



# **Preliminary assessment of environmental criteria and indicators related to sustainable tourism for the brand assignment.**

Dr. Eng. Gabriella Trombino  
QNeST brand and transnational network  
WPT2 (AT2.1)  
Marghera - Venezia

# Summary

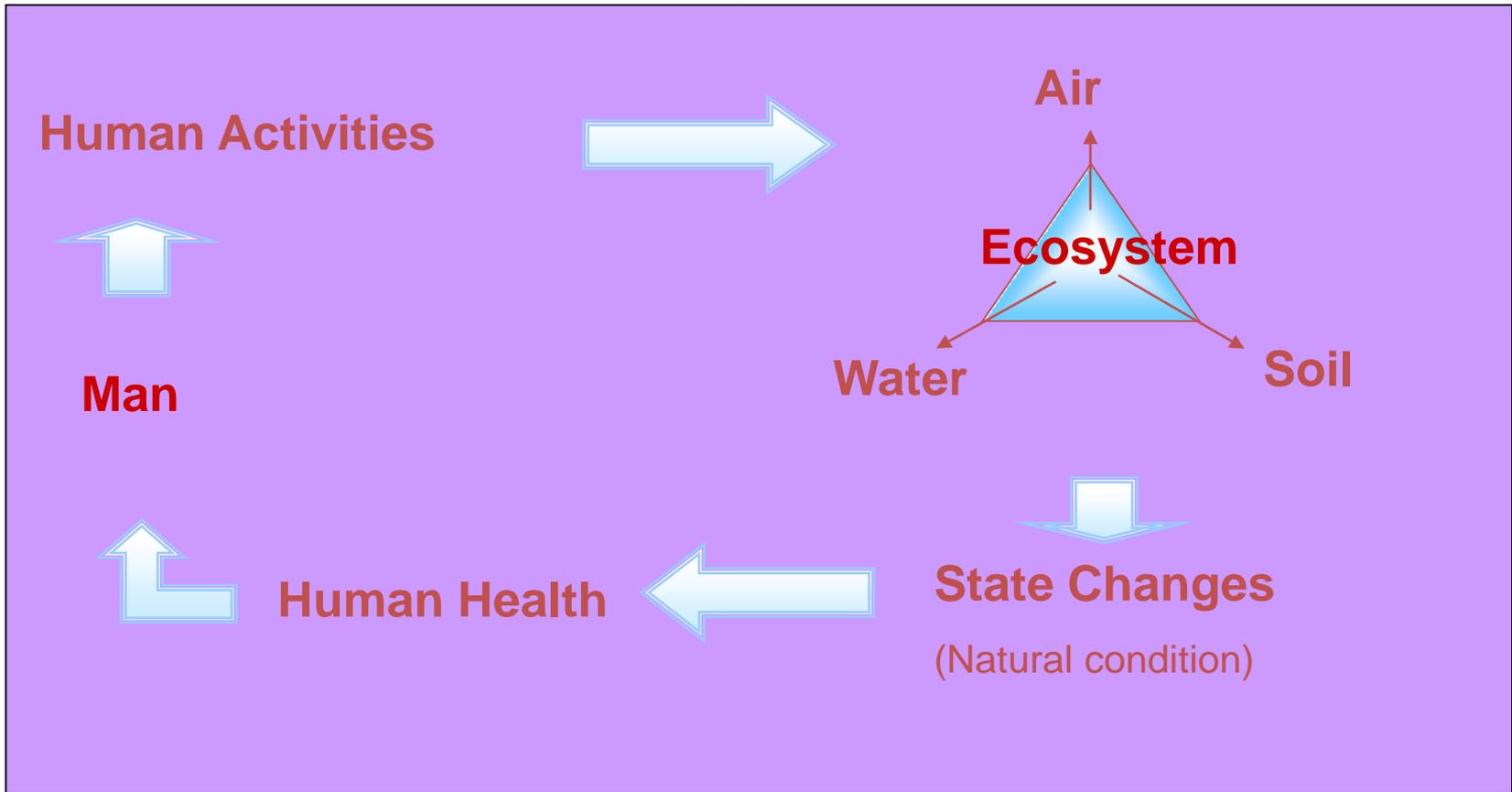
- **Environmental Criteria selection**
- **Evaluation of Indicators**
- **Selection of questions**
- **Final remarks and Conclusions**

# Methodology

- Anthropogenic Pressures:** Environmental Emission in water air and soil;
- Assessment of potential impact of categories:** Resource consumption and Ecosystem Integrity related to production of solid waste, water and energy consumption, biodiversity loss, climate change.

