

CONSUMELESS ADVISOR HANDBOOK



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CONSUMELESS ADVISOR HANDBOOK

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This handbook provides a single set of guidelines for ConsumeLess Advisors, with recommendations about environmentally sustainable business principles and practices tailored to different tourism service providers, including hotels and similar accommodation types, food and beverage establishments, souvenir and handicraft shops, beach resorts, and more.

The suggestions herein aim to facilitate a collective effort to minimise energy and water consumption and reduce waste production across the diverse spectrum of the tourism sector, and to promote the use of organic and eco-labelled products and environmentally sustainable behaviours through management communication and marketing.

ABOUT THE HANDBOOK



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WITH LESS?

WITH4LESS aims to create a new community within the tourism value chain, fostering the development of new skills to empower customers, tourists, micro-enterprises, SMEs and public and private service providers. The goal is to make sure that all can actively participate in the green transition through simple but effective actions, enriching knowledge and access to practical solutions and tools.

The initiative aims to improve the management of essential resources such as water and energy, minimise waste and improve sustainable behaviour across the tourism spectrum, including both service providers and customers.

By offering more responsible and sustainable products and services, the community gives a significant contribution to the promotion of a circular and green economy, thus playing a crucial role in the fight against climate change. To support and facilitate such goal, a new actor is then created by the project: the ConsumeLess Advisor.

This new actor name results from a previous project (ConsumeLess - co-funded by the Interreg MED programme) that gave the partners (from 9 different countries) the opportunity to define and successfully test simple practices to improve the management of resources, mainly by service providers in the tourism sector, and to identify a gap in the tourism value chain when considering moving the sector towards a greener transition.

“In the EU, the majority of service providers in tourist destinations are small local owners.[...]. In the future, local communities could become a key player in the transition towards sustainable tourism through social economy approaches” [Transition Pathway for Tourism, 2022, by EC’s Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs].

However, it is not easy for the institutions to reach the multitude of micro and small enterprises and to support them toward the green transition. In fact, the same document states “(...) This could take place, for example, through community cooperatives or other forms of SMEs in which the local actors of the tourism supply chain are involved in the ownership of shared assets (promotion of the destination, coordination between tourist facilities, codesign and governance of online booking systems). During the process to co-create a tourism transition pathway, stakeholders highlighted that microenterprises and SMEs face several challenges in engaging with the twin transition, including a lack of knowledge of existing good practices and access to tools to implement them”.

You can find out more about the WITH4LESS project and how to become a ConsumeLess Advisor at: with4less.eu

THE CONSUMELESS ADVISOR



Most people want to live a comfortable life without harming anything or anyone, especially when on holiday. In reality, we all have a personal footprint and most of our behaviour is what society considers 'normal'. This has led us into an environmental crisis that is spiralling out of control. Business as usual is no longer an option.

This is why we need to be extra critical about how we behave, both in our personal lives and at work. Often the difference can be made with simple actions, but we don't have the time to learn them and understand how to apply them in our work, or in our daily file, and we don't want the stress of looking for the best options.

In this framework and due to a variety of barriers, the tourism community is historically facing several obstacles that lead to the feeling that they barely can make a difference (actually counting for 8% of the global carbon emissions), and as a consequence delegating and expecting that such action for sustainability should come mostly from governments, experts and institutions specialised in the field.

Particularly, but not only, in small or more peripheral communities, in rural and remote areas (which, driven by pandemics, have become preferential tourism destinations), the mentioned barriers can be outlined by a sense of "difficulty" and "unfamiliarity" regarding on how to put in practice sustainability, climate change mitigation, or natural resources preservation, thus turning into priority strategies that may decisively rise awareness and promote "environmental" literacy on such targets.

There are, however, effective and simple ways that everyone, independently of their background, sector or qualification, can learn and adopt to become part of the necessary change. To address those needs is then fundamental to present accessible, simple and effective tools, practices and to introduce guidance (what and how to do). Within this context, the existing European model for sustainable tourism, [the ConsumeLess model](#), has shown that a destination is first of all a community and that the transition is made of the sum of the single and simple actions of each actor, including tourism establishments.

