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## Montenegro:




**Facts**

1. **Population:** 650,000
2. **Capital:** Podgorica; 152,000
3. **Area:** 13,812 square kilometers
4. **Language:** Montenegrin
5. **Religion:** Orthodox, Muslim, Roman Catholic
6. **Currency:** Euro
7. **Life Expectancy:** 73
8. **GDP per Capita:** U.S. \$2,200
9. **Literacy Percent:** 97

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## GEF project: Towards Carbon Neutral Tourism

- **Project budget:** EUR 3,090,000
- **Time frame:** 2015-2019
- **Focus area:** Boka Bay (on Unesco List of World Cultural and Natural Heritage) and Old Royal Capital Cetinje




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24 June 2015, Nice, France





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## Low Carbon Tourism - Objectives

**Reduce GHG emissions of Montenegrin tourism sector:**

- Promote development and adoption of policies and measures to reduce carbon (CO<sub>2</sub>);
- Establish sustainable funding mechanisms to support low carbon infrastructure;
- Support development and implementation of major financial investments in tourism infrastructure with low CO<sub>2</sub> emissions;
- Capacity Building of the Industry and key stakeholders;
- Communicate Climate Change- Connecting Communications to Action;
- Awareness and understanding Programmes; Promotion of Low Carbon Tourism - Better marketing of Montenegro's tourism opportunities

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## Innovation:





*We are witnessing a global shift in the way we live and power our homes and our businesses/economies*

**Economic and social benefits:**

- **Pollution will decrease:** Montenegrin **GREEN reputation** will be strengthened;
- **Re-branding of the Ecological state: competitive advantage**
- **Sustainable economic growth:** generate export earnings, and help Montenegro become more internationally connected;
- **Prosperous green businesses**
- **New sources of income:** generate income and create new employment opportunities;
- **Unique and sustainable tourism experiences**
- **Montenegro as a role model**
- **Greater social equity:** Improving energy productivity would ease the burden on the poor - helping narrow the economic and social divide;
- **Innovative strategies to communicate climate change**

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## Four Dimensions of the Project

1. Create a favorable business environment to attract new investment and financing mechanisms; Help design the policy instruments;
2. Facilitate low carbon investments in transport infrastructure;
3. Innovation: New carbon offset mechanisms and Climate Fund for tourism; Help motivate market incentives and investment vehicles to mobilize the entrepreneurialism and finance to focus on the low-carbon challenge;
4. a) Awareness Programme related to the harmful effects of CO<sub>2</sub> emissions from this sector, the possibility of their reduction and measurement.  
b) Regular monitoring of GHG emissions in tourism

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## Dimension 1: Create a favorable business environment





**Expected outcomes:**

- Adoption of the right mix of policies, incentives and new technologies that would dramatically restrain the quantity of greenhouse gases emitted into the atmosphere;
- Amendments to the National Sustainable Development Strategy, Strategy for Transport, Tourism Law, the Law on Spatial Development and Construction of Structures, an other relevant documents;
- New tourist facilities planned, designed and constructed in accordance with international environmental standards;
- Promote Eco-certification of existing and new tourist facilities;
- Achieve low levels of CO<sub>2</sub> emissions in the tourism sector.

**Results:**

- At least 200 officially registered tourist facilities (100 large facilities and at least 100 units of private accommodation) certified by international Eco-certificate (EU Eco label, etc.);
- Direct effects on reducing emissions of greenhouse gases 77 kilo tones of CO<sub>2</sub> equivalent per year for a period of 20 years after the investment in this project;
- Indirect effects on reducing emissions of greenhouse gases (Indirect GHGs emission) cumulatively 173.7 kilotons of CO<sub>2</sub> equivalent by the end of 2023, or more than 360 kilotons of CO<sub>2</sub> equivalent by the end of 2028;

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## Dimension 2: Facilitate low carbon investments in transport infrastructure

**Expected results:**

- Low carbon mobility plans: Low CO2 emissions transport infrastructure which will significantly boost further tourism development;
- Airports and seaports facilities certified as low carbon emission facilities, including environmentally friendly ways of supplying cruise ships and yachts;
- Kotor-Cetinje cable car developed as a low carbon mode of transport;
- In at least two cities, bus stations improved as centers of low emission of greenhouse gases;
- At least 25 km of new non-motorized transport trails approved for funding.

