


Profile sheet for (sustainable) tourism cluster or network – European Partner ECOTRANS

<p>Name and address of BSO</p>	<p>ECOTRANS e.V. www.ecotrans.org Hedwig-Dohm-Str.22 66117 Saarbrücken GERMANY</p>
<p>Contact person (<i>with e-mail address and optional picture</i>)</p>	<p>Mr. Herbert Hamele herbert.hamele@ecotrans.de</p>  <p>Mr. Gordon Sillence gordon.sillence@ecotrans.de</p> 
<p>Short description of BSO</p>	<p>Ecotrans is a European network of experts committed to developing sustainable and responsible tourism with 3 decades of policy to project implementation experience form Agenda 21 to Agenda 2030 covering the following thematics:</p> <p>Certification & Marketing , Climate Change - Energy and Resource Efficiency , Destination Management , Human Rights & Labour Rights , Knowledge Networking, Training and Education , Natural Heritage & Biodiversity , Travel, Transport & Mobility , Value Chain Management & Fair Trade</p> <p>The ICT programme of Ecotrans brings these topics into a sustainable tourism knowledge portal (tourism2030.eu) with “Travel Green Planet” Services</p>
<p>Relevant department (<i>if applicable</i>)</p>	
<p>Goals regarding (sustainable) tourism</p>	<p>The name ECOTRANS embodies two basic principles: - ECO = the link between ‘ecology’ and ‘economy’</p>

	<p>- TRANS = the transfer and publication of know-how in order to encourage greater transparency.</p> <p>Our Mission is to establish and promote clear principles, strategies and examples of good practice for sustainable tourism development in Europe. Our members provide expert coverage of a comprehensive set of sustainable tourism topics, and are active in business and policy, planning and consultancy in all European countries, as well as in other regions of the world.</p> <p>ECOTRANS is running the Tourism2030 portal, registered as a UN "Partnership for Sustainable Development" which is supporting the new Sustainable Development Goals 2030, and is founding member of the Global Sustainable Tourism Council.</p> <p>The not-for-profit organisation is registered in Saarbrücken/ Germany.</p>
<p>Selected services, programmes and projects on sustainable tourism (with brief descriptions)</p>	<p>Ecotrans offers tourism SMEs, destinations and intermediaries the opportunity for <i>Going Green</i> through the Tourism2030 Knowledge Base and Market Place, where they can make their products and services more sustainable and visible by using a set of services and tools to bring together the interest of sustainable tourism certification programmes, businesses and destinations, marketing organisations and consumers.</p> <p>A) Tourism 2030 Services for Certificates Providing local to global transparency and market access Sustainable tourism requires transparency and credibility, visibility and market access. ECOTRANS as an independent not-for-profit organisation is managing the global list of over 200 environmental and sustainability certificates in tourism. The Global Certification Quickfinder and the Green Travel Maps help certificates to be easily found by their (potential) applicants and to give global visibility to their certified businesses, destinations and tour operators.</p> <p>B The Going Green System for Destinations The Going Green System for Destinations offers local, regional, national, and sub-global administrative authorities to list measure then expand and the market their own SMEs through their own territorially specified Green Travel Maps as part of the overall local to global market place.</p> <p>A series of tools and steps support local, regional or national tourism marketing organizations and destinations, aiming to identify and map and raise the number of tourist attractions and products that demonstrably contribute to a environmentally friendly and socially compatible tourism in the destination area, proven by certificates, labels and awards for sustainable tourism.</p> <p>The toolkit and maps can be used for measuring, managing, mapping, marketing and monitoring a destinations' green tourism offer using a series of blue spots on the maps that represent potential SME green</p>

	<p>transition businesses that that can turn to green spots once an SME is sustainably certified.</p> <p>C) An Innovation, Training & Implementation System for SMEs The ETGG 2030 project has created a tourism sustainability innovation, training and implementation system that will take an SME through an expert-led awareness raising, sustainability training, certification and market access process - designed to support the implementation of Agenda 2030 and our need to collectively move to a system of sustainable consumption and production.</p>
<p>Network of partners in the field of sustainable tourism (2-3 sentences on each partner + website; physical address for mapping on destinet.eu)</p>	<p>MEMBERS:</p> <p>Non-government organisations Bodensee Stiftung ECOCAMPING Global Nature Fund (GNF) Global Partnership e.V. Green Destinations Foundation</p> <p>Other tourism associations Association of Ecotourism in Romania (AER) Associazione Cultura Turismo Ambiente (ACTA)</p> <p>Training organisations and consultancies Janela Aberta 21 FUTOUR Tourismusberatung The Tourism Company (TTC)</p> <p>Government organisations Basquetour</p> <p>Business and project partners Cinzia de Marzo Martin Balas Silvacultura ÖAR Regionalberatung Fairweg</p> <p>CERTIFICATION PROGRAMMES: ECOTRANS is collaborating with many international, national and regional sustainable tourism certification programmes for mapping and providing global visibility and market access to their certified businesses and destinations. See Certification Quickfinder.</p>