



HTW Chur

Institute for Tourism and
Leisure Research



Session 23 - Polo

Measuring and labeling sustainability in Alpine destinations

AlpWeek 2012 Val Poschiavo

Prof. Dr. Tobias Luthe, University of Applied Sciences HTW Chur, CH

Laurent Burget, Director, Mountain Riders Association, Chambéry, FR

Session overview

- 9.00 Welcome and presentation of SMTA
- 9.10 Overview and comparison of sustainability labels in Alpine destinations
Prof. Dr. Tobias Luthe
- 9.30 The Flocon Vert Label
Laurent Burget, Association Mountain Riders
- 9.50 Questions and discussion
- 10.10 How to build a European sustainability label?
- 10.20 Workshop and discussion
- 10.30 End of the session

European Sustainable Mountain Tourism Alliance (SMTA)

The SMTA's is a European network of organisations, promoting the development of sustainable mountain tourism across European regions with a global outreach, founded 2009.



Aim:

To support mountain regions, resorts and destinations year-round in improving their resilience to global environmental change and promoting sustainable growth.

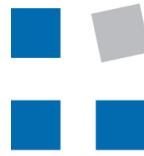
SMTA will bring together public and private stakeholders such as municipalities, industry representatives, universities, researchers, sustainability practitioners, associations and NGOs to be a partner for change towards sustainability.

SMTA's activities include:

- Networking and capacity building
- The development of sustainability benchmarking tools for mountain destinations
- Outreach, education and communication on sustainability

European Sustainable Mountain Tourism Alliance (SMTA)





