



GREEN PASSPORT

**SUSTAINABLE TOURISM
FOR A LIVING PLANET**

www.passaporteverde.gov.br

GREEN PASSPORT: RESPECT THE ENVIRONMENT

PASSPORT



NAME:

LAST NAME:

CITY/STATE:



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ARE YOU TRAVELLING?

Welcome to your passport to greener travel. This Green Passport introduces you, the potential traveller, to simple ways that you can help to make tourism a more sustainable activity. It's about tourism that respects the environment and culture and is good for the economic and social development of the communities that will be your hosts.

As you take a tour through the pages of the Passport you will pick up background information and useful tips for every stage of your journey.

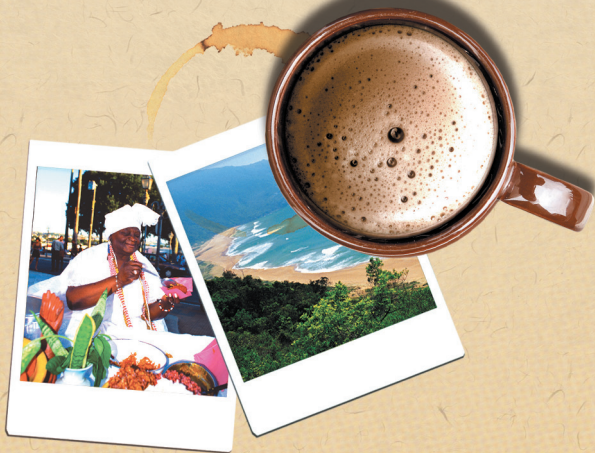
The Green Passport campaign is an initiative of the Global Partnership for Sustainable Tourism.

In Brazil, the campaign is coordinated by the Ministries of the Environment and Tourism, in a partnership with the United Nations Environmental Program(UNEP).

When your tour is completed you will have a better understanding of how your holiday decisions can make a difference.

What's more, as a greener traveller, you might just come away with a new point of view that will make your travel infinitely more rewarding. As the Portuguese writer and poet Fernando Pessoa said:

*"Travels are travelers.
What we see is not what we see
But what we are."
Fernando Pessoa*







Every tourist knows the answer to the following questions: Why did you choose this specific destination? What do you expect? How long are you staying? Are you traveling by car, bus, train, boat, airplane or all of them? Are you traveling by yourself, with your family or friends?

By answering those questions, we are able to choose easily how and where to go, where to stay, what to see. There are other important questions that help you identify the best sustainable destination to visit.

Think again about the particular place you are heading for. Try to remember how you heard about it, and what called your attention to it. What is the information you have about it? Are natural and conservation areas really well protected? Do traditional communities have their rights respected? Is sewage treated, and is there a proper waste management system in place? Is local culture valued? At first glance these

questions may seem confusing, but they have a sole objective: to ensure more fulfilling holidays for travellers while protecting the environment and culture, also contributing to the economic and social development of the visited places.



After all, everybody likes to return to a place and find it the way it was before, or maybe even better.

Your travel makes a difference wherever you go. Your attitude may encourage other tourists to become more responsible and careful about the environment.



WHERE TO?

PLAN YOUR TRIP. WHEN CHOOSING YOUR DESTINATION, PREFER PLACES THAT HAVE DEMONSTRATED RESPONSIBLE PRACTICES, INCLUDING THEIR ENVIRONMENTAL CONSERVATION RECORDS, HUMAN RIGHTS RESPECTED, COMMITMENT TO PEACE, ETC.

Many Brazilian and global tourism destinations suffer from tourists irresponsible behavior. Did you know that untouched natural environments are rare and that most of them are threatened by us, human beings? Therefore, think about the consequences before gathering your friends to visit a traditional community, travel to a beautiful beach, or trek through forests.



AS AN INFORMED, RESPONSIBLE TOURIST, WHEN YOU CHOOSE A DESTINATION, YOU SHOULD:

- Make sure it provides means of transport, accommodation, sewage and waste treatment, and other sustainable facilities and policies, as well as respecting practices on local culture and communities.
- Look for websites specialized in responsible travel, ecotourism and sustainable tourism, which help tourists to choose destinations that are not just stunning, but also allow true learning experiences and mutual benefits – for the tourist and for communities.



