

SUPPORTING SUSTAINABLE TOURISM



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2



UNION EUROPÉENNE

Fonds Européen de Développement Régional

Interreg 
France (Channel) England
Manche)
EXPERIENCE

Fonds européen de développement régional



Dish of the day

Review of previous session

CSR

Workshop

Major themes

1

Review of workshop 1



The impacts of tourism on
the climate and vice-versa



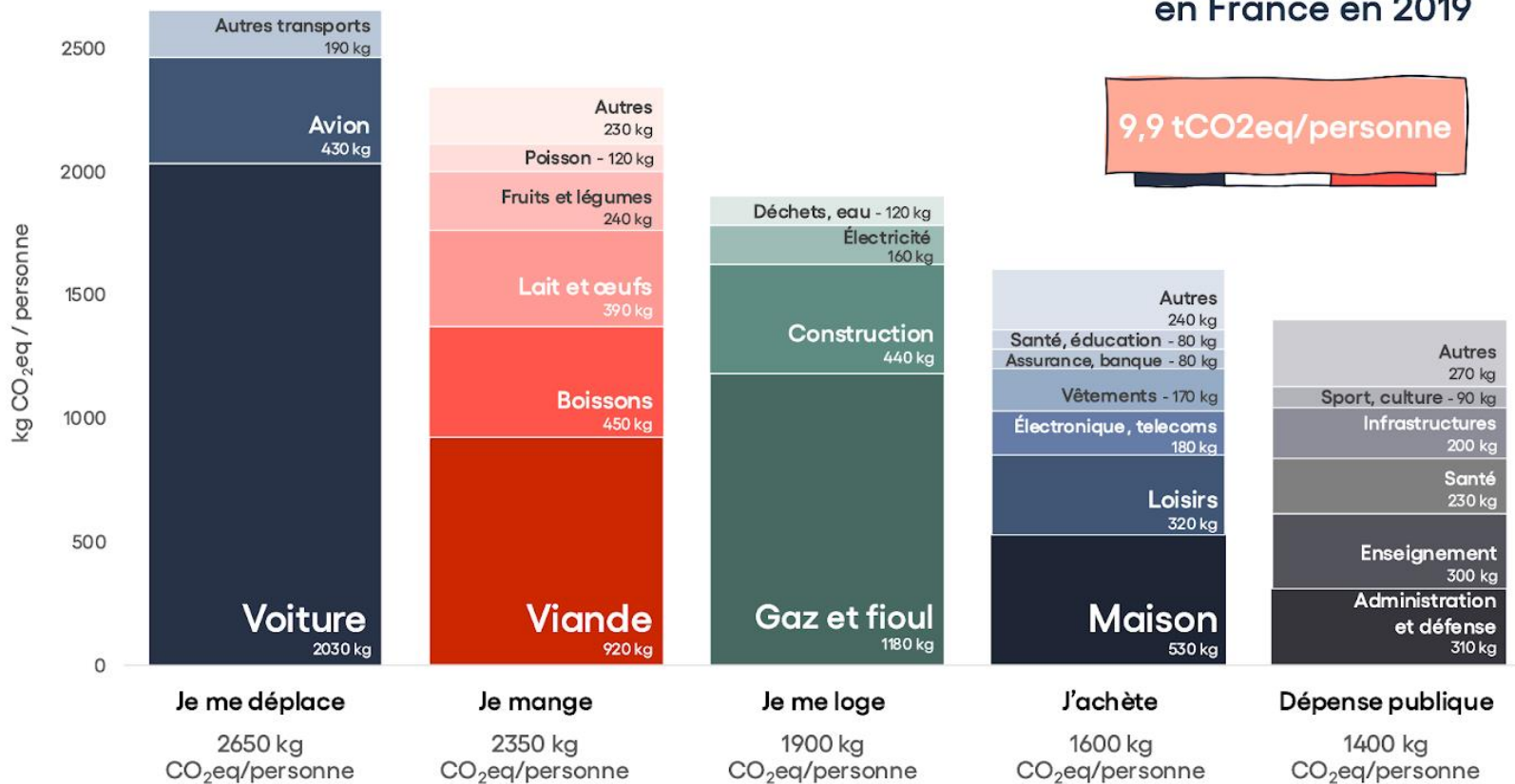
Empreinte carbone Tourisme durable

CSR/ sustainable
development goals

The environment of my
structure



Empreinte carbone moyenne en France en 2019



Gaz inclus : CO₂ (hors UTCATF France), CH₄, N₂O, HFC, SF₆, PFC, H₂O (trainées de condensation).

