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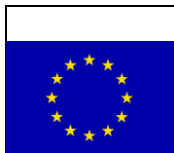
CREATIVE SUSTAINABLE MANAGEMENT, TERRITORIAL COMPATIBLE MARKETING AND ENVIRONMENTAL EDUCATION TO BE PARKS

Component 3:	PA Sustainable Management 2BParks
Phase 3.3:	Environmental Clusters
Deliverable 3.3.1	**RULES FOR A 2BPARKS BRAND/CARD** Guidelines for Partners and rules and criteria for admission and certification of members of the 2BParks Environmental Clusters

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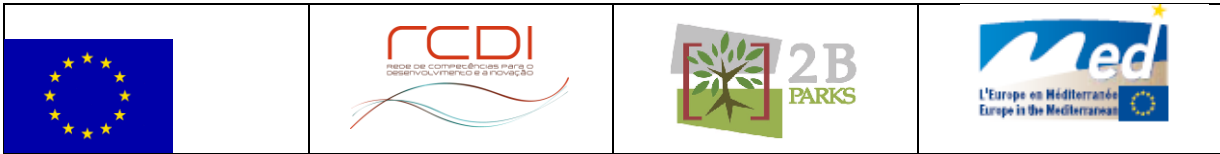# CONTENTS

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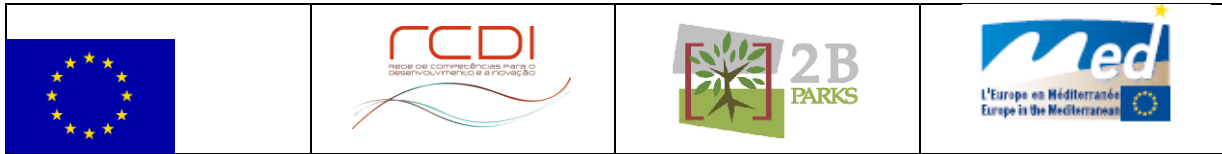
SUMMARY

This phase is planned to promote Environmental Clusters, viewing to group enterprises, socio-economic operators and public bodies, which have adopted a sustainable environmental business strategy contributing in this way to the protection and enhancement of MED Protected Areas and the natural resources in general.

The current report is envisaged to provide guidelines for partners on the following issues:

- ✓ General framework – what is a sustainable business and which benefits result from sustainable activities

- ✓ Criteria and rules applicable for the implementation of the 2BParks Environmental Clusters;

- ✓ Tools for collection of information and for the admission and certification process of Cluster Members, including the following documents:

    - Template for the organisation of databases;
    - Application Form for admission as Member of the 2BParks Environmental Clusters;
    - Declaration of Honour for admission as Member of the 2BParks Environmental Clusters;
    - Membership Certificate of 2BParks Environmental Clusters;

- ✓ Organisation of territorial Road-Shows;

- ✓ Further Development and follow up of the Environmental Clusters.

PHASE DESCRIPTION

This phase is planned to promote **Environmental Clusters**, which will group enterprises, socio-economic operators and public bodies that have adopted a sustainable business strategy contributing, in this way, to the protection and enhancement of MED Protected Areas and the natural resources at large.

TASKS ARE:

- Mapping operators, in particular economic operators, to allow the organisation of a comprehensive database;

- Defining criteria and rules for admission into the Environmental Clusters and for sharing the use of the 2BPARKS logo;

- Identifying benefits provided by the Clusters to enterprises and other operators (for example in terms of cost reductions and as a promotional tool);

- Organising territorial Road-Shows to gather members to the Clusters by disseminating information on the opportunities offered by the adoption of sustainable business strategies and related green marketing approach, stimulating a large number of operators to participate, therefore ensuring continuity.

OUTPUTS:

- 1 document providing rules and criteria for admission and certification of members of the 2BParks Environmental Clusters (PP11);

- 6 databases mapping operators, working in and around Protected Areas (LP, PP3, PP4, PP8, PP10 and PP11);

- 6 Territorial Road-Shows to incentivise the adoption of environmentally sustainable business strategies and to share the idea of a common regional label of 2BParks (LP, PP3, PP4, PP8, PP10 and PP11). Note: by lapse the Application Form mentions 7 Road-Shows instead of 6.

