for tourist services.



Tips for the professionals of tourism

- Avoid surplus and over food supply (food never served)
- Avoid to store too much food that could not be used
- Improve your food storage, preferring “short expiring” and/or “short shelf life” foods
- Improve your food storage, preferring “fresh” life products such as milk or fruits and avoid long term stocks of food that cannot be consumed
- Try to reduce food waste in catering
- Limit the “buffet” and leftovers
- Plan in advance your food purchases, considering the exigencies and preferences of your clients, the number of expected tourists vs real reservations

- Try to analyze, by observing, what your visitors consume and what they usually throw away and/or don't ask for (during the main meals or during the breakfast)

Tips for the tourists

- Avoid waste of food when choosing free buffet and all you can eat menu
- Consume ethically, while choosing local and zero-miles food, green products etc.
- Avoid consume too large quantities and take the food you need
- At home and when you are travelling, do a “shopping list” for your food purchases instead of choose randomly
- Avoid food waste and leftovers, by asking for a “doggy bag” or “family bag” to bring back food that you don't consume.

https://ec.europa.eu/food/safety/food_waste_en

Eco-gesture 4.2

Reduction of pollutant food packages



Tips for the professionals of tourism

- Provide your tourists food and beverage in bulk, and if it is possible, install water fountains and food/beverage stations and distributors
- Avoid any single-dose packages for basic ingredients offered to your tourists such as: oil, cereals, bread, sugar (served during the main meals)
- Avoid single-use packages especially for goblets, plates etc. and choose reusable materials
- Use recyclable and/or reusable materials for crockery and cutlery (I choose ceramic plates and metal cutlery, plastic free).

Tips for the tourists

- Use biodegradable bags or textile bags to bring back food
- Avoid fast food, ready-to-eat and take-away foods and choose eat-in, directly eating on the spot
- Use biodegradable and non-plastic cutlery and crockery
- Use food containers and thermos, for your food and beverage instead of buying take-away products

Eco-gesture 4.3

Improve the way you manage food: the 3R (reduce, recycle, reuse) elements



The increase of food waste is not only about our bad consumption choices, but it is also a consequence of the way we dispose of food, the way we throw it away. A greater effort must be made to reduce food waste and recycle and/or reuse uneaten food products and leftovers, as well as all other food waste generated as a consequence of uncontrolled tourism and over tourism.



Tips for the professionals of tourism

- Work on how to reduce: avoid over-buying stock
- Work on how to reduce: store food correctly
- Work on how to reduce: plan meals ahead in order to avoid food waste
- Give tourists more menu options, instead of planning buffet with large quantity of not-consumed and food loss.
- Work on how to recycle: install food recycling bins in the common spaces as well as in the rooms



- Work on how to recycle: put more bins and containers and collect napkins used for meals, but also all other food wastes and peels.
- Work on how to reuse: make compost from my food wastes

Tips for the tourists

- Work on how to reduce: consume critically when travelling and once at home
- Work on how to recycle: remove food residues and collect in separate collection bins (organic) instead of throw garbage everywhere
- Work on how to reuse: make compost from your food wastes (at home) and make homemade fertilizer for houseplant
- Freeze leftovers so to avoid food waste

https://ec.europa.eu/food/sites/food/files/safety/docs/fw_lib_gfd_eu-plt-prevent-flw-covid-19.pdf



HERITAGE

Introduction

Heritage contributes not only to local quality of life but also to the local economy, by increasing the tourist potential of a region and attracting visitors. It has been recognized that competitiveness of tourism in Europe is mainly based on the natural and cultural assets of a destination.

But the acceleration of the tourism industry in the last years has brought a contrasted impact on the populations and visited territories. More and more tourism actors are convinced that the preservation and the enhancement of the cultural and natural heritage is a major issue and challenge of sustainable tourism, which lie on a better balance between tourism development and preservation of cultural and natural diversity proper to each destination.