Source : MyCO₂ par Carbone 4 d'après le ministère de la Transition écologique, le Haut Conseil pour le Climat, le CITEPA, Agribalyse V3 et INCA 3.

2

**Corporate social
responsibility and
sustainable
development goals**

SETTING UP A CSR APPROACH



Corporate social responsibility
(CSR)

CSR means all the practices set up by organisations in order to comply with the principles of sustainable development:









- # Be economically viable
- # Have a positive impact on society
- # Respect the environment

Based on **the ISO 26000 standard**: “The responsibility of an organisation for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour”

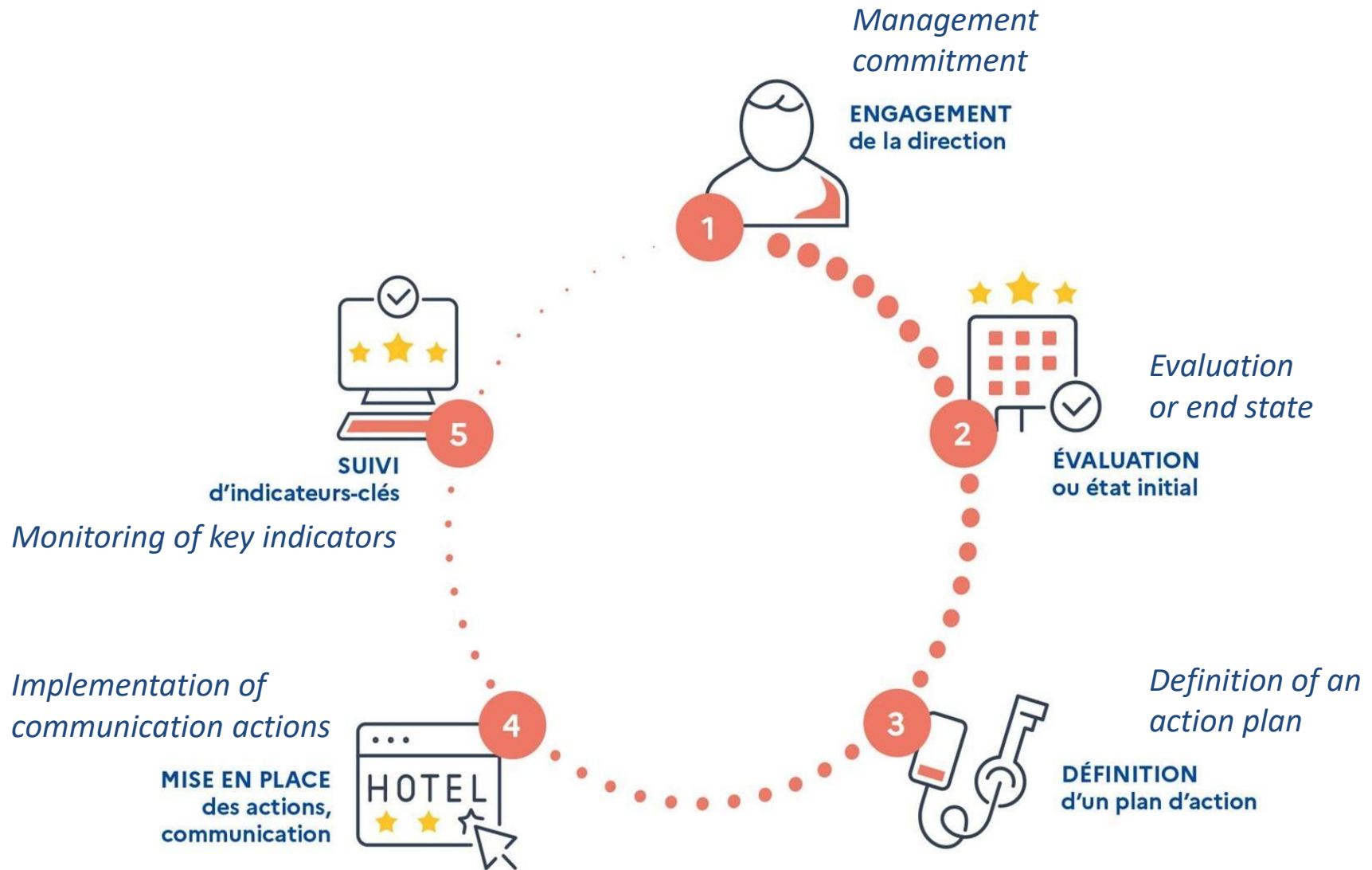
ENGAGING WITH SUSTAINABLE DEVELOPMENT AIMS