- Be ready to pay a little more for your holiday if that means local labour fair wages or if it contributes with resources that may be used for the protection of sensitive areas and natural landscape.
- Worry about greenhouse gas emissions from the transport you use.

CO ₂ emissions by means of transport	CO ₂ grams per passenger and km
Plane	370g
Car	150g
Train	50g
Bus	30g

Source: German Federal Environmental Agency, 2005.

- Make sure your money is well spent by choosing tour operators, hotels and inns committed to sustainable tourism in the municipality, avoiding environmental damage and using resources in a more efficient manner.
- Prefer accommodation and transport providers that have efficient equipment and that aim for the rational use of energy and water. Prefer local providers, this enables economic development with income distribution and provides more opportunities for the population in the visited area.
- Use tour guides and service providers from local communities.

BEFORE YOU GO

AFTER CHOOSING YOUR DESTINATION, PREPARE FOR EXPERIENCES THAT AWAIT YOU, AVOIDING A NEGATIVE IMPACT ON THE NATURAL AND SOCIAL STRUCTURES. THE MORE YOU LEARN ABOUT THE REGION, ITS LANDSCAPES, CULTURE AND PEOPLE'S TRADITIONS, THE BETTER YOUR EXPERIENCE WILL TURN OUT TO BE.



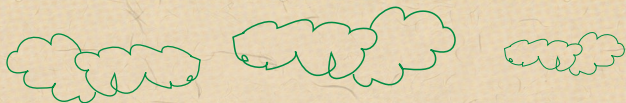
- Be aware of what to take into account and study as much as you can. On the Internet, look for your destination combined with words like “degradation”, “waste”, “garbage”, “tourism impact”, “children sexual exploitation”, “endangered species”, among others.

- Also, look for positive aspects, associating your destination to words like “sustainable”, “biodiversity”, “local community”, and other key words from the social and environmental arena.



- Remember that the Brazilian legislation prohibits construction in certain areas, or requires a permit from environmental agencies to do so. Avoid staying in facilities built in Permanent Preservation Areas, including river banks, lakes and beaches, mountain tops or extreme slopes, sandbanks and mangroves, and other fragile ecosystems and environments.





- Try to limit your visits to Protected Areas that are open to the public, such as natural parks, environmental protection areas, sustainable development reserves, private reserves, among others. Your interest in these places is crucial for the conservation work carried out within them.
- Bear in mind that some environments have local restrictions on natural resources use, such as water and energy. In many cases your hot bath could mean no water for the local community.
- Check with health professionals about any vaccines you may need and make sure your vaccines are up to date before departure, to protect yourself and the communities you visit from illness.



- Avoid taking pets to natural environments; they may bring new diseases to the local fauna.
- Find out more about your holiday destination and its local habits and traditions; avoid behaviors that may offend the local people. Make sure you know what may be considered polite in terms of eating, greeting and local values. Learning a few words of the local language may help you approach people in a friendlier manner. Find out more about and adapt to the local dress code. In many places, dressing inappropriately or showing off valuables can be considered offensive. Avoid stressing the gap between rich and poor, extravagant displays of wealth such as ostentatious jewelry and technological gadgets can be embarrassing for other people.

**WHAT ARE
YOU TAKING?**


WHEN PACKING, THINK CAREFULLY ABOUT WHAT YOU REALLY NEED TO TAKE WITH YOU.

Try not to bring items you can easily find in your destination. Buying locally – from hygiene products to food, regional crafts and goods – contributes to job generation, increases local income and values local talents!




- Be careful with batteries and lamps. They contain toxic material that contaminates water and soils when discarded inappropriately. Never dispose of them at ordinary rubbish bins, use instead only specific collectors. If you don't find any, collect and take them back to your home country.






Where possible remove the wrapping of packaged goods before you leave: unwrap soaps and take bottles out of boxes. The wrapping of packaged goods is a problem for the environment. Remove them before you set off. In addition to generating less waste, you will travel lighter, thus avoiding emissions from transport and saving your breath when hiking with a backpack. If you take full packages, bring them empty when you come back



☉ Environmentally friendly detergents and shampoos for hand and hair washing are widely available. Please take these, and use as little as possible. This will help to keep valuable fresh water supplies, rivers, streams and the sea free from pollution. Make sure you prevent soap polluting what may be someone else's drinking water



☉ Find a cultural purpose for magazines and books you have finished reading. Leave them in the local community or school.



