



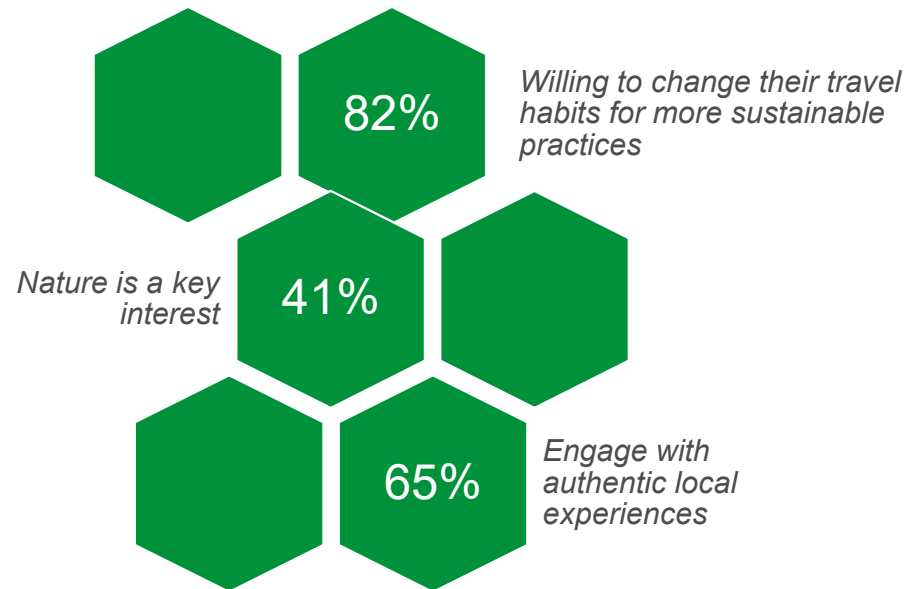
How can EMAS support sustainability in the tourism sector?

27 September 2024, online Webinar

Mirabela Lupaescu – Policy officer
DG ENV B1 Circular economy, Sustainable
production and consumption



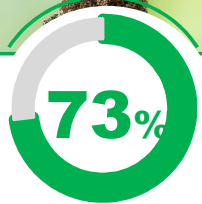
Sustainability demand in the tourism sector



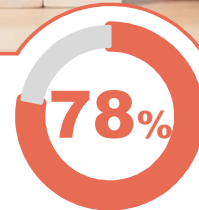
Attitudes of Europeans towards tourism
[Eurobarometer survey](#)

The importance of robust labels

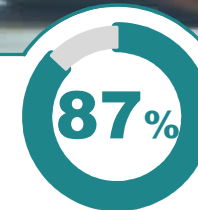
Source: Special Eurobarometer 535



“The impact of the product on the **environment is important** when making a purchasing decision.”



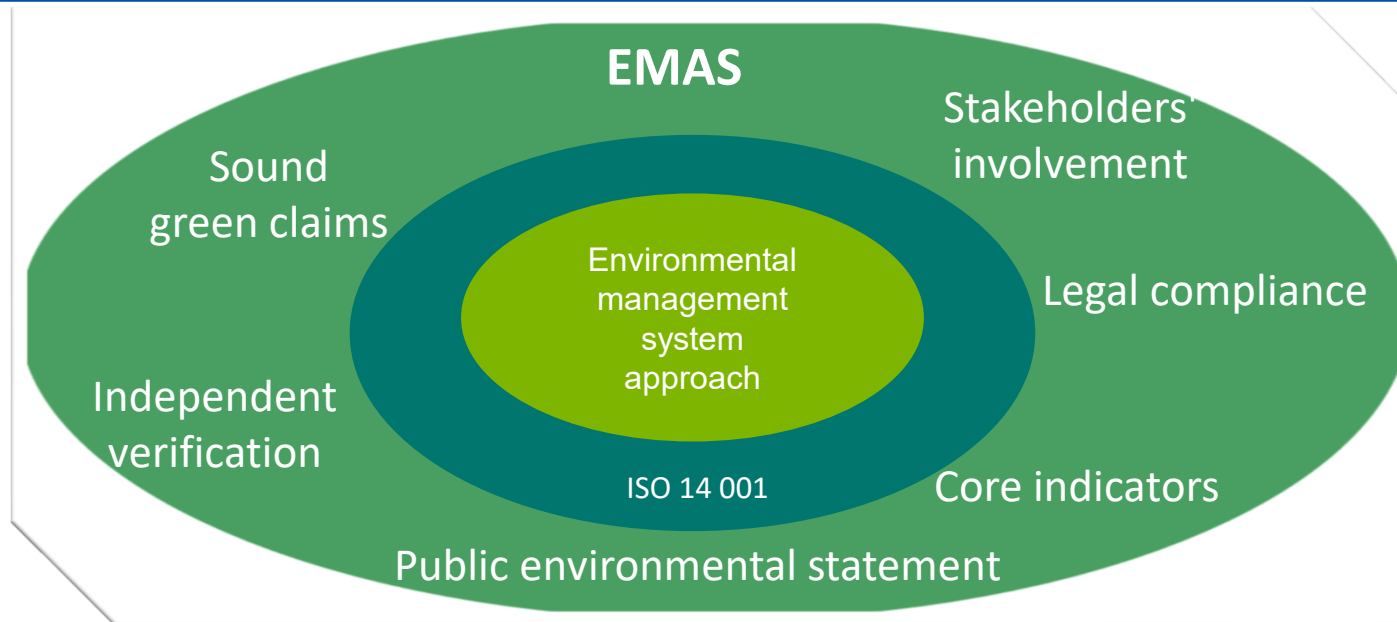
“Companies often make **misleading environmental claims**, leading customers to believe that their product or service is environmentally friendly.”