WHY TAKE A SUSTAINABLE APPROACH

-  Comply with the law and anticipate future regulations
-  Reduce operating costs and increase gross margins
-  Build loyalty and attract new customers
-  Motivate and unit teams (corporate social responsibility)
-  Improve working conditions
-  Gain a competitive edge and improve your image
-  Play an educational role
-  Everyone plays their part in team effort

HOW TO TAKE A SUSTAINABLE APPROACH



3

WORKSHOPS

My consumption

Self-diagnostics

What I am already doing

“Reducing operating costs is twice as profitable as increasing your occupancy rate”

Hotels:

- 241 kWh/m² per year
- €3.5 per room per night = energy costs
- 1.1 kg of non-recyclable waste per night

Campsites:

- 6.4 KWh on average per night in campsites
- 150 litres of water on average per person per day in France

BUT 300 litres per night in a hotel
183 litres per night in a campsite

- 1.58 kg per day per inhabitants= in rich countries



Campsite surface area: 17,300 m²

In pitch spaces: 81

Nights: +/- 20,000 per year

Water consumption per night: from 162.9 litres in 2008 to 101.2 in 2016, representing an annual gain of: €4,351 in value and 1,325 m³ of water → 99.6 litres in 2017

Electricity consumption per night in kWh: from 5.7 in 2008 to 2.9 in 2016, representing an annual gain of €6,515 in value and 56,000 kWh of electricity in volume → 2.9 kWh in 2017

Volume of household waste per night: from 8.8 litres in 2008 to 1.9 in 2016, representing an annual gain of: €3,379 in value and 138,000 litres of waste → 1.4 litres in 2017

- Drinking water: €2.86/m³ based on a bill for 120 m³ in 2020
- Public sanitation services: €2.53/m³ based on an a bill for 120 m³
- On-site sanitation services: €121 billed to users under periodic monitoring



TITULAIRE DU CONTRAT

Nom et Prénom ou Raison Sociale :

Adresse desservie :

VOS RÉFÉRENCES

N° Facture :

PDS :

Paiement en ligne sur www.morlaix-communaute.bzh
Année de référence :

GESTION DE VOTRE COMPTE ABONNÉ



Nous contacter (y compris urgences
en dehors des heures d'ouverture) :

N° Azur 0806 090 010

Accueil public :
3 rue Yves Le Guyader, la Boissière -
Morlaix
horaires ouverture :
- du lundi au jeudi de 9h à 12h et de 14h à
17h
- le vendredi de 9h à 12h et de 14h à
16h30



Nous écrire :
MORLAIX COMMUNAUTÉ - SERVICE
EAU ASSAINISSEMENT
2 B VOIE D ACCES AU PORT BP
97121
29671 MORLAIX CEDEX
ou sea@agglo.morlaix.fr



www.morlaix-communaute.bzh

VOTRE FACTURE ESTIMATIVE

N° 2018000014169

Période de facturation du 28/09/2017 au 21/03/2018

DISTRIBUTION DE L'EAU POTABLE

COLLECTE ET TRAITEMENT DES EAUX USEES

DIVERS

Total facture TTC

Détails au verso

5 m³

26,63 €

28,57 €

2,57 €

57,77 €

Abonnement + consommation
+ TVA pour l'eau potable

Abonnement + consommation
+ TVA pour l'assainissement collectif

Redevances Agence de l'Eau

DÉTAIL AU VERSO

MY CONSUMPTION MORLAIX COMMUNAUTÉ WATER DEPARTMENT

COMPTEUR	ANCIEN INDEX	NOUVEL INDEX	CONSUMMATION
	Relève le 27/09/2017 :	Estimé le 21/03/2018 :	5 m ³
	3309	3314	
			Total : 5 m ³