Tourism actors, professionals and visitors, have a major role in achieving this balance. The natural and cultural heritage of a site is more than a factor of attractiveness for a destination. It is the identity of the place and its community; it builds the specificity of the destination and, simultaneously, it connects the place with visitors and contribute to intercultural exchange and understanding.

Heritage 1

Improving knowledge and understanding of local heritage

Our cultural and natural heritage is more than a famous church or an archeological site, a well-known mountain or a rare endemic bird: it is all what is rooted in the past, that we value in the present and what we want to preserve alive for future generations.

There are a lot of natural spaces, experiences and knowhow that can be lost as time passes if it's not well identified by locals as 'heritage' and/or that are waiting to be valued and preserved.

This is especially important when considering that heritage is the main factor of attractiveness of a tourism destination.

Proposed eco-gestures for tourists

- 1.1 Get informed about destination's cultural and natural heritage before leaving home
- 1.2 Ask locals for cultural heritage
- 1.3 Learn about local ecosystems and endangered species

Proposed eco-gestures for professionals

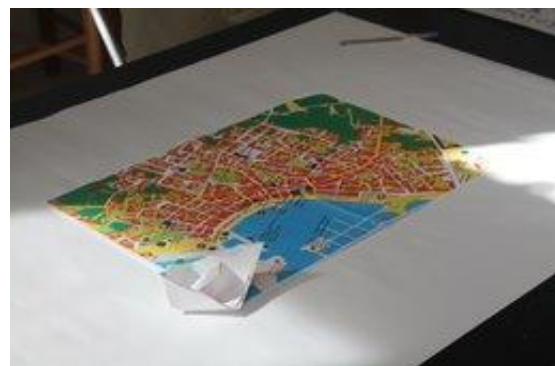
- 1.4 Learn more about the local natural & cultural heritage
- 1.5 Provide your staff/collaborators with information on local heritage
- 1.6 Learn how to communicate on local heritage to visitors

Eco-gesture 1.1



Get informed about destination's cultural and natural heritage before leaving home

A better understanding of the region you intend to visit can be easily made through the internet, guides, etc. It will help you better respect the local environment and better understand and interact with the local community. You will also save time by knowing in advance the places you want to visit (areas of a city, natural protected spaces, national parks etc)



Tips for the tourists

- Use information from local website (often translated into English), from hotels websites, but also from travelers' blogs from your country
- Learn about special environmental concerns in the area you will visit

- Schedule your trip out of high tourism season if possible, to limit period of high pressure on local resources (water, energy, ect.)

Eco-gesture 1.2



Ask locals for cultural interests

Locals always know better than guides about the “hidden” heritage of the area visited and can give you information about activities, history, customs, cuisine that no guide can provide you properly.



Tips for the tourists

- Ask local authorities and public organization (Tourism office, National park authorities, city hall, etc.) for information
- Get informed about local events such as festivals, exhibition, traditional event, etc.
- Try to find elderly people to discuss with
- Be open & adopt to local culture, the way we do things, we express ourselves, we interact with others in your country can be different in another country, even a close one

Eco-gesture 1.3



Learn about local ecosystem and endangered species

When you have more information on the local ecosystem & species, you can more easily respect the area and enjoy it with more interest and curiosity.



Photo by Anne Nygård on Unsplash

Tips for tourists

- Before visiting the place, get informed about protected natural areas in the region you visit (parks, reserves, Natura 2000 etc.)
- Check and respect environmental regulation

Eco-gesture 1.4



Learn more about your own cultural and natural heritage

You probably still have a lot of things to learn about your own heritage! Natural and cultural heritage places are often the key assets for tourism. The unique qualities of a place, or its values, can be a large part of a tourism business and its key selling points. Understanding the values of your heritage places is essential for effective product development, planning, marketing, etc. Heritage is all what is rooted in the past, that we value in the present and what we want to preserve alive for future generations. Heritage is therefore related to our history, our identity and values. To identify new nature or heritage-based tourism development opportunities, we often need to revisit our own perception of what is heritage.