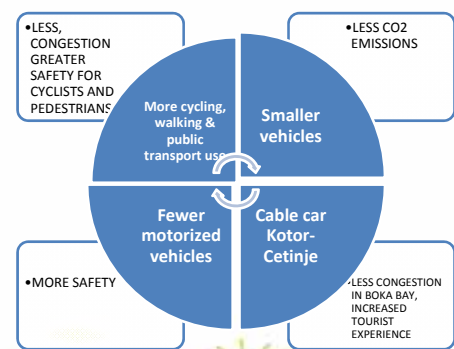
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## Low carbon society of Montenegro






*A major challenge for transport sector is to mitigate greenhouse gas emissions. Developing a low carbon society would provide the opportunity to further enhance road safety, ease the congestion in summer months and enhance tourism experiences*

**Low carbon society of Montenegro, benefits:**



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### Dimension3: Innovation- New carbon offset mechanisms and Climate Fund for tourism


**Expected results:**

- Boosting innovative public-private investments into low-carbon and energy efficiency technologies;
- Establishment of compensation schemes for carbon dioxide emissions
- The National Tourism Climate Fund established and funded by compensation schemes income;
- Emerging technologies will require substantial investment flows,
- Initiate human and financial resources mobilization for adaptation and climate preparedness;
- Carbon footprint calculation- offsetting tourists' carbon footprint;
- Lay the foundations for major government-civil society-business and expert collaboration on low-carbon pathway and climate change.

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### The Case for the National Tourism Climate Fund

**National Tourism Climate Fund architecture:**

- **How the fund is structured?**
- **Fund governance/who is contributing and managing the Fund?**
- **Relationship with official development assistance**
  - support national stakeholders and priorities;
  - improve engagement with private sector;
  - financing low carbon tourism infrastructure - support projects, programmes, policies and other activities.
- **Size of the Fund**
  - min. capitalization EUR 2.000.000

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**Dimension 4: a) Awareness Programme related to the harmful effects of CO2 emissions from this sector, the possibility of their reduction and measurement**

- **Connecting Communications to Action;**
- Use global **social media's** influence on spreading awareness;
- **Craft messages that inspire action:** by connecting messages to concrete actions;
- **Engage the community:**
- Increase low carbon tourism offerings in Montenegro, develop low carbon tourism products and packages;
- **Advisory programs:**
- Emphasizing the **impact each person** can have will empower them to act.




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**Dimension 4: b) Regular monitoring of GHG emissions in tourism**

- **Accurate measurement;**
- **System of monitoring GHG emissions** in the sector of tourism
- **Baseline Survey**, database, analysis & reports (Baseline survey is currently being conducted covering tourism sector and industry entities);
- Survey is also related to the perception / preferences of tourists for low carbon tourism services, and of Montenegro as a tourist destination with reduced carbon emissions;
- **Industry Case Studies** are being completed.

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### Work Plan for 2015

1. Defining a comparative review of existing international schemes of eco-certification applicable to Montenegro with a set of recommendations;
2. Development of "eco-certification" information desks in the municipalities and LTOs (project municipalities);
3. Review and analysis of the policy and legal framework with the aim of introducing legal requirements for the development of low-carbon tourism;
4. Strengthening administrative capacity and improving coordination between different levels of decision-making with the aim of establishing and developing low-carbon tourism;
5. Training of architects and urban planners on low carbon design and spatial planning;

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### Work Plan for 2015

6. Development of a sustainable mobility plans for the Bay of Kotor and Cetinje;
7. Development of technical documentation for the use of renewable energy for the cable car Cetinje-Kotor;
8. Opening of the Green Info Centres in Tivat and in Cetinje, including the installation of an adequate low carbon equipment;
9. Opening of the Green Information Desks at the airports of Tivat and Podgorica;
10. Technical assistance to main greenfield investors, such as Porto Novi, Lustica, etc., in order to develop in accordance with the concept of low carbon tourism;
11. Technical assistance in the establishment and promotion of low carbon / eco certified international ports and corridors (Podgorica and Tivat, Port of Kotor and new marinas, including the option for visiting cruisers and yachts to be connected to a source of renewable energy);

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## Work Plan for 2015

12. Pilot investment projects - preparation and implementation of tender procedures;
13. Criteria: the amount of GEF - these funds will not exceed the sum of EUR 200,000, 25% of the total investment or EUR 10 per estimated ton of CO2 reduced during the project period, whichever is more relevant;
14. Feasibility Study of establishing a National Climate Fund in the tourism sector;
15. Investigation of voluntary / mandatory CO2 emissions compensation schemes, as well as determining the possibilities of their integration in the Montenegrin tourism (an appropriate system of booking, transportation, accommodation, sightseeing, etc.);
16. Carbon footprint Calculator development;

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## What have we accomplished so far?

### Montenegro kicks off anti-idling campaign

- **2.2 million people and 600,000 cars** and trucks drive through Herceg Novi (40.000 inhabitants) each year! Imagine the Co2 emissions?
- **Anti-idling campaign:** An important step towards healthier lives as it will improve air quality and public health by reducing emissions;
- **It's easy:** If you are going to be idling more than 10 seconds when in Montenegro, turn off your vehicle!



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**Announcement:**

**International Conference on Low Carbon Tourism  
Budva, Montenegro, 9-10<sup>th</sup> October 2015**

- Montenegro will host the First **International Conference on Low Carbon Tourism**;
- The Conference should offer a forum to discuss and promote low carbon green tourism, exchange of knowledge, experiences, and best practices;
- It should also reflect the recent changes in the field and address, among other aspects, the need to develop dynamic models that can analyze existing data to predict future trends.

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**Thank you for your attention**

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