VOTRE FACTURE DÉTAILLÉE

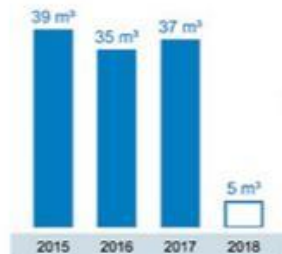
	Période facturée	Quantité ou volume en m ³	Prix unitaire € HT	Montant € HT	Taux TVA	Montant € TTC
DISTRIBUTION DE L'EAU POTABLE				25,24		26,63
Abonnement EAU	01/01/2018-30/06/2018	1	17,842	17,84	5,5 %	
Consommation EAU	28/09/2017-31/12/2017	3	1,480	4,38	5,5 %	
Consommation EAU	01/01/2018-21/03/2018	2	1,510	3,02	5,5 %	
COLLECTE ET TRAITEMENT DES EAUX USEES				25,97		28,57
Abonnement ASST	01/01/2018-30/06/2018	1	19,380	19,40	10,0 %	
Consommation ASST	28/09/2017-31/12/2017	3	1,300	3,90	10,0 %	
Consommation ASST	01/01/2018-21/03/2018	2	1,337	2,67	10,0 %	
DIVERS				2,40		2,57
Redevance lutte contre la pollution	28/09/2017-21/03/2018	5	0,300	1,50	5,5 %	
Redevance modernisation des réseaux de collecte	28/09/2017-21/03/2018	5	0,180	0,90	10,0 %	

Part fixe eau et part fixe assainissement collectif

Part variable en fonction des m³ d'eau consommés (sur estimation puis sur relève de l'index)

Redevances reversées à l'Agence de l'Eau Loire-Bretagne (établis sur les consommations d'eau)

Evolution de votre consommation



Index :
■ relève
□ estimé

Montant facturé

Prix au litre 0,01155 € TTC

Votre budget

Prix du m³ TTC hors abonnement au 27/04/2018 : 3,52 € (soit 0,00352 € par litre)

	HT	TVA	TTC
TVA 5,5%	26,74	1,47	
TVA 10,0%	26,87	2,69	
Total	53,61	4,16	57,77

Donnée obligatoire :
consommation d'eau +
consommation assainissement
collectif + redevances + TVA
nombre de m³

SELF-DIAGNOSTICS

	YES	NO	PARTLY
SOCIAL			
Do you participate in social inclusion?			
Is your personnel familiar with the structure's sustainable commitments?			
Are there any specific measures targeted at seasonal personnel?			
Do you have a training plan?			
Do you offer preferential rates or incentives across all social categories?			
Are you familiar with the label Tourism and People with Disabilities?			

SELF-DIAGNOSTICS

ENERGY			
Do you know the total consumption of your facility?			
Do you know what your main consumption items are (accommodation, restaurant, sanitary facilities, etc.)?			
Have you installed low-consumption bulbs?			
Do you use occupancy sensors or time switches in appropriate areas?			
Does your structure have double glazing?			
Do you have sufficient insulation?			
Do you use renewable energy sources?			
Do you have a heating control system and/or an air-conditioning control system?			
Are appliances in rooms (televisions, refrigerators) switched off between occupancies (i.e. not left on stand-by)?			
Are front desk/reception appliances switched off at the end of the day (computer, printer etc.)?			
Is energy efficiency taken into account when purchasing equipment?			
Are there any posters or brochures encouraging customers to save energy?			

SELF-DIAGNOSTICS

WATER			
Do you think your wastewater system is in line with regulations?			
Do you monitor consumption?			
Do you know how much your customers consume?			
Do you check for leaks?			
Have you installed water-saving sanitary ware (taps, toilets, urinals, etc.)?			
Do you monitor how much water is used in your facilities?			
Do you harvest rainwater for toilet flushing for example?			
Do you water plants early in the morning and/or late in the evening?			
Do you ask your customers if they wish to keep their towel for another night?			
Do you use eco-friendly detergent?			
Do you use hazardous products (phytosanitary products, bleach, etc.)?			

SELF-DIAGNOSTICS

WASTE			
Is selective waste sorting in place in each room?			
Do customers sort their waste?			
Do you provide sorting instructions?			
Do you collect special waste (batteries, food oils, cartridges, toxic products, medication, paint, solvents, etc.)?			
Do you have a composting area?			
Do you endeavour to limit waste production at source (scrap paper, recovering brochures, re-using items, etc.)?			
TRANSPORT			
Can customers without a car reach your facility without too much difficulty?			
Do you tell customers about the various methods of (non-car) transport available in the region?			
Do you have bikes available for guests?			
Do you have information on cycle tracks, pedestrian access and walking trails?			

