



## EU actions related to energy efficiency and sustainability in the Tourism sector

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## Energy efficiency within the Energy Union – one of the priorities of the Juncker Commission

**Energy efficiency is one of the dimension of a European Energy Union.** Wiser energy use while fighting climate change is both a spur for new jobs and growth and an investment in Europe's future.

**One of the objectives : Reduce Europe's energy use by 27% or greater by 2030**

**Consuming less energy in order to reduce pollution and preserve domestic energy sources.** This will reduce the EU's need for energy imports.



## State of the Energy Union 2015

**Renewable energy and energy efficiency are creating jobs in Europe, requiring new skills and investments.**

European industry, research institutes and academic innovative actors are overall well positioned in the global energy landscape.

There are many Member States (including Austria, Denmark, Finland, France, Germany and the United Kingdom) who have made significant efforts to **promote innovation and business opportunities in energy efficiency and low-carbon technology**. That is one of the reasons why, despite the economic and financial crisis, **employment has grown in the renewable energy sector, with almost half a million additional jobs created in the EU in the last five years.**



## Energy efficiency - one of the investment priorities to be supported by:

**European Fund for Strategic Investments EFSI (aims at mobilising 315 billion EUR of investment across Europe)**

(The fund already supports strategic energy efficiency projects, e.g.: in FR and IT. Many more projects are in the approval pipeline).

<http://www.eib.org/efsi/index.htm>

**Private Finance for Energy Efficiency (PF4EE)** instrument is a joint agreement between the EIB and the EC which aims to address the limited access to adequate and affordable commercial financing for energy efficiency investments.

<http://www.eib.org/products/blending/pf4ee/index.htm>

**European Structural and Investment Funds ESIF (454 billion EUR for 2014-2020)**

[http://ec.europa.eu/regional\\_policy/en/information/legislation/regulations/](http://ec.europa.eu/regional_policy/en/information/legislation/regulations/)





## Thematic objectives/investment priorities

Europe 2020

smart

sustainable

inclusive

1. **Research and innovation**
2. **Information and Communication Technologies**
3. **Competitiveness of Small and Medium-Sized Enterprises (SME)**
4. **Shift to a low-carbon economy**
5. Climate change adaptation and risk management and prevention
6. **Environmental protection and resource efficiency**
7. Sustainable transport and disposal of congestion on major network infrastructure
8. **Employment and support for labour mobility**
9. Social inclusion and poverty reduction
10. **Education, skills and lifelong learning**
11. Increased institutional capacity and effectiveness of public administration

Ear-marking of 80/50% of funds for these TOs

Cohesion Policy



## DG Environment initiatives

Existing EU policy initiatives in the area of **environmental performance of buildings** have mainly **targeted energy efficiency**.

The [Energy Performance of Buildings Directive](#) obliges Member States to apply minimum requirements on the energy performance of new and existing buildings.

The [Energy Efficiency Directive](#), the [Energy Labelling Directive](#) but also the [Eco-design directive](#) mainly focuses on the energy consumption in the use stage.

Apart from these initiatives, the revised [Waste Framework Directive](#) with its objective to reach 70% of preparation for re-use, recycling and others forms for material recovery (excluding energy recovery) represents the main European policy driver towards better recycling of construction and demolition waste in the coming years.



## EU Ecolabel for tourism accomodations

A voluntary tool that is available to tourism accomodation services willing to prove and promote their environmental excellence. Specific [EU Ecolabel criteria](#) have been developed for tourist accomodation and campsites services.

