



**Interreg**  
**Latvija-Lietuva**  
European Regional Development Fund



Project No. LLI-064

## Joint Eco Sign for Lithuania's-Latvia's Restaurants and Hotels in Cultural Objects, JESLL

The Project has been implemented under 2014-2020 INTERREG V-A Latvia-Lithuania Programme. The overall budget of the Project is 51102,67 Eur. The ERDF support total 43437,27 Eur.

Project Lead partner – Lithuanian Association of Hotels and Restaurants. Project partner – Association of Hotels and Restaurants of Latvia.

Project was launched on 1 April, 2017. The provisional end date – January 2019.

The EU is not responsible for the information provided in the methodology.

More information available at the websites of Project partners: [www.lvra.lt](http://www.lvra.lt); [www.latlit.eu](http://www.latlit.eu)

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The major goal of the project is promotion and development of cultural tourism.

Lithuania and Latvia have been very well known in Europe and outside it, for the countries' historic paths and their cultural heritage objects, (especially, e.g., centuries-old-mansions), natural surroundings which have been altered very little in recent times, the countries' resorts, and many other things which are very much valid for the concerned project.

For over 20 years both Baltic countries have been demonstrating a huge interest in tourism and recently – also in eco-tourism. The project idea was developed with the purpose to more widely communicate the countries' long-reaching goals in tourism in general by exploring the available and developing some new initiatives to protect the cultural objects which have been currently used by hotels, restaurants and various other leisure initiators.

In the course of implementation of numerous project activities an eco-sign for hotels and restaurants was created, and will be placed in cultural heritage objects in Latvia and Lithuania after the candidate institutions successfully meet the criteria described in the methodology below. Some 20 hotels and restaurants (mostly operating in two capital cities – Riga and Vilnius) were actively involved in the project, and are very potential candidates - holders of an eco-sign which will hopefully contribute to the institutions' growth. Later on, i.e., from the beginning of 2019 other interested institutions or organizations will be invited to explore possible advantages of an eco-sign, and join the “circle” of sustainability-oriented hotels and restaurants.

It is expected that the project in the long run will:

- Contribute to increasing the number of tourists and their visit duration to eco-sign hotels and restaurants;
- The newly introduced eco sign will raise the standards for restaurants and hotels in the cultural heritage area who will have to adapt “green technologies” and to comply with strict other environmental requirements;
- Promote the protection of heritage objects;
- Promote local culture and products;
- Will in different ways benefit the hotel and restaurant consumers, and
- Undoubtedly increase the countries' competitive advantage.

The following major activities were organized for the purpose of the development of the methodology:

- Identification and contracting of an external expert;
- Several partner meetings, moderated by the expert;
- Creation of an eco-sign;
- Pilot tests in manors/hotels/restaurants in Lithuania (Paliesiaus manor, Romantic hotel, Pakruojis manor, Pažaislis monastery, Raudondvaris manor) and Latvia (Jaunpils pils, Skrundas manor, Kuksu muiza, Mazmezotnes Manor);
- One-day trainings were carried out in Lithuania and Latvia in May 2018. The trainings aimed at introducing the created methodology and an eco-sign, sharing their potential advantages, and reviewing the process of obtaining a certificate of the eco-sign for hotels and restaurants located in cultural objects in any place of the country;
- Formal approval by state institutions;
- Sometime in the near future one more important element will be carried out - harmonizing the designed eco-sign with the existing other eco-signs, such as Nordic Swan, Green Key, EU Flower and Green Certificate.

Heads and staff of partner organizations were the major target group of the activities. However, stakeholders and/or partners of both – Lithuanian and Latvian hotel and restaurant associations – also took an active part in discussions, consultations, advise, and

promotion of development of eco-signs and a relevant methodology for the application of the sign. Finally, the eco-sign was patented by the relevant institution in Latvia (State Patent Bureaus).

The vision and design of the eco-system completed after the final partner's meeting on 14-16. February, 2018 in Vilnius. It was discussed and decided procedures, how to apply for the sign. Following steps indicated:

- To join, a business has to sign a contract with certain basic rules and then apply on-line;
- All mandatory criteria must be fulfilled on the day the business is approved;
- Year two the business will be asked to perform a new on-line assessment and now all mandatory criteria PLUS minimum two supplementary criteria per aspect are to be fulfilled;
- Year three the business will be asked to perform a new on-line assessment and this time all mandatory criteria PLUS minimum four supplementary criteria per aspect are to be fulfilled;
- Year four all criteria will be revised and the system evaluated;
- Follow-up and policing of submitted self-assessments to be developed.

**The eco-sign includes three major parts:**

- a Contract or Charter - a document where the business “sign” and promise to adhere to certain hygiene factors in order to be able to apply, this to guarantee credibility.
- 11 aspects with criteria – a mix of mandatory and inspirational activities that guides the business towards a better performance in the fields of cultural heritage and sustainability.
- a routines matrix - a system that helps the business to keep track on the activities committed to, and to prove performance.