“To be credible, an environmental label needs to be **verified by an independent organization.**”

What is EMAS ?

A voluntary environmental management scheme instrument designed by the European Commission and backed by an [EU Regulation](#)



EMAS stands for



Transparency and Accountability

Environmental Statement public on an [EU register](#)

Credibility and compliance

Accredited/licensed environmental verifiers check the reported data as well as compliance with environmental legislation

Innovation and Continuous Improvement

A community of practice to exchange good examples and innovate in reducing environmental impact

What benefits from EMAS registration ?



Energy and resource savings

- Increase revenues by reducing resource use
- Reduce operating costs
- Improved competitiveness



Regulatory relief

- Gain advantages like simplified reporting obligations, fewer inspections, reduced waste fees, and longer permit renewal periods.
- Discover the 219 relief measures in the EU Member States listed in the Compendium of EMAS incentives

Benefits of EMAS registration



Publicly available environmental statement

Showcase and promote your environmental accomplishments

Use it for other reporting exercises such as corporate reporting or annual reports

Comply with EU legislative requirements such as the upcoming Green claims Directive



Stronger stakeholder relations

Build trust with stakeholders

EMAS registration guarantees full legal environmental compliance



Expanded market opportunities

Retain existing customers and win new markets

Streamline business-to-business communication

Access new green procurement markets.



