

# RER IN EMILIA-ROMAGNA TOURISM HAS GONE GREEN

//PROJECT  
DETAILS//

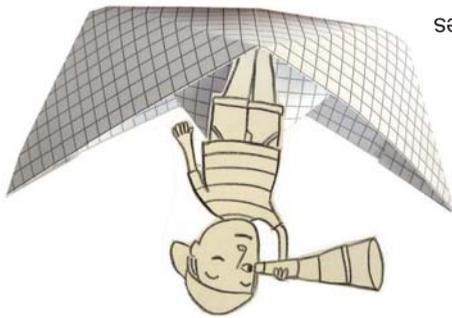
The Emilia-Romagna Region is engaged in an educational initiative that aims to "do tourism" in a sustainable way, by promoting and encouraging "green" activities and ways of behaviour in a valuable, highly prominent context like the Po Delta Park in Emilia-Romagna.

The ECORUTOUR activities took place from FEBRUARY 2010 to DECEMBER 2013 and included:

- \* training/information activities on environmental regulations for technicians in the sector;
- \* demonstrations involving park workers and schools from the area;
- \* widespread promotional activities to encourage, promote and educate tourism service suppliers and tourists to act in a way that respects the environment and its resources.

All the activities in the project helped to extend **correct procedures for the management of the resources used in the tourism facilities** in order to achieve the energy saving goals and reduce the emission of CO2 into the atmosphere.

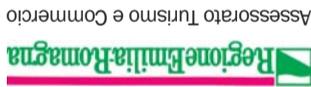
To promote sustainable development policies in protected areas by raising awareness among tourists and businesses of the real impact of greenhouse gas emissions from tourist activities and of good practices for sustainability.



//GOALS//

//PARTICIPANTS//

Emilia-Romagna Region



Assessorato Turismo e Commercio



ARPA  
Regional Agency for Environmental Protection in Emilia-Romagna



ARSIAL  
Latium Regional Agency for Agricultural Development and Innovation



## MY HOLIDAY "AT LOW ENVIRONMENTAL IMPACT"



Assessorato Turismo e Commercio



Assessorato Turismo e Commercio



Assessorato Turismo e Commercio

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ECORUTOUR//Turismo rurale eco-compatibile in aree protette per uno sviluppo sostenibile a zero emissione di gas ad effetto serra - LIFE08 ENV/IT/000404  
ECORUTOUR//Environmentally Compatible Rural TOURism in protected areas for a sustainable development at low emission of greenhouse gasses - LIFE08 ENV/IT/000404  
Con il contributo dello strumento finanziario LIFE+ della Comunità Europea  
With the contribution of the LIFE+ financial instrument of the European Community

N.12

The project gave the opportunity to create models and guidelines, train sector technicians and create an information office to provide any clarifications needed on the procedures to follow so as to respect the environment without forgoing tourism; it enabled the production of menus showing greenhouse gas emissions, which as a result boosted the use of local products.

It involved primary schools in a competition entitled “**A Big Holiday... with a Small Footprint**” to raise awareness and stimulate the children’s creativity to devise models for the ideal holiday with a low environmental impact.

The children exchanged views on the topics of environmental sustainability in a fun and original way, increasing their awareness of the right behaviour to adopt in order to respect the environment in the places they visit. The young pupils and service suppliers discovered environmentally friendly management methods that will be useful to guide them in their future activities.



SCHOOLS’ COMPETITION WINNING PROJECT

ARPA

ArpaER took part in the project by providing the specialist activities, in particular:

- \* training for staff, who then outlined and retrieved the data for the Life Cycle Assessment (LCA).
- \* research at EU level into good practices for low greenhouse gas emissions (GGE) in tourism services
- \* assessment of the GGEs through an LCA study of accommodation and/or catering services
- \* creation of a “**Footprint-free Menu**”

**Greenhouse Gas Emissions**

An LCA study was made of the accommodation and catering services that took part in the project to highlight the potential contribution to global warming in terms of greenhouse gas emissions. The study also calculated the thinning of the ozone layer, formation of photochemical oxidants, eutrophication, acidification and water consumption.