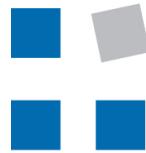
HTW Chur

Institute for Tourism and
Leisure Research



Video Clip Alpine Initiative





HTW Chur

Institute for Tourism and
Leisure Research

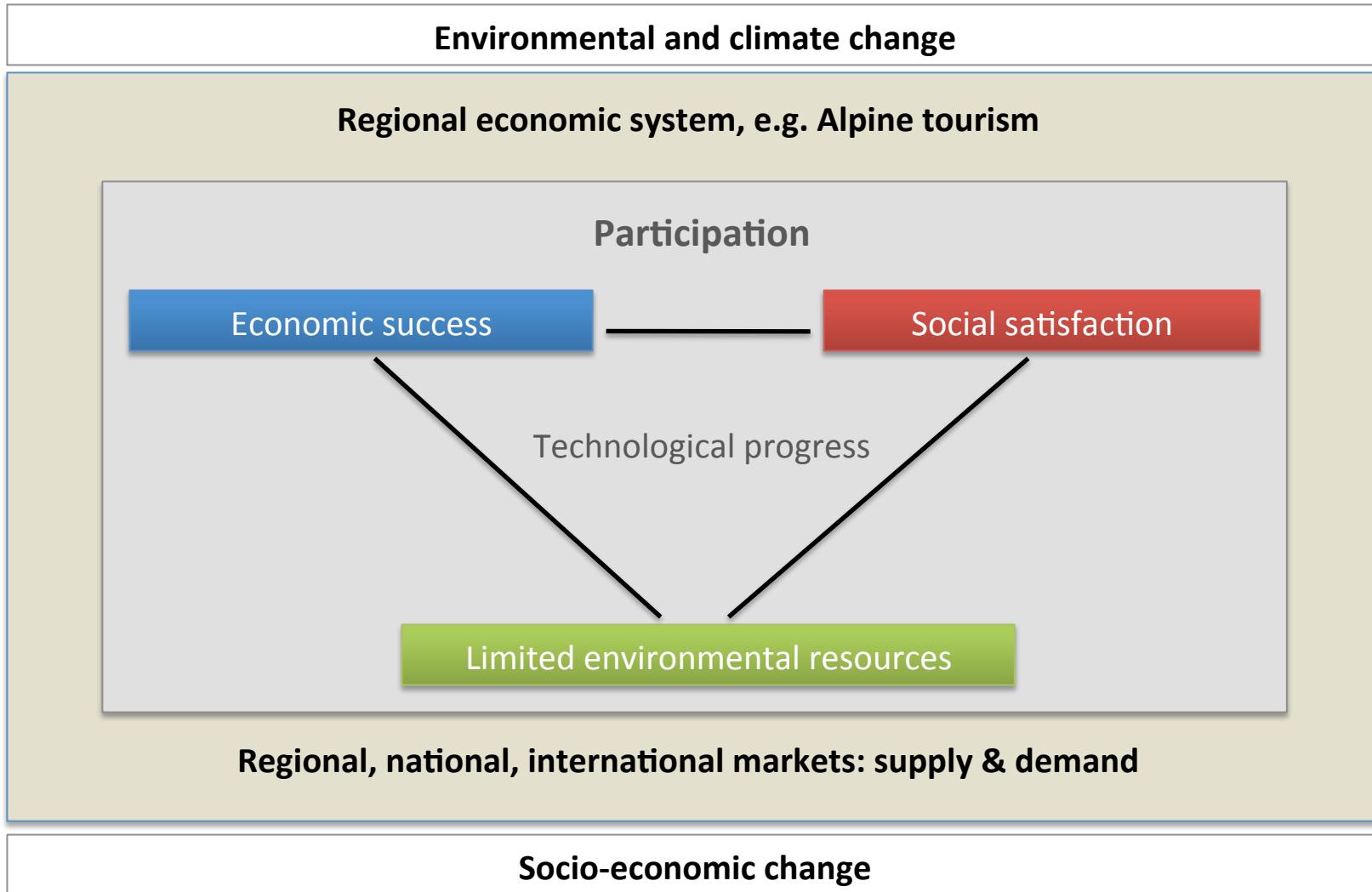


Overview and comparison of sustainability labels in Alpine destinations

Prof. Dr. Tobias Luthe

University of Applied Sciences HTW Chur, CH

Regional (Alpine) sustainable development



The need to assess sustainability

Finding that balance is **complex, systemic, dynamic and uncertain**:

- What are the impacts of (global) environmental change?
- How do the markets react?
- How does the customer behave?

We need **better data, better tools for processing that data, better models for understanding complexity, better forms of participation, for better decision making**.

In order to succeed in sustainable (regional alpine) development, we need to **measure, process, implement and communicate** sustainability, successfully.

A tool for assessing sustainability needs to...

- ... efficiently and effectively...
- ...measure ecological, economic and social aspects...
- ...be able to capture systemic interrelations...
- ...simplify complexity...
- ...make results operatable for decision makers...
- ...be internationally comparable and benchmarked...
- ...enable monitoring over time...
- ...be transparent and trustworthy.....
- ...be widely accepted and implemented..
- ...support the supply side for risk management, cost savings and marketing...
- ...translate into an easy understandable communication figure for customers.

A classification of sustainability assessment

Measuring how:

Multicriteria indicators

Composite indicators and indicator sets

Assessment frameworks (e.g. integrated sustainability assessment)

Modelling tools (e.g. integrated assessment tools)

Participatory tools (e.g. focus groups)

Scenario analysis

Measuring what:

Impact (The measure of xy is z)

Process (xy is measured)

Communicate how:

