

# SUPPORTING SUSTAINABLE TOURISM



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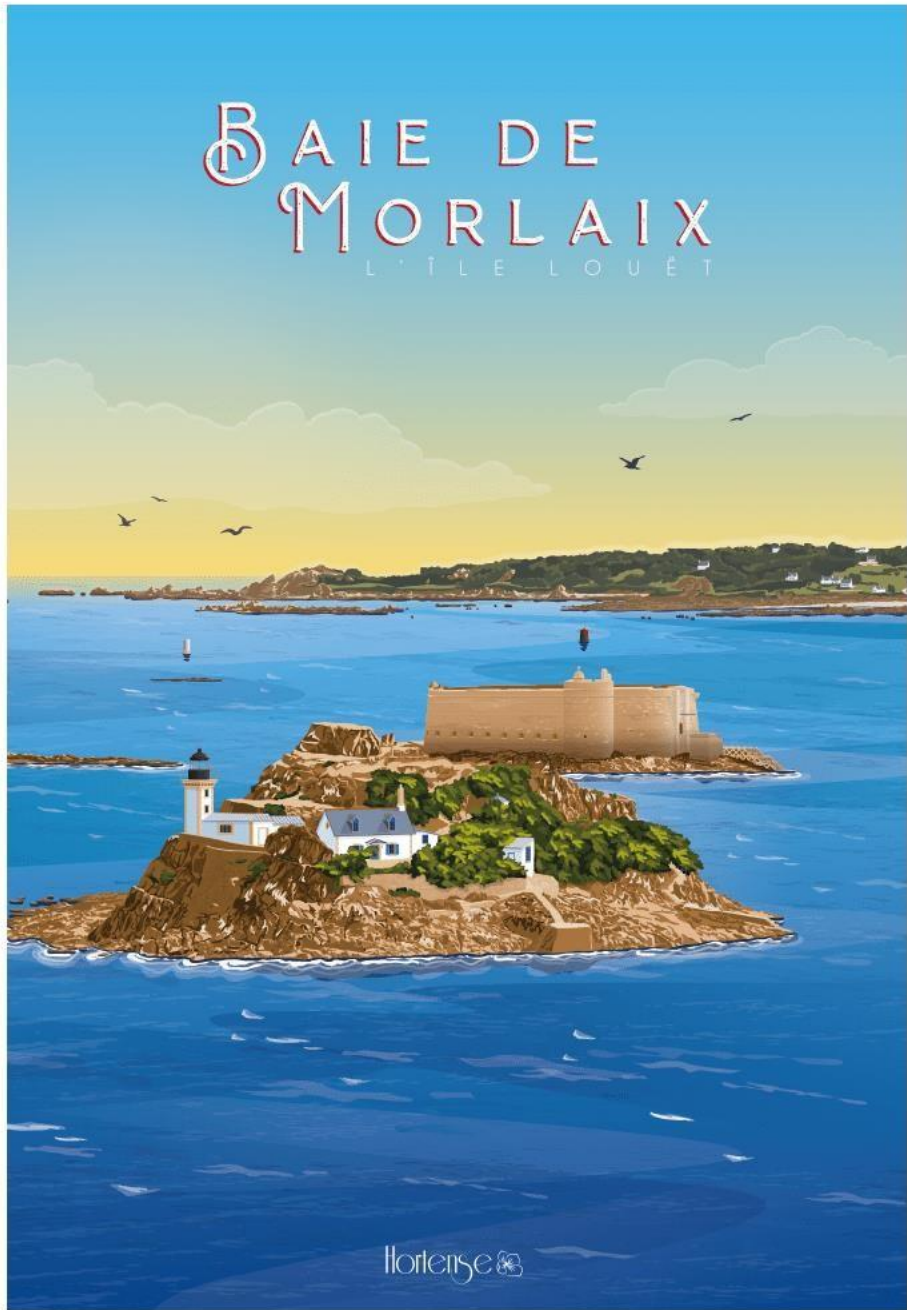


**UNION EUROPÉENNE**

Fonds Européen de Développement Régional

**Interreg**   
France ( Channel ) England  
Manche )  
**EXPERIENCE**

Fonds européen de développement régional



# Dish of the day

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Good ideas to share

Major themes (continued)

Workshops on drawing up your  
road map

# 1

**GOOD IDEAS TO SHARE**

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# Good ideas from participants



Grass-roots movement originating in England and promoting urban agriculture inhabitants to plant vegetables in urban areas



Les Chiffonniers de la Joie in Morlaix is a community-based non-profit association that sets up recycling channels and also runs participatory workshops



Eco-friendly dry-steam cleaning and disinfection solution



Reduce electricity consumption up to 15% and make significant savings on energy bills, regardless of provider



Collect and recycle cigarette butts (including associations and small enterprises).



