



# The Austrian Eco-label for Tourism: A Challenge for Sustainable Product Quality

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**8<sup>th</sup> SNOW AND MOUNTAIN**  
TOURISM WORLD CONGRESS  
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## 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



EMAS



Austrian Ecolabel



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



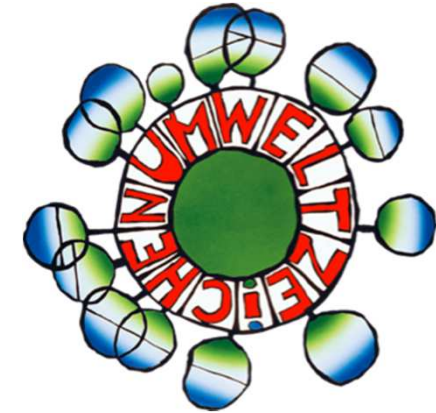
- Motivates **producers** and traders to develop and offer less environmental-polluting products

**PUSH REFILL**





## 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)







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**Ministry of Environment** as competent  
body



**VKI** (Austrian Consumer Association) as  
administrative support organization



**Göllner & Leitner** as marketing experts



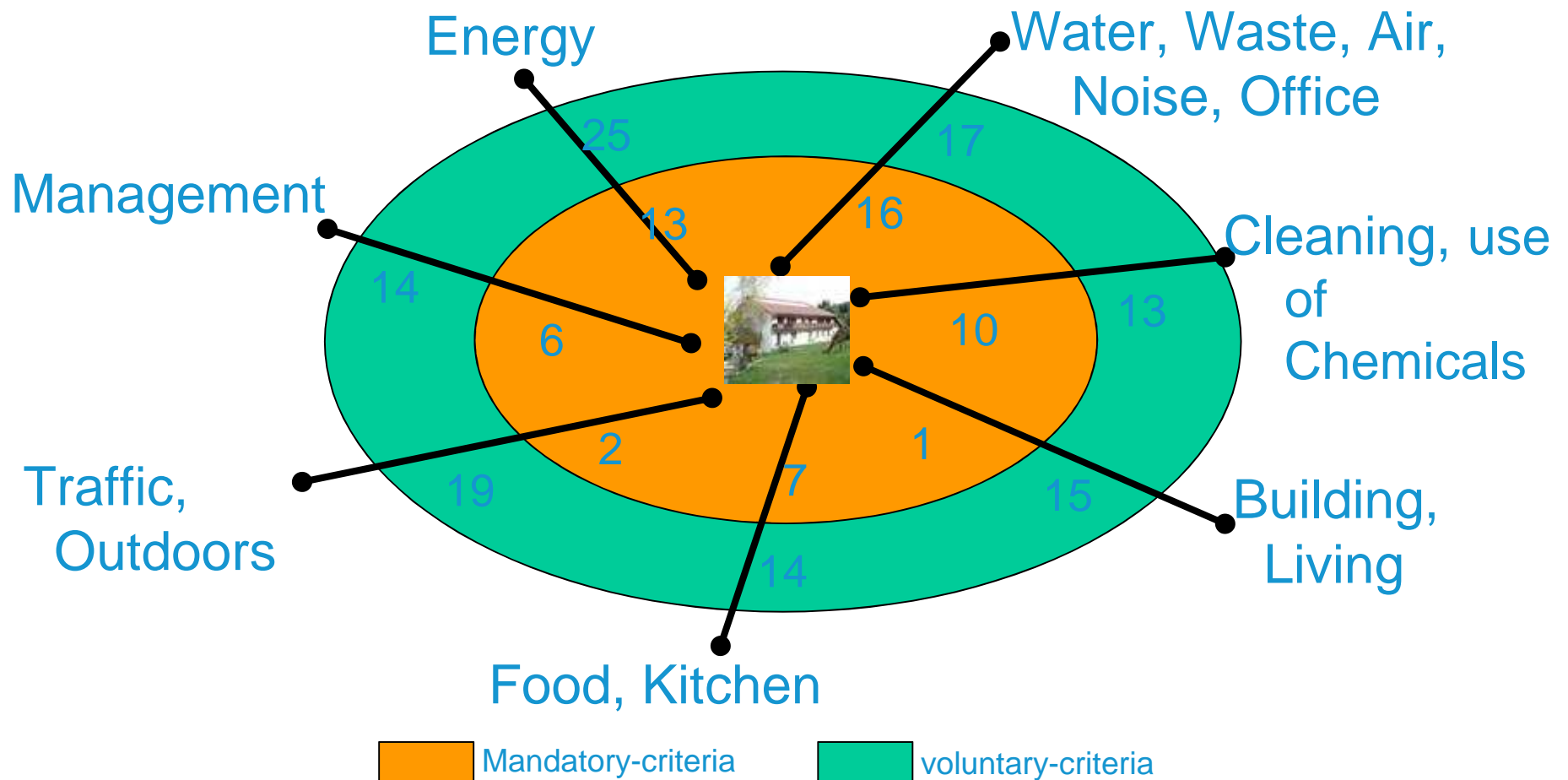
## Working out the award criteria

- 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**



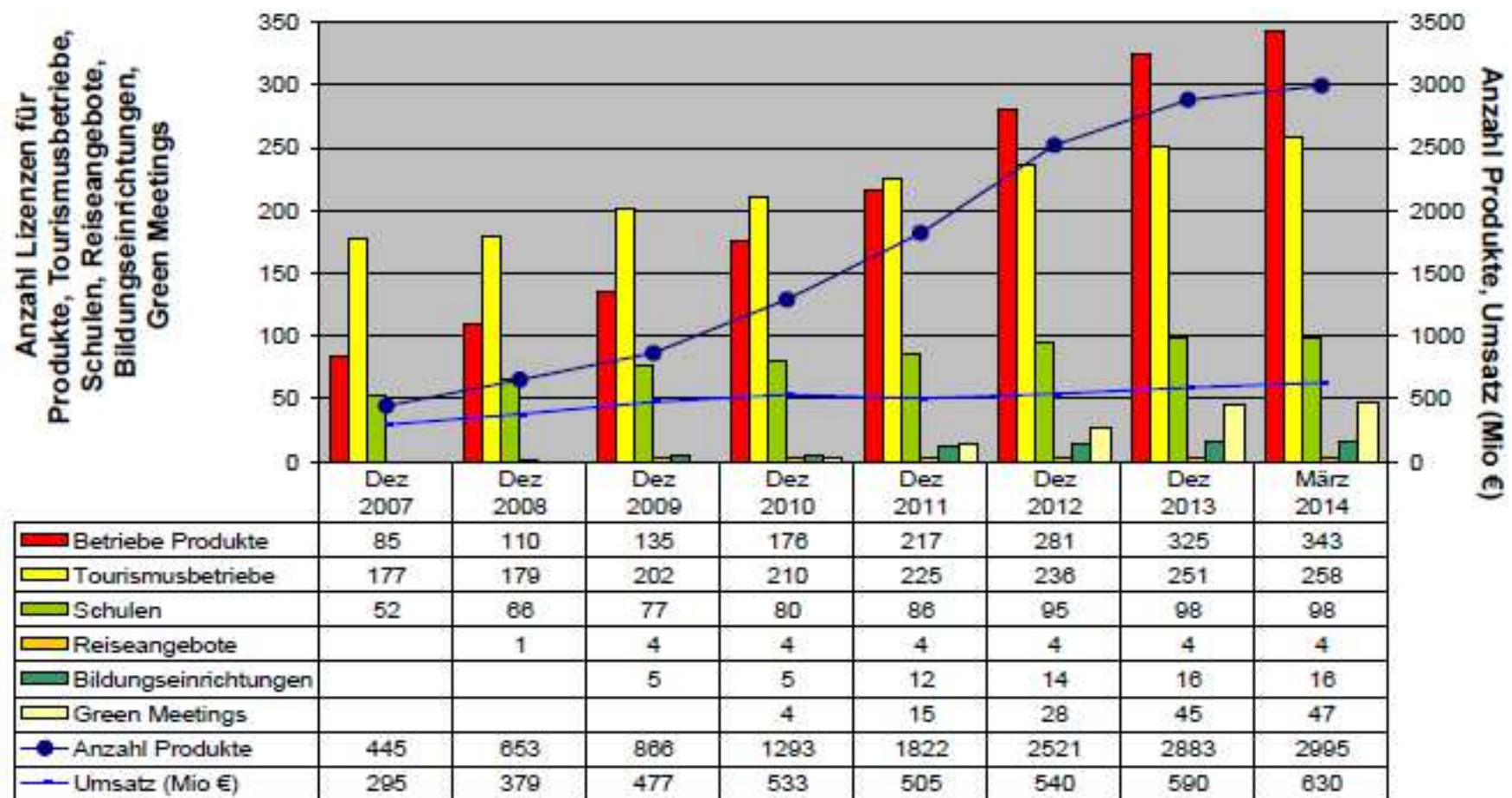


Over 50 mandatory- criteria  
Over 100 optional- criteria





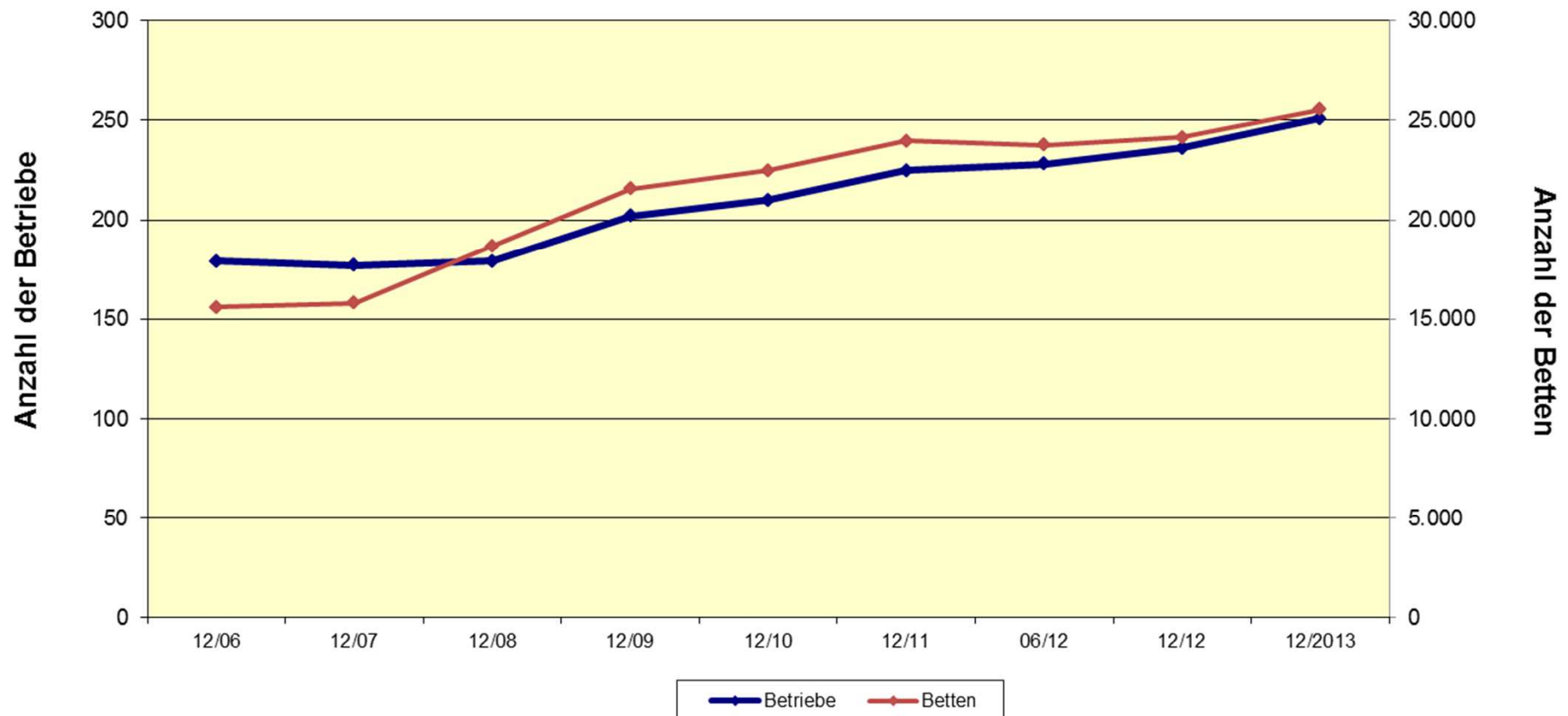
## Development of the Austrian Eco-label from 12/2007- 03/2014 Overview





