The Austrian Eco-label for Tourism:

A Challenge for Sustainable Product Quality

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Dr Regina Preslmair
Ministry of Environment
Environmental Certification - burden or chance for Alpine Tourism?

Starting points:
- effort and complexity of certification
- additional costs

- sustainable economy - savings of resources
- tourists awareness for environmental questions
- environmentally sensible natural habitats
- quality management
Sustainable Product Quality and Environmental Management in the tourism sector

**Standard quality management:**
focus on the core topics like usability and durability

**Eco-labelling** brings a broader scope:
- protecting the environment
- responsible use of natural resources
- social responsibility
- protection of cultural heritage
- proceeding from a short term strategy to a long term perspective
- modern responsible economy
Environmental Management in the tourism sector

- EU Ecolabel
- Austrian Ecolabel
- EMAS
- ISO 14001
- ISO 26000
More than 60 Eco-labels worldwide
Quality in tourism

- new expectations of consumers and guests ask for a new kind of quality
- quality: more standardized and more individualized
- from product quality to service quality
- From technical aspects to emotional aspects
- From defining quality to improving quality
- From accommodation facilities to issues like traditional local cuisine
- From consumers perception of value for money to the perception of valuable time
- Differentiation through defining the regional quality
Alpine Summer Tourism-
from critical field to potential of the future

-Development rather stagnating

-Economic and social problem for enterprises and employees

-sustainable growth as possible key for mountain regions
Alpine Summer Tourism-
taking new ways

- Opportunity through changes in the demand and offer of diversified products

- taking new ways: from walking and hiking to e-biking and pilgrimages
Objectives of the Austrian Ecolabel

• Offers **consumers** orientation at the point of sale

• Motivates **producers** and traders to develop and offer less environmental-polluting products
The „birth“ of the Austrian Eco-label

- Initiative of the Austrian Federal Ministry of Environment
- 1990 – decision for the scheme
- Label designed by Hundertwasser
The System of the Austrian Ecolabel

- Austrian Ecolabel = **voluntary** system
- **Criteria documents** as basis of the award
- Third party verification by **independent auditor**
- **4 years** revision period
- **Contract and award**
- **Application and annual fee**
Austrian Ecolabel for ...

**Products** (1990)

**Tourism**
- Hotels, Restaurants, Camping, alpine huts, event locations (1996)
- Travel Offers (2008)
- Green Meetings + Events (2010)

**Education**
- Schools (2002)
- Educational Institutions (2007)
Ministry of Environment as competent body

VKI (Austrian Consumer Association) as administrative support organization

Göllner & Leitner as marketing experts
Working out the award criteria

- Lead management by Austrian Consumer Association (VKI)

- Technical discussion
  expert groups with stakeholders
  - environmental-, consumer-NGOs
  - manufacturers, retailers
  - independent experts

- Decision making
  Eco-Label Advisory Board

- revision period 4 years
Over 50 mandatory criteria
Over 100 optional criteria

- Energy
- Water, Waste, Air, Noise, Office
- Management
- Cleaning, use of Chemicals
- Traffic, Outdoors
- Building, Living
- Food, Kitchen

Mandatory-criteria
voluntary-criteria
Development of the Austrian Eco-label from 12/2007-03/2014 Overview
Development tourism enterprises
2006-2013
Distribution over tourism sectors
Dec. 2013

Restaurants 23 %
Camping 3 %
Alpine huts 4 %
Hotels 70 %
Brand Awareness

- Österreichisches Umweltzeichen: 56%
- Ökotex: 50%
- EU Flower / Europäisches Umweltzeichen: 36%
- Blauer Engel: 32%
- FSC: 30%
- klima:aktiv (seit 2009): 28%
- Das bringt's. Nachhaltig: 23%
- UmweltTipp (seit 2013): 22%
- Keines davon: 21%
- weiß nicht, keine Angabe: 20%
Green marketing for the Austrian Ecolabel

Fairs

and

Events
Green marketing for the Austrian Ecolabel

Info-material
Green marketing for the Austrian Ecolabel

Press relations and media cooperation
Why Eco-labels for tourism?

- Environmental check of establishment and procedures
- Detecting savings potential
- Development of internal and external communication and motivation
- Better Image
- Marketing instrument
- Quality improvement
The Eco-label network -
an advantage for license holders

Possibilities for exchange and cooperation:

more than 250 license holders form the products sector
more than 250 license holders form the tourism sector
more than 100 certified schools and educational institutions

All license holders stand for sustainable and environmentally sound
corporate management and can use synergies.
For further information please visit

www.umweltzeichen.at