# Methodology

## Man and Bio-sphere Interaction



# Methodology

## **Anthropogenic Pressures:**

- Pollutant release in fresh and marine waters
- Production of solid waste
- Water and energy consumption
- Fossil Fuel Consumption

## **Assessment of potential impact of categories:**

- Biodiversity loss
- Environmental Pollution (decrease of attractiveness and, lack of Environmental quality Standards EQS)
- Resource consumption (water)
- Climate change
- Mitigation measures

# Activity

What should be criteria to identify 'Sustainability' of Business or Public Bodies or Destinations?

## Identification of indicators able to quantify:

- The potential impact of the activity and the
- implemented/adopted measure to reduce and/or mitigate the impact.

# Results

## Identification of 'Questions' to check sustainable approach of Business

- PROTECTED AREAS
- WASTE MANAGEMENT
- WATER MANAGEMENT
- RISK MANAGEMENT
- QUALITY STANDARDS
- Energy Efficiency
- Sustainable Transports

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# Results

**Identification of 'Questions' to check sustainable approach for  
Public Bodies or Destinations**

- **WATER MANAGEMENT**
- **WASTE MANAGEMENT**
- **ENERGY CONSUMPTION AND CLIMATE CHANGE**
- **RISK MANAGEMENT**
- **QUALITY STANDARDS**

# Business : General Aspects

Key Concepts: Reduction of environmental impact

Indicators: Optimization of waste collection, implementation of a waste reduction strategy, and communication and motivation of visitors

## WASTE MANAGEMENT

**1 What is the percentage (%) of solid waste collected separately?**

**Guidance:** write in the % and provide evidence

**2. Does the business have a waste reduction strategy in place?**

**Guidance:** Choose YES / NO option. If YES upload the document.

**3. Is the business communicating and motivating visitors to separate waste?**

**Guidance:** Choose YES / NO option. If YES describe how and provide evidence.

# Business : General Aspects

**Key Concepts: prevention of biodiversity loss and protection of fragile ecosystem**

**Indicator: The business operates according to nature protection regulations**

## PROTECTED AREAS

**1. Is the business operating in protected areas and how is the business following the protection regulations?**

**Guidance:** Choose YES / NO option. If YES explain how the business is following the nature protection regulations.

# Business : General Aspects

**Key Concept:** Reduce the use of resource

**Indicator:** Monitoring of consumption and Implementation of strategy

## **WATER MANAGEMENT:**

**1 Is the business monitoring the consumption of water and has a strategy on how to reduce water consumption?**

**Guidance:** Choose YES / NO option. If YES describe how and provide evidence, upload documents.



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# Business : General Aspects

Key Concepts: Approach at civil security

Indicator: Adoption of measure

## RISK MANAGEMENT

1. Do you apply civil security measures (risk management)?

Yes

No

Key Concepts: Management of quality

Indicator: Adoption of quality standards

## QUALITY STANDARDS

1. Are your quality parameters certified by accredited companies (ISO 9001, 22000, 14000 etc. )?

**Guidance:** Choose YES / NO option. If YES describe how and upload supporting documents.

# Business : Specific Aspects

## 3.1 Cultural and Tradition Sector e) Efficiency and Energy Saving and environmental protection

**Key concept:** Reduce energy consumption,

**Indicators:** Quantification of renewable energy, attitude to sustainability

**1. What is the percentage (%) renewable energy consumption by business?**

*Low (<5%), Moderate (5%<value<40%), High(>40%)*

**2. Is an energy consumption plan in place thought which the business is promoting energy conservation, measures energy consumption, and reduces reliance on fossil fuels?**

**Guidance:** Choose YES / NO option.

If YES upload energy consumption plan or describe activities.

**3. Do you use electricity system in a sustainable way?**

Yes, No

**4. Do you use heating system in a sustainable way (efficiency and savings)?**

Yes, No

**5. Are the nature protection measures implied on the cultural heritage site?**

Yes, No



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# Business : Specific Aspects

## 3.2 Food Farming Producer and 3.3 Food and wine

### e) Efficiency and Energy Saving and environmental protection

**Key concept:** Reduce energy and pesticides consumption

**Indicators:** Quantification of renewable energy used and pesticide used

**1 What is the percentage (%) renewable energy consumption by business?**

Low (<5%) ,Moderate (5%<value<40%), High(>40%)

**2. Is an energy consumption plan in place thought which the business is promoting energy conservation, measures energy consumption, and reduces reliance on fossil fuels?**

Guidance: Choose YES / NO option. If YES upload energy consumption plan or describe activities.

