




# What


## is the European Ecolabel?

### The European Ecolabel

 An official environmental certificate issued by the European Commission


 A European-wide environmental tourism-certificate


 A certificate demonstrating high environmental performance


 Available for tourist accommodation services and camp sites.





### Eco-labelled accommodations stand for ...

 Higher quality tourist accommodations and camp sites

 Less waste, reduced energy and reduced water emissions.

 Motivated employees

 Low chemical emissions

 Vacations in a cleaner and healthier environment

# Partners

„Train to Ecolabel“ is a European based project involving 13 partners from 8 countries, each with the following roles:

GuL / Austria	Project promoter
ENERGON / Austria	Project coordinator
IMSOFIT / Austria	Responsible for software development
ECOCAMPING e.V. / Germany	Development of modules and training materials, testing of modules, dissemination
Ecotrans / Germany	Promotion of Train to Eco-label
SPEED DEVELOPMENT CONSULTANTS SA / Greece	Development of modules, translation to Greek and dissemination
Euragro Mezőgazdasági Fejlesztési és Tanácsadó Kft. / Hungary	Development of modules, translation to Hungarian and dissemination
ACTA / Italy	Development of modules, translation in Italian and dissemination
LLTA "Lauku ceļotājs" / Latvia	Translation to Latvian and dissemination
GesMA / Spain	Development of modules, translation to Spanish and -dissemination
ECEAT Projects / Netherlands	Development of self assessment module and dissemination through networks
Instituto Nacional de Engenharia, Tecnologia e Inovação / Portugal	Development of modules Responsible for establishing contacts with local networks Translation in Portuguese
Omwardbound / United Kingdom	Development of modules, examining English version

# Train to Ecolabel

“Train to Ecolabel” is a European project funded by the European Commission. Thirteen partners from more than 8 countries are jointly collaborating towards developing an Environmental Management awareness raising and training system, which will enable employees and managers from the accommodation sector, to implement the European Ecolabel for tourist accommodation services and camp sites.

[www.traintoecolabel.org](http://www.traintoecolabel.org)

Leonardo  
da Vinci  
National Agency Austria

Education and Culture


Leonardo da Vinci  
Pilot projects





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## Why are we doing it?

 **Tourism needs quality** – “Train to Ecolabel” will help reinforce the European Ecolabel. It helps tourist accommodations and camp sites to optimize processes like energy, water and waste management, resulting in reduced operational costs AND higher quality.

 **European tourism labour needs higher education** – seasonal unemployment rate is quite high, partly due to low education. „Train to Ecolabel” will contribute to enhancing the skills and job profiles of tourism workers In the accommodation sector, offering totally new chances to both employers and employees.

 **European tourism need environmental sustainability** – bringing the European Ecolabel to accommodations and camp sites strongly contributes to preserving the resources tourism itself benefits from: clean water and a beautiful environment.

 **Tourism needs consistent environmental standards all over Europe** – these are ensured by the European Ecolabel which will be promoted by „Train to Ecolabel”.

 **Europe needs awareness raising about the environment from the bottom-up.** “Train to Ecolabel” will considerably raise the awareness for environmental issues among employees and managers In the accommodation sector and managers.

## What will we produce?

◆ Practical step by step environmental related awareness raising and training for staff, seasonal unemployed people and middle and senior managers within the tourism accommodation sector.

◆ Train the trainer“ manual offering content that could be used outside the core team by various organisations in an integrated learning framework.

◆ An Internet platform where course materials will be stored and tested by the involved tourist accommodation services.

## Target groups

◆ Staff and seasonal unemployed people, middle and senior managers.

## Training content

Training will consist of more than 100 modules covering the following topics:

- Introduction to Eco-label
- Energy
- Waste
- Water
- Chemical substances
- Other services (eg transport, environmental communication etc.)
- Management (EMAS, ISO 14001)

## Dissemination

The outcome of this project will be disseminated within Europe and assist the European Ecolabel to gain higher brand recognition and popularity among accommodation services and camp sites.

### Benefits

Employers of tourist accommodations & camp sites will benefit from a higher skilled staff in operational areas including energy, water and waste, resulting in lower costs.

Employees will have the opportunity to get interesting new job offers within the tourist environmental sector (waste, energy and water management) and increase their chances within the company.

Guests will benefit from a healthier accommodation with less dangerous chemicals, locally grown and purchased food and a continued preserved environment and motivated staff.

#### Contributions:

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