Reports

Certificates

Labels

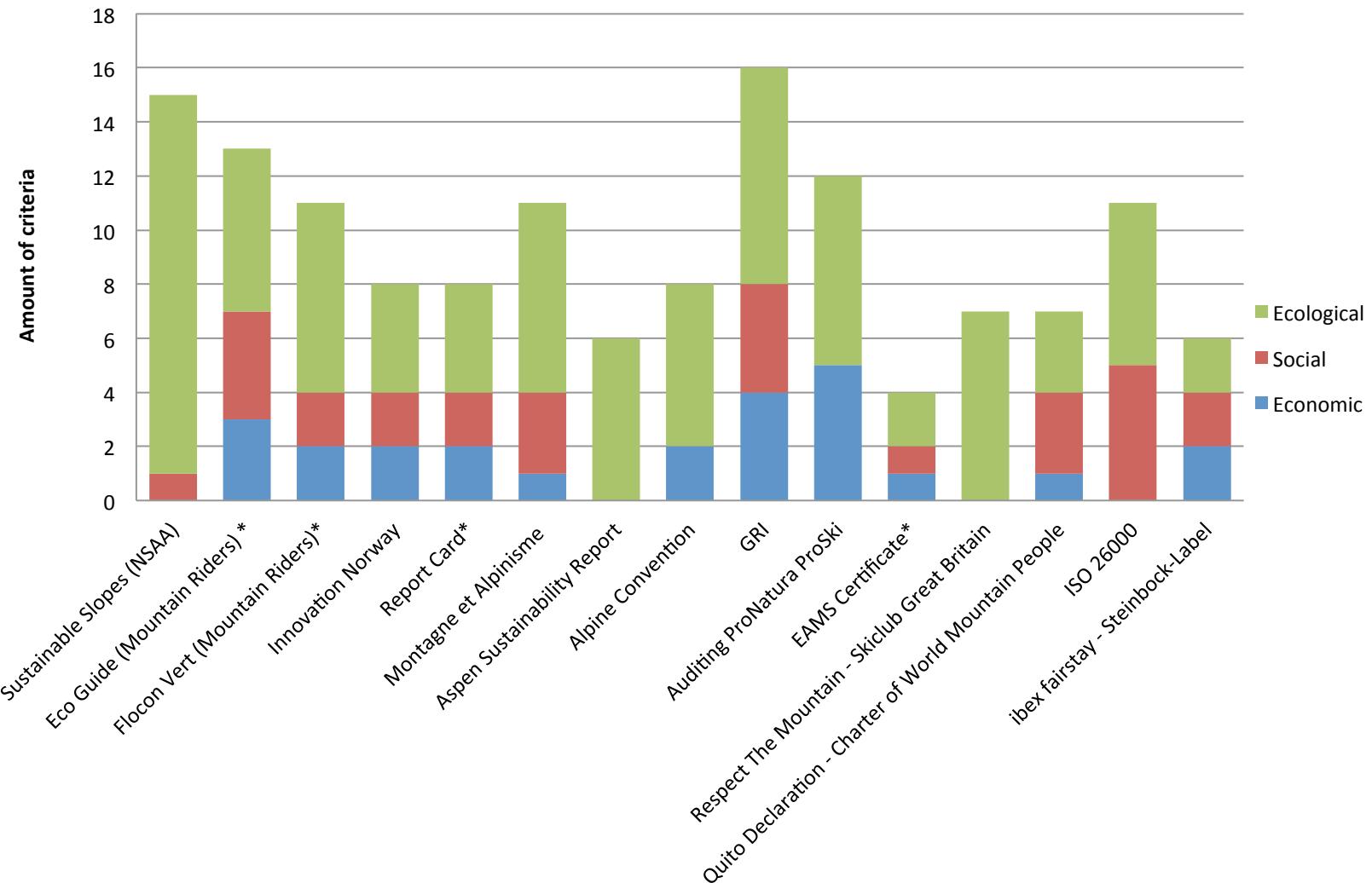
Sustainability reports, certificates, labels...