SELF-DIAGNOSTICS

PURCHASING			
Do you take environmental criteria into account?			
Do you buy recycled or certified paper?			
Do you make sure to buy eco-certified products?			
Do you choose reduced-waste products?			
Do you check the origin of products you buy in shops/delicatessens?			
Do you buy local seasonal produce?			
Do you restrict the volume of disposable products?			
Do you restrict the volume of individual packaging?			
Do you purchase in bulk?			
Do you work with “green” service providers?			
BIODIVERSITY AND LANDSCAPE			
Do you use local species in your planting schemes?			
Do you use phytosanitary products?			
Do you use mulching techniques?			
Have you created biodiversity spaces (bug hotel, beehives, natural grassland, wildflower meadows, etc.)?			

WHAT I AM ALREADY DOING

- **Front desk, reception**
- **Building maintenance and technical facility management (sanitary facilities, heating, etc.)**
- **Accommodation**
- **Entertainment**
- **Kitchen**
- **Bar – restaurant**
- **Green spaces**
- **On-site shop and selling products**

4

MAJOR THEMES

energy # water # waste
biodiversity # purchasing # mobility # social

2021 energy price comparator

- Solar energy: €0 / kWh
- Wood chips: €0.032 / kWh
- Logs: €0.045 / kWh
- Geothermal heat pump: €0.069 / kWh
- Wood pellets (bulk): €0.069 / kWh
- Wood pellets (bag): €0.078 / kWh
- Air-to-water heat pump: €0.082 / kWh
- Gas: €0.086 / kWh
- Domestic heating oil: €0.090 / kWh
- Oil: €0.117 / kWh
- Electricity: €0.182 / kWh
- Densified wood pellets: €0.182 / kWh
- Propane gas: €0.198 / kWh

Energy with no fossil fuel emissions:

- Solar energy
- Wood chips
- Logs
- Wood pellets
- Densified wood pellets

Energy classification by fossil fuel emissions:

- Wind: 12 g / kWh
- Nuclear: 16 g / kWh
- Geothermal heat pump: 47 g / kWh
- Air-to-water heat pump: 60 g / kWh
- Electricity: 154 g / kWh
- Mains gas: 206 g / kWh
- Propane gas: 231 g / kWh
- Oil: 267 g / kWh
- Domestic heating oil: 271 g / kWh

Green energy providers (in France):

https://www.guide-electricite-verte.fr/?_ga=2.1217009.1973261610.1642622905-904166016.1642622905

1. Vraiment verts		
		▼
		▼
		▼
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EXAMPLE IN A HOTEL

Generally speaking, energy consumption accounts for 60% of the carbon footprint of a hotel and represents 6-10% of its revenue, the fastest rising overhead in the hotel sector in general

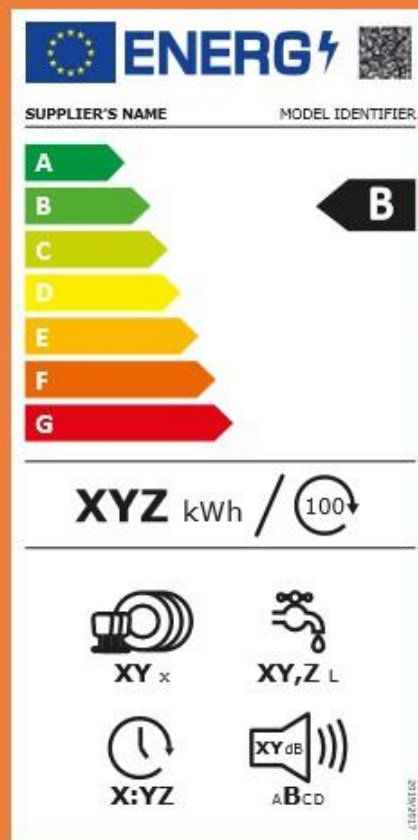
	Share of total energy consumption
Heating, air-conditioning and ventilation	40-45%
Kitchen appliances (ovens, cold rooms, etc.)	10-25%
Production of domestic hot water	10-20%
Electrical equipment in rooms (lighting, television, etc.)	5-10%
Outdoor and indoor lighting	3-10%
Computer equipment (computers, printer, etc.)	2-5%
Laundry	0-10%

