PLANNING THE NEXT STEPS TO GREEN YOUR BUSINESS

1. What are the main waste streams in your business?
2. Which type of wastes can be reduced and reused?
3. What will be your commitment for the next year?
4. Will you join the local eco-taskforce as a way of improving business opportunities and common initiatives with other tourism business and their suppliers?
5. Discuss the potential to partner with the Pogradec Municipality, the Albanian Tourism Association.
6. Which certification label will you choose to join?
7. How will you work with the local community to make your business sustainable?

Remember!
YOU CAN NEVER EARN AS MUCH AS YOU CAN SAVE!
REDUCE, REUSE, RECYCLE, DISPOSE!

The Business Case for Responsible Tourism

1. The United Nations World Tourism Organization (UNWTO) predicts that ecotourism, nature, heritage, cultural and “adventure” tourism will grow rapidly over the next two decades and global spending on ecotourism is expected to increase at a higher rate than the tourism industry as a whole.

2. Around one in five consumers (21%) say they would be willing to pay more for a trip with a company that has a better environmental and social record. Center For Responsible Travel’s 2015 Travel Trends & Statistics report

3. 96% of travelers surveyed would like to be able to identify a “greener” holiday more easily. And 84% of those working in travel PR/Marketing see “green” credentials becoming increasingly important in the near future. The Travel Foundation 2012 report
Avoid imported souvenirs and those produced from threatened or non-biodegradable and single use items. Purchase eco-certified products in bulk and avoid disposable plastics, such as straws, styrofoam plates & utensils, disposable face masks, plastic bags, plastic straws, plastic wrap, plastic water bottles, plastic cutlery, plastic bags, and plastic bags.

In the Gift Shop sell and promote local products and handicrafts. Avoid imported souvenirs and those produced from threatened or non-biodegradable and single use items. Purchase eco-certified products in bulk and avoid disposable plastics, such as straws, styrofoam plates & utensils, disposable face masks, plastic bags, plastic straws, plastic wrap, plastic water bottles, plastic cutlery, plastic bags, and plastic bags.

Ensure sustainability at the food production and service areas:
- Offer local green guides, hiking and biking guides, information about the local environment and conservation efforts, promote responsible recreation activities and excursions and support local biodiversity conservation efforts.
- Encourage runners and bikers to leave their vehicles at home and take the bus or train to the destination.
- Provide glass cups and ceramic mugs (instead of plastic) for in-room beverages.
- For soap, shampoo and other products buy in bulk and use refillable dispensers.
- Inform and engage with your environmental policy and activities.

Carbon offsetting is a reduction in emissions of carbon dioxide or greenhouse gases made in order to compensate for or to offset an emissions made elsewhere. Offer your guests a way to offset their carbon footprints. See Terra Pass.

Certification labels for tourism services and products:
There are many international, EU, national and local certification schemes that certify tourism products and related services such as food, accommodation, wood, chemicals, cleaners, equipment and other. Many are free of charge offering different levels of engagement for different sectors, as well as guidance during the certification process.

For more information visit:
Albanian Tourism Association
www.ata.org.al

Authentic Albania Quality
https://web.facebook.com/AuthenticAlbaniaQualityMark/

Regional Centre for Development and Cooperation RDC
www.rdc.albania

RCE Network – Education for Sustainable Development
www.rce-network.org

Ecoprofit
www.ecoprofit.com/shopricia-82.html

The tourism sector – led by its associations, must participate in building sustainable tourism through the development of plans and actions, as part of a consistent strategy involving sector-wide actions, as well as action by public authorities and the community. These must be aligned to achieving the objectives of local waste management laws and national plans.

Bekaleka trout (Salmo trutta) can be found only in Lake Kfisht, home under pressures of invasive fish. See www.conserve.restaurant.org

Learn about other water and energy saving opportunities:
- Use rainwater harvesting, greywater system, and/or air conditioner or refrigerant condensate for needs such as irrigation, toilet flushing, or fire suppression systems.
- Install low-flow showerheads and sink aerators for hand and face washing.
- Switch to low flow or dual flush toilets/urinals or install toilet-tank fill diverters.
- Purchase appliances with both water and energy conserving models.
- Reduce energy use in vending machines.
- Provide reusable items such as cloth napkins, glass cups, silverware, paperless menus and refills/dispensers.

Save energy!
- Switch to LED lights.
- Unplug appliances especially in the lobby, bar, and restaurant.
- Install keycard master switches or occupancy sensors in guest rooms that control lights, electronics, blinds and temperature settings.
- Consider using energy from renewable sources.
- Plug equipment into ‘bye bye standby’ or smart meters to turn off completely.
- Reduce energy use in vending machines.
- Close/open drapes to reduce or increase heating/air conditioning.
- Buy organic, biodegradable, fair trade, locally-produced, benign sanitizers, paints, pesticides, office supplies. Partner with other businesses, adopting environmental and social good practices, and marketing their benefits of sustainability to consumers and taps into this growing market.

Minimise waste and promote recycling:
- Separate hazardous waste (i.e., paint, coating, printer cartridges, fluorescent lights, bulbs, electronic, batteries) and proper disposal labels.
- Ask the local municipality to provide recycling services for your business.
- Provide glass cups and ceramic mugs (instead of plastic) for in-room beverages.
- Make recycling as easy as possible for your guests. Provide clearly labelled recycling baskets at the premises both for staff and guests.

Ensure sustainability at the food production and service areas:
- Serve food from local sources, making sure no threatened species are on the menu. Local production helps the local farmer and producer, offers authentic products to visitors and helps local communities to grow sustainably.
- Reduce food waste and start composting for food and other organic waste.
- Provide reusable items such as cloth napkins, glass cups, silverware, paperless menus and refills/dispensers.
- Get listed in green restaurant guides.

Tourism business should purchase, use and operate "green" labeled products to ensure no harm resulting from their operations.

Beware!
"Green washing" – spending more time and money on ADVERTISING products as eco-friendly, than actually investing into BEING a truly sustainable and responsible company. Check the product and the certification schemes to identify "greenwash" products.

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- Purchase appliances with both water and energy conserving models.
- Water taps are the #1 cause of water leaks!
- They wear out every 1-2 years.
- Check for leaks often.

FLAPPER

RED FLAPPER

Toilet flappers are the #1 cause of water leaks!

They wear out every 1-2 years.

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