**3. Is the pesticides and chemical substances consumption in production processes oriented at sustainable protocols or policies?**

Yes , No . Please specify your policy concerning pesticide consumption and upload supporting documents

**4. Have you adopted innovative technological solutions according to 'smart farming' concept to reduce water and energy consumption in the production process?**

Yes , No. If yes specify and upload supporting documents.

# Business : Specific Aspects

## 3.4 Tourist Accommodation & Well Being Sector – e) Efficiency ,Energy Saving and environmental protection

**Key concept:** Reduce energy, water, detergents, consumption

**Indicators:** Quantification of reduction energy, water, detergents consumption

**1 What is the percentage (%) renewable energy consumption by business?**

Low (<5%) ,Moderate (5%<value<40%), High(>40%)

**2. Is an energy consumption plan in place thought which the business is promoting energy conservation, measures energy consumption, and reduces reliance on fossil fuels? Guidance: Choose YES / NO option. If YES upload energy consumption plan or describe activities.**

**4.Bathrooms are equipped with water-safe systems?**

Yes, No

**5. What is the percentage (%) of eco-friendly detergents?**

○ Low (<5%), ○ Moderate (5%<value <40%), ○ High(>40%),

# Business : Specific Aspects

## 3.4 Tourist Accommodation & Well Being Sector - I) TRANSPORT

**Key concept:** Green approach on sustainable transport

**Indicators:** Availability of low carbon emissions transports and smart solution for touristic itinerary

**1. Is it possible to reach your accommodation through public transport or slow mobility?**

Yes

No

**2. Is the business offering the opportunity to rent bikes, e-bikes, electric cars or is promoting the business offering bikes, e-bikes, electric cars. Is the offer included in tourism products provided by the business?**

Guidance: Choose YES / NO option. If YES describe how and upload supporting documents

**3. Are the options of soft mobility communicated and promoted among visitors? If yes,How?**

Guidance: Choose YES / NO option. If YES describe how and upload supporting documents.

**4. How would you rate the availability of slow mobility vehicles (cars, bicycles and boats) to visit and know territory?**

Low, Medium, Good, Very good, Great

# Business : Specific Aspects

## 3.1 Cultural and Tradition Sector - H) Transport

**Key concept: Green approach**

**Indicators: Implemented measure to reduce climate change impact**

**1. Is the business offering the opportunity to rent bikes, e-bikes, electric cars or is promoting the business offering bikes, e-bikes, electric cars. Is the offer included in tourism products provided by the business?**

1)Bikes, 2)E-bikes, 3)Electric cars

**2. Do you organize some tour around the cultural site?**

1)bike tours, 2)e-bike tours, 3)walking tours, 3)sailing tours

**3. Are the options of soft mobility communicated and promoted among visitors? How?**

**Guidance:** Choose YES / NO option. If YES describe how and upload supporting documents.

**4. How would you rate the availability of slow mobility vehicles (foot, bicycles , horses and boats/sail) to visit and know territory around the site?**

1 – it's not possible , 2 – on foot, 3 – by Bicycle, 4 – by Horses, 5 – by boat/sail

**5. How is possible to arrive to the cultural site by public transport?**

1 – it's not possible, 2 – by bus, 3 – by metro, 4 – by train

# Public Bodies and Destination

## E)Environmental Protection and Energy Efficiency

**Key concept:** Water Management, water quality

**Indicators:** Implemented plans and measures and strategies to reduce water pollution and protect fragile ecosystem

### WATER MANAGEMENT

**1. What is the percentage (%) of Excellent bathing water points? What is percentage (%) of Good bathing water points?**

**Guidance:** write in the water quality of bathing water points according to Directive 2006/7/EC and/or Provide analysis or upload the report on bathing water quality according to European, National or Regional legislation.

**2. What is the percentage (%) protected inland nature areas and Marine Protected Areas (MPA); according to (inter)national local & regional protection programmes?**

**Guidance:** Write in the percentage of protected Areas, independently of the level of protection, and provide information about the protection program (inter)national; local & regional. Upload supporting documents

**3. Is there management plan in place for attraction sites and it includes measures to preserve and protect key natural and cultural assets and monitoring of the impact of tourism on sensitive environments and protect habitats and species?**

**Guidance:** Choose YES / NO option. If YES upload visitors' management plan.

**4.. What is the percentage (%) of waste water treated in the destination?**

**Guidance:** write in the % and provide source

**5. Are clear and enforced guidelines for maintenance and testing of discharge from septic tanks and wastewater treatment systems?**

**Guidance:** Choose YES / NO option. If YES describe and upload supporting documents.

**6. Is a water management strategy in place through which destinations are ensuring and monitoring quality of drinking water and regulating water consumption? Are the results public? Is the destination encouraging tourism-related enterprises to adopt water consumption strategies?**

**Guidance:** Choose YES / NO option. If YES upload water management strategy or describe activities in the destinations. Describe how tourism-related businesses are motivated to get involved in this programme.