EU Ecolabel Tourism Website: <http://www.traintoecolabel.org>

LIFE project "Green Flag for Greener Hotels", January 2001: [Final summary](#) and [final report](#)

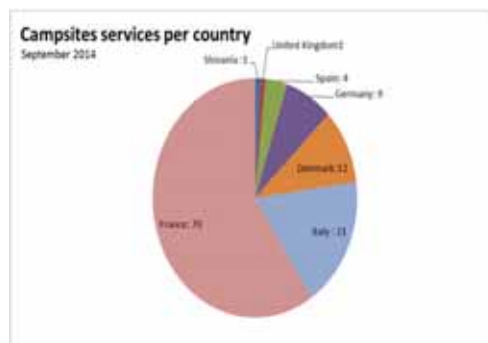
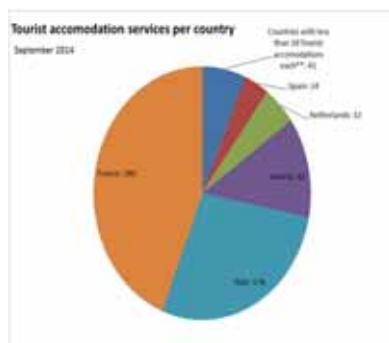
LIFE project "Ecolabels for sustainable tourism in Europe": [www.yourvisit.info](http://www.yourvisit.info)

The German umbrella label "Viabono" for sustainable tourism: [www.viabono.de](http://www.viabono.de)

Toolbox for the EU EcoLabel For tourist AcCommodation services (ELTAS): <http://www.ecolabeltoolbox.com/shmile2/index.xhtml>



## EU Ecolabel Tourism Accomodation and Campsites are very relevant Product Groups (the 3rd in terms of N of licences)





## The EU Eco-Management and Audit Scheme (EMAS)

- A management instrument developed by the European Commission for companies and other organisations to evaluate, report, and improve their environmental performance.
- Open to every type of organisation eager to improve its environmental performance. It spans all economic and service sectors and is applicable worldwide.

[http://ec.europa.eu/environment/emas/index\\_en.htm](http://ec.europa.eu/environment/emas/index_en.htm)

### Best Environmental Management Practice in the Tourism Sector

<http://susproc.jrc.ec.europa.eu/activities/emas/documents/TourismBEMP.pdf>



## DG GROW (Internal Market, Entrepreneurship and SMEs) - The Green Action Plan (GAP)

The Green Action Plan (GAP) aims to help small and medium-sized enterprises (SMEs) take advantage of the opportunities offered by the transition to a green economy. It presents ways for SMEs to turn environmental challenges into business opportunities.

### Objectives:

- to raise SMEs' awareness of resource efficiency improvements and the potential of the circular economy for productivity, [competitiveness](#) and business opportunities
- to inform SMEs about EU resource efficiency actions under the [COSME](#), [Horizon 2020](#) and [LIFE programmes](#), and the [European Structural and Investment Funds](#).

[http://ec.europa.eu/growth/smes/business-friendly-environment/green-action-plan/index\\_en.htm](http://ec.europa.eu/growth/smes/business-friendly-environment/green-action-plan/index_en.htm)





## Legal Framework – EU Tourism competences

- EU competence (after the Lisbon Treaty art. 195):  
**Complement, support and coordinate** the action of the Member States in the tourism sector  
How? By:
  - **Encouraging the creation of a favorable environment** for the development of undertakings in this sector
  - **Promoting cooperation** between the Member States, particularly by the exchange of good practice
- **No harmonization** of the laws and regulations of the Member States



## Priority actions for EU tourism policy in next years, to keep EU tourism competitive

- 1) Attracting **investment** and **improving the business environment** in the tourism sector
- 2) **Joint promotion**, particularly towards key third-countries and **internalisation of tourism SMEs**
- 3) Exploiting all the opportunities of the **digitalisation**
- 4) Improving **skills** and competences to provide the industry with the skills they need and to improve the quality of jobs



## Actions promoting sustainable tourism:

*Balanced approach to economic, environmental and socio-cultural aspects*

- **European Destinations of Excellence EDEN** to raise visibility of non popular sustainable destinations
- **Support /co-financing of projects aiming at developing and promoting sustainable transnational tourism products** ( routes, itineraries, tourism offer promoting environmentally friendly tourism (hiking, cycling ...), eco-friendly accommodations
  - EuroVelo, Iron Curtain Trail, EV 8, EV 3
  - Greenways, Greenways Outdoor
  - Hiking trail along Danube
  - Via Francigena and the Pilgrimage Ways
  - CERA-DEST European Route of Ceramics
  - Venetian Routes
  - ProWell- rural wellbeing tourism
  - European Equestrian routes