L'ANCIENNE ÉTIQUETTE



LA NOUVELLE ÉTIQUETTE : RETOUR À UNE ÉCHELLE DE A À G

À partir du
**1^{er} mars
2021**
en magasin et en
ligne dans toute
l'Europe



- **Un QR code** pour accéder à une base de données électronique des produits, disponible courant 2021.
- **Fini les A+, A++, A+++ !** Un appareil actuellement classé en A+++ pourra être classé en C dès 2021, un appareil A++ en E, un appareil A+ en G.
- **Des premières classes (A, B) pas ou peu utilisées** pour classer les futurs produits encore plus économes que ceux d'aujourd'hui.
- **Des icônes plus lisibles**

5 groupes d'appareils concernés



Lave-vaisselle



Lave-linge et
lave-linge séchants



Réfrigérateurs
y compris appareils
de stockage du vin



Ampoules



Téléviseurs, écrans
et dispositifs
d'affichage
dynamiques
numériques



276 m² of photovoltaic panels in sanitary and storage facilities.

Annual output: 45 MWh

Cost €40K Paid off in 12 years

45 m² of thermal solar panels covering 95-98% of domestic hot water requirements. Paid off in 5 years

Camping de la Fontaine du Hallate ** - Plougoumelen (56)



105 roof solar panels and a 10 kW_a **wind turbine**, unique for a campsite in France (42% of consumption) supplying mobile homes nearby (hot water, radiators, lighting, etc.)

6 solar panels heat water in communal sanitary facilities

Camping de la Torche – Plomeur (29)



Solar water heating

Le répit de l'Oust - PEILLAC (56)



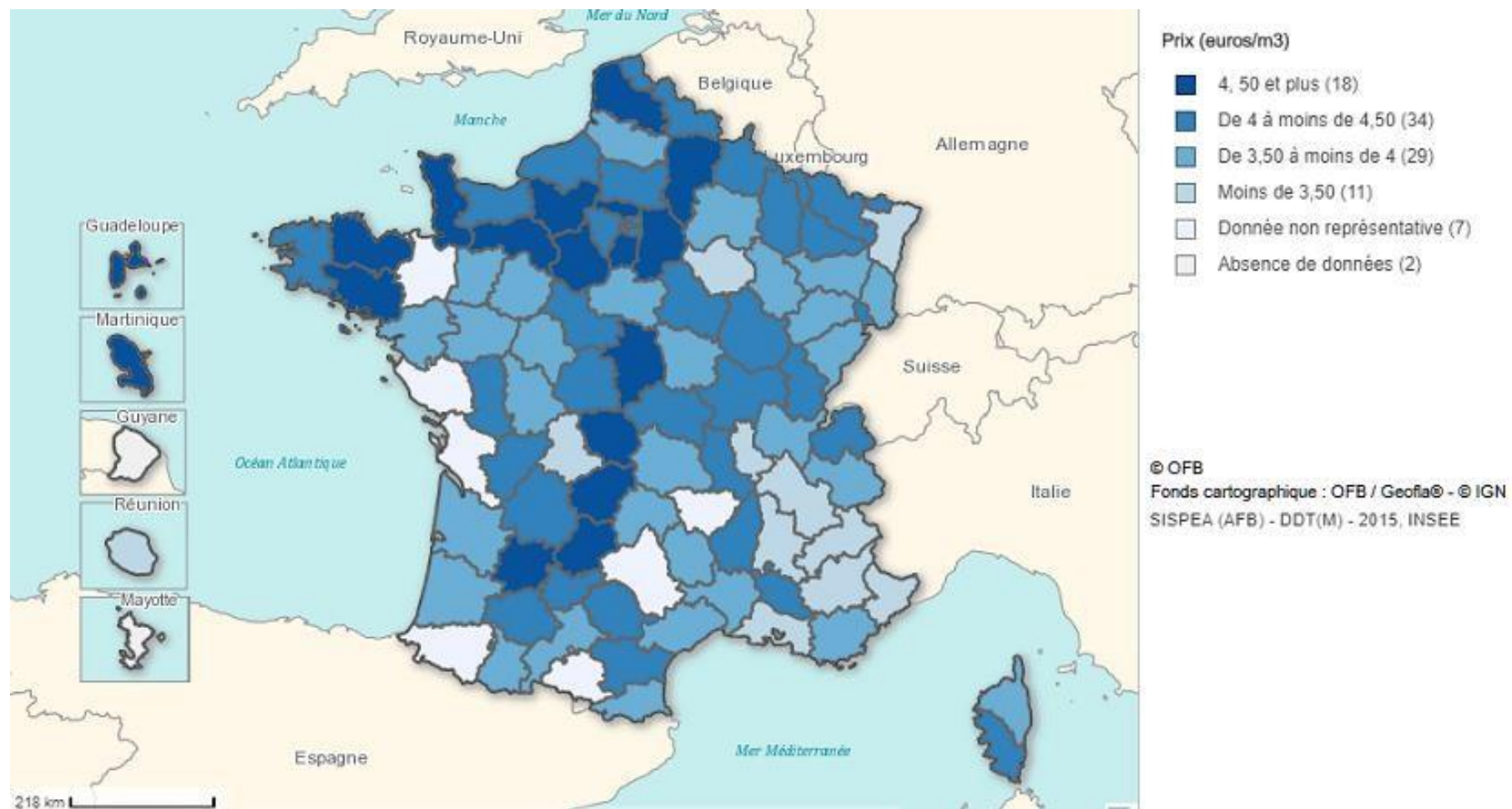
Two 110 kW wood-fired boilers (consumption: 150 t of wood per year) and a 50 m³ hopper for hot water & heating.