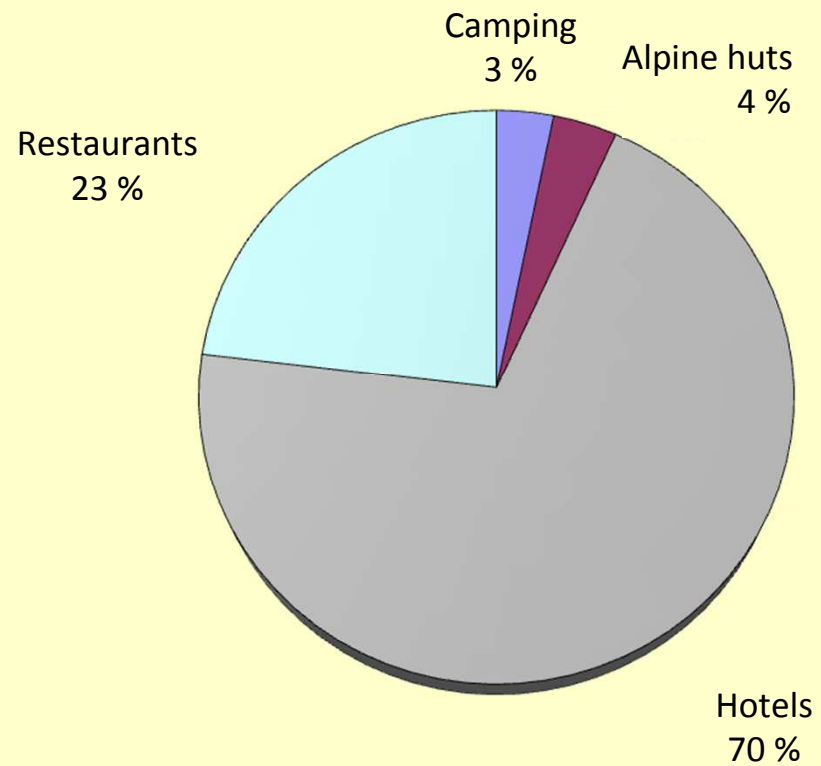


## Development tourism enterprises 2006-2013



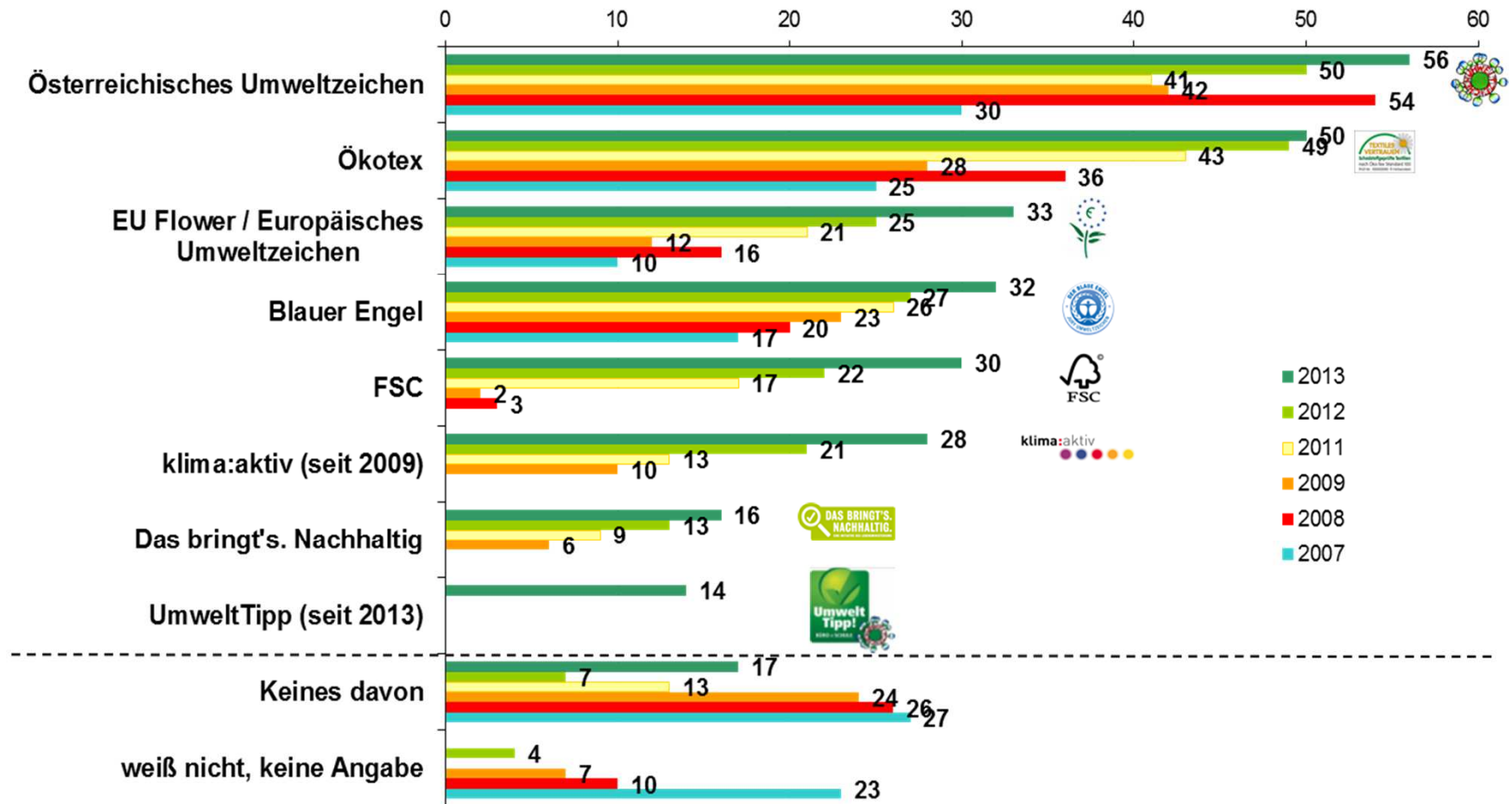


## Distribution over tourism sectors Dec. 2013





## Brand Awareness





## Green marketing for the Austrian Ecolabel

Fairs  
and  
Events



**Umweltzeichen  
Reiseservice**



**Umweltzeichen-Los  
Gewinn Ausgabe**







# Green marketing for the Austrian Ecolabel

## Info-material





# Green marketing for the Austrian Ecolabel

## Press relations and media cooperation



Ausgezeichnet Leben  
mit dem Österreichischen  
Umweltzeichen