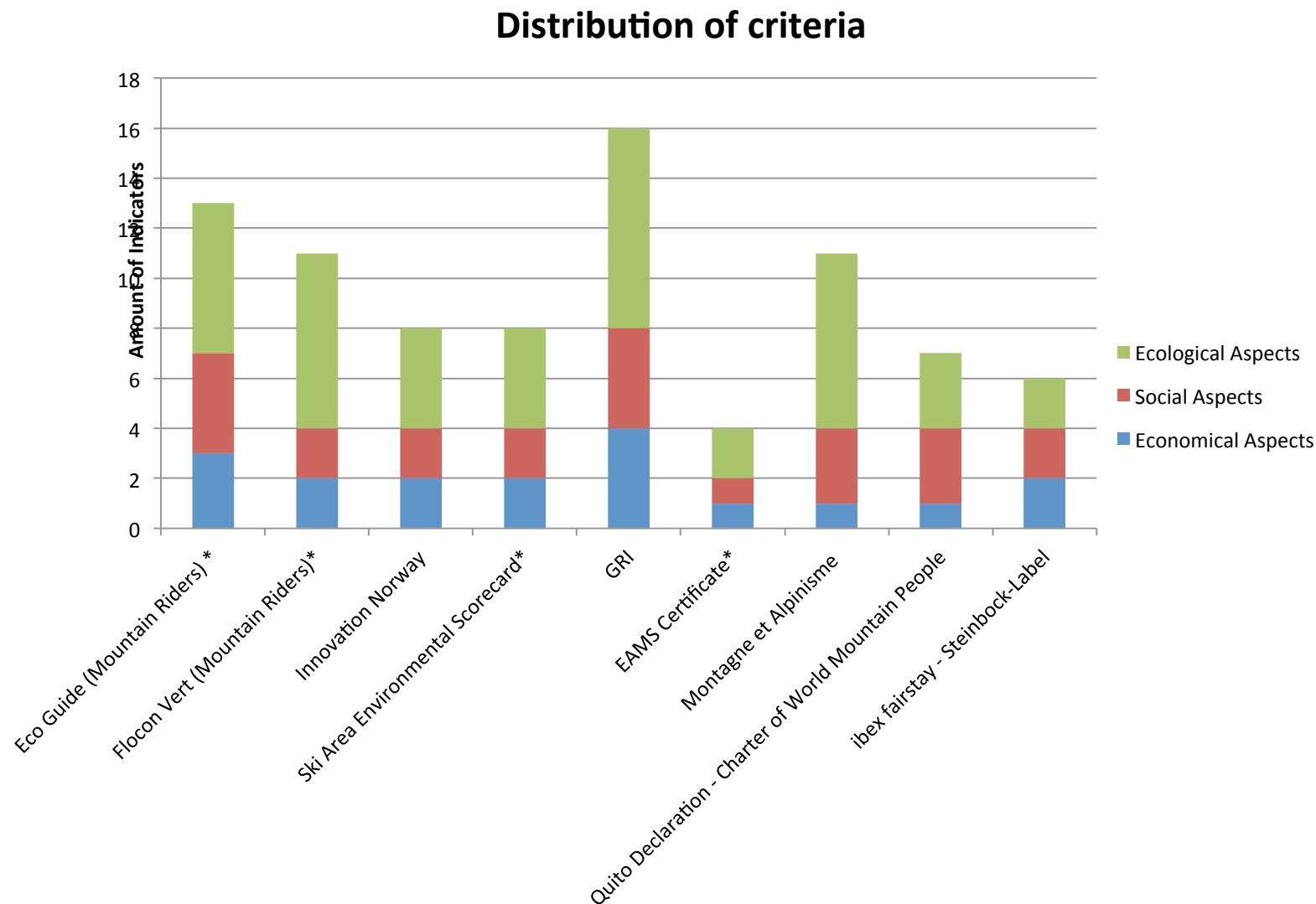
Sustainability assessment tools for an Alpine tourism context

	Muti-criteria indicators	Composite indicator
Impact assessment	Sustainable Slopes (NSAA)	Ecological Footprint
	Eco Guide (Mtn Riders)	Happy Planet Index
	Flocon Vert (Mtn Riders)	
	Innovation Norway	
	Ski Area Environmental Scorecard	
	Global Reporting Initiative (GRI)	
	Alpine Convention	
	(Aspen) Sustainability Report	
	Mountain Wilderness	
Process assessment	Auditing Pro Natura Pro Ski	
	Respect the Mountain Skiclub Great Britain	
	EMAS	
	ISO 14000/26000	
	The Natural Step	
	Ibex Fairstay	
	Quito Decl. Charter of W. Mtn. People	

Sustainability assessment tools for an Alpine tourism context