## CRITERIA OF “HERITAGE ECO SIGN SYSTEM”

#	Aspect	Indicator	Explanation	Mandatory	Points	Comments
1.1	Training and education	We offer a yearly training in local history and socio-cultural traditions of our property and the region to all team members.	Class-room style education or workshop with local academics or Local Heritage Federation of at least 2 hours, aimed at all team members. New topics each year. The training may well be conducted by a knowledgeable manager or team member employed at the venue	Y	1	
1.2	Training and education	We offer a mandatory training in sustainability to all in the team (part of induction to newly employed)	Class-room style education, workshop or on-line tutorial about practical actions anchored in a holistic understanding of sustainability based on systems thinking. Mandatory for all team members and part of induction.	Y	1	
1.3	Training and education	All our team members are familiar with our sustainability policy and their responsibilities	The sustainability policy is displayed back stage and referred to and discussed at team member meetings.	Y	1	
1.4	Training and education	We offer all our team members performance reviews and career planning	At least once a year each team member and his/her manager meet for a systematic evaluation of the job performance and productivity in relation to set criteria and the organizations objectives. The individual's strengths and areas of improvement and future career are covered in the discussion.	S	1	

1.5	<b>Training and education</b>	We provide all in our team with LVRA/AHRL's handbook in sustainability for the tourism sector	The leaflet is available from LVRA as a pdf	S	1
1.6	<b>Training and education</b>	We have a library with books (and web links) presenting our local history and traditions available to team members and guests	A variety of books and other media with content covering the history of the region as well as local traditions and culture are available to the guests and also to the team members.	S	1
1.7	<b>Training and education</b>	We co-operate with local historical associations and academia for educational purposes	We support and interact with different local associations promoting all kinds of local heritage (songs, history, folklore, food, archeology etc)	S	1
1.8	<b>Training and education</b>	We only work with licensed tourist guides	Tourist guides licensed by the authorities are chosen when available.	S	1
2.1	<b>Cultural heritage</b>	We inform and educate our visitors and guests about our history and culture	In all our communication pre-, during and after a visit, elements of our local culture and history is interwoven in our the messages and delivered in text, digitally and personally by our team members	Y	1
2.2	<b>Cultural heritage</b>	We partner with and promote local entrepreneurs with offerings such as handicrafts, foodstuff, and cultural experiences	Any live experiences are produced by local companies.	Y	1

2.3	Cultural heritage	We have a continuous plan for the preservation, and care and use of historical buildings at our site	Preservation and restoration is planned in cooperation with local authorities and cultural heritage specialists.	Y	1
2.4	Cultural heritage	We hire and prioritize the knowledge of local team members at all levels of the business	We hire and strive to train, educate local people and to offer a career plan within the business.	Y	1
2.5	Cultural heritage	We inform our visitors and guests about how to financially support the protection of our cultural heritage in the region	Established cooperation with relevant and trustworthy bodies such as NGOs and local associations working with our local culture and cultural heritage.	Y	1
2.6	Cultural heritage	We are aware of, and addressing the negative impacts of tourism such as sound-light pollution and littering.	A review (followed by actions needed) of if. and how. we affect the surrounding society, nature and landscape has been done and is being revised and documented yearly	S	1
2.7	Cultural heritage	We use means such as personal story telling to make the local history and traditions live.	The team members knows and share actively anecdotes about the local history and traditions.	S	1
2.8	Cultural heritage	Our contracted tour operators and guides are well aware of the culture	Visiting guides are actively informed about our history and traditions in order to deliver a qualitative experience.	S	1

		heritage of our destination.			
2.9	Cultural heritage	We primarily sell genuine, locally produced souvenirs at our site	Merchandise >75% of items offered (as a minimum) are produced locally or in Baltics and reflects our history and culture	S	1
2.1 0	Cultural heritage	We support one or more local cultural heritage protection organizations	We financially (or in kind) contribute to one or more local organizations working to protect and promote our heritage.	S	1
2.1 1	Cultural heritage	We respect the rights of indigenous people in the area and promote their participation in our activities.	For example: <b>tbd</b>	S	1
2.1 2	Cultural heritage	We actively inform visitors and guests about that it is illegal to trade with archaeological objects	Link to information material Latvia: <b>tbd</b> Link to information material Lithuania: <b>tbd</b>	S	1
2.1 3	Cultural heritage	We have specific information developed aimed at young visitors	A themed childrens corner conveying the message of our history and tradition and or childrens books about the subject, are examples.	S	1
2.1 4	Cultural heritage	We use contemporary technologies such as QR codes and guiding apps	Examples: <a href="https://histoverly.com/?lang=en">https://histoverly.com/?lang=en</a>	S	1
2.1 5	Cultural heritage	Our story is always told in local language	Signs and information available in local language and English, as a minimum.	S	1



		and English, as a minimum			
3.1	Natural heritage & Gardening	We inform our guests about nature-related attractions in the region	In all our communication pre-, during and after a visit elements describing our natural attraction and heritage is interwoven in our the messages and delivered in text, digitally and personally by our team members	Y	1
3.2	Natural heritage & Gardening	We only use biodegradable pesticides.	Only fully biodegradable chemicals is used and eco-labelled products are prioritized. Pesticides includes insecticides, herbicides, fungicides, bactericides, and larvicides)	Y	1
	Natural heritage & Gardening	Visitors are informed about and encouraged to respect protected areas and species	Clear information about any protected area or species to all visitors.	Y	1
3.4	Natural heritage & Gardening	We compost our garden waste	All garden waste composted and turned into soil used in the garden	S	1
3.5	Natural heritage & Gardening	We do not use invasive alien species in our garden	The definition of an alien species is one whose establishment and spread modify the local ecosystem, habitat or other species	S	1
3.6	Natural heritage & Gardening	We support local natural protected areas and biodiversity conservation	Initiate a cooperation with a local nature conservation society or establish a project of your own.	S	1
3.7	Natural heritage & Gardening	Our excursions do not have negative impact on local wildlife or plants	In the planning of excursions we consider and avoid any negative effects of the activities including transportation.	S	1
3.8	Natural heritage & Gardening	We inform about the IUCN Red List and support national conservation	In order to save and preserve the most threatened animals and plants in our country, we promote and support one or more of these species	S	1