Collect and sort paper for cellulose wadding

# 2

## MAJOR THEMES (continued)

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# biodiversity # purchasing # mobility # social

# Summary of the best addresses



AGENCE LOCALE DE L'ÉNERGIE ET  
DU CLIMAT DU PAYS DE MORLAIX

The local energy and climate agency can provide support throughout the project: thermal renovation, building energy management, etc.

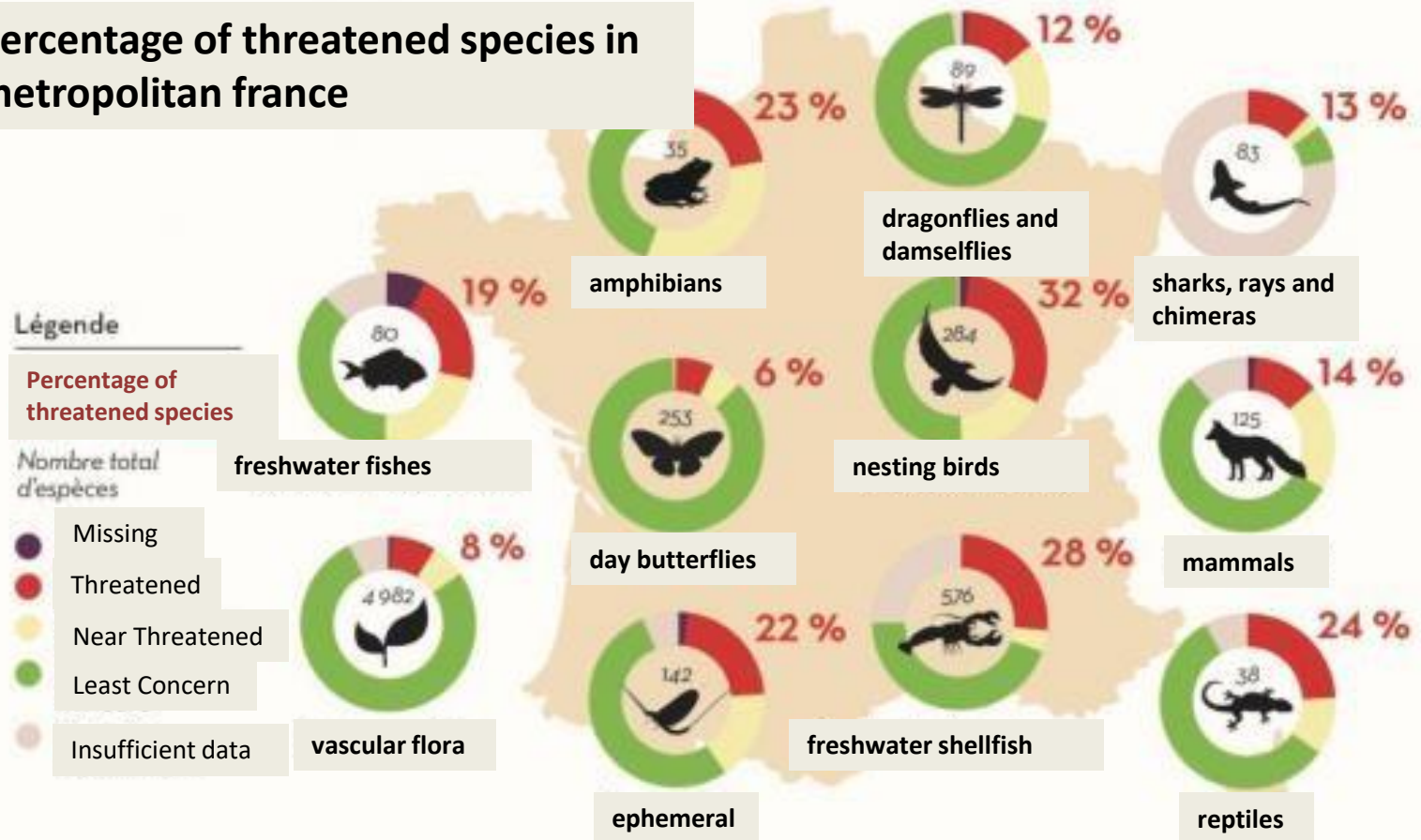
<http://www.heol-energies.org/entreprises-artistes-associations>

New energy performance grants available (insulation, etc.)

