

# EMAS - Newsletter

## The European Eco-Management and Audit Scheme

Improving your environmental  
and business performance

<http://www.europa.eu.int/comm/environment/emas>

### Editorial The tourism issue

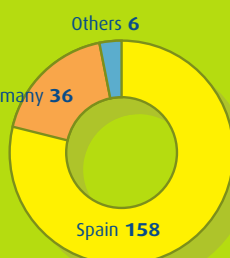
The tourism sector represents 5% of the European Union GDP, and more than any other type of development, it requires an unspoilt environment in which to operate. EMAS is one means to improve environmental performance and communicate about it. So does for instance the Spanish national organisation of rural hotels Paradores del Turismo that took the decision to manage 72 of their hotels through EMAS. 200 hotels are currently registered across the EU, making tourism the fifth most popular EMAS sector.

In this issue, in addition to the Paradores, you can learn about the initiatives taken by the first EMAS-registered travel agency, Studiosus, to green their travel products; the registration of the first hotel in Portugal, the Terceira Mar, and the registration of one of the most important European theatres, The Gran Teatre del Liceu of Barcelona which has been reconstructed following a fire in 1994.

Finally we report on other tourist activities which have implemented EMAS successfully, including camping sites and nature parks, and the launch of the VISIT European Association of Tourism Eco-labels.

The EMAS Team, Environment Directorate General, Unit G2, European Commission.

Distribution of the  
tourism sector  
(NACE 55) per  
country



European Commission

### Report

## 72 out of 90 Spanish “Paradores” have EMAS

**The publicly owned hotel chain Paradores de Turismo has a historic commitment to the cultural setting of their hotels. Today, this is supplemented by an environmental management system that contributes to preserving the environment of the historical locations, and by guided tours of the natural environment to help raise visitors' awareness.**

A growing number of tourists demand proof of environmental quality and respect for the environment. The Paradores de Turismo, a public network of hotels in Spain, has been working for several years on an environmental management policy. It is managed by the "Direction for Quality and Sustainable Development", which drives the long-standing commitment to and respect for the natural, historical and cultural settings in which the Paradores are located.

After the creation of the Direction, a strategic plan was designed with a view to obtaining certification. A training plan and the appointment of environmental managers in each hotel was key to its implementation. To date, out of the 90 hotels of the Paradores network, 72 have received EMAS registration as well as certification under EN ISO 14001. This makes the Paradores the hotel chain with the highest number of verified hotels in Europe.

Santo Estevo is just one of the historic settings of the EMAS registered Spanish hotel chain Paradores.



The actions taken towards the environment include: treatment of waste oil, waste toners and waste batteries, and reduction in volume of toxic waste. Some solutions are relatively simple, such as introducing single-control taps, water-saving tanks in toilets, low consumption lamps and double glazing in windows. This environmental policy has brought several prizes to the Paradores.

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Performance, Credibility, Transparency

Continuation from page 1 > With regard to its sustainable development policy, the hotel chain, since its creation 76 years ago, has devoted a major part of its efforts into the rehabilitation and conservation of historical buildings. Moreover, the Paradores try to promote knowledge of their local environment to their clients, through books, exhibitions, and information boards so that tourists can visit places of natural, historical or artistic value. The

company is currently establishing an agreement with local businesses and institutions in order to design a new product "Experiences", to bring guests an additional experience, beyond accommodation, in the surroundings of the Parador.

For more information on Paradores visit: [www.parador.es](http://www.parador.es)

## Best practice EMAS keeps moving: first registered hotel in the Azores

**September 2004 was an important milestone in the short history of the Terceira Mar Hotel when it became the first EMAS-registered hotel in Portugal.**

Close to the historical centre of the UNESCO World Heritage City Angra do Heroísmo on Terceira Island, Azores (Portugal), the Terceira Mar Hotel is perfectly integrated in a unique natural landscape created by the Fanal Bay and Monte Brasil. It offers 139 rooms, a restaurant and a bar, a fitness centre, two tennis courts and an outdoor salt water swimming pool.