ALL THE ABOVE BROUGHT THE INSPIRATION TO THE WITH4LESS PARTNERS AND THE OPPORTUNITY FOR CREATING AND DEVELOPING A NEW TOURISM ACTOR AND TO BROADEN THE IMPACT OF PREVIOUS KNOWLEDGE AND EXPERTISE.

The ConsumeLess Advisors, entailing different profiles and diverse professional and educational backgrounds, are then the missing piece. They should be able to support their own communities and facilities understanding how to become more sustainable, taking part of a European network of green destinations, while constituting a community of international consultants.

Knowledge, capacity and access to practical tools as means to better manage indispensable resources (water and energy), to minimise waste and to use and offer more responsible and sustainable products and services, will be easily accessible to all tourism actors through the ConsumeLess Advisors, whom will be capable to reach and support those actors even where the digital tools cannot arrive.

BECOMING A CONSUMELESS ADVISOR

In order to become a ConsumeLess Advisor, no specific level of qualification or background is required.

The profiles (target groups) listed on the right, but not exclusively, are perfectly eligible to become a ConsumeLess Advisor and to start making the difference.

To engage in such advisory role, these groups should benefit from With4Less project training activities, networks and tools (such as the present handbook and others that can be found by visiting: www.with4less.eu):

- EMPLOYED OR UNEMPLOYED ADULTS INTERESTED IN WORKING TOWARDS THE SUSTAINABILITY OF TOURISM AND HOSPITALITY INDUSTRIES.
- EMPLOYEES AND MANAGERS OF TOURISM AND HOSPITALITY BUSINESSES (HOTELS, RESTAURANTS, RESORTS, CAMPSITES, CAFES ETC.).
- UNDERGRADUATE, GRADUATE OR POSTGRADUATE STUDENTS IN THE AREAS OF TOURISM AND HOSPITALITY MANAGEMENT, GASTRONOMY AND CULINARY ARTS, OR GENERALLY IN BUSINESS MANAGEMENT,
- UNDERGRADUATE, GRADUATE OR POSTGRADUATE STUDENTS IN THE AREAS OF CIRCULAR ECONOMY, ENVIRONMENTAL PROTECTION, ENERGY TRANSITION, CLIMATE CHANGE ADAPTATION, AND SUSTAINABILITY IN GENERAL.
- EMPLOYEES OF LOCAL AUTHORITIES, COMPANIES AND NGOS INVOLVED IN TOURISM (MUNICIPALITIES, DESTINATION MANAGEMENT ORGANISATIONS - DMO, PROFESSIONAL TOURISM ORGANISATIONS, CONSULTANCY, AMONG MANY OTHER).
- EMPLOYEES OF LOCAL AUTHORITIES, COMPANIES AND NGOS INVOLVED IN ENVIRONMENTAL PROTECTION, ENERGY TRANSITION, CLIMATE CHANGE ADAPTATION, AND SUSTAINABILITY IN GENERAL.
- ACADEMICS TEACHING OR RESEARCHING IN TOURISM AND HOSPITALITY MANAGEMENT, GASTRONOMY AND CULINARY ARTS DEPARTMENTS, OR IN SUSTAINABILITY AREAS.
- YOUNG PEOPLE (NEET*, OR OTHERS) WHO WANT TO INVEST IN THE TOURISM INDUSTRY AND OR IN SUSTAINABILITY AREAS.

* A NEET, an acronym for "Not in Education, Employment, or Training", is a person who is unemployed and not receiving an education or vocational training



THE ADVISORY SKILLS

In the context of tourism and hospitality sector, the ConsumeLess Advisor is an advocate who helps tourism service providers adopting and implementing environmentally sustainable practices.

ConsumeLess Advisors should be then equipped with a comprehensive set of skills that facilitate the effective promotion of more sustainable and environmentally responsible practices.

The main competencies of a ConsumeLess Advisor are as follows:

- **FAIRLY GOOD KNOWLEDGE ON HOW TO REDUCE WASTE, WATER, AND ENERGY CONSUMPTION, GUIDING BUSINESSES TOWARDS OPERATIONAL EFFICIENCY AND COST SAVINGS.**
- **CAPACITY TO PROMOTE RESPONSIBLE SOURCING AND UTILISATION OF ORGANIC AND LOCAL PRODUCTS AND GOODS, AS WELL AS OTHER ECO-FRIENDLY PRODUCTS.**
- **ABILITY TO PLAY A PIVOTAL ROLE IN STEERING BUSINESSES TOWARDS ENVIRONMENTALLY CONSCIOUS CHOICES.**
- **CAPACITY TO APPLY THE EXISTING KNOWLEDGE FOR HELPING TOURISM SERVICE PROVIDERS MANAGING AND CREATING COMMUNICATION STRATEGIES AND MARKETING INITIATIVES THAT FOSTER ENVIRONMENTALLY SUSTAINABLE BEHAVIOURS WITHIN THE INDUSTRY.**
- **ABILITY TO TRANSLATE COMPLEX SUSTAINABILITY PRINCIPLES INTO EASY-TO-UNDERSTAND LANGUAGE FOR MANAGEMENT TEAMS, STAFF, AND TOURISTS.**
- **ABILITY TO COMMUNICATE, ENGAGE AND MOTIVATE BUSINESS OWNERS TOWARDS A MORE RESPONSIBLE AND SUSTAINABLE ACTION.**

While possessing basic knowledge of technical solutions, the focus of the ConsumeLess Advisor lies on practical, low-barrier strategies. They advise on resource management, employee and guest behaviour, waste reduction and separation, and overall greener business operations, even without relying on complex technical solutions.

THE AIM OF THE ADVISORY ACTION IS TO EQUIP BUSINESSES WITH A GENERAL BUT PRACTICAL UNDERSTANDING OF SUSTAINABILITY AND OF THE MEASURES NEEDED TO UNDERTAKE IT.

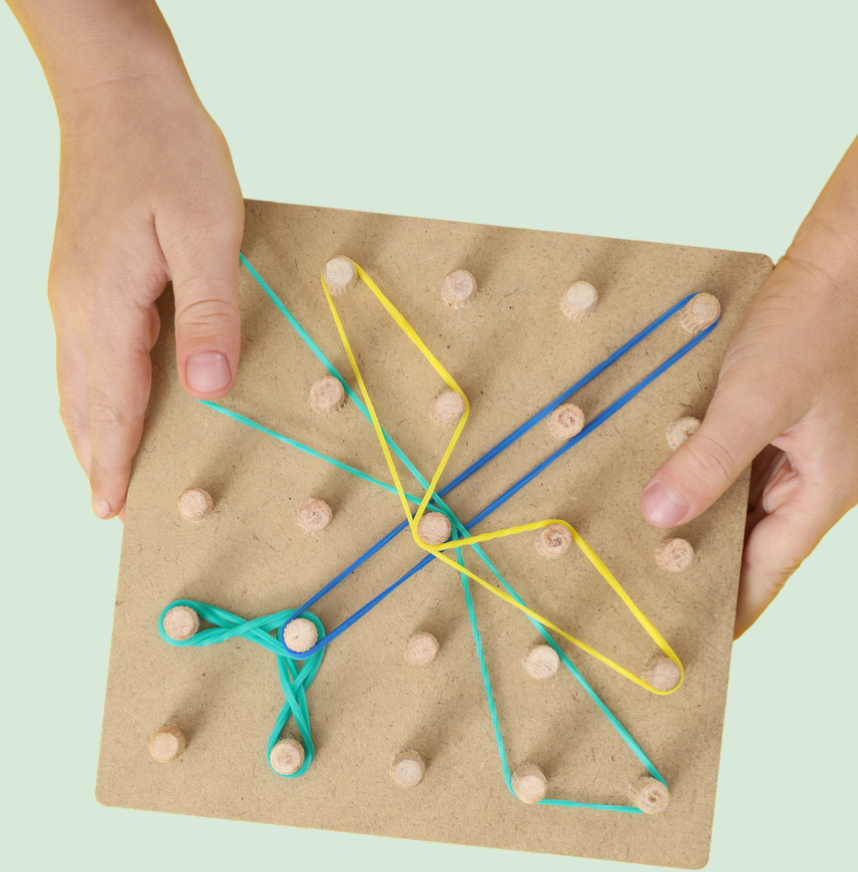
This also includes self-assessment tools and guidance to help tourism operators in the identification of improvement areas and in the implementation of corrective measures and easily achievable solutions.

Ultimately, a ConsumeLess advisor is a transformative force within the tourism and hospitality landscape. They bridge the gap between environmental ideals and practical implementation, guiding businesses towards a future that is both profitable and sustainable.

They are the architects of positive change, contributing to the overall ecological responsibility of tourism and hospitality establishments.



DEVELOPING THE ADVISORY SKILLS



As previously referred, the ConsumeLess Advisor profile is subject to training and to a set of capacity building activities, developed under the With4Less project.

Depending on the motivation of the potential trainee, and whether he/she is already working or looking for a job, or is an entrepreneur in the tourism sector, or a member of a public authority or association, a specific valorisation action, focusing the newly acquired knowledge and tools, will be proposed and discussed with the relevant stakeholders as way to create new opportunities to the trainees, to the tourism companies and to the whole territory.

The training materials are available in different languages (Greek, Italian, Turkish, Bulgarian, Portuguese, and English).

Knowledge of English language, although not necessarily required for the online training phase (MOOC*), will be essential to enhance the training experience while attending the international training predicted and to participate in the international networking community.

The trainings and the capacity building instruments made available by the project will not exhaust the contents and tools that may be addressed later by the trainee while performing its new role – the one of being an advisor.

Further details, contents and tools, (for instance on regional/local financial instruments and frameworks, economic benefits and on the "advanced solutions" to propose, can be checked through With4Less publications or developed autonomously by the ConsumeLess Advisor.

Finally, as long as you have the legal age, there is no further gender, ethnic, functional or belief restrictions to become a ConsumeLess Advisor. Diversity is quite welcomed and will make the community greater, so basically, almost anyone can be a ConsumeLess Advisor.

* A MOOC, an acronym for "Massive Open Online Course", is an online course aimed at unlimited participation and open access via the Web

THE ROLE OF TOURISM BUSINESSES IN SUSTAINABILITY

In the pursuit of sustainability, tailored simple and easy-to-implement practices and initiatives are recommended and advocated for different categories of tourism facilities.

The recommendations vary for each category, offering nuanced strategies that can be transferred by the ConsumeLess Advisor and adopted by each target category.

Entrepreneurs in the tourism industry are encouraged to embrace these measures due to their profound significance in fostering not only environmental responsibility but also a range of benefits for their businesses.

Whether operating accommodation, campsites, cafes or restaurants, food and craft shops, or beach resorts, the overarching commitment to sustainability remains.

TOURISM BUSINESSES ADDRESSED

ACCOMMODATION <
CAFES & RESTAURANTS <
FOOD & CRAFT SHOPS <
BEACH RESORTS <
CAMPSITES <

The focus is given on encouraging environmentally friendly practices that are appropriate to each sector, bringing about positive impacts on both the environment and the business itself.

These comprehensive guidelines not only align with the main basic principles of sustainability but also offer tangible advantages for entrepreneurs in the tourism industry.

For a detailed understanding of tailored recommendations and the specific benefits they bring to your tourism category, kindly refer to the handbook annexes dedicated to each specific tourism business sector.



ADVISORY TOPICS FOR TOURISM BUSINESSES



ENERGY EFFICIENCY

Implementing LED lighting, motion detectors, and strategic control of heating and air-conditioning systems not only contributes to environmental conservation but also results in substantial cost savings. Eco-friendly camping practices, energy-efficient measures in cafes, restaurants, and food and handicraft shops, as well as sustainable management practices for beach resorts, enhance operational efficiency and reduce long-term expenses.

Water Conservation

Regular checks for leaks, installation of water-saving devices, and sustainable water practices not only contribute to water conservation but also lead to lower utility bills. Water-saving devices and conservation measures in cafes, restaurants, and food and handicraft shops, along with water conservation practices in beach resorts, leads to significant cost efficiencies and align with responsible resource management.



WASTE REDUCTION

Prioritising waste separation and management schemes not only benefits the environment but also improves the overall waste disposal efficiency for accommodations. Minimising disposable goods and promoting concentrated and reusable products in campsites, cafes, restaurants, and food and handicraft shops result in reduced operational costs and enhanced environmental stewardship. Detailed waste reduction policies in beach resorts contribute to improved waste management practices and underscore the commitment to sustainability.

CHOOSE LOCAL & ECO-FRIENDLY

Prioritising the use of local, preferably organic, products not only supports local economies and reduces carbon footprint but also appeals to environmentally conscious consumers. Highlighting eco-friendly sourcing on menus in cafes and restaurants attracts a growing market of eco-conscious patrons. Showing sustainable management practices aligns with eco-tourism trends, attracting a clientele increasingly seeking responsible travel choices.



THE ROLE OF TOURISTS & VISITORS IN SUSTAINABILITY



WHAT CAN A TRAVELLER DO?



Water is life! If we don't save water, our ecosystems will be completely exhausted. When you travel, always use it sparingly and responsibly please. Sometimes just a shower is enough: having a full bathtub uses up to 80 litres, while a 5-minute shower uses only around 35 litres.



Shut off the tap while you are brushing your teeth or shaving. Don't leave the water running unnecessarily, unless you're using it.



Take as much advantage of natural light as possible. Open the curtains raise the blinds and always turn off lights when you leave a room or they are not needed.



Monitor the air conditioning in the room by adjusting the thermostat. The temperatures should be between 24°C and 26°C in the summer; 21° C in the winter.



Ask your host not to change the towels and linens daily; they'll be happy to oblige.



Reduce waste by limiting the buying and use of plastic bottles and packages. Always separate the waste you produce (glass, paper, etc.) and find out how the local recycling collection system works.



Politely refuse the plastic bags that are offered for every little purchase you make. Always bring a reusable bag when you go shopping, and take along a reusable water bottle to refill from drinking water fountains or other sources. It decreases plastic waste in the environment significantly.



Choose to buy and eat local and organic products. By buying the seasonal fruits and vegetables that are available in the area, it reduces the impact on the environment while it stimulates the local economy.



Choose accommodations, restaurants and businesses that have Environmental certification. Not only will you conserve water and energy, plus produce less waste during your trip, you'll also assist in preserving the natural heritage and the local ecosystem.

THE ROLE OF PUBLIC AUTHORITIES IN SUSTAINABILITY

WHAT CAN BE DONE BY POLICY MAKERS

In a more general vision of the sustainable development of the tourism sector in a territory, the collaboration between public and private bodies is not just ideal. It is fundamental!

According to the proposed ConsumeLess criteria, and in order to valorise the efforts of the private sector, the decision-makers and public authorities are challenged to implement the ConsumeLess model, which can be summarised by the following main steps.

1 > CONSUMELESS APPROACH

The ConsumeLess approach, that aims at improving a more sustainable tourism in a territory, requires a clear commitment to implement a shared project, that is able to involve either the public sector and private stakeholders.

2 > CONSUMELESS COMMITTEE

The ConsumeLess Committee, the operational body, is in charge of managing this shared project. It is formed by members of the public administration and local key actors representing tourist and environmental sectors, signing a commitment to work together.

3 > CONSUMELESS LABEL

A Consumeless label is created in order to identify the local tourist facilities committing themselves to increase their environmental sustainability and to raise the awareness of their customers: SAVE WATER, REDUCE WASTE, SAVE ENERGY, RESPECT NATURE.

4 > CONSUMELESS DESTINATION

All these actions contribute to define a ConsumeLess tourist destination that need to be promoted through a local advertising campaign that shows tourists how to enjoy the natural and cultural heritage, and the local products, in a sustainable way.

5 > DEMONSTRATE SUSTAINABILITY MEASURES

Furthermore, demonstrative measures aimed at reducing water and energy consumption or waste production, that have a high visibility for tourists should be developed.

6 > COMMUNICATION AND AWARENESS

A communication campaign is implemented through:

- the tools designed by the ConsumeLess project to support the production of gadgets, posters and brochures
- the making of short videos and interviews to local testimonials
- the organisation of atypical events involving and increasing the awareness of tourists.

7 > CONSUMELESS NETWORK

The territory, enjoying the ConsumeLess network, increases its capacities to promote itself as a sustainable tourist destination, not only at the local level, but also nationally and globally.

More information about the ConsumeLess model available at www.consumelessmed.org



ECO-LABELS IN THE TOURISM SECTOR



REVIEWING EXISTING ENVIRONMENTAL LABELS

An environmental label, also known as an ecolabel, is a “mark”, symbol or emblem, representing a certain certification process, which can be awarded to a product, a service, a business, an activity or a destination that meet specific environmental sustainability criteria or standards.

Ecolabels serve as a valuable tool for businesses and consumers alike in promoting environmentally responsible practices and encouraging the adoption of sustainable production and consumption.

THE IMPORTANCE OF ECO-LABELS FOR BUSINESSES:

- **ACT AS TOOL TO MEASURE AND MONITOR THEIR ENVIRONMENTAL PERFORMANCE;**
- **A POWERFUL COMMUNICATION AND MARKETING TOOL FOR SHOWING POSITIVE ENVIRONMENTAL IMPACT OF A GIVEN BUSINESS, PRODUCT OR SERVICE;**
- **ENCOURAGES BUSINESSES TO ENHANCE THEIR ENVIRONMENTAL PERFORMANCE AND CAN BE CONTRIBUTIVE TO COMPLIMENTARY NATIONAL, INTERNATIONAL AND LOCAL LEGISLATIONS;**
- **ALLOW STANDARDISATION OF SUSTAINABLE PRACTICES AND REDUCE ECOLOGICAL FOOTPRINT OF BUSINESSES.**

On the other hand, eco-labels also bring clear benefits for travellers and consumers.

THE IMPORTANCE OF ECO-LABELS FOR TRAVELLERS AND CONSUMERS?

- **HELP CONSUMERS MAKE MORE INFORMED AND ENVIRONMENTALLY FRIENDLY CHOICES**
- **SIGNALLING PRODUCTS AND SERVICES THAT HAVE A REDUCED ENVIRONMENTAL IMPACT**
- **IDENTIFYING PRODUCTS, BUSINESSES OR DESTINATIONS THAT HAVE A LOWER ENVIRONMENTAL IMPACT**
- **GUIDING CONSUMERS TOWARD ECO-FRIENDLY CHOICES, FOSTERING RESPONSIBLE TOURISM**

The set of criteria proposed by the diverse ecolabel schemes allow businesses or destinations to have guidance, evaluation and monitoring procedures, while providing external assessment for the sustainability actions.

The panorama of eco-labels for the tourism and hospitality industry is vast and diverse, offering both promise and confusion for businesses and consumers alike.

Currently, tourism boasts more than 203 ecolabels worldwide designating accommodation, transportation, travel agencies, tour operators, beaches, nature reserves, attractions, activities, destinations and conferences.



ECO-LABELS IN THE TOURISM SECTOR

A broad spectrum of tourism offers is being awarded with sustainability or eco-labels for a wide range of certification focus. The Table shows the variety of eco-labels being awarded nationally or internationally in the tourism industry.

Of the total (203), international eco-labels dominate the tourism sector, with 106 or 52% of the 203 eco-labels. There are 97 national eco-labels in use, 48% of the total number of eco-labels in the global tourism market.

TABLE 1: NATIONAL AND INTERNATIONAL ECO-LABELS ACCORDING FOCUS

FOCUS AREA OF ECO-LABELS	NATIONAL (%)	INTERNATIONAL (%)	TOTAL (%)
Accommodation (hotels, campsites, etc.)	43.3	31.1	36.9
Travel agency / Tour operator	15.5	14.2	14.8
Restaurants	13.4	14.2	13.9
Destination (rural, eco, costal, etc.)	10.3	13.2	11.8
Attractions	4.1	9.4	6.9
Activities	7.2	3.8	5.4
Protected areas / Conserved areas	3.1	4.7	3.9
Transport	0	4.7	2.5
Beach and Marinas / Sea	0	1.9	1
Ecotourism / Sustainable tourism dev.	1	0.9	1
Conferences	0	0.9	0.5
Other (tourist info, services, cruises etc.)	2.1	0.9	1.5

Source: Bučar, Van Rheenen and Hendija (2019)

Energy and water saving measures, waste avoidance, resource efficiency and preservation of the natural environment are widespread assessment criteria for environmental or overall sustainability certifications.

A preliminary comparative review of the most common eco-labels focusing on environmental criteria has been done according to the following issues:

- **MANAGEMENT**
- **GEOGRAPHICAL COVERAGE**
- **NUMBER OF CERTIFIED FACILITIES**
- **CATEGORIES OF FACILITIES INVOLVED**
- **MANDATORY AND VOLUNTARY CRITERIA**
- **DIFFERENT LEVELS FORESEEN FOR THE LABEL (E.G. STANDARD, GOLD, PLATINUM)**
- **TOPICS (WATER, WASTE, ENERGY, SOCIETY, MANAGEMENT, CULTURAL HERITAGE...)**
- **MONITORING AND CONFORMITY ASSESSMENT.**

At International level, the most common and well structured labels providing environmental standards are: EU Ecolabel, Green Key, Green Globe and Earth Check.

EU ECOLABEL



EU Ecolabel: The official European Union label is awarded to accommodation establishments and campsites and the verification process and assignment of the certificate are performed by the national partner organisations, e. g. environmental ministries. As of September 2023, 2584 licences for 88921 goods and services were certified on the EU market.

GREEN KEY



Green Key: ecolabel available worldwide, awarded to leisure infrastructure such as hotels, hostels, campsites, holiday parks, small accommodations, conference centres, restaurants and attractions. It focuses mainly on environmental issues (5000+ certified establishments in 60+ countries).

GREEN GLOBE



Green Globe: It certifies businesses, conference centers, hotels, resorts and attractions and includes economy, environment, cultural heritage and social issues (about 600 certifications in more than 80 countries).

EARTHCHECK



EarthCheck: It has sustainability certification and programs for hotels, activities, attractions, restaurants, transport & mobility services and destinations. EarthCheck certified standards deliver a holistic approach to sustainability including environment, social issues, economy, cultural heritage (839 members in 70 countries and 32 standards in different areas).

ECO-LABELS IN THE TOURISM SECTOR

Too many existing eco-labels are both an asset and a challenge.

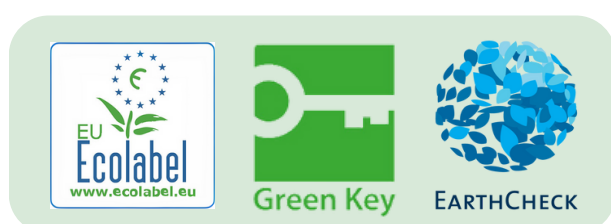
- **ON ONE HAND, THEY PROVIDE A TANGIBLE MEASURE OF ENVIRONMENTAL COMMITMENT FOR BUSINESSES AND ASSIST TRAVELLERS IN MAKING INFORMED DECISIONS.**
- **ON THE OTHER HAND, THE PROLIFERATION OF LABELS MAY CREATE CONFUSION AND DILUTE THE IMPACT OF INDIVIDUAL CERTIFICATIONS.**

Streamlining and harmonising these standards could enhance their effectiveness. Additionally, periodic assessments and updates of eco-label criteria are essential to ensure their relevance in addressing evolving environmental concerns.

The ongoing evolution of ecolabels signals a positive shift toward sustainability in the tourism industry, but a concerted effort to refine and consolidate these certifications will further amplify their impact on promoting sustainable tourism.

Labels backed by independent third-party auditors, like Global Sustainable Tourism Council (GSTC), offer assurance of robust standards. However, the audit process can be costly, potentially limiting participation from smaller businesses.

Based on an initial feasibility analysis, the general framework of the ConsumeLess criteria is developed by comparing and utilising mainly three of the above selected labels (EU Ecolabel, Green Key and EarthCheck).



Nevertheless, the ConsumeLess Advisor, and particularly the tourism businesses addressed, are totally free to choose any of the existing certification schemes, at national or international level.

Independently of the choice, please always keep in mind the characteristics of the destination, of the hosting communities, of the surrounding environment, of its heritage and cultural resources, of the travellers, and of the addressed businesses. Remember, Sustainability should always rely on win-win strategies and actions.

The most important is really to start taking action, because there is no Planet B!

ANNEXES

- **ANNEX 1**
With4Less tips & recommendations per business sector
- **ANNEX 2**
On-Spot assessment template

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