[Sustainable Tourism Fund](#)



## Percentage of threatened species in metropolitan france

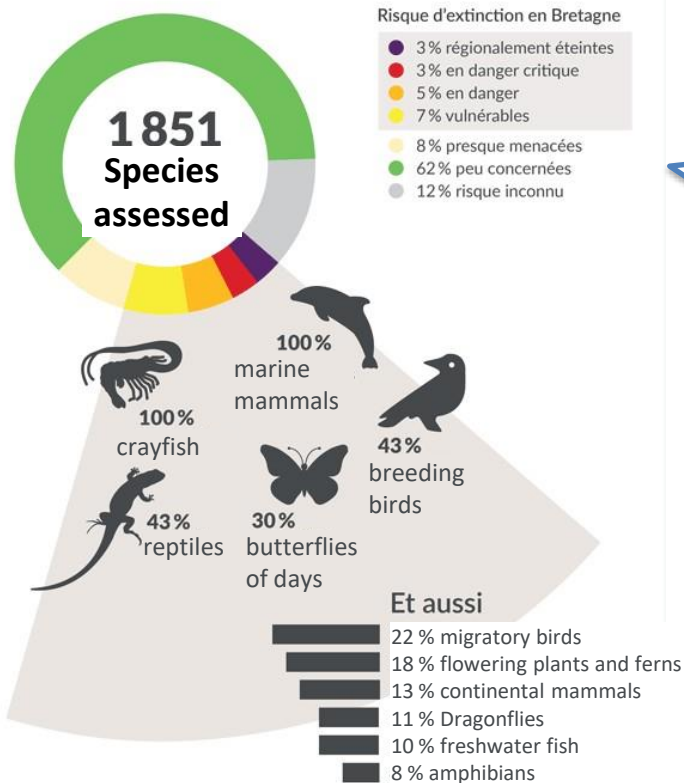


Source : UICN Comité français, OFB & MNHN (2020). La Liste rouge des espèces menacées en France : 13 ans de résultats. Paris, France. Conception graphique : Natacha Bigan.



## Endangered species IN BRITTANY

21% of species at known risk of  
extinction are threatened



### Risk of extinction in Brittany

- 3 % regionally extinct
- 3 % critically endangered
- 5 % at risk
- 7 % vulnerable
- 8 % nearly endangered
- 62 % not involved
- 12 % unknown risk



## KEY FIGURES

**6 070** plants identified  
**4 982** plants evaluated

  
**3843**  
**LC**

  
**321**  
**NT**

77 % of the flora assessed  
would not be threatened

but 6% is almost

...and 9% seriously !

  
**238**  
**VU**

  
**132**  
**EN**

  
**51**  
**CR**

Today, **421 plants are  
threatened with extinction**  
in metropolitan France

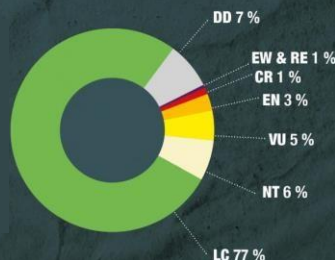
  
**22**  
**RE**

  
**2**  
**EX**

22 plants have already  
disappeared from France and  
2 have never been seen  
elsewhere in the world !

