

Towards a sustainable tourism supply chain



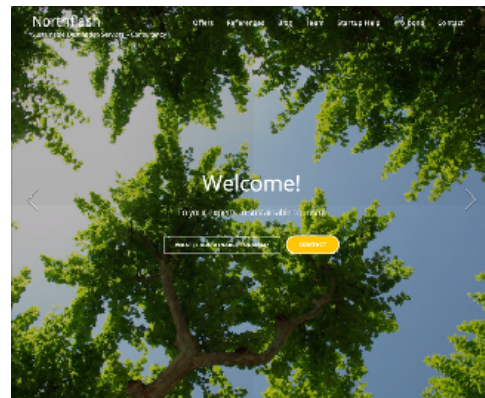
Peter Reelfs

Sustainability advisor



- Founder and owner Northflash consultancy
- Sustainability
 - Green Destinations: Board member, representative and auditor
 - Travelife: Representative, coach
 - Hållbart evenemang (sustainable events): Lead auditor
- Training
 - Sustainable Tourism and Sustainable Event-management

peter@northflash.com +46 (0) 703 607 492



Travelife

Tour operators and travel agencies

- **ECEAT** (European Centre for Eco and Agro Tourism) 1993 (NGO, Netherlands)
- Co-founder of the GSTC
- Standard is developed by European travel associations
- The certification was originally established with the support of an EU LIFE environmental project (2004-2007)
- **Travelife** was launched in 2007 at ITB Berlin
- Today, Travelife is the globally leading management system for sustainability work in the travel industry
- Around 500 members from 100 countries
- Promoted by national travel associations
- Recognized by the GSTC



<https://www.travelife.info>



**How does it work for providers
who want to be certified according
to the Travelife standard?**

Travelife 
CERTIFIED
Excellence in sustainability





CHASE THE MARKET



Travelife
Engaged

Travelife
Partner

Travelife
Certified



Step 1: Travelife Engaged

- Access to the reporting tool
- Educational materials
- Tool for self-evaluation
- Tool for action plan
- Access to certified companies
- Create structure in sustainability work



Step 1: Travelife Engaged

- Access to the reporting tool
- Educational materials
- Tool for self-evaluation
- Tool for action plan
- Access to certified companies
- Create structure in sustainability work

- Small companies
< 25 full time employees

200 euros/y

- Medium size companies
≥ 25 full time employees

300 euros/y

- Big companies
≥ 100 full time employees

400 euros/y



Travelife

PARTNER



Committed to sustainability

Step 2: Travelife Partner

- Marketing with logo
- Access for 10 employees, tools and training materials
- Access to certification tools
- Accessible to all Travelife members



146 criteria
52 mandatory



200 euros/y



300 euros/y



400 euros/y

<https://www.travelife.info>



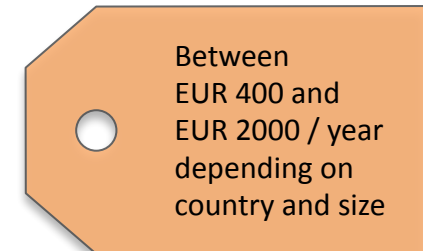


Step 3: Travelife certified

- Marketing with logo
- On-site audit
- International marketing



233 criteria
159 mandatory



Between
EUR 400 and
EUR 2000 / year
depending on
country and size



Travelife reporting tool

Star Travel 20

- ✓ Planning and reporting
- Calendar icon Action plans
- List icon Sustainability report
- List icon Remarks report
- Checkmark icon Publish report
- Share icon Share report
- List icon Audit report
- Document icon Overview

Travelife Partner

- 0. Company characteristics
- 1. Sustainability management & legal compliance
- 2. Internal management: social policy & human rights
- 3. Internal management: environment and community relations
- 4. Inbound partner agencies
- 5. Transport
- 6. Accommodations
- 7. Activities
- 8. Tour leaders, local representatives, and guides
- 9. Destinations
- 10. Customer communication and protection

Status

- This report is **editable**
- Audit report **released**

View

- All subthemes **hidden**
- Available languages

Progress

- Reporting progress **hidden**
- Audit progress **hidden**

Remarks

- Coach questions **shown**
- Internal remarks **shown**
- Auditor remarks **shown**



Travelife reporting tool

3. Internal management: environment and community relations

Energy

Action



- 3.10 Energy reduction policy** ✓ ✓ ○ ○ !
- 3.11 Monitoring energy consumption and sources** ✓ - ○ ○
- 3.12 Sustainable energy** ✓ ✓ ○ ○
- 3.13 Carbon offset** ✓ - ○ ○
- 3.14 Energy efficient lighting** ✓ - ○ ○
- 3.15 Equipment "switch-off" policy** ✓ ✓ ○ ○
- 3.16 Light "switch-off" policy** ✓ ✓ ○ ○
- 3.17 Low energy equipment** ✓ ✓ ○ ○
- 3.18 Efficiency mode** ✓ ✓ ○ ○

Theme overview



3. 10 Energy reduction policy

The company has an active commitment to reduce energy consumption, which is monitored and implemented. All measurements, with a reasonable return on investment, are planned and implemented.

- Reporting
- Guidance
- Remarks
- Action plan
- Best practices

Reporting

Yes No

Please describe your energy reduction policy.



Please upload any necessary supporting documents.

[File manager](#)

[Photo gallery](#)

[Save](#) [Previous](#) [Next](#)

Travelife and the Travelife logo are Trade Marks of Travelife Ltd



Learning platform

Overview

 Learning monitor

 My certificates

Learning platform

I. Training

The training is divided in different sections, which are also reflected in the exam:

- ✓ **Challenges:** introduction to the most relevant impacts of a travel agency.
- ✓ **Solutions:** tips, measures and solutions from the travel agent perspective.
- ✓ **Quiz:** when you've read the theme you can do the trial-exam to test your knowledge.
- ✓ **Exam:** when you've read all themes you can do the final exam. For a positive result you will be awarded with a personal diploma.

II. More information

The background information will help to draft an action planning, divided in the following sections:

- ✓ **Best Practices:** Examples of companies that have executed the indicated solutions. For each solution there are some 'Best Practices'
- ✓ **Instruments:** Documents with more information and practical tips
- ✓ **Further information:** Links to relevant organisations

Select from list

✓ Basic training

Leading the way! - guide training

Animal welfare

Internal environmental management

Guides and sustainability

Child protection training

Staff engagement

Covid-19 resilient training



This is to certify that

Peter Reelfs

has successfully completed the Travelife Sustainability Management training course for tour operators and travel agents. All requirements have been met to earn the title of

Travelife Sustainability Manager

Issue date: 26 January, 2019
Certificate number: 004302
Website: www.travelife.info

Naut Kusters,
General Manager

A handwritten signature in blue ink, appearing to read 'Naut Kusters', is written over a faint background graphic of a hand holding a globe.



Thank you!



Peter Reelfs

peter@northflash.com

+46 70 36 07 492

www.northflash.com