Total cost: €122.6 including ADEME grants: €25.3. Paid off in 6 years, €200k in estimated savings over 15 years.

Locally sourced wood chips

Hôtel de la mer – Brignogan (29)

WATER



WATER

Small leaks make big rivers.

LES PETITES FUITES FONT LES GRANDES RIVIÈRES.

oozing faucet
small drip
dripping faucets
light flush leak
water dripping from the faucet
leaky flush

Robinet qui suinte	0,1 l/h	1 m³/an	soit près de 4 €/an
Petit goutte à goutte	0,5 l/h	5 m³/an	20 €/an
Robinet qui goutte	1,5 l/h	15 m³/an	60 €/an
Fuite légère de chasse d'eau	3 l/h	30 m³/an	120 €/an
Filet d'eau au robinet	10 l/h	90 m³/an	360 €/an
Chasse d'eau qui coule	30 l/h	250 m³/an	1000 €/an



EXAMPLE IN A HOTEL

Generally speaking, water consumption accounts for over 10% of hotels' expenditure. A Carbon Audit calculates emissions from both consumption and wastewater treatment.

	Share of total water consumption
Showers, taps and toilets in rooms	40-45%
Kitchens and restaurants	15-25%
Public toilets and communal areas	15-20%
Laundry	0-15%
Watering of green spaces	0-10%
Swimming pool	0-5%

EXAMPLES OF TOOLS AND/OR MEASURES

Water meters



Flowmeter



Consumption patterns

Suivi des consommations d'eau

Reportez vos relevés de consommation dans le tableau ci-dessous et calculez votre consommation

Mois	Date	Relève précédent	Relève actuel	Consommation en m ³	Coût Unitaire*	Coût de la période
Janvier						
Février						
Mars						
Avril						
Mai						
Juin						
Juillet						
Août						
Septembre						
Octobre						
Novembre						
Décembre						
Année						

* Prix unitaire hors abonnement et hors assainissement



Rationalising water consumption while maintaining convenience for guests.

Raising user awareness of water consumption via an indicator that changes colour as hot water is used.

<https://www.eddo.io>

Camping du Bugeau * – Pornichet**

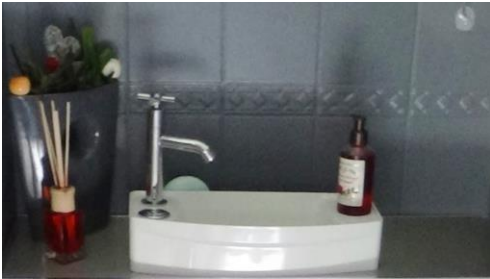


Harvesting rainwater for toilet flushing

ARS to check if the project is feasible in your region.

Local authorities must also be notified.

Le répit de l'Oust - PEILLAC (56)



Toilets with inbuilt basin

From €250 excluding VAT



Reduce the volume of water by
placing water displacement devices in
the toilet cistern
From €25 excluding VAT



LES LOGOS DU ~~RECYCLAGE~~ TRI



WASTE

Recovery: Re-use, recycling or other measure involving reusable materials or for energy generation (sole disposal route for packaging).