		list species			
3.9	Natural heritage & Gardening	We inform our visitors and guests about the possibility to financially support the protection of our natural heritage	Established cooperation with relevant and trustworthy bodies such as NGOs and local associations working with our local natural heritage.	S	1
4.1	Energy & Climate	LED bulbs/lighting gradually implemented at the property	LED technology has a uniquely low energy consumption and the financial pay back today makes it an obvious choice. Replace all old bulbs with the right LED when they are broken.	Y	1
4.2	Energy & Climate	Renewable electricity used for all purposes	Electricity from wind, sun, hydro (water) or biomass.	Y	1
4.3	Energy & Climate	Guests actively informed about public transport before and during stay/visit	Clear information on-line and on-site, highlighting any public transportation options.	Y	1
4.4	Energy & Climate	Bicycles for guests and team members for local use	Either offered for free or rented out.	Y	1
4.5	Energy & Climate	Air conditioning has auto switch-off or clear message to guests to only use it when window closed	Applicable in accommodation with individually controlled comfort cooling. In all venues establish a routine to avoid cooling or heating when entrance door is continuously open.	S	1
4.6	Energy & Climate	No heavy oils with sulphur content or coal shall be	The reason of course being that those sources have a very high fossil CO2 emission. Over time all fossil fuels are to be phased out.	S	1

		used as an energy source			
4.7	Energy & Climate	Renewable energy sources form part of the heating energy supply to at least 25 %	As renewable sources electricity from water, wind or sun is counted as well as heat from biomass, earth heating, sea/lake heating and	S	1
4.8	Energy & Climate	Motion sensors for lighting in public areas and rest rooms	An easy solution is LED bulbs with built in motion sensor	S	1
4.9	Energy & Climate	Only purchasing energy efficient equipment (boilers, chillers, washing machines and dryers) as by EU label A+ or better	An easy solution to guarantee built in savings for long time is to choose only A+++ labelled equipment	S	1
4.10	Energy & Climate	We have heat pumps providing heat and/or air conditioning	At least one installed and used heat pump	S	1
4.11	Energy & Climate	All saunas have a timer control or manual procedure regulating time on/off	A sauna is a big energy consumer.	S	1
4.12	Energy & Climate	HVAC filters in guest rooms and public areas maintained and cleaned regularly	Dirty filters increase energy use and are fire risks	S	1

4.1 3	Energy & Climate	Carbon offsetting offered to guests (Gold Standard)	Carbon offsetting is not the solution to the climate challenge but rather a voluntary "tax" to make oneself aware of the fossil effects of (primarily) travel.	S	1
4.1 4	Energy & Climate	We do not use fossil products for barbecue- or wooden fire lighting	Those are fossil and should be avoided by that reason but are also proven to be cancerogenic	S	1
5.1	Waste & Recycling	We recycle all waste fractions offered by our local community	The waste is sorted on-site and separately collected by the community or local company.	Y	1
5.2	Waste & Recycling	Hazardous, electric waste and batteries are recycled	Any item with a cord and all batteries.	Y	1
5.3	Waste & Recycling	We have a procurement policy minimizing waste-producing inputs	Put demand on suppliers to minimize packaging, buy in bulk and use reusable delivery boxes	Y	1
5.4	Waste & Recycling	No single packed items in restaurants or at breakfast	Change the dated habit to serve butter, jam, milk, sugar etc etc in single packs, to nicely presented bowls and containers.	Y	1
5.5	Waste & Recycling	We do not offer plastic bags to our guests	Bags (if needed) made of FSC labelled paper	Y	1
5.6	Waste & Recycling	We recycle two (or more) additional fractions	Suggested fractions: medicals returned to the pharmacy, wood for stoves.	S	1
5.7	Waste & Recycling	Our organic waste is used for composting, farm animal feed or bio gas production	Organic waste from food production is separated and used for energy, fertilizer or food for animals.	S	1

5.8	Waste & Recycling	Single packed in-room amenities not offered or only offered upon request	No single packed soap, shampoo, shower caps etc in rooms, a minor stock may be available on request in the reception, accomodation only.	S	1
5.9	Waste & Recycling	We have a "no-straw" policy	No drinking straws are offered in restaurants or bars.	S	1
5.10	Waste & Recycling	Soap- and shampoo dispenser in guest rooms, saunas and team member areas.	Dispensers with soap and shampoo replaces the phased-out single packed items.	S	1
5.11	Waste & Recycling	No Styrofoam products used	No containers made of the plastic styrofoam (RIC code 6) is used at the premises.	S	1
5.12	Waste & Recycling	All ink cartridges recycled	Ink and toner cartridges from office machines are recycled.	S	1
6.1	Water	We have an easy system for reporting of leaking toilets, taps & showers for both team members and guests	On-line or other routine easy to use fro all team members and encourageing guests to do the same and maybe a gratification for the ones who do.	Y	1
6.2	Water	Water saving information signs back stage for team members and front of house for guests	Easy and fun signs inspring team members and guests not to waste water.	Y	1
6.3	Water	We irrigate our garden in early morning or late evening (before sunrise or after sunset)	Clear instruction and follow up	Y	1
6.4	Water	Our waste water is	Document showing recent check by authorities, if on-site plant	Y	1