Schaut auf Umwelt und Qualität  
[www.umweltzeichen.at](http://www.umweltzeichen.at)





## Why Eco-labels for tourism?

- Environmental check of establishment and procedures
- Detecting savings potential
- Development of internal and external communication and motivation
- Better Image
- Marketinginstrument
- Quality improvement







## The Eco-label network - an advantage for license holders

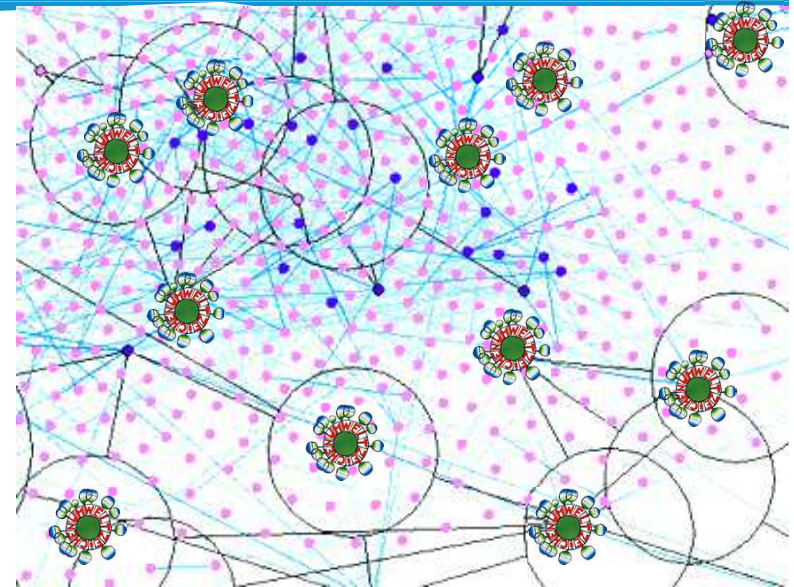
Possibilities for exchange and cooperation:

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](http://www.umweltzeichen.at)