Thanks to the analysis, it was possible to pinpoint useful elements to act on to improve environmental performance.

An additional outcome was the “information sheet”, showing the key elements and results of the LCA. The purpose of this was to inform a vast number of users (tourists) about one of the tools in the Sustainable Consumption and Production Strategy.

**Creation of a “Footprint-free Menu”**

Again on the basis of the results of the LCA on the tourism structures, menus were made showing the greenhouse gas emissions alongside each dish.

The menus were provided with a “communication sheet” illustrating how the calculations were made in more detail.

The aim of the project was to provide clear (transparent, appropriate and credible) tools to increase the consumers’ awareness of the “impacts” in terms of greenhouse gas of activities (tourism) not usually associated with these emissions.

ARSIAL above all developed aspects linked to sustainable **rural tourism**, by encouraging holiday farms to run their activity in an environmentally friendly way, and creating special guidelines for businesses and public authorities in the sector.

- \* The activity also included the publication and distribution, in partnership with ARPAER, the Emilia-Romagna Regional Agency for Environmental Protection, of “A Footprint-free Menu”. This innovative initiative was conducted at around ten pilot eateries in Emilia-Romagna and Lazio, with the goal of educating consumers to understand how we can use the CO<sub>2</sub> emission indicator for each product or service.
- \* Green paths were created for tourists to make active use of the part of the Gran Sasso and Laga Mountains National Park situated in the Lazio region, with a centralised web portal giving all the information needed to discover this area of particular natural interest with its ancient cultural traditions.
- \* A key for sustainable development:  
**local integration of farming and tourism**

The “**green**” mobility idea gave rise to a local pilot activity which has become a best practice in sustainable development. The seasonal “**Transhumance Journey**” event in which tourists accompany sheep and shepherds to new pastures on foot and horseback while discovering the local culture, art, food and wine, and craft has been an unexpected success. After 6 events, 1,900 people have taken part, with 4,500 spectators, and 35 local companies and 60 institutions sponsoring the initiative. Why such a success?

Because:

- It is a cultural tradition that is strongly felt by the inhabitants
- The whole local community is involved in rediscovering traditional values and the local area
- It involves both zero-mile products and services
- It creates a partnership with local entrepreneurs and businesses

//Main results  
obtained//

On the Hunt for CO<sub>2</sub>:  
.....step by step

- \* The data needed to quantify the CO<sub>2</sub> emissions of the tourism activities carried out by the accommodation facilities, holiday farms and catering services that took part in the experiment was collected using checklists and surveys.
- \* Some tools were created containing suggestions to help businesses in the tourism and farm holiday sector, as well as representatives of the local institutions, to create “eco-friendly” places, implement effective plans for sustainable mobility and launch targeted promotion campaigns (image of guidelines manual, also in short format, potential local plans).
- \* **A help point was set up for tourism businesses** with a telephone helpline, mobile information point for sector events and fairs, and sustainability check-up of 10 accommodation facilities to single out the improvements needed to acquire an Ecolabel.  
**and for the farm holiday sector** with a telephone helpline and provision of information through visits to the facilities.
- \* Menus were created with calculations of the greenhouse gas emissions, and were made available at the locations taking part in the experiment.
- \* A prize was given for the most sustainable holiday devised by the children from the primary schools taking part in the educational/environmental competition.

Forest Menu ..... €		GHGs (in Kg CO <sub>2eq</sub> )
Appetizer	Cheese plate with Homemade Marmalades and Caramelized Figs	1,5
Entrée	Flower Bouquet Risotto	(Rice 3,7
	With Wild Herbs)	
Main Course	Duck Breast with Thyme and Palm-shaped Pears	3,2
Side Dish	Crown Aubergines	1,6
Dessert	Fruit Shish Kebab	1,6
Menu total		11,6