### Catégories de menaces

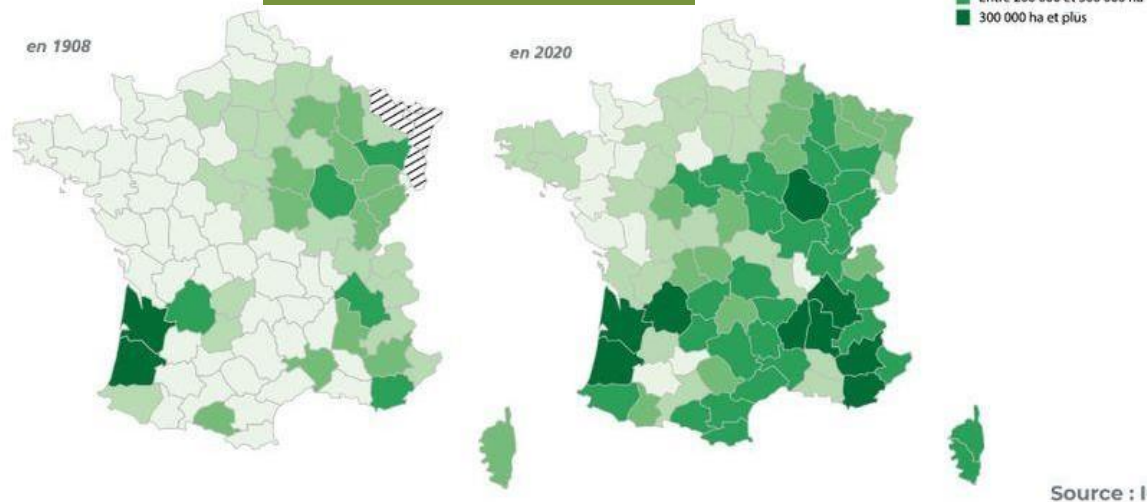
**15%** of the  
assessed French  
metropolitan flora  
is **threatened or  
near threatened**



**DD** Données insuffisantes  
**LC** Préoccupation mineure  
**NT** Quasi menacée  
**VU** Vulnérable  
**EN** En danger d'extinction  
**CR** En danger critique d'extinction  
**RE** Disparue au niveau régional  
**EW** Éteinte à l'état sauvage  
**EX** Éteinte au niveau mondial

## SUPERFICIE FORESTIÈRE DES DÉPARTEMENTS

Forest area of the departments



1908

19% of the  
metropolitan  
area

2020

31% of the  
metropolitan  
area

especially [Brittany](#) and the Mediterranean  
region



Awareness of local flora and fauna

Holiday village Roz Armor  
Bretagne - Cap France



Installation of two rooftop  
beehives in the town centre  
The honey will be marketed  
and used in the kitchen.

Hôtel Edgar – Saint-Brieuc

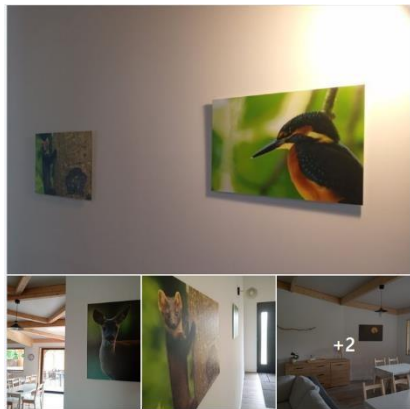


Photo exhibition

Le Répit de L'Oust  
Peillac



Planting of 3,000 trees in the  
park in collaboration with  
*Conservatoire de la  
Biodiversité forestière* of  
Guémené-Penfao

La Grée des Landes  
- Gacilly



Eco-friendly grazing with Ouessant sheep

**Castel Camping\*\*\*\* Le Brévedent (14)**



Information on to shore fishing.

**Camping du Halatte – Plougoumelen**



The hotel garden is a bird refuge

**Hôtel Garden - Rennes**

# RESPONSIBLE PURCHASING



The European ecolabel provides guarantees in terms of efficiency, biodegradability, reduction of packaging, information and use... It aims to limit the impact of products on the environment, but also to limit the impact on the health of users.

[www.ecolabels.fr](http://www.ecolabels.fr)



The associative and private mark, Nature et Progrès, concerns washing and cleaning products. This label certifies that the raw materials used for the formulation of detergents are of vegetable base resulting from the organic farming.

[www.natureetprogres.org](http://www.natureetprogres.org)



The NF Environnement mark is the French ecolabel. It is a voluntary mark of certification of products and services. Its purpose is to attest the conformity of products or services to the requirements concerning the quality of use and the quality of environmental use of products.

[www.marque-nf.com](http://www.marque-nf.com)



Ecocert. This label means, for "ecological detergents", that they are based on natural substances and are free of petrochemicals and compounds from silicone chemistry and/or halogens.