## Actions promoting sustainable tourism:

*Balanced approach to economic, environmental and socio-cultural aspects*

- **European Charter for a sustainable and responsible tourism**
- **European Tourism Indicator System (ETIS) for Sustainable Management of Tourist Destinations** - *currently under revision* – *updated system available in March 2016*

[http://ec.europa.eu/growth/sectors/tourism/offer/sustainable/indicators/index\\_en.htm](http://ec.europa.eu/growth/sectors/tourism/offer/sustainable/indicators/index_en.htm)

D.6 Energy Usage	D.6.1	Energy consumption per tourist night compared to general population energy consumption per person night
	D.6.1.1	Percentage of tourism enterprises that have switched to low-energy lighting
	D.6.1.2	Annual amount of energy consumed from renewable sources (Mwh) as a percentage of overall energy consumption





## Skills in the tourism sector

### Study « Mapping and performance check of the supply side of tourism education and training »

*Objective: to determine whether tourism education and training systems are fit for purpose in providing the necessary labour market skills for employers.*

Main findings:

- General lack of soft skills in tourism (languages, ITC, problem solving)
- Mismatch between strategies and education programmes.
- **The drive to make tourism more sustainable is increasing the demand for « green skills ».** Destination management occupations are increasingly requiring green skills (related to environmental friendly solutions).



### EU funding programmes available for tourism related investment:

- **Horizon 2020 (R&D), the Civitas initiative, Erasmus+, Creative Europe....**
- **European Structural and Investment Funds (ESIF)** including European Regional Development Fund, European Agricultural Fund for Rural Development, European Social Fund...

Guidance fiche for possible tourism investments under ESIF:

[http://ec.europa.eu/regional\\_policy/sources/docgener/informat/2014/guidance\\_tourism.pdf](http://ec.europa.eu/regional_policy/sources/docgener/informat/2014/guidance_tourism.pdf)

Managing authorities of ESIF in Member States:  
[http://ec.europa.eu/regional\\_policy/en/atlas/managing-authorities/](http://ec.europa.eu/regional_policy/en/atlas/managing-authorities/)

**Acces to finance**, financial instruments available under different EU funds  
[http://europa.eu/youreurope/business/funding-grants/access-to-finance/index\\_en.htm](http://europa.eu/youreurope/business/funding-grants/access-to-finance/index_en.htm)







### Guide on EU funding for the Tourism sector

- The guide covers the most important EU programmes for the tourism sector
- It focuses on (in)direct funding opportunities

<http://ec.europa.eu/growth/tourism-funding-guide>

### The Investment Plan for Europe and a new European Fund for Strategic Investments (EFSI)

[http://ec.europa.eu/priorities/jobs-growth-investment/plan/index\\_en.htm](http://ec.europa.eu/priorities/jobs-growth-investment/plan/index_en.htm)

[http://ec.europa.eu/priorities/jobs-growth-investment/plan/efsi/index\\_en.htm](http://ec.europa.eu/priorities/jobs-growth-investment/plan/efsi/index_en.htm)



## Major EU tourism events 2016

### High-level Conference "Attracting investment in Tourism"

5 April, Brussels

**European Tourism Forum** (Presidency Event), Bratislava,

10-11 October

**European Tourism Day**, Brussels, second half of the year





## Contact details

European Commission, Tourism  
website:

[http://ec.europa.eu/growth/sectors/tourism/index\\_en.htm](http://ec.europa.eu/growth/sectors/tourism/index_en.htm)

Calls for proposals:

[http://ec.europa.eu/growth/contracts-grants/index\\_en.htm?tpa=1057](http://ec.europa.eu/growth/contracts-grants/index_en.htm?tpa=1057)

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*Thank you for  
your attention*