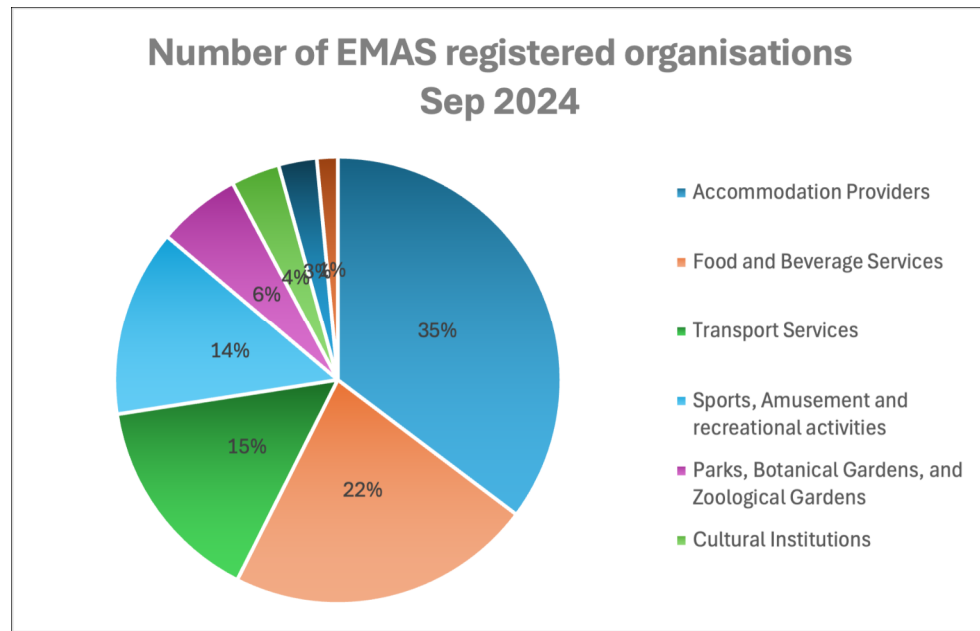
Employee involvement

Engage and motivate employees

Enhanced loyalty

Create a corporate sustainability culture

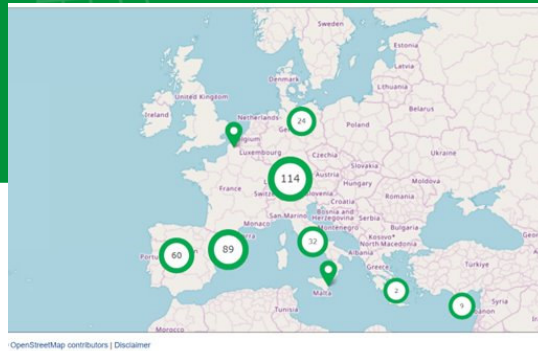
EMAS registrations in the tourism sector



- EMAS registration can be requested by **any company in the tourism value chain**
- EMAS registered companies from accommodation, catering, transport, cultural and art facilities transport to parks and botanical and zoological gardens
- Over 397 tourism-related organisations registered to EMAS mainly in **Germany, Spain, Italy** but also outside EU
- Over 70% of EMAS registered organisations are SMEs !

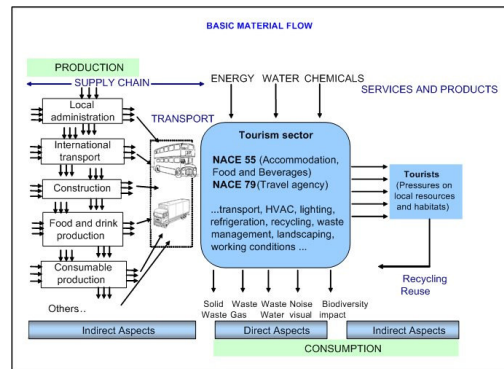
EMAS in the hospitality sector – premium resources

[Map of EMAS-registered organisations](#)



[EMAS Success stories](#)

[Best Environmental Management Practices Report \(BEMPs\) and Sectorial Reference Documents \(SRDs\)](#)



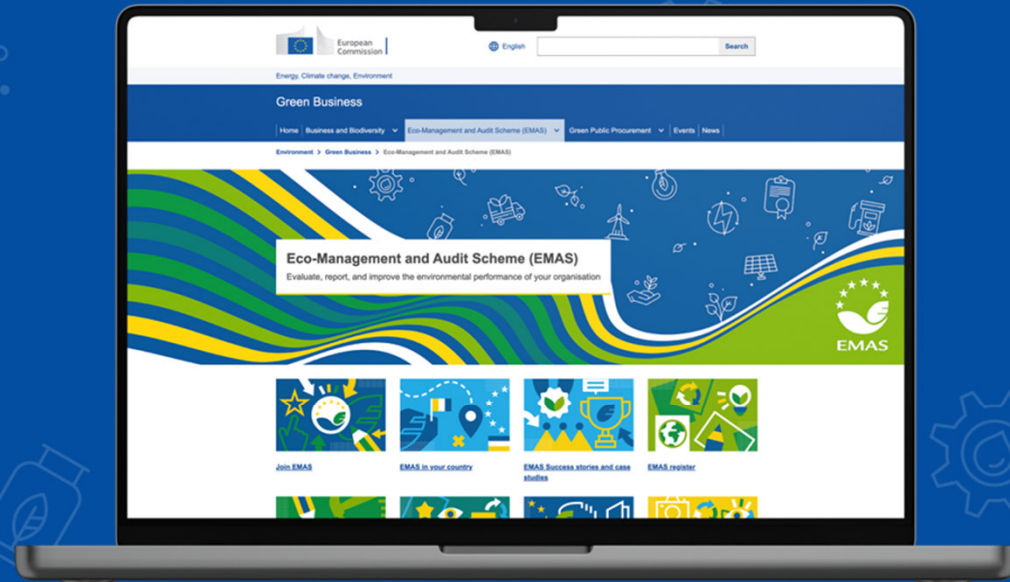
[EMAS for Sustainable Tourism webpage and Take a green step](#)

Through adopting EMAS
tourism operators contribute
to overall political objectives
of climate Paris agreements.

EMAS, EU Ecolabel - 'safe'
& reliable labels for
businesses to invest in and
for consumers to make
informed choices



Useful links



[EMAS website](#)

[EMAS EU register](#)

[EMAS Newsletter](#)

[EMAS for Sustainable Tourism](#)

[EU Ecolabel](#)

Thank you



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