		treated in an approved local, or municipal, waste water treatment plant			
6.5	Water	We have waste basket close to toilets	Small waste basket to avoid cotton pins and sanitary pads or any waste a part from paper being flushed in the toilet.	Y	1
6.6	Water	Our showers water flow do not exceed 9 l/minute	This is easily measured by timing how long it takes to fill a 1 liter container from the shower. Water-saving features, or aerators, can easily be mounted on a shower to limit the water consumption.	S	1
6.7	Water	Our taps water flow do not exceed 8 l/minute	This is easily measured by timing how long it takes to fill a 1 liter container from the tap. Water-saving features, or aerators, can easily be mounted on a faucet to limit the consumption.	S	1
6.8	Water	Motion sensors on men's urinals	Important to limit the time for flushing once installed	S	1
6.9	Water	Double flush toilets max 6 l/flush (points)	There are kit for retrofitting of this functionality to existing toilets.	S	1
6.10	Water	Water free urinals in restrooms		S	1
6.11	Water	Chlorine-free water treatment for pool	Techniques such as ozone or salt water can replace or considerably reduce, the use of chlorine	S	1
6.12	Water	We have a system for rainwater harvesting	During a rainfall you can expect to gain around 100 liters of water for every mm rain that falls on a roof with an area of 100 square meters.	S	1
7.1	Chemicals, Cleaning & Washing	We have a towel and linen reuse program in place	Guest information in bathroom about hanging up the towel to reuse it and optional offer to keep the same sheets throughout the stay (max 5 days). Routines in place to secure the delivery of the promise to the guest. See: <a href="http://hangupyourtowel.com">hangupyourtowel.com</a>	Y	1
7.2	Chemicals, Cleaning & Washing	Chlorine is not used at our premises	Chlorine is a chemical that nature can handle and contributes to a variety of environmental problems and is highly toxic for water living organisms.	Y	1

7.3	Chemicals, Cleaning & Washing	We have accurate and up-to date dosing instructions at dishwashers and laundry machines	Clear (pictogram) signs to remind team members about the right dosage.	Y	1
7.4	Chemicals, Cleaning & Washing	We use eco-labelled washing detergents	Type 1 ecolabels such as EU Ecolabel, The Nordic Swan and German Blauer Engel are trustworthy tools.	S	1
7.5	Chemicals, Cleaning & Washing	We use eco-labelled cleaning products	Type 1 ecolabels such as EU Ecolabel, The Nordic Swan and German Blauer Engel are trustworthy tools.	S	1
7.6	Chemicals, Cleaning & Washing	We employ chemicals free cleaning	Alternatives such as steam cleaning and traditional soft soap are great alternatives.	S	1
7.7	Chemicals, Cleaning & Washing	Our laundry company has a proven sustainability program	When out-sourced laundry is used, the supplier must have a holistic and well documented program for environmental and social sustainability.	S	1
7.8	Chemicals, Cleaning & Washing	We do not use scent marketing systems	Artificial fragrances is a problem for our allergic guests and the effects on the environment, including all of us, are yet to be understood	S	1
	Chemicals, Cleaning & Washing	We measure our remaining chemicals usage	Measuring and follow-up of the remaining chemicals used is a great way to keep track of and limit the use.	S	1
8.1	Food & Beverage	We offer a menu with locally themed traditional dishes primarily made of locally sourced ingredients	"Locally" normally defined as within a radius of 50 kms	Y	1
8.2	Food & Beverage	We do not serve food containing GMO	GMO is forbidden in the EU	Y	1

8.3	Food & Beverage	We offer a good variety of vegetarian dishes (two or more)	Vegan and or vegetarian dishes are fastly becoming popular try to recreate traditional ones from the region.	Y	1
8.4	Food & Beverage	We do not serve bottled water	Check the quality of your tap water (and install filters should thta be needen) so that you with confidence can offer smarter drinking water via the tap to all your guests.	Y	1
8.5	Food & Beverage	We offer locally produced food and beverages	A variety of dishes made of local ingredients and locally produced beers and other beverages offered. The draught beer offer includes at least one local or national brand.	S	1
8.6	Food & Beverage	We always inform our guest about the national origin of the main ingredient.	Country of origin printed in the menu.	S	1
8.7	Food & Beverage	We offer organically produced food and beverages	Products with the EU organic products label	S	1
8.8	Food & Beverage	We offer Fairtrade sourced food and beverages	Products certified by Fairtrade	S	1
8.9	Food & Beverage	We serve Fairtrade and eco-certified coffee	Products certified by Fairtrade	S	1
8.10	Food & Beverage	We measure our food waste and have a program to actively reduce it	Measuring and follow-up is the best way to minimise food waste.	S	1
8.11	Food & Beverage	We do not serve giant prawns nor goose liver	"Tiger Prawns" is an icon of unsustainable fishery and goose liver an example of non-existing animal welfare	S	1
8.12	Food & Beverage	We only serve fish labeled by MSC or ASC	The state of the fish stock on our seas and oceans is alarming and a way to save what we have left is to only use fish meeting and of those two criteria.	S	1