DEGRADATION OF WASTE IN THE ENVIRONMENT	
WASTE	TIME
Wrapping paper	1 to 4 months
Newspapers	6 months
Cigarette butts	2 years
Matches	2 years
Bubble gum	5 years
Plastic cup	50 years
Aluminium cans	100 to 500 years
Batteries	100 to 500 years
Plastic bottles	Over 500 years
Glass	Over 1000 years

**HIT THE
ROAD**

HAVE A NICE TRIP

DO YOU WANT TO MAKE THE MOST OF YOUR TIME VISITING THE GREATEST POSSIBLE NUMBER OF PLACES? OR DO YOU PREFER A SHORTER JOURNEY, TO REALLY GET TO KNOW THE REGION, APPRECIATE THE LANDSCAPE? ARE YOU TRAVELING BY YOURSELF OR WITH A GROUP?

We know such preferences have different degrees of impact. Thus, when we choose our means of transport, journeys and places to stay and eat, we are actually deciding on the consequences of our trip. After all, we will come back home, but how do we leave the places we visited?

- If you want to travel sustainably, you must make choices that guide your planning. Always select the option that has the least impact on the environment and the communities you visit.
- Prefer less polluting means of transport, places with fewer tourists, eco-friendly hotels and healthier food.
- When we travel, we consume goods and services that reflect our values. Always question the production and consumption standards of the goods and services you are buying to make sure that they are not contributing to environmental degradation.

TRANSPORT

You can often make more responsible and appropriate choices when selecting your means of transport.

CAR: motorized vehicles are always polluting, but it is possible to minimize their impact by car-pooling, keeping your vehicle in good condition, and traveling at a speed that requires less fuel. If you need to rent a car, opt for hybrid or flex-fuel vehicles.

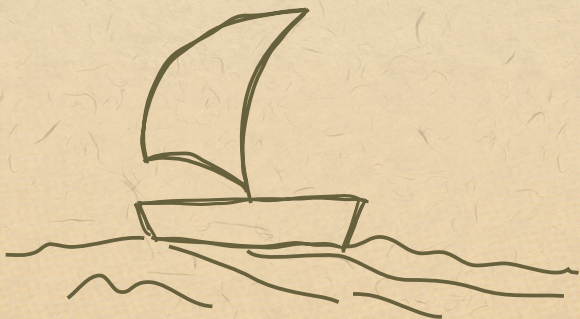


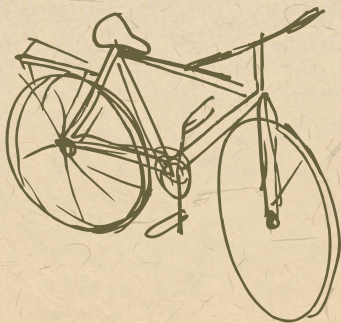


AIRPLANE: air transport emits carbon dioxide (CO₂) into the atmosphere, contributing to the greenhouse effect. But if you really have to fly, then there are some ways to reduce this impact. Where possible, avoid routes with stopovers, for it is during takeoff and landing that the highest emissions occur. Avoid heavy luggage, as extra weight in aircraft may mean more carbon dioxide emissions into the atmosphere. Find out ways to offset the emissions of your flights.

BUS: public transport reduces pollution and the quantity of vehicles on the streets. There are bus lines that travel across countries. It is always helpful to look on the Internet for alternative means to get where you are heading.

SHIPS: In a country like Brazil, with navigable rivers throughout the country, it is possible to reach many places by boat. However, there are differences between small, medium and large vessels in terms of pollution. Choose those that have the least impact, which will be determined mainly by the quantity and type of fuel used.



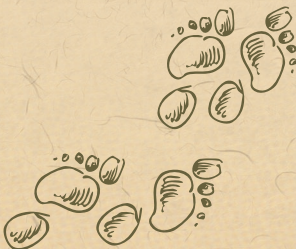


BICYCLE: As the greenest means of transport, bikes are a good alternative for shorter distances. Riding a bicycle can be a rewarding experience, as it offers you independence, sights and experiences all along your journey. You can ride through city streets, take back roads, penetrate forests, or scale mountains. Of course cycling requires physical fitness, and riders must consider routes, weather, equipment and accommodation.