**7 Is the destination communicating and motivating visitors to reduce water consumption?**

**Guidance:** Choose YES / NO option. If YES describe how and provide evidence (add link to the web page with information for visitors).



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# Public Bodies and Destination

## E) Environmental Protection and Energy Efficiency

**Key Concepts:** Reduction of environmental impact

**Indicators:** Optimization of waste collection, implementation of a waste reduction strategy, and communication and motivation of visitors

### WASTE MANAGEMENT

8. What is the percentage (%) of solid waste collected separately in destination?

**Guidance:** write in the %

9. What is the percentage (%) of solid waste recycled in destination?

**Guidance:** write in the % and solid waste which is recycled

10. Is there a waste management strategy in place through which the destination is actively involving business and inhabitants to reduce, reuse, and recycle waste?

**Guidance:** Choose YES / NO option. If YES upload strategy or describe how destination is actively involving business and inhabitants to reduce, reuse, and recycle waste. Describe how tourism-related business are motivated to get involved in this programme.

11. How many recycling points per area are available in the destination? Is the destinations motivating visitors to separate waste? How

**Guidance:** Provide the number. Choose YES / NO option for programmes addressing visitors. If YES describe how and provide evidence (add link to the web page with information for visitors).

# Public Bodies and Destination

## E) Environmental Protection and Energy Efficiency

**Key concept:** Energy Consumption

**Indicators:** Implemented plans, measures and strategies to reduce energy consumption

### ENERGY CONSUMPTION AND CLIMATE CHANGE

**12 What is the percentage (%) of renewable energy consumption in the destination?**

**Guidance:** write in the % and provide source

**13 What is the local production of renewable energy per 100 inhabitants in the destination?**

**Guidance:** write in the number and provide source

**14 Is there a climate change programme in place through which destinations are addressing protection of destination end or/territory?**

**Guidance:** Choose YES / NO option. If YES upload programme of describe activities.

**15. Is an energy consumption strategy in place through which the destination are promoting energy conservation, measures energy consumption, and reduces reliance on fossil fuels? Is the destination encouraging tourism-related enterprises to conserve energy and use renewable energy sources?**

**Guidance:** Choose YES / NO option. If YES upload energy consumption strategy or describe activities in the destinations. Describe how tourism-related business are motivated to get involved in this programme.

**Practices:** Destination informs tourism related business about existing programmes through e-mail, workshops, financial support, other means.

**16. Is the destination encouraging tourism-related enterprises and services to measure, monitor, report, and mitigate their greenhouse gas emissions?**

**Guidance:** Choose YES / NO option. If YES describe how and upload supporting documents.

# Public Bodies and Destinations

## E) Environmental Protection and Energy Efficiency

Key Concepts: Approach at civil security

Indicator: Adoption of measure

### RISK MANAGEMENT

1. Do you apply civil security measures (risk management)?

Yes

No

Key Concepts: Management of quality

Indicator: Adoption of quality standards

### QUALITY STANDARDS

1. Are your quality parameters certified by accredited companies (ISO 9001, 22000, 14000 etc. )?

**Guidance:** Choose YES / NO option. If YES describe how and upload supporting documents.

# Public Bodies and Destinations

## E) Sustainable Transport

**Key concept: Green approach**

**Indicators: Implemented measure to reduce climate change impact**

**1. Is a soft mobility strategy in place through which the destinations are increasing the use of non pollutant transport, including public transport, in the destination?**

**Guidance:** Choose YES / NO option. If YES upload the strategy or describe activities in the destinations

**2. How many rental spots for bikes, e-bikes, electric cars, charging stations are in the destination and or/territory?**

**Guidance:** write in numbers for rental spots for bikes, e-bikes, electric cars, charging stations

**3. Are the options of soft mobility communicated and promoted among visitors? How?**

**Guidance:** Choose YES / NO option. If YES describe how and upload evidence

**4. How would you rate the availability of slow mobility vehicles (cars, bicycles, horses and boats) to visit and know territory?**

1 – low , 2 – medium , 3 – good, 4 specify which vehicles

**5. How would you rate the reachability of the place through public transport?**

1 – low , 2 – medium, 3 – good, 4 – very good, 5 – great

# Final Remarks and Conclusions

- Environmental Sustainability is only a specific aspect to be checked for the brand assignment
- Further specific evaluation are possible.