8.1 3	Food & Beverage	We do not serve red-listed fish (WWF)	The state of the fish stock on our seas and oceans is alarming and serving red listed fish today is a no-no.	S	1
8.1 4	Food & Beverage	We donate food leftovers	Donations to local shelters or associations.	S	1
9.1	Accessibility	Our level of accessibility for guests with different forms of functional variation is clearly communicated on-line	A fairly detailed section easy to find at your web site explaining your ability to cater for people with different needs like hard of hearing or seeing, mobility challenges or psychological challenges	Y	1
9.2	Accessibility	We welcome service dogs	All service dogs are welcomed despite any other pet policy. Water bowl offered to the dog	Y	1
9.3	Accessibility	Prioritized accessibility parking	Clearly marked close to entrance and with a sign with phone number to reception/ticket office.	Y	1
9.4	Accessibility	Accessible toilets	Toilet with basic features such as 90 cm broad entry door with grabbing handle on the inner side; handle at side of we facilitating sitting down.	Y	1
9.5	Accessibility	We have accessible parking (3,6 m width) with a contact option to reception/head waiter	This could be a sign with the phone number to reception or head waiter.	S	1
9.6	Accessibility	We have accessible toilets with alarm	Preferably an alarm supervised 24/7	S	1
9.7	Accessibility	Point of contact with reception/head waiter at entrance (accessible from a wheelchair)	A thought-through and accessible desk or a routine to walk across and meet a guest in a wheel chair	S	1
9.8	Accessibility	There is no threshold at	Maximum 10 mm height	S	1

		the entrance				
9.9	Accessibility	Seating is always available close to the entrance		S	1	
9.10	Accessibility	You have clear access from the entrance to guest areas and lifts	Free way for a wheel chair (100 cm at the least)	S	1	
9.11	Accessibility	Reception has walking stick holders and a hearing loop		S	1	
9.12	Accessibility	You can borrow a vibrating alarm clock/fire alarm (hotels only)		S	1	
9.13	Accessibility	The first and last steps in public stairs are clearly marked in contrasting colours	Enabels access for those hard-of-seeing	S	1	
9.14	Accessibility	Walkways to the guest areas and rooms are at least 100 cm wide		S	1	
9.15	Accessibility	We offer hearing loop to conference/meetings		S	1	
10.1	Local Collaboration	We actively promote our business colleagues to our guests and visitors to prolong their	Routine to suggest a prolonged stay by continuing to a neighbouring colleague with a different experience both at initial booking and when leaving	Y	1	

		visit in the region			
10.2	Local Collaboration	We are a member of the national hotel and tourism association	Membership in a national tourism association is a good way to contribute to the sector and gain good reputation.	Y	1
10.3	Local Collaboration	We participate in, and actively promote, the Interregional Cultural Heritage Trail	The program that is the continuation of the work with this sustainability label.	Y	1
10.4	Local Collaboration	We actively promote local excursions and experiences to our guests and visitors	Partnership with local businesses is a token of a mature destination that simplifies for the tourist to get a true experience.	S	1
10.5	Local Collaboration	We support neighboring community development initiatives	Being a good neighbour enhance the reputation of your business and the developmnet of the community benefits your guests' experience.	S	1
10.6	Local Collaboration	We promote local experiences in our marketing activities	To engage in marketing activites with your local partners adds value to the destination and all involved.	S	1
10.7	Local Collaboration	We invite to, and use the power of stakeholder dialogues	In the development of your businesses the acceptance from your local neighbours is crucial and a stakeholder dialogue are a fantastic tool.	S	1
10.8	Local Collaboration	We cooperate with local schools	The pupils are future team members and some teachers can be of help in different educational tasks at your venue.	S	1
10.9	Local Collaboration	We cooperate with the local municipal governing body	An important partner in both a tourism, environmental and cultural heritage aspect.	S	1

11.1	Communication & Marketing	We make our culture and cultural heritage “live” in our communication and presentation channels	A prominent part of the web site inspires the guests to choose the venue because of the cultural experiences and cultural heritage sites.	Y	1
11.2	Communication & Marketing	We inform our guests and visitors about our sustainability program in an engaging way on-line and on-site	A easy to find information (to find without clicking) about the sustainability program and the results so far. RestTool .com results can for example be displayed on-line.	Y	1
11.3	Communication & Marketing	The communication on-line and through other channels is truthful, clear, complete and easily accessible	All prices and offerings are easily understandable and available.	Y	1
11.4	Communication & Marketing	We encourage our guests and visitors to actively participate in our sustainability efforts	Competitions, social media engagement are some of many ways to engage the visitors.	S	1
11.5	Communication & Marketing	Our information is available in appropriate languages	With your national language and English as a base you should evaluate which languages could generate most incremental business if applied on-line, on signs and also spoken by team members.	S	1
11.6	Communication & Marketing	We present local eco-labeled restaurants and other such local services to our guests	Promoting partners with a sustainability profile adds value to your business.	S	1

