The Travel Green Planet –Responsibly Collaboration Initiative

GSTC Annual Conference 2019
Terceira. Azores, Portugal

Presentation:
Herbert Hamele, Gordon Sillence
Ecotrans Tourism 2030
Sustainability Development Services
Our ITB Berlin 2019 launch of the "Tourism2030 - Travel Green Planet Mapping Initiative"

This initiative aims to have all tourism in protected areas certified by 2030 as its flagship goal under SDGs 12, 13, 14 and 15, with our current Tourism 2030 - Green Travel Maps and App providing the baseline measure and the system that each member state or region can tangibly contribute towards.

Which aims are you going to support?

Which criteria are linked to these SDGs?

Which certificates require these criteria?

Which businesses & destinations are certified?

Which are the best?

How to raise the green market share?

SDGs

GSTC criteria & indicators

Certification Quickfinder

Green Travel Maps

Good Practice Browser

Travel Green Marketplace & App
CERTIFICATION QUICKFINDER

Which certificate for my business?
The Global Certification Quickfinder helps tourism businesses, destinations and tour operators to find those certificates which are available to them in their country and which meet their expectations on the coverage of sustainability issues, the credibility level, the visibility of their certified tourism on the global Green Travel Maps and other services for their applicants and members.

1. Select your "Category" and/or filter by your "Country"
2. Filter the available certificates
3. View the profile(s) & make your choice!

Top Transparency: Certificates with Profiles & Maps
The Travel Green Planet – Responsibly Collaboration Initiative

GREEN TRAVEL MAPS

The global Green Travel Maps with its services for certificates and destinations support the visibility of tourism businesses, destinations and tour operators that demonstrably contribute to an environmentally friendly and socially compatible tourism.

- **World**: Search the global map below with more than 13,000 locations!
- **Europe**: View our national and destinations’ Green Travel Maps.
- **Filter the choices**: You can select 10 categories of certified tourism.

The *Travel Green Europe - Responsibly* app is fed by the Green Travel Maps.
GOOD PRACTICE BROWSER

The Tourism2030 Good Practice Browser allows you to search and filter outstanding examples of businesses and destinations all over the world. The Browser so far shows the locations of more than 500 finalists and winners of environmental and sustainability awards. About 70 examples - a.a. in European destinations - have been described in detail with their approaches, measures, and achievements. You can filter these examples per country, category, landscape type - and per the GSTC criteria for destinations.
TRIANGLE GOING GREEN BUSINESS PROGRAMME

A TRIANGLE Service for SME and Destinations

The Going Green - Travel & Tourism 2030 programme is a TRIANGLE business sustainability outreach service for members & beneficiaries who wish to face the challenges and take the opportunities of the 2030 global Agenda. Tourism businesses and service providers in destinations with protected areas across Europe as well as destination managers get an introduction to the tools and services for managing, monitoring and marketing their green offer.

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PLEASE JOIN IN
A Ten Year Team to Transform Tourism
By 2030 – and Save our Planet Professionally

Travel Green Planet –Responsibly
Collaboration Initiative

Starting at - ITB Berlin 2020!

Contact: Herbert Hamele, Gordon Sillence
Ecotrans Tourism 2030 Sustainability Development Services

Thank you for your attention ... we look forward to hearing from you!