Opened in May 2003, this 4 star hotel is part of the Bensaude Group. With nearly 200 years experience, the group has always believed in the development of high quality tourism, which respects the geography, environment and socio-cultural aspects of the Azores. The management decided to implement an Environmental Management

System in accordance with ISO 14001 and with EMAS. This system allows to identify and to address the environmental concerns relevant to the hotel industry.

To minimize environmental impacts some construction activities were modified and investment in specific equipment was made. A refrigerated storeroom for organic residues has been created and a reservoir collecting rain water provides the garden irrigation. Other improvements include a technical management centre to monitor energy consumption, an outdoor salt water swimming pool, and wastewater pumping stations for municipal sewerage. During this process, Terceira Mar employees received both formal training and informal guidance, fundamental to the success of such ventures.

The main difficulties encountered related to environmental disposal laws, insulation

problems, and a lack of available information, since Portugal is new to the implementation of EMAS in the hotel industry. The investment has already seen positive results. In addition to the evident reduction in resource consumption and the employees' pride and motivation concerning the Bensaude Group's respect of nature and the island community, the efforts have increased the credibility of the Group. "By showing we care about the environment, we improve our image among our clients and the local community", Paula Bragança Machado, Environmental Manager of the Terceira Mar Group, points out.

More information on EMAS in the Terceira Mar Hotel can be obtained from [www.bensaude.pt/bensaude](http://www.bensaude.pt/bensaude) and from Ms Paula Bragança Machado ([paula.braganca@bensaude.pt](mailto:paula.braganca@bensaude.pt)).



The first EMAS registered hotel in Portugal respects the geography, environment and socio-cultural aspects of the Azores.



## Best practice

### Respecting foreign people's environment: cultural management – managing culture

**For the German travel company Studiosus, EMAS registered since 1998, travelling includes not just the art of living, but the art of managing the environment too.**

Studiosus, a travel company based in Munich, has designed 15 different travel products for culture and nature cultures: among them study trips to look at native culture and history, hiking trips and bike tours. Environmental management activities started as early as 1992 when Studiosus asked its product managers to report on the environmental impact of trips in host countries, and when the number of catalogues produced was reduced to avoid waste.

Every product manager has to sign a self-commitment declaration, which helps take into account environmental impact when planning a trip. Around 680 tour guides receive regular training in line with the environmental policy and self-commitment declaration. Local providers of services and products are assessed and face a variety of measures should they fail to perform in accordance with the code.

The pillars for continual assessment and improvement are EcoHotel seminars in-

country, newsletters and customer questionnaires on environmental performance. Since 1998, Studiosus is registered under EMAS and one important tool for evaluating the environmental impact of trips has been the "Forum of the Toured". Local inhabitants and other stakeholders are questioned on how Studiosus activities affect the host country, both environmentally and socially. Four to six forums are held annually, providing product managers with an insight into impacts on local, social and environmental conditions.

One of the first environmental measures was to encourage customers to travel to and from the airport by train, bus and tram for free. Another measure was to provide bus drivers with a "stop the engine" sticker in their mother tongue. On the more unusual side, customers travelling by bus with Studiosus hand in their used meal dishes for composting to reduce waste for land-fills.

Studiosus also organises specific travel projects to preserve cultural integrity and endangered nature. More than 50 projects have been funded on five continents. The variety ranges

from Coletivo Mulher Vida, a project against sex travels in the bathing resort Recife (Brazil) to re-forestation in Hoefdabrekka (Iceland). These projects are visited regularly by group tours, with some projects offering visitors the opportunity to become involved in the activity themselves.

Studiosus joined the Tour Operators Initiative for Sustainable Tourism Development in 2002 and won several prizes for its commitment to "invade respectfully". For the 2004 to 2007 period the agency targets even better assessment and awareness-raising for service providers.

The environmental statement of Studiosus Travel is available via:  
[www.studiosus.com/inc/umwelterklaerung.pdf](http://www.studiosus.com/inc/umwelterklaerung.pdf)

Key data Studiosus Travel Agency, Munich (D-155-00093):

- turnover 170 Million;
- 230 employees, 680 guides;
- 900 trips;
- 80,000 customers;
- 100 destinations annually.