[www.ecocert.fr](http://www.ecocert.fr)



# RESPONSIBLE PURCHASING



APUR (Association of Producers and Users of recycled paper and cardboard). APUR aims to promote the use of recycled paper. It offers users a guarantee as to the proportion of recycled fibers in APUR-approved products.



PEFC (Program for the Endorsement of Forest Certification). The European Certified Forests program is supported by the association of the same name. It was designed on the initiative of French and Finnish foresters to promote alternative management and exploitation methods to the unreasonable exploitation of the planet's forest resources.

[www.pefc-france.org](http://www.pefc-france.org)



Paper by Nature is an association that promotes ecological practices in the converted paper products industry as well as the responsible use of paper by consumers. The eco-label applies to processed paper products such as envelopes, books, blocks of sheets, filing products, etc.

<http://paperbynature.com/fr>



The Imprim'vert Label is awarded to printing companies that meet a certain number of environmental and health criteria. The Imprim'Vert specifications are based on four criteria: proper management of hazardous waste, safe storage of hazardous liquids, non-use of toxic products and environmental awareness among customers.

[www.imprimvert.fr](http://www.imprimvert.fr)



Le Forest Stewardship Council est une organisation non gouvernementale internationale. Des organismes certificateurs indépendants délivrent le label "FSC" aux bois et produits à base de bois (les fibres cellulosiques) provenant de forêts gérées durablement conformément aux critères FSC : le respect des droits des travailleurs et des populations indigènes, l'utilisation correcte et d'un partage équitable des bénéfices, la limitation des impacts environnementaux des activités d'exploitation forestière et la conservation de forêts naturelles.

[fr.fsc.org](http://fr.fsc.org)



Campers given a 100% natural, eco-friendly washing-up cake

See the campsite website for the recipe

<https://www.campinglebrevedent.com/produit-vaisselle-naturelle-et-ecologique/>

## **Castel Camping\*\*\*\* Le Brévedent (14)**

Steam cleaning as an alternative to chemical or dry steam cleaning

*Effectively eliminates 99% of bacteria. Very hot water sterilises, removing stains, mould, fungus, dust mites and bed bugs. Steam safely efficiently cleans almost any surface: flooring, walls, furniture, windows, fabrics, bathroom fittings, kitchen (grease removal).*

*Steam is also great for eliminating odours. The steam cleaner produces a “dry” steam, generating little humidity on the cleaning surface.*

## **La Vagabonde – Gîte in Erdeven (56)**





Map of the Médoc  
printed on a tote-bag

**Médoc Tourist  
Information Centre**



Giving objects a second life

**Hôtel Ibis - Marmande**



Favouring disability and  
non-profit cooperatives for  
products and services

**Hôtel Ara Landerneau**



Promoting local producers

**Hôtel La Pérouse - Nantes**





Dry oil, shampoo and soap bars

**Hôtel Opéra Liège, first hotel in France with a zero single-use plastic policy**



Fairtrade Max Havelaar cotton bed linen

Eco-certified maintenance products, no harsh chemicals, phosphorus or optical brighteners

Eco-certified chlorine-free toilet paper

**Hôtel le Citizien - Paris**



50 m<sup>2</sup> vegetable patch freely accessible to guests

**Camping de la Fontaine du Halatte – Plougoumelen (56)**



Eco-friendly  
maintenance kit  
Price: €0.99 per kit  
excluding VAT

<https://www.kalikado.fr/kaliklean>

**GUSTAVE**  
HOSPITALITY

Bath towels  
Welcome  
EcoKits  
Organic  
cosmetics

<https://www.gustavehospitality.com/>



<http://www.hotelseconews.com/>



<https://www.mangeons-local.bzh/>



<http://www.lepaysducoin.fr/>



<https://www.produits-locaux.bzh/fr/>



1 shop in Brest  
<https://www.envie.org/>



Emmaüs association



Packaging, packing, labelling, bonding, folding, Maintenance of green spaces, Management, dismantling or recycling of other waste, Maintenance of roads, car parks and outdoor spaces, Entertainment.



Site for all made in France products. Promoting products made in France, French manufacturing, and French goods.