TRAIN: Although the railway network does not cover all the Brazilian cities yet, it is a highly sustainable way to travel as it consumes less energy and pollutes less compared to cars or airplanes, while transporting more people. Taking the train increases the joy of discovering the scenery. Find out on the internet about the railway connections in the region you are heading for.

ON FOOT: Leave on a hiking adventure adapted to your preferences, experience and disposition. Tracks are the best way to experience and enjoy natural beauty, providing access to wild areas, waterfalls or beaches. However, use established tracks only, avoiding shortcuts that may cause degradation and erosion. Also, try to leave the place as if no one has ever set foot in it. Do not make fires, do not collect flowers or plants, and do not feed wild animals.



**WHERE ARE
YOU STAYING?**

Whether it's for a weekend getaway or a longer stay, make sure your accommodation has the same green habits as you do at home. These habits range from the type of construction to how businesses treat their collaborators and engage in the community. In Brazil, in addition to hotels and inns, home stay is also an option in some regions. Prefer facilities that care about the sustainability of their services, in terms of waste disposal, washing policy and local purchasing.

Some examples of green practices are:

- To incorporate social and environmental principles in management and staff qualifications. Staff should be trained to act sustainably.



- To reduce indirect energy consumption, by fostering the consumption of regional natural products, especially fruit and vegetables, grown in the region.
- To reduce the environmental impact of new projects and construction by aiming at preserving the natural landscape, its fauna and flora, and taking into consideration cultural aspects in the architecture. Natural materials, low-impact construction techniques, and low energy consumption should be of paramount importance.
- To control and reduce the use of harmful substances to the environment, such as asbestos, CFCs, pesticides and toxic materials, corrosive and flammable chemicals.
- To use alternative forms of energy, such as solar and wind power, in the planning of new buildings and facilities whenever possible.



- Consuming water with rationality and efficiency, for example, by collecting and reusing rainwater whenever possible.
- To limit usage of detergents and choose those with less environmental impact.
- To use disinfectants and other chemicals only if really necessary.
- Avoid sewage or pollutants leaking.
- Take all the necessary measures to stop audio and visual pollution.



☉ **Adopt the 5 Rs of environmental good practices:**

- Re-think habits and attitudes.
- Refuse products that are harmful to the environment and health.
- Reduce generation and disposal of waste.
- Reuse in order to increase product lifespan.
- Recycle these products, transforming them into a new product.



Now, attitudes that you as a tourist should adopt:

- Avoid the unnecessary use of water and chemicals by using your towels for more than one day.
- Always use the air-conditioning with doors and windows shut. Use fans only if necessary.
- Collect all the garbage you produce and separate recyclables from organic material.
- Use reusable carry bags instead of single-use plastic bags.

Did you know that a toilet flush usually spends 16 litres of water, that 1 minute in the shower uses 15 litres and a washup in the washing machine spends up to 150 litres?

- Turn off lights and electronic equipment completely when you leave a room.
- Turn off the tap while brushing your teeth. You will use 2 litres of water instead of 60 litres just by doing this.
- Do not collect plants; do not take home “mementos” of the natural environment. Leave stones, flowers, fruit, seeds and shells where you found them so that others can appreciate them too.
- Do not buy wild animals; admire them in their natural habitat instead.
- Help to educate other visitors, transmitting minimum impact principles whenever you have the opportunity to do so.



EATING

Each community has its own culinary tradition that is part of its cultural heritage. Value local cuisine and try local flavors. Try, with your eating habits, to value sustainable food production practices, free from pesticides and without harm to the environment.

Try the **local food** and specialities, but:



- Check out menus: many include products that can impact the local biodiversity and environment. For example, cultivation of heart of palm is a cause of deforestation.
- Avoid consuming meat or fish if this encourages predatory fishing or hunting, particularly when fish are reproducing, during the so-called closed season. For example, the fishing of turtles depends on season and size, and catching lobsters





is forbidden. River fish should also be consumed with care. Always try to check whether seafood comes from fishers and producers that abide by the environmental law and respect the closed season and the minimum size for capturing crustaceans and fish.

- By eating locally produced goods you will reduce the CO₂ emissions from transport as well as helping local farmers and the local economy.
- Give preference to organic food and products from community-based initiatives for job and income generation.