## Service Sector

### One of the **biggest theatres** in Europe holds EMAS registration

**With the registration of a theatre in Catalunya, the promotion of EMAS in the service and cultural sector has reached a new interesting development. The Gran Teatre del Liceu of Barcelona (Spain) has committed itself to reduce consumption of resources and to foster green procurement.**

The Gran Teatre del Liceu of Barcelona (Spain) registered for EMAS in February 2005. This theatre is one of the most important in the European Union with 2,334 seats and a total surface of 36,672 m<sup>2</sup>.

The theatre was originally inaugurated in 1847, but in 1994 it was completely destroyed by fire. It took five years to rebuild, allowing the theatre to incorporate the latest technologies. In addition considerable effort has been made to make the Opera closer to all people, changing the image of elitism that this kind of spectacle has had in the past. This desire to be more popular also lies behind the theatre managers' implementation of an environmental management system, to help make a contribution to sustainable development.

An agreement was reached in 2003 to develop a pilot scheme on environmental management in the theatre installations, with economic and technical support during the environmental evaluation and the set up of the EMS being provided by the Department of Environment and Housing.

Some of the objectives included in the environmental programme for the future include: increased waste collection at the atrezzo areas, development of green purchasing and reduction of water consumption by 2% and gas consumption by 25%.

It is great news that an organisation with the prestige of Gran Teatre del Liceu has decided to register under EMAS. Not only will this promote EMS among the theatre audience but the experience gained from implementing EMAS can also be transferred to other cultural bodies in Catalonia and beyond.

More information on <http://www.liceubarcelona.com/teatreliceu.asp>





## EMAS in figures

The number of sites, 4,157 on March 15<sup>th</sup>, has topped the all time record of 3,912 reached in December 2001. The number of organisations has reached 3,109, which is higher than in November 2004 (3,091). During most of 2004 there was an overall growth in numbers for the first time in three years. The statistics are now collected for both registered organisations and registered sites.

Registered organisations and sites		
Austria	256	340
Belgium	33	179
Cyprus	0	0
Czech Republic	19	21
Denmark	120	264
Estonia	0	0
Finland	41	49
France	20	20
Germany	1,614	2,049
Greece	6	6
Hungary	1	1
Ireland	8	8
Italy	272	345
Latvia	0	0
Lithuania	0	0
Malta	1	1
Luxembourg	1	1
Netherlands	25	29
Norway	28	28
Poland	0	0
Portugal	25	28
Slovak Republic	2	2
Slovenia	1	1
Spain	457	590
Sweden	118	133
United Kingdom	61	62
<b>TOTAL</b>	<b>3,109</b>	<b>4,157</b>

### Leading industrial sectors:

Sectors	Registrations
Chemicals	270
Food and beverages	260
Sewage and refuse disposal	217
Fabricated metal products, except machinery and equipment	213
Electricity, gas, steam and hot water	152

### Leading service sectors:

Sectors	Registrations
Hotels and restaurants	200
Public authorities	150
Transport	102
Health and social work	91
Education	88

## News

### VISIT European Association of Tourism Eco-labels is launched

The VISIT organisation brings together the most important tourism Eco-labels to establish a European association. They represent the highest standards of reliability and operate in over 10 countries with more than 1,500 certified tourist accommodations. They have formed an alliance based on mutual understanding to adopt a common standard. This will allow them to reach a wider audience, ensure that eco-labelled tourism products are credible and provide a unified approach to tour operators and the consumer. Environmental management schemes such as EMAS are used as an indicator to prove the ecologically sustainable strategy of the tourism facility.

For more information, check [www.yourvisit.info](http://www.yourvisit.info)

### Eco-Camping promotes EMAS registrations

The Eco-Camping project has targeted the sector of tourism where nature is close at hand, and so are environmentally-driven customers. So far 13 German camping sites have completed registration; and more are candidates. In Spain 19 camping sites are registered with EMAS.

The handbook for implementation is available from [www.ecocamping.net](http://www.ecocamping.net)

### Nature park of Grosses Walsertal managed by EMAS

The Grosses Walsertal Park (Austria) uses EMAS as a tool to steer this mountainous rural valley in a sustainable direction. The area became a Biosphere Park in 2000, was registered for EMAS recently and the management will try to convince other SMEs and municipalities to follow this step. Through the EcoMonte LIFE Environment project the park management develops sustainable tourism services and promotes the Eco-Label for tourism.