<https://www.lafabriquehexagonale.com/>



<http://pro-equitable.fr/>

# TRANSPORT AND MOBILITY

## **Soft mobility**

All solely human-powered transport (walking, cycling, scooter, etc.)

## **Sustainable mobility**

Soft mobility, more environmentally-friendly motorised modes of transport (walking, cycling, scooter, etc. more car sharing, public transport (bus, train)

## **Sustainable tourist mobility**

All products, services and equipment with lower environmental impact used in tourist transport and mobility.



## The tourism sector: an 11% contribution to GHG emissions generated in France

### GHG balance of the tourism sector in France: breakdown by sources

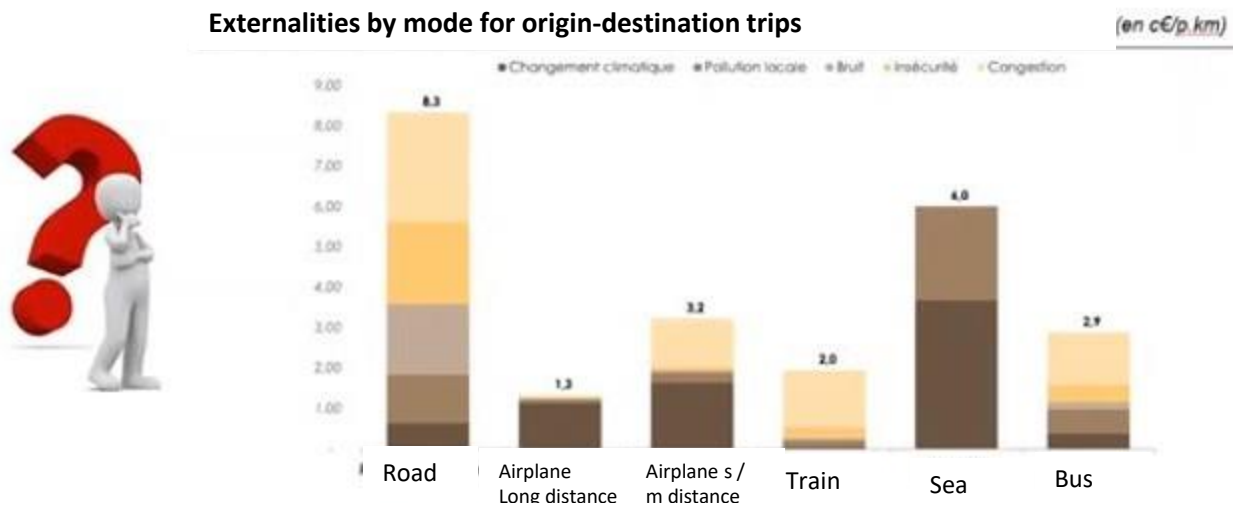


118 MtCO<sub>2</sub>e = carbon footprint of 11 million French people!  
Tourist mobility : carbon footprint of 9 million French people



Source: Etude du bilan des émissions de gaz à serre du secteur du tourisme 2021

**For long-distance trips, the car is the mode with the greatest impact per unit of passenger travel**



- ▶ The car has higher total negative externalities than any other mode per unit of passenger/kilometer, including social externalities (safety and congestion) and noise
- ▶ Airplanes and ships are among the means of transportation that emit the most greenhouse gases.

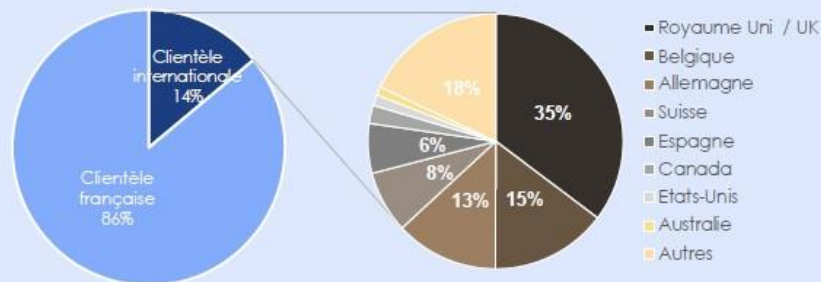
## Profile of tourist mobility

- **Connectivity of the offer:** a destination easily accessible for French tourists, less so from abroad due to poor air connectivity
- **Supply network:** easy urban travel but interurban mobility supply limited to the coast
- **Structuring the offer to tourists:** good accessibility of the main tourist sites as well as adaptation of the offer to variations in tourist flows over time
- **Customer experience:** quality information but schedules and frequencies that do not necessarily correspond to the specific needs of tourists