11.7	Communication & Marketing	We actively promote our membership in LVRA or AHRL, and in this sustainability movement	A part from signs and on-line banners this is best done by word of mouth amongst your team.	S	1	
11.8	Communication & Marketing	We prioritize digital communication to print	Apps, QR codes, Mobile guides etc are modern ways to convey messages that easily can be altered and need no printing or paper.	S	1	
11.9	Communication & Marketing	All printed material is supplied by an eco labeled printing house	Search at map: <a href="https://bit.ly/2M50Kkk">https://bit.ly/2M50Kkk</a>	S	1	
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<b>Aspects</b>	11
<b>Mandatory criteria</b>	42
<b>Supplementary criteria</b>	84
<b>Total Criteria</b>	126

## Glossary

<b>Aspect</b>	In this case a way to break down sustainability in a number of relevant areas for the business.
<b>Criteria</b>	Direct actions under each aspect aiming to form part of the businesses' journey towards sustainability.
<b>Sustainability</b>	A society, where we are no longer dependent on fossil fuels or rare metals, nor are we increasing the concentrations of non-biodegradable chemicals or using raw materials from badly managed forests, seas or agricultural land. A society where all people, in all parts of the world, are able to meet their basic needs.

## System description - short

- § To join, a business need to sign a contract with certain basic rules and then apply on-line.
- § All mandatory criteria must be fulfilled on the day the business is approved.
- § **Year two** the business will be asked to perform a new on-line assessment and now all mandatory **criteria PLUS minimum two supplementary criteria** per aspect are to be fulfilled.
- § **Year three** the business will be asked to perform a new on-line assessment and this time all mandatory criteria **PLUS minimum four supplementary criteria** per aspect are to be fulfilled.
- § Year four all criteria will be revised and the system evaluated
- § Follow-up and policing of submitted self-assessments to be developed

## **System description -comprehensive**

### **1. Training & Education**

#### **Context:**

*People all over the world want to survive and to create a high quality of life for themselves and for their children. The reason we still behave in an unsustainable way and make decisions that deteriorate our ability to live long and prosperous lives at a thriving planet, is that we lack knowledge. The knowledge about how to run a planet in a sustainable way.*

*This is why training and education in what a sustainable world looks like is so important. Insights in how you and the business you work with can be part of the solution instead of the problem. The power of all team members working together with a clear vision of what sustainability looks like can not be overestimated, hence an efficient and engaging training covering the different aspects in this program, is the base for success.*

*A good knowledge about the history and traditions of your venue and the surrounding community also gives all team members the confidence to share it with guests and visitors and to include storytelling to their service offer.*

#### Mandatory criteria:

- ✓ **We offer a yearly training in local history and socio-cultural traditions of our property and the region**
- ✓ **We offer a mandatory training in sustainability to all in the team (part of induction to newly employed)**
- ✓ **All our team members are familiar with our sustainability policy and their responsibilities**

#### Supplementary criteria to improve your performance

- ✓ **We offer all our team members performance reviews and career planning**
- ✓ **We provide all in our team with LVRA/AHRL's handbook in sustainability for the tourism sector**
- ✓ **We have a library with books (and web links) presenting our local history and traditions available to team members and guests**
- ✓ **We co-operate with local historical associations and academia for educational purposes**
- ✓ **We only work with licensed tourist guides**

## **2. Cultural heritage**

### **Context:**

*The essence of tourism is our desire to experience other cultures, habits, cuisines and to meet new people. Our regions have a rich history to tell, a history and traditions that will exceed the expectations of our guests. This history, when told by us and interpreted in the services and products we offer is unique to us.*

*We are determined to deliver genuineness and to do it in way that not only enhance the visitors experience today but also protects and secure our cultural heritage for future generations of tourists and fellow countrymen.*

### Mandatory criteria:

- ✓ **We inform and educate our visitors and guests about our history and cultural heritage**
- ✓ **We partner with and promote local entrepreneurs offering handicrafts, foodstuff, and cultural experiences**
- ✓ **We have a continuous plan for the preservation and care of historical buildings at our site**
- ✓ **We prioritize the hiring of local team members at all levels of the business**
- ✓ **We offer the possibility to our visitors and guests to financially support the protection of our cultural heritage**

### Supplementary criteria to improve your performance

- ✓ **We are aware of, and addressing the negative impacts of tourism such as sound- light pollution and littering.**
- ✓ **We use means such as personal story telling, on-line reading tips and books (in appropriate languages) to borrow.**
- ✓ **Our contracted tour operators and guides are well aware of the culture heritage of our destination.**
- ✓ **We only sell genuine, locally produced souvenirs at our site**
- ✓ **We support one or more local cultural heritage protection organizations**
- ✓ **We respect the rights of indigenous people in the area and promote their participation in our activities.**
- ✓ **We actively inform visitors and guests about that it is illegal to trade with archaeological objects**
- ✓ **We have specific information developed aimed at young visitors**
- ✓ **We use contemporary technologies such as QR codes and guiding apps**
- ✓ **Our story is always told in local language and English as a minimum**



### 3. Natural heritage & Gardening

#### **Context:**

*Few industries are as dependent on our nature as the tourism industry.*

*Nature is for sure one of our biggest assets and worth caring for. Man is entirely subordinate to nature and yet we continue to destroy the precondition for our life instead of actively contributing to biodiversity.*