**EACH PLACE
ONE CULTURE**

If you have decided where to go, you have probably looked for information on the region's natural attractions, architectural heritage and cultural traditions. You may be interested in visiting historical settings, like a church or a museum. But also set aside some time to go to places formed by the local culture and concerts that enable tourists to get to know local practices and history.



Find out more about **cultural attractions** like:

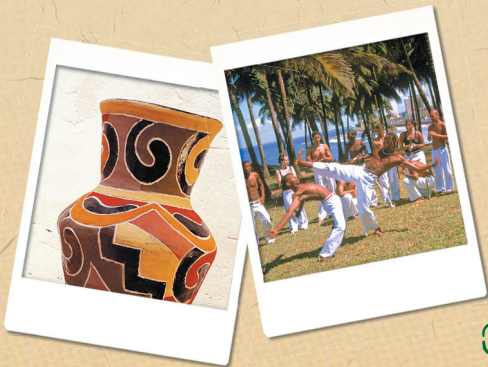
- Archaeological sites and historic city centres;
- Regional cuisine;
- Craft and typical products;
- Stories and legends;
- Music, dance, theatre and exhibitions;
- Traditional fairs and markets; .
- Scheduled events such as parties, festivals and local religious celebrations, among other cultural and arts events.

Some topics must be considered when interacting with **local culture**:



- Always be yourself when talking and dressing up. However, if you decide to go to a religious or cultural event, respect whatever is suggested by ceremonial practice. Be silent whenever necessary.
- Respect religious, historical or archaeological sites, local traditions, history and culture.
- Be sensitive enough to ask for permission to take pictures, or film or tape the moments you experience.
- If you want to take home a memento, be careful when choosing it. Check whether it is really a locally made craft and be prepared to pay a little extra for an individually crafted object. Remember: behind every clay, wood, or straw object there is unique “know-how”, which is really what you are taking home.

- When buying crafts, try to understand what inspired the creation of the object, who produced it and the impact generated. Buy your souvenir preferably from the craftspeople to ensure your money goes to the artist and not to an entrepreneur in the middle.
- Don't buy just on price but on value to you: bargaining for a lower price for souvenirs and services is often the accepted and expected custom, but don't drive a hard bargain just for the sake of it. Indeed excessive bargaining when buying crafts is frowned at, as the craftspeople live on the selling of those objects and have employed their abilities, skills and time to produce them.





BACK HOME

When we return from a trip, we bring back many memories. It is good to know that part of the place we visited came back with us and that, somehow, we will not be the same after the trip. After all, we have had contact with so many people, visited so many places, and seen so many things. It will all become part of us. We also know that our presence left memories behind. Consequently, your trip does not end when you unpack. Your experience may have a multiplier effect through small actions.

When talking about your trip, you make other people realize what you have learned. We all have an educating role, and the multiplying effect is essential for sustainable tourism.

- Report incidents and irregularities that you witnessed during your trip. You are part of the process for the environmental, social and economic improvement of that destination.

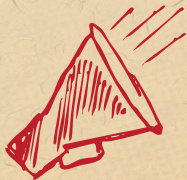


**PASSAPORTE
VERDE**

**EU FAÇO
TURISMO
SUSTENTÁVEL**

If using a film camera, only develop your photos if necessary

- Tell people about what you have seen, either in person or through blogs or other internet tools, which can be used as travel journals, by sharing photos, audio and video material.
- Play an active role in social networks interested in sustainable tourism, such as discussion forums, sites and virtual communities.
- Support community initiatives to generate jobs and income where you live. There are always initiatives such as conservation projects, sustainable development projects, and NGOs for environmental education that deserve support.



- Try to keep in touch with the people you met during your trip, other tourists and residents of the places you have been to. Friendships that started within a sustainable context strengthen social and environmental responsibility.
- Keep reflecting on your consumption habits and attitudes both as a citizen and a tourist.

Visit the Green Passport website:

www.passaporteverde.gov.br



"Landscape is where our
thoughts are stronger than the
place's power."

Guimarães Rosa

KNOW BRAZIL



Paraty-RJ



**PRESERVE
BRAZIL**

NOTES - ANOTAÇÕES

NOTES - ANOTAÇÕES

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**THE GLOBAL PARTNERSHIP FOR
SUSTAINABLE TOURISM**

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