photo credit: in2life.gr

Tips for professionals

- Try to better identify your local heritage: think about rural built heritage, about intangible heritage such as music, food, specific know-how, customs, etc. that can make the uniqueness of your place
- Get in touch with elderly people, local cultural association & local groups, university to learn more about stories, customs and practices
- Ask yourself “What makes this region, place or product special? What makes it valuable for the community?”
- Try to know more through community meetings, interviews, etc

Eco-gesture 1.5



Provide staff with information on local natural and cultural heritage

Provide the staff with information concerning local culture, nature, monuments, know-how and stories about the place. They will be able to recognise the special features of the region, they will better inspire visitors becoming ‘ambassadors’ of their own place and their job will be valued.



Photo: Project DELPHI – MCE

Tips

- Organise guided information tours, focus group or workshops for your staff
- Provide the staff with mini seminars concerning local culture and/or nature

Eco-gesture 1.6

Learn how to communicate on local heritage to visitors



Heritage is also a shared source of interest and of dialogue with others, not only in our own region but also beyond. Sharing our heritage is also a way to communicate with visitors, since it expresses a part of ourselves without words and languages, and it can create a bridge to other culture and individualities. To do so, you need to better learn how to communicate on your own heritage



- Gather information on local heritage to be shared with visitors in your business: use hotels website for sharing information, share documentation provided by local authorities, use short videos advertising the area, etc.

- Get familiar with “Heritage interpretation” technics: Interpretation is communication that is specifically designed to reveal underlying meaning to the visitor through first-hand involvement with an object, a landscape, a natural feature, or a site.
- Learn about storytelling: stories based on heritage values, particularly those provided by local people, are often what make a place attractive to visitors.

Learn more on:

- the Manual for Professional Development in Heritage interpretation https://www.interpret-europe.net/fileadmin/Documents/projects/InHerit/Manual_InHerit-EN.pdf
- The Heritage Interpretation Training Manual (2018) <https://www.italy-croatia.eu/documents/113042/164115/Heritage+Interpretation+Training+Manual.pdf/bfc88dfb-428f-796a-4255-b9a04edf6cf3?t=1588007348621>
- Sharing our Stories: Using interpretation to improve the visitors’ experience at heritage sites, Fáilte Ireland https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/3_Marketing_Toolkit/5_Cultural_Tourism/Heritage_Interpretation_Manual.pdf

Heritage 2

Better preserve Natural and Cultural Heritage

Tourism businesses should be strong advocates for long-term natural & cultural heritage conservation, simply to sustain what represents the “basic raw material” of their destination and business! They should avoid any damages to the local heritage and contribute to maintenance or restoration. Travelers will be encouraged to learn more about the heritage of the place they visit and to better understand and respect it. This is the approach that “sustainable tourism” is oriented to. An approach that respects the ecological carrying capacity of the environment, the cultural assets and a fair and viable economy.

Proposed
eco-gestures
for tourists

- 2.1 Prefer accommodation engaged in sustainable/green tourism
- 2.2 Choose outdoor activities respecting local heritage and protect biodiversity

Proposed
eco-gestures
for professionals

- 2.3 Introduce ecological criteria in the business strategies
- 2.4 Develop tourism product promoting and respecting natural heritage
- 2.5 Communicate on your sustainable strategy

Eco-gesture 2.1



Prefer accommodation engaged in sustainable/green tourism

Sustainable hotels are usually designed respecting the environment and the area where they are located. On many occasions, they implement to their facilities efficient lighting systems, low pressure water installations and try to generate their own energy.



Tips for the tourists

- Choose accommodation and local services engaged in sustainability
- Choose accommodation that use eco-friendly materials and preserve landscape (eco or green hotels), or when you can eat natural and bio high-quality products (bio hotels)
- Ask for green certifications & eco-labels: discover national labelling systems on <http://www.greentourism.eu/en/GreenLabel/IndexPublic>

Eco-gesture 2.2



Choose outdoor activities respecting local heritage and protect biodiversity

Outdoor recreation and nature-based tourism provide essential benefits to individuals, communities, and society and thereby contribute to sustainability.