Disposal: All collection, transport, grouping, sorting, recovery, treatment and storage of final waste.

Treatment: Reduce potential initial pollution under controlled conditions and/or waste flows sent to landfill.

WASTE

Factors for a successful sorting and waste recovery policy



Include all waste types generated

Keep waste disposal areas clean and tidy

Offer waste sorting at source

Use colour coding: one colour per waste flow, from source to collection equipment, with visual aids.

Repeat sorting instructions throughout.

Talk to guests about sorting waste (when they arrive in particular).

Raise customer and staff awareness via fun, educational activities.

MAINTENANT,
TOUS LES EMBALLAGES
ET PAPIERS **SE TRIENT**

LES EMBALLAGES ET LES PAPIERS
QUI **SE TRIENT DÉJÀ...**



LES NOUVEAUTÉS

- **Films et sachets en plastique :** sur-emballages de packs d'eau, paquets de bonbons...
- **Pots et boîtes en plastique :** yaourt, crème fraîche, viennoiseries...
- **Barquettes en plastique ou polystyrène :** charcuterie, viande...
- **Petits emballages métalliques :** capsules de café, boules de papier aluminium, plaquettes de médicaments, couvercles et capsules...



- ✓ BIEN VIDÉS
- ✓ EN VRAC
- ✓ NON EMBÔTÉS



EN VACANCES, LIMITONS NOS DÉCHETS
PAR LES ÉCO-GESTES

ON HOLYDAY, TAKE ECO-FRIENDLY STEPS TO LIMIT YOUR RUBBISH



CHOISSISSONS UNE VAISSELLE
RÉUTILISABLE AU JETABLE

CHOOSE REUSABLE OR DISPOSABLE TABLEWARE



UTILISONS UNE GOURDE
REMPLE D'EAU DU ROBINET

USE A CONTAINER FILLED WITH TAP-WATER



PARTONS FAIRE NOS ACHATS
AVEC UN PANIER

TAKE A BASKET ALONG WHEN YOU DO YOUR SHOPPING

Illustrations : La Cité Jeune



BAIE DE MORLAIX
#PLOUGASNOU #LOQUYREC #MONTSDARRE
#CARANTEC #MORLAIX
BRETAGNE

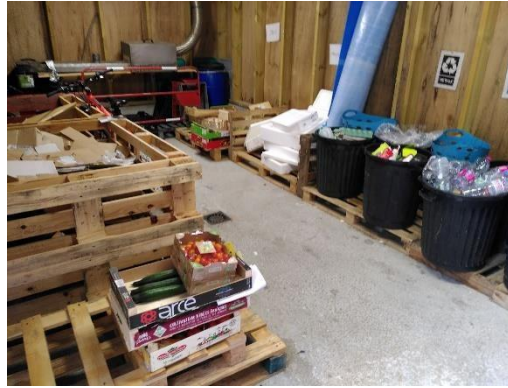


EXAMPLES OF TOOLS AND/OR MEASURES

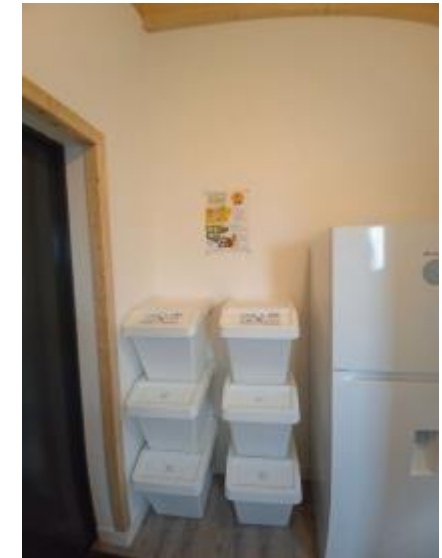
Identified for you



Mini ecostation
Hôtel de Diane *** - Sable d'Or les Pins (22)



Composting bins – Camping
de la Fontaine du Hallate **
- Plougoumen (56)



Sorting containers –
Group *gîte* Répit de l'Oust
– Peillac (56)



Book exchange in campsites along the Vendée coastline

3 tons of objects in “transit” from 25 partner campsites

WHAT ARE YOUR OBJECTIVES?