*Gardening is all about recreating nature in our backyard and to do it sustainably and with local species.*

#### Mandatory criteria:

- ✓ **We inform our guests about nature-related attractions in the region**
- ✓ **We don't use any herbicides and only biodegradable pesticides**
- ✓ **Visitors are informed about and encouraged to respect protected areas**

#### Supplementary criteria to improve your performance

- ✓ **We compost our garden waste**
- ✓ **We do not use invasive alien species in our garden**
- ✓ **We support local natural protected areas and biodiversity conservation**
- ✓ **Our excursions do not have negative impact on local wildlife or plants**
- ✓ **We inform about the IUCN Red List and support national conservation list species**
- ✓ **We offer the possibility to our visitors and guests to financially support the protection of our natural heritage**

## 4. Energy & Climate

### Context:

*Energy efficiency is perhaps the most rewarding sustainability aspect to start with, since every “negawatt hour” (not used kilowatt hour) is a direct contribution to both higher profitability and increased sustainability. A culture of energy smartness in your business pays off quickly and also creates a future hedge against the cost increase we constantly see evolving.*

*Sustainable energy management is about **saving & changing**. As we speak the whole world is switching to renewable energy and we have good conditions to do this in our countries with good access to biomass, raw materials for biogas and of course, sun and wind.*

### Mandatory criteria:

- ✓ **LED bulbs/lighting gradually implemented at the property**
- ✓ **Renewable electricity used for all purposes**
- ✓ **Guests actively informed about public transport before and during stay/visit**
- ✓ **Bicycles for guests and team members for local use**

### Supplementary criteria to improve your performance

- ✓ **Air conditioning has auto switch-off or clear message to guests to only use it when window closed**
- ✓ **No heavy oils with sulphur content or coal shall be used as an energy source**
- ✓ **Renewable energy sources form part of the heating energy supply to at least 25 %**
- ✓ **Motion sensors for lighting in public areas and rest rooms**
- ✓ **Energy efficient equipment (boilers, chillers, washing machines and dryers) as by EU label**
- ✓ **We have heat pumps providing heat and/or air conditioning**
- ✓ **All saunas have a timer control or manual procedure regulating time on/off**
- ✓ **HVAC filters in guest rooms and public areas maintained and cleaned regularly**
- ✓ **Carbon offsetting offered to guests (Gold Standard)**
- ✓ **We do not use fossil products for barbecue- or wooden fire lighting**

## 5. Waste & Recycling

### **Context:**

*On our way from a linear society to a society where the right resources are used cyclically, the recycling of our waste is at the center. Waste is resources in the wrong place. Smart material usage and efficient sorting at source are profitable measures both from a planetary and economical point of view.*

*Although depending on community infrastructure for waste separation a business can always put demands on the community and start locally.*

### Mandatory criteria:

- ✓ **We recycle all waste fractions offered by our local community**
- ✓ **Hazardous, electric waste and batteries are recycled**
- ✓ **We have a procurement policy minimizing waste-producing inputs**
- ✓ **No single packed items in restaurants or at breakfast**
- ✓ **We do not offer plastic bags to our guests**

### Supplementary criteria to improve your performance

- ✓ **We recycle two (or more) additional fractions**
- ✓ **Our organic waste is used for composting, farm animal feed or bio gas production**
- ✓ **Single packed in-room amenities not offered or only offered upon request**
- ✓ **We have a “no-straw” policy**
- ✓ **Soap- and shampoo dispenser in guest rooms, saunas and team member areas.**
- ✓ **No Styrofoam products used**
- ✓ **All ink cartridges recycled**

## 6. Water

### Context:

*Less than 1 percent of all water on our planet is easily available drinking water and in a global perspective, over 1 billion people lack access to clean drinking water and over 100 million people die of water related diseases every year.*

*As a business, we influence the limited water resources of the world in many ways and efficiency in water use, and managing wastewater properly are two areas where smart water management can contribute to both sustainability and profitability.*

### Mandatory criteria:

- ✓ **We have an easy system for reporting of leaking toilets, taps & showers for both team members and guests**
- ✓ **Water saving information signs back stage for team members and front of house for guests**
- ✓ **We irrigate our garden in early morning or late evening (before sunrise or after sunset)**
- ✓ **Our waste water is treated in an approved local, or municipal, waste water treatment plant**
- ✓ **We have waste basket close to toilets**

### Supplementary criteria to improve your performance

- ✓ **Our showers water flow do not exceed 9 l/minute**
- ✓ **Our taps water flow do not exceed 8 l/minute**
- ✓ **Motion sensors on men's urinals**
- ✓ **Double flush toilets max 6 l/flush (points)**
- ✓ **Water free urinals in restrooms**
- ✓ **Chlorine-free water treatment for pool**
- ✓ **We have a system for rainwater harvesting**

## 7. Chemicals, Cleaning & Washing

### Context:

*We are facing future challenges with the still unknown, "cocktail" effects of the over hundreds of thousands of chemicals spread more or less uncontrolled in our world. Smart chemicals management is about saving & changing.*

*Conservatively efficient dosing and replacing of any persistent and toxic chemicals with biodegradable alternatives. Ecolabels are powerful tools for this and makes it easier for us as non-chemists to make the right choice.*

