



CARBONTOUR Newsletter

Strategic Planning Towards Carbon Neutrality in Tourism Accommodation Sector

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Issue 1

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About CARBONTOUR

The project “Strategic Planning Towards Carbon Neutrality in Tourism Accommodation Sector” with the acronym CARBONTOUR, has been initiated on 01/09/2010 and has a duration of 28 months. The partners of the project are:

Coordinating beneficiary: North Aegean Region (RNA)

Associated beneficiaries: National Technical University of Athens (NTUA), Energy Environment Local Development Ltd. (EPTA), Cyprus Hotel Association (CHA), Aeolian Village Hotel S.A. (AEOVI), Mayfair Hotel Ltd. (MAF)

The project aims to:

- Quantify and evaluate the greenhouse gases emissions from the tourism accommodation units (carbon footprint in terms of CO₂ equivalent emissions)
- Develop a strategic approach, incorporating appropriate set of mitigation measures, for CO₂ offsetting in order to reduce the contribution of tourism accommodation activities to climate change
- Raise sustainable tourism awareness to all relevant actors, stakeholders and target groups through the implementation of appropriate dissemination activities

Towards these aims, the project foresees the development of an appropriate carbon footprint software tool resulting from the various tourism accommodation activities (energy consumption, waste, water & wastewater management practices). Within the framework of the project a large scale application of the carbon footprint tool is also envisaged, in which 80 tourism accommodation units from North Aegean and Cyprus will participate, enabling rational decision making in terms of CO₂ offsetting measures.

Benefits for the tourism accommodation sector

The main benefits of tourism accommodation units, that will participate in the project, are the cost savings resulting from mitigations options through :

- energy consumption reduction,
- promotion of effective waste, wastewater & water management practices
- strengthening of corporate social responsibility and environmental profile of tourism accommodation units.



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More information on the project available at:
<http://uest.ntua.gr/carbontour/>



Invitation to the CARBONTOUR Launching Event

The CARBONTOUR project has been launched! Therefore a launching event has been scheduled for the **4th of July 2011 in Mytilini, Lesvos Island**, to inform the key actors about the actions of the project. All relevant stakeholders (competent national and local authorities) and main target audience of the project are welcome to participate in the forthcoming event. The main target groups involved include:

- The tourism industry (accommodation enterprises, tourism chambers, travel agencies, tour operators, etc),
- Tourism associations and organizations and environmental NGOs
- Tourists
- The general public

The event will offer a unique chance for all the parties involved to come together in a relaxed and informal

atmosphere and to exchange views in order to develop a common vision. Further to the speeches delivered by the key stakeholders there will be an opportunity for exchange of ideas among the participants that will facilitate their effective cooperation throughout the project's life ultimately leading to the achievement of the ambitious goals that have been set. Therefore, we would like to take this opportunity to invite all of you to the event and we hope that you will bring along your ideas, your good spirit and a healthy appetite for delicacies and beverages!

Place of the event:

Lesvos Chamber,
71 P. Kountourioti St.,
Mytilini, Lesvos

Date & time of the event:

Monday, 4th of July 2011
9.30a.m. to 12.30p.m.



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