For more information contact:  
Mr. Josef Türtscher ([josef.tuertscher@landtag.cnv.at](mailto:josef.tuertscher@landtag.cnv.at))  
or check [www.grosseswalsertal.at](http://www.grosseswalsertal.at)

### New series on EMAS implementing bodies

A series of articles aims to explain and illustrate the roles of the different EMAS bodies to the broader public. Registering a company with EMAS involves Accreditation Bodies, Competent Bodies and Verifiers in each Member State. The Series starts with an interview of the Managing Director of the German Accreditation Body, DAU. "Credibility as a key aspect of the EMAS scheme can be obtained only through continuous training, examination and supervision of the verifiers" explains Dr. Markus Racke.

The full interview will be available in April on [http://europa.eu.int/comm/environment/emas/index\\_en.htm](http://europa.eu.int/comm/environment/emas/index_en.htm)

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For a free subscription, comments or further information send an email to the EMAS Helpdesk at: [emas@cec.eu.int](mailto:emas@cec.eu.int) or write to the following address:  
EMAS Helpdesk — c/o Bradley Dunbar Associates — Rond Point Schuman 6 — B-1040 Brussels  
Voicemail/Fax: + 32 2 282 84 54

## Upcoming events

25 November 2005  
**Brussels, Belgium**  
**2<sup>nd</sup> EMAS Local Authorities' Forum and COMPASS Award Ceremony**

For more information contact Eric Sarvan ([eric.sarvan@iclei-europe.org](mailto:eric.sarvan@iclei-europe.org)) from ICLEI.

18 > 19 October 2005  
**Göteborg, Sweden**  
**SIFU Seminar EMAS and ISO 14001**

Basic course on how to implement an EMS and integrate it into existing management systems. For more information read the curriculum on [www.sifu.se/12965](http://www.sifu.se/12965).

19 > 20 September 2005  
**Geneva, Switzerland**  
**SMIA05, 2<sup>nd</sup> International Congress and Innovation Fair "Sustainable Management in Action"**

For more information visit [www.smia.info](http://www.smia.info)

September 2005  
**Villach, Austria**  
**EMAS Conference and European EMAS Awards**

Conference on EMAS in the new Member States with a special focus on municipalities and their key players' involvement. Invitation will be available from the EMAS web site

7 > 8 June, 2005  
**Droitwich Spa, UK**  
**IEMA 2005 Annual Conference & Exhibition**

Further details to follow, any enquiries please contact the Communications & Marketing Team at [events@iema.net](mailto:events@iema.net)

1 > 2 June 2005  
**Villach, Austria**  
**Austrian EMAS Conference**

Conference on regional pacts and partnerships designed for EMAS

24 > 26 May 2005  
**Lincoln, UK**  
**ET2005: The UK's largest environmental technology & management services exhibition**  
ET will feature the Environmental Management Forum (EMF) which will address the in's and out's of corporate social responsibility, accreditation corporate governance and sustainable procurement strategy. This year ET will again be co-located with the ever-popular International Clean exhibition and conference featuring Landfill Expo & the national energy management exhibition, NEMEX. For more information and entries visit [www.et-expo.co.uk](http://www.et-expo.co.uk)

12 May 2005  
**London, UK**  
**Environmental legislation and regulations review**

For the full curriculum of the seminar read [www.cronertraining.co.uk/auto/events/22495.html](http://www.cronertraining.co.uk/auto/events/22495.html)

28 > 29 April 2005  
**Stockholm, Sweden**  
**SIFU Seminar EMAS and ISO 14001**

Basic course on how to implement an EMS and integrate it into existing management systems. For more information read the curriculum on [www.sifu.se/12965](http://www.sifu.se/12965)

8 April 2005  
**Frankfurt/Main, Germany**  
**Refresher Course Environmental Management Systems and their auditing**

Update for all auditors seeking refreshment of their audit abilities as required by ISO 19011



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