Tips for the tourists

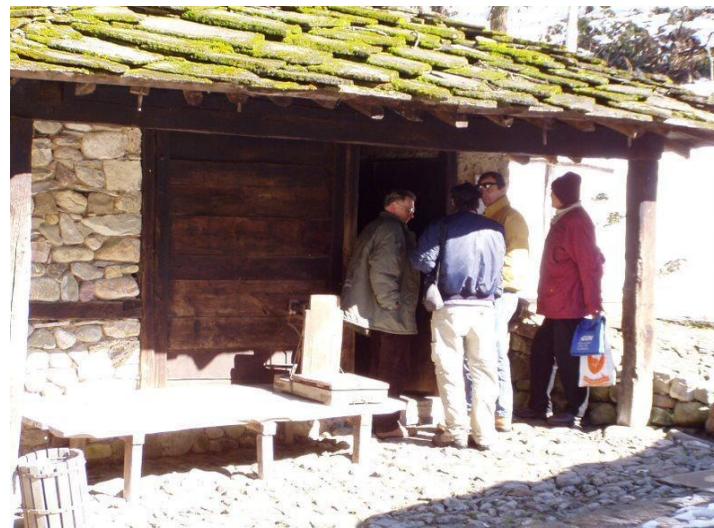
- Observe wildlife from a distance
- Never feed animals, you could expose them to health problems or expose them to predators
- Control pets, if you have with you
- Avoid observing wildlife during nesting or mating period
- Don't throw away your waste anywhere in the environment, but use specific bins
- Respect protected areas and parks and avoid any picniques, barbecues, fires unless expressly authorized

Eco-gesture 2.3



Introduce ecological criteria in the business strategies

Sustainable development means adopting business strategies and activities that meet the needs of the enterprise and its stakeholders today while protecting, sustaining and enhancing the human and natural resources that will be needed in the future.



Tips for the professionals of tourism

- Develop a sustainable strategy: Assess your current impact on the environment; Adopt and implement a strategy or a plan to improve management; Monitor, assess and review you plan
- Use guidelines provided by tourism organisations and NGOs or apply for eco-labels certification to recognize the efforts and strengthen the environmental approach (eg: the international [Global Sustainable Tourism Council \(GSTC\)](#); The [Eco-label for tourist accommodation services and campsite services](#); etc.
- Re-evaluate green marketing strategy
- Involve all personnel: create an environmental committee or appoint an environmental animator
- Respect traditional architecture when renovating an old building or creating extension of an old building

Eco-gesture 2.4



Develop tourism product promoting and respecting heritage

Recent trends of tourism reveal that more and more people are interested not only in trying out new places, but also in discovering and experiencing new ways of life, new natural and cultural heritage. There is also a real demand from the travelers convicted by the necessity of changing behavior and limiting their impact towards nature and communities that host them.



Tips for the professionals of tourism

- Organize discovery paths/tours around cultural and natural heritage
- Organise cultural activities or workshops related to local heritage (art craft, cooking, etc)
- Invite local cultural groups to show their work (handcrafts, food producers, etc)
- Organise thematic nights (local music, storyteller, etc)

Eco gesture 2.5



Communicate on your sustainable strategy

While you make great efforts towards sustainability, you can communicate on it and attract tourists sensitized to sustainability or concerned by their ecological, cultural and social footprint in the places they visit.

Being certified by one of the existing eco-label will help you by providing logos, claims, website of dissemination, and other material.

But you can also promote your approach by yourself through your website and social media, or on your place, with printed brochure, sticker or other supports, using simple principle of “Green marketing”.

You will have to:

- identify the people you want to communicate to, without being too restrictive, in order to adapt your message
- create simple messages that can be understood by this identify (large) public and relate messages to the destination: eg. refer to local and traditional food served, to the eco-friendly outdoor activities your

propose in the local nature preserve area, the traditional architectural features of your guesthouse etc.