### Mandatory criteria:

- ✓ **We have a towel and linen reuse program in place**
- ✓ **Chlorine is not used at our premises**
- ✓ **We have accurate and up-to date dosing instructions at dishwashers and laundry machines**

### Supplementary criteria to improve your performance

- ✓ **We use eco-labelled washing detergents**
- ✓ **We use eco-labelled cleaning products**
- ✓ **We employ chemicals free cleaning**
- ✓ **Our laundry company has a proven sustainability program**
- ✓ **We do not use scent marketing systems**
- ✓ **We measure our remaining chemicals usage**

## 8. Food & Beverage

### Context:

*Food and beverage is at heart of a most tourism experiences.*

*A well cooked and enjoyable meal or a tasty fast snack during a break, both enhances the visitor's experience. To surprise our guests with that little extra and provide sustainable food based on local, seasonal and organic products is sustainability at its best.*

*We are these days all aware that we cannot continue to waste up to 40% of the food we produce globally and hence smart systems to eliminate food waste are key to our success.*

### Mandatory criteria:

- ✓ **We offer a menu with locally themed traditional dishes primarily made of locally sourced ingredients**
- ✓ **We do not serve food containing GMO**
- ✓ **We offer a good variety of vegetarian dishes (two or more)**
- ✓ **We do not serve bottled water**

### Supplementary criteria to improve your performance

- ✓ **We offer locally produced food and beverages**
- ✓ **We always inform our guest about the national origin of the main ingredient**
- ✓ **We offer organically produced food and beverages**
- ✓ **We offer Fairtrade sourced food and beverages**
- ✓ **We serve Fairtrade and eco-certified coffee**
- ✓ **We measure our food waste and have a program to actively reduce it**
- ✓ **We do not serve giant prawns nor goose liver**
- ✓ **We only serve fish labeled by MSC or ASC**
- ✓ **We do not serve red-listed fish (WWF)**
- ✓ **We donate food leftovers**

## 9. Accessibility

### Context:

*To welcome and cater to all guests and visitors regardless of their physical or psychological abilities is a moral obligatory and makes sense both from a human and economical perspective.*

*With about 50 million people in Europe with some form of functional variation this is a huge potential for new business. Increased usability of the business enhances the experience for all our guests.*

### Mandatory criteria:

- ✓ **Our level of accessibility for guests with different forms of functional variation is clearly communicated on-line**
- ✓ **We welcome service dogs**
- ✓ **Prioritized accessibility parking**
- ✓ **Accessible toilets**

### Supplementary criteria to improve your performance

- ✓ **We have accessible parking (3,6 m width) with a contact option to reception/head waiter**
- ✓ **We have accessible toilets with alarm**
- ✓ **Point of contact with reception/head waiter at entrance (accessible from a wheelchair)**
- ✓ **There is no threshold at the entrance**
- ✓ **Seating is always available close to the entrance**
- ✓ **You have clear access from the entrance to guest areas and lifts**
- ✓ **Reception has walking stick holders and a hearing loop**
- ✓ **You can borrow a vibrating alarm clock/fire alarm (hotels only)**
- ✓ **The first and last steps in public stairs are clearly marked in contrasting colours**
- ✓ **Walkways to the guest areas and rooms are at least 100 cm wide**
- ✓ **We offer hearing loop to conference/meetings**

## 10. Local Collaboration

### Context:

*Collaboration is increasingly seen as the major success factor on our journey towards sustainability. This is true both on a global and local level.*

*The sustainability development goal 17 states that we “require coherent policies, an enabling environment for sustainable development at all levels and by all actors”.*

*At tourist destinations we often recognize challenges that can only be solved if we collaborate between business and with local authorities.*

### Mandatory criteria:

- ✓ **We actively promote our business colleagues to our guests and visitors to prolong their visit in the region**
- ✓ **We are a member of the national hotel and tourism association**
- ✓ **We participate in, and actively promote, the Interregional Cultural Heritage Trail**

### Supplementary criteria to improve your performance

- ✓ **We actively promote local excursions and experiences to our guests and visitors**
- ✓ **We support neighboring community development initiatives**
- ✓ **We promote local experiences in our marketing activities**
- ✓ **We invite to, and use the power of stakeholder dialogues**
- ✓ **We cooperate with local schools**
- ✓ **We cooperate with the local municipal governing body**



## 11. Communication & Marketing

### Context:

*Honest, transparent and interactive communication and marketing build confidence in our ambition to interpret a true and engaging picture of our heritage and in our sustainability ambitions.*

*All channels from on-line to print and social media as well as the important personal encounter, are tools for us to use.*

### Mandatory criteria:

- ✓ **We make our cultural heritage “live” in our communication and presentation channels**
- ✓ **We inform our guests and visitors about our sustainability program in an engaging way on-line and on-site**
- ✓ **The communication on-line and through other channels is truthful, clear, complete and easily accessible**

### Supplementary criteria to improve your performance

- ✓ **We encourage our guests and visitors to actively participate in our sustainability efforts**
- ✓ **Our information is available in appropriate languages**
- ✓ **We present local eco-labeled restaurants and other such local services to our guests**
- ✓ **We actively promote our membership in LVRA or AHRL, and in this sustainability movement**
- ✓ **We prioritize digital communication to print**
- ✓ **All printed material is supplied by an eco-labelled printing house**

**We now welcome your feed back on the proposed system. Feedback can be given in writing by email to:**

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