## Clientele profile

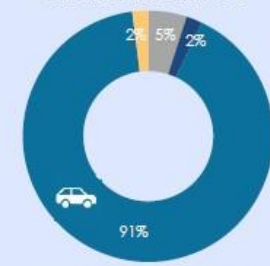
Brittany welcomed **12.8 million** tourists in 2016



The Paris region is the leading emitting basin with a quarter of the stays, followed by the Pays de la Loire which accounts for 11% of the stays. Due to proximity recruitment, the average weighted distance traveled by tourists is **1544 km**.

**82%** of French tourist arrivals are by car.

Répartition de la part modale des arrivées





# TRANSPORT AND MOBILITY

How to act on your tourist mobility

Develop partnerships with local actors

Mobility solution providers

Activity providers

Restaurant / accommodation providers

Offer innovative services that facilitate the stay

Advice on how to travel light

Mobility advice during your stay

Suggestions for activities

Adapting your commercial policy

Preferential pricing for customers without their own car

Car-free stay package

Communicate on your ecomobility approach

Know the local mobility offer well

Provide quality information to customers, suppliers and partners

Evaluate customer satisfaction

Initiate a continuous improvement process: evaluate the needs, demands and satisfaction of your customers





## BAIE DE MORLAIX BRETAGNE

In partnership with



Tel. 06 18 43 61 08

[www.lesvelosdelabaie.bzh](http://www.lesvelosdelabaie.bzh)

Crec'h ar Mein – 22310 **Plufur**

Bike hire from the tourist information centre in: Morlaix,  
Carantec, Plougasnou and Locquirec.



One-stop shop for bike sales, repairs and advice in Morlaix town centre Luggage lockers, a lounge area with WiFi connection and also touring equipment available.

rue de Paris – 29600 **Morlaix**

Tel. 09 51 38 15 06

[www.mlc.bzh](http://www.mlc.bzh)



Water sports club Rêves de Mer

Bike/mountain bike hire in July and August at the Bloscon marina in Roscoff

Tel: +33 (0)2 97 50 15 04

<https://www.revesdemer.com/glisse/nos-offres/activites-terre/velo-vtt/>



Water sports club Rêves de  
Mer Loisirs Verts Plougasnou

Tel: +33 (0)2 98 72 30 62

<http://www.morlaix-loisirs.com/>



Bike hire.  
Easy and fast.  
Available all over  
France

EN  
**BRETAGNE**<sup>BE</sup>  
SANS *ma* VOITURE

+ the Lot, Bay of Arcachon, the Gers, the Hérault, major attractions,  
etc.



Bike hire from campsite

**Camping de Kerpenhir – Locmariaquer (56)**



Car sharing bulletin board at reception

**Association Les Glénan – Paimpol (22)**



To optimise customer autonomy during their stay, an electric vehicle is available for hire by the hour or day (autonomy of 150km, 3 charging terminals available within 30km of the campsite).

Register on Drivy: <https://www.drivy.com/>

**Camping Le Paradis – St Léon sur Vézère (24)**

# SOCIAL



In contrast to the environmental dimension, which is increasingly taken into account, the social dimension of sustainable tourism is very often **overlooked** in both discussion and implementation.

However, tourism is **WITH and FOR people**: tourists and locals, workers in the sector and other areas, etc.



Zazie Hôtel is a non-profit cooperative enterprise (ESUS). In addition to its social inclusion objective, management work to reduce pay scales, restrict financial compensation and secure the hotel's long-term future.

In cooperation with partners from the hospitality industry, including hotels, sub-contractors and service providers, with immersive hosting of Zazie employees and recruitment after training.



SOLIKEND looks like a conventional booking site. When booking you choose which association to support. The hotel forwards 100% of your payment to the association selected.



Boosting the confidence of those with a mental or cognitive disability, who are often excluded, by offering them work in an ordinary environment.



# 3

## WORKSHOPS

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Drawing up my road map



# SUSTAINABLE DEVELOPMENT GOALS



# MY ROAD MAP

[illegible]