- publish your environmental or/and cultural policy, if you can list a coherent series of initiatives you take towards sustainability

Heritage 3

Developing local synergies

Eurobarometer research on EU citizens reveals, 73% of the population lives near heritage monuments, works of art, heritage sites, traditional events or festivals that are related to Europe's culture and history. More than half the EU population consider themselves to be 'involved' with heritage in some way. This makes local populations extremely important stakeholders in heritage conservation and use. The recent UNWTO report (2018) on Tourism and Culture Synergies has therefore underlined the need to involve a wide range of stakeholders, including representatives of culture, tourism, local communities and administrations, in developing positive synergies between heritage and tourism.

Proposed eco-gestures

- 3.1 Collaborate with other local stakeholders to develop a sustainable tourism destination
- 3.2 Organise activities involving staff and/or visitors to the maintenance of cultural and natural heritage
- 3.3 Supporting local farmers & producers

Eco-gesture 3.1



Collaborate with other local stakeholders to develop a sustainable heritage-based tourism destination

Stakeholder networks play an important role in creating or improving heritage-based products, as well as helping to develop responsible tourism. You can initiate discussion, brainstorming and collaboration to gather know-how, ideas and means towards the common objective of the creation of a sustainable tourism destination.



Tips for the professionals of tourism

- Investigate what sustainable heritage-based tourism destinations are in your region, country or abroad and find interesting examples
- Organise Heritage festivals, heritage trails, heritage walk.
- Increase cooperation with other tourism providers and local producers.

Eco-gesture 3.2



Organise activities involving staff and/or visitors to the maintenance of cultural and natural heritage

Informing the people to the persuasive requirement of promotion of the cultural & natural heritage, awakening the mindfulness and interest people to make them feel apprehensive by the promotion of the cultural & natural heritage can be done in different ways.



Tips for the professionals of tourism

- Integrate active interaction with the local community (i.e., propose activities clients can participate to, not only observe)
Engage locals into volunteering.

The “Take Care of Your Trails campaign” is a European campaign which encourage mountain bikers to promote biking, build & maintain trails on a voluntary base. It started in Scotland by the Developing Mountain Biking in Scotland (DMBinS) and spread in several European countries, through local initiatives.

See more on <https://www.takecareofyourtrails.com/>

- Organise activities involving visitors to the maintenance of cultural and natural heritage. We propose here two examples of volunteering:
 - In Greece, the Mediterranean Centre of Environment supports the development of tourism activities where visitors can take part in local community initiatives. In 2020, 3 groups of 30 French tourists came to Methana, Greece, and were welcomed by a local team of young volunteers that involved them in the clearing of walking trails. In exchange, visitors were invited into a local tavern and guided through the last volcanic hills of the area.

- In Italy, a team of researchers from University of Bologna created the project "Sea Sentinels" where tourists practicing scuba diving can record key Mediterranean species during their favorite hobby, contributing to the monitoring of biodiversity through online questionnaires.

Eco-gesture 3.3



Supporting local farmers & producers

Supporting local farmers and other local producers or service providers (guide, outdoor activities, etc.) means that the food you eat is grown in your local area, the products you buy are the results of a long tradition and of specific know-how, and that the money you spend for that benefits the local community. When food is produced, processed, distributed and sold all within the same region, more money stays in the local economy. By minimising the number of intermediaries between producers and consumers, a greater proportion of the money spent by local consumers on local products is retained by the farmers.

Tips for tourists

- Choose local products, local market when purchasing food and get informed about local producers
- Look for 'souvenirs', look for local handcrafts, local producers to find what to bring back home

Tips for the professionals of tourism

- Use local products in food & drink products provided
- Sell local products & manufactures in your organization (eg hotel lobby)
- Offer souvenirs with local products & manufactures
- Promote add-value of local products cost of local products
- Involved local authorities in the promotion of local products, for example to identify gaps in communication and develop mobile APP to promote local places and produces, to organize unique selling points for local produces, etc.