PART 1: GENERAL FRAMEWORK

1.1. WHAT IS A SUSTAINABLE BUSINESS?

The concept of "sustainable development" is widely accepted by the international community. It was described initially in the Brundtland Report, in 1987, as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs".

Although the general concept is easy to understand, it has been criticized for being difficult to apply for more practical purposes within different sectors.

In the scope of 2BParks, the practical objective related to the implementation of Environmental Clusters is reducing harm to local environments, reducing negative impacts on natural and cultural heritage and maximising social and economic benefits to local communities, therefore contributing to overall sustainability.

For the purpose of clustering activities the following general criteria were adopted to define a sustainable business:

➢ Uses resources in a sustainable way (e.g. reducing consumption of water and energy, using renewable sources of energy);

➢ Minimises its negative impacts on the environment (e.g. minimising and recycling waste and waste waters);

➢ Supports local economies (e.g. providing employment opportunities and sourcing goods and services locally);

➢ Involves local communities, customers and public in general, creating environmental awareness.

1.2. WHICH BENEFITS RESULT FROM A SUSTAINABLE BUSINESS?

Adopting a sustainable business strategy will bring sound benefits and advantages to enterprises and other operators:

1. **It contributes to effective cost reduction**. A good environmental performance results in effective cost reductions, providing higher efficiency of resource use and increased business feasibility.

2. **It helps to differentiate from competitors**. Environmental and social issues are increasingly important to customer's decisions. To respond to these issues on the basis of a responsible approach will ensure differentiation from other competitors and will increase competitive capacity in the global market.

3. **It helps to diversify and to improve products and services**. A sustainable strategy helps to gain in-sight into the business, providing the grounds to diversify and to improve quality of products and services, thus enabling companies to retain existing clients and reach new clients.

4. **It provides a new angle for marketing and promotion**. Acting as a model of responsible and innovative business improves public visibility and overall perception of the company.

5. **It creates dynamics for economic growth**. The effect of the above factors combined with the development of inter-relations with twining and complementary operators creates dynamics for economic growth in the Environmental Cluster, as a whole.

In short, **a sustainable strategy will enhance the business image, will save money and will contribute to increase business opportunities and revenues**.

PART 2 - CRITERIA AND RULES TO IMPLEMENT 2BPARKS ENVIRONMENTAL CLUSTERS

2.1. GENERAL CRITERIA APPLICABLE TO CLUSTER MEMBERS

The businesses and other private and public institutions participating in the 2BParks Clusters should adopt appropriate technologies and good practices to ensure an adequate environmental performance, notably for efficient resource use and minimisation of emissions of greenhouse gases (GHG), as well as minimisation of production and recycling of waste and waste waters, therefore contributing to reducing their environmental impacts, protecting biodiversity and tackling issues related to climate changes.

The operators should respect the European, national and regional legislation related to environment, along with the regulations referring to economic and social issues set out by local, regional and national authorities.

Customers (local residents and tourists) can make more sustainable choices if efforts are made to communicate clear information on environmental behaviour and environmental good practices adopted by the Cluster Members. In this respect, the label 2BParks should be associated to sustainability, through underlying data related to the environmental performance of the operators, whenever possible,

The Members of the Clusters should be encouraged to participate actively in the initiatives and processes put in place or supported by the 2BParks partnership and to use the tools created by the project to promote the implementation of the Environmental Clusters, the Local Development Pilot Plans (LDPP) and the Local Tourism Sustainable Plans (LTSP).

A holistic approach is envisaged, based on collaborative work and sharing of information and experiences to integrate sustainability into management practices and to secure the active participation of Members in developing sustainable activities, to generate strong Environmental Clusters.

Nevertheless, Cluster Members are not expected to compulsory adopt formal environmental management systems. They should be asked however to implement the following **core steps**:

➢ Provide information on their environmental performance, to qualify as Members;

➢ Sign an environmental business statement;
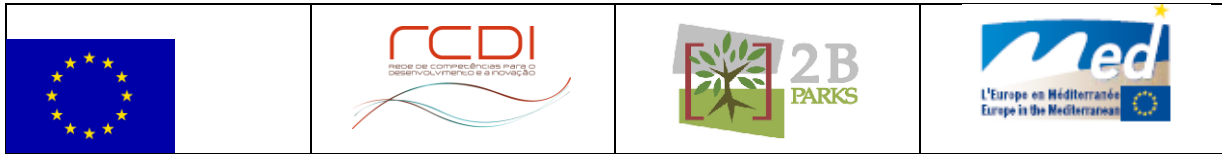
> ➤ Disseminate information on good environmental practices and results obtained, to customers, suppliers and public in general, to create environmental awareness.

## 2.2. SPECIFIC RULES APPLICABLE TO CLUSTER MEMBERS

The selection of Members should be based on relevant sustainability issues and the rules should be defined to guarantee that the accepted Members pursue a sustainable environmental and social approach. Nevertheless, particular attention should be given to the following aspects:

> ➤ It is important to recognise what operators are already doing and motivate them to take further steps to improve their performance;

> ➤ It is important to have a flexible approach because environmental and social priorities will probably vary for different types of businesses and for different Regions, thus some aspects will be more relevant for some activities and in some locations and not in others.

> ➤ It is relevant to have in mind that the Clusters address a wide range of operators, from very small businesses to large organisations; therefore each operator will evaluate its own priorities and level of involvement, provided that the minimum rules for admission are accomplished.

> ➤ It should be transmitted to the operators the importance of getting feedback from them, as Cluster Members, envisaging the clustering process as a partnership venture.

The minimum rules for admission as a Cluster Member should be based on the main sustainability aspects summarised hereafter:

> ➤ Commitment to pursue a sustainable environmental and social policy;

> ➤ Commitment to transmit to the employees the adopted environmental and social policy, associated goals and implementation procedures.

> ➤ Commitment to monitor environmental and social performance and report publicly the results achieved, at least once a year;

> ➤ Commitment to follow good management practices related to relevant environmental issues, in particular water and energy consumption, production of solid waste, disposal and treatment of waste waters and air emissions.

The Application Form provided in Part 3 was designed to collect information on the sustainable business policy of the candidate Member, addressing the selected issues
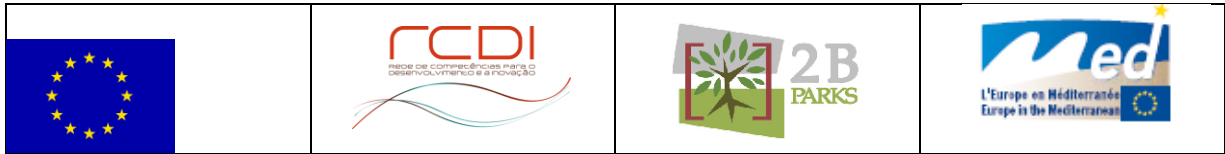
mentioned before, as well as some additional aspects. It is recommended that the candidate member has implemented at least one good practice, in each category, to allow admission into the Cluster.

The Application Form is not an environmental audit questionnaire and although it was prepared to be applied to all types of possible Members it is mainly addressed to tourism operators such as hotels, restaurants and other providers of tourism services, which are the major target audience, rather than industrial facilities.

The Application Form includes an open question, at the end of section 2, envisaged to collect information on relevant good practices implemented by the candidate Members. If the information provided by the applicants is relevant it will be possible to publish a repertoire of good practices implemented by the Cluster Members, which will increase the visibility of participants and will contribute to strengthen the credibility of the Environmental Clusters.

PART 3 - TOOLS TO IMPLEMENT 2BPARKS ENVIRONMENTAL CLUSTERS

3.1. ORGANISATION OF DATABASES

For mapping of operators, the following set of information should be collected:

- Name of Organisation

- Postal Address (including postal code)

- Location (NUTS II, NUTS III, Municipality)

- Telephone, Fax, E-mail, Website

- Contact Person and Position of the Contact Person

- NACE Code and NACE Code Description

- Number of Employees (by size categories)

- Turnover (by size categories)

An incremental approach will be adopted, starting with the possible available information, which will be used to promote the Environmental Clusters to target operators and to mobilise possible participants. Information will gradually be increased and updated, to allow a complete database of effective Cluster Members, searchable by location, NACE codes and size of the operators (number of employees and turnover). A complementary database of other operators in the Cluster territory will be also organised.

Possible sources of data to start the collection of information include: Regional and National Statistical Offices, Regional Chambers of Commerce, Municipal or Regional Departments dealing with economic activities, as well as specialised firms providing information on economic operators.

A template of the database is included in Appendix 1.

3.2. APPLICATION FORM FOR ADMISSION AS MEMBER OF THE ENVIRONMENTAL CLUSTERS

Application Form to the 2BParks Environmental Clusters

I, the undersigned, declare that the organisation I represent requests to be admitted as a **Member of the 2BParks Environmental Clusters** and I certify on my honour that the information contained in this Application Form is complete and correct.

1. Commitment and General Management

The organisation is committed to follow a sustainable environmental and social policy, according to the Declaration on Honour appended to this Application Form that shall be made available to our customers, the public and other interested parties.

The organisation is entrusted to transmit to their employees the environmental and social policy commitment, as well as associated goals and implementation procedures.

The organisation is committed to monitor environmental and social performance and report the results achieved, by at least one of the following means:

The annual report of the organisation ☐

The website of the organisation ☐

Other (please specify) _____ ☐
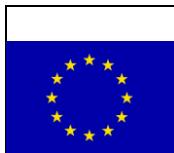
The organisation is environmentally certified

ISO 14001 ☐

EMAS – European Eco-Management and Audit Scheme ☐

Other (please specify) _____ ☐

2. Minimisation and Management of Environmental Impacts

The organisation adopts good practices for efficient use of **Water**, including the following procedures (mark when applicable):

Regular monitoring of water consumption ☐

Preventive maintenance ☐

Water saving devices (e.g. flow restrictors, aerators, percussion taps) ☐

Water saving devices in WC cisterns, or low flush WCs ☐

Detergents that readily biodegrade in the aquatic environment ☐

Awareness-raising information addressed to staff ☐

Awareness-raising information addressed to customers ☐

Other (please specify) _____ ☐

Other (please specify) _____ ☐

The organisation adopts good practices for efficient use of **Energy**, including the following procedures (mark when applicable):

Regular monitoring of energy consumption ☐

Preventive maintenance ☐

Energy efficient lamps ☐

Automatic devices to switch off lightning in unoccupied areas ☐

Automatic devices to shut down energy consuming equipment not in use ☐

Computerised building management systems to manage energy consumption ☐

Devices to recover hot and cold waste for use again in another situation ☐

Energy from renewable sources (e.g. solar panels or wind turbines to generate electricity) ☐

Environmentally beneficial fuels such as electricity, bio fuels and liquid petroleum gas (LPG) to power the vehicles ☐

Awareness-raising information addressed to staff ☐

Awareness-raising information addressed to customers ☐

Other (please specify) _____ ☐

Other (please specify) _____ ☐

The organisation adopts good practices for efficient management (e.g. segregation, recycling and disposal) of **Solid Wastes**, including the following procedures (mark when applicable):

Reduction of solid waste production, including reuse of materials (e.g. paper) ☐

Separation and delivery to recycling public containers or authorised operators of recyclable waste (e.g. glass, paper, plastics, metal) ☐

Separation, storing and delivery to authorised operators of hazardous waste ☐

Bulk purchasing and adoption of re-usable containers ☐

Buying products with recycled content (e.g. recycled paper products, toners and printer cartridges that can be refilled, recycled plastic products) ☐

Awareness-raising information addressed to staff ☐

Awareness-raising information addressed to customers ☐

Other (please specify) _____ ☐

Other (please specify) _____ ☐

The organisation adopts good practices for efficient disposal and treatment of **Waste Waters** (WW), including the following procedures (mark when applicable):

Connection to a public Waste Water System ☐

On-site Waste Water Treatment Plant, operating according to applicable legal standards ☐

On-site storage (septic) tanks, operating according to applicable legal standards ☐

Grey Water recycling ☐

Other (please specify) _____ ☐

Other (please specify) _____ ☐

The organisation adopts good practices for efficient management of **Air Emissions**, including the following procedures (mark when applicable):

Accomplishment of national and EU regulations on air emissions ☐

Other (please specify) _____ ☐

Other (please specify) _____ ☐

The organisation adopts good practices of **Responsible Purchasing**, including the following procedures (mark when applicable):

Cleaning materials with low environmental impact (e.g. non-chlorine bleach, phosphate-free soaps and detergents) ☐

Local and regional food products ☐

Products that have EU ecolabels or are locally recognised by certification systems as produced by sustainable means ☐

Products that have been ethically traded (e.g. Fair Trade label) ☐

Avoid buying products out of season or during periods when natural stocks are low ☐

Other (please specify) _____ ☐

Other (please specify) _____ ☐

The organisation adopts additional good practices that contribute to **Nature Conservation and Protection of Biodiversity**, including the following procedures (mark when applicable):

Corporate donations to Protected Areas or to environmental organisations ☐

In kind support through activity (e.g. clean-up campaigns of beaches involving staff volunteers) ☐

Participation in joint initiatives with other organisations to encourage residents and tourists to explore and protect the environment ☐

Participation in joint initiatives with other organisations to encourage residents and tourists to use local transports and walk/cycle ☐

Other (please specify) _____ ☐
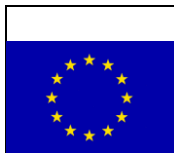
Other (please specify) _____ ☐

The organisation has implemented relevant good practices that can be shared with other operators (to be filled if the organisation is developing any practice or exemplar activity, deserving particular attention)

3. Contact coordinates and additional information on the applicant organisation

Name of Organisation _____

Legal status _____

Postal Address (including postal code) _____

_____

Municipality _____ Region _____

Telephone _____ Fax _____

E-mail _____ Website _____

Contact Person _____ Position _____

NACE Code _____ NACE Code Description _____

_____

Number of Employees

0 - 9 employees		10 - 19 employees	
20 - 49 employees		50 - 249 employees	
250 or + employees			

Turnover

0€ <= turn < 1.000.000€		1.000.000 € <= turn < 2.000.000€	
2.000.000€ <= turn < 5.000.000€		5.000.000€ <= turn < 10.000.000€	
10.000.000€ <= turn < 20.000.000€		20.000.000€ <= turn < 50.000.000€	
50.000.000€ <= turn < 200.000.000€		turn >= 200.000.000€	

Authorised signatory legally representing the operator

Name _____ Position _____

Date _____ Signature _____

According to Directive 97/66/EC, the 2BParks partnership informs that the data referring to your organisation will be included in the project databases and may be used to project dissemination activities.

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3.3. DECLARATION ON HONOUR FOR ADMISSION AS MEMBER OF THE ENVIRONMENTAL CLUSTERS

Declaration on Honour on Environmental and Social Policy

The _____ (name of operator) is committed to protect, conserve and restore the natural environment for the benefit of present and future generations. To fulfil this commitment we will endeavour to:

➢ Comply with all applicable environmental laws and regulations, as well as regulations referring to economic and social obligations;

➢ Manage our activities and services to operate more efficiently and profitably, using fewer resources and generating minimal greenhouse gases, waste and waste water;

➢ Improve environmental performance and reduce environmental impact of our activities;

➢ Create environmental awareness among our employees, customers, suppliers and the community at large.

This commitment has been communicated to all our employees and shall be made available to our customers, the public and other interested parties.

Authorised signatory legally representing the operator

Name _____ Position _____

Date _____ Signature _____

The final template for the **Declaration on Honour** is displayed in **Appendix 2**.

MEMBERSHIP CERTIFICATE OF 2BPARKS ENVIRONMENTAL CLUSTERS

After the analysis of the Application Form and Declaration on Honour of the candidate operators, by each partner promoting an Environmental Cluster, the organisations fulfilling the required conditions are accepted as Members of the Environmental Cluster and are entitled to receive a card or a certificate, which recognises their membership.

A Membership Certificate appears to be a better solution, rather than a Membership Card, because it provides higher visibility (e.g. it can be displayed in the reception desk of a hotel, in the window of a restaurant or tour operator). The following content is proposed to the Membership Certificate.

Membership Certificate of 2BParks Environmental Clusters

This Certifies that

_____
(Name of the organisation)

is a registered Member of the **2BParks Environmental Clusters**
and is committed to protect, conserve and restore the natural environment for the benefit of present and future generations

_____
Signature on behalf of the
Steering Committee of 2BParks

2BParks Stamp / Logo

The final template for the **Membership Certificate** is displayed in **Appendix 3**.

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PART 4 – TERRITORIAL ROAD-SHOWS AND FURTHER ANIMATION OF ENVIRONMENTAL CLUSTERS

4.1. TERRITORIAL ROAD-SHOWS

After the mapping of economic operators is accomplished the Environmental Clusters should be promoted through mailing /e-mailing campaigns and the organisation of territorial Road-Shows (1 Road-Show per participating partner).

It is advisable that the promotional Road-Shows are integrated with activities and initiatives organised under Phases 3.2 (Local Development Pilot Plans) and 4.2 (Local Tourism Sustainable Plans) to optimise synergies, minimise efforts/resources and to assure consistency to the whole programme.

The Road-Shows are expected to include workshops and meetings addressed to the target operators and can be successfully combined with other promotional initiatives (e.g. activities under phases 3.2 and 4.2 as mentioned before), or other initiatives developed by other local/regional organisations (e.g. Chambers of Commerce, Municipalities).

4.2. ANIMATION OF CLUSTER ACTIVITIES

Animation and follow up solutions for Environmental Clusters should be considered by each participating partner, including:

➢ Development of additional promotion activities (co-ordinated or integrated with the promotion activities of the Local Tourism Sustainable Plans);

➢ Review and regular update of the Database of Members;

➢ Annual update of information for each Member, to guarantee the renewal of the Membership Certificate.
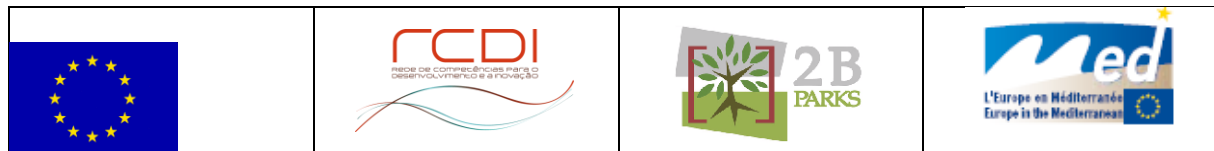
APPENDIX 1

TEMPLATE FOR MAPPING OPERATORS FOR ENVIRONMENTAL CLUSTERS

Data Base of Economic Operators for Environmental Clusters

ID Number	Name of Company / Organisation	Postal Address	Post Code	City / Village	NUTS II Code	NUTS II Designation	NUTS III Code	NUTS III Designation	Municipality Code	Municipality Designation	Telephone	Fax

E-mail	Website	Contact Person	Position of the Contact Person	NACE Code	NACE Code Description	Code Nr. Employees	Number of Employees	Code Turnover	Turnover
					Statistical classification of economic activities in the European Union	1	0 - 9 employees	1	0€ <= turn < 1.000.000€
						2	10 - 19 employees	2	1.000.000€ <= turn < 2.000.000€
						3	20 - 49 employees	3	2.000.000€ <= turn < 5.000.000€
						4	50 - 249 employees	4	5.000.000€ <= turn < 10.000.000€
						5	250 or + employees	5	10.000.000€ <= turn < 20.000.000€
								6	20.000.000€ <= turn < 50.000.000€
								7	50.000.000€ <= turn < 200.000.000€
								8	turn >= 200.000.000€

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APPENDIX 2

TEMPLATE FOR THE DECLARATION ON HONOUR
ON ENVIRONMENTAL AND SOCIAL POLICY

APPENDIX 3

TEMPLATE FOR THE MEMBERSHIP CERTIFICATE OF 2BPARKS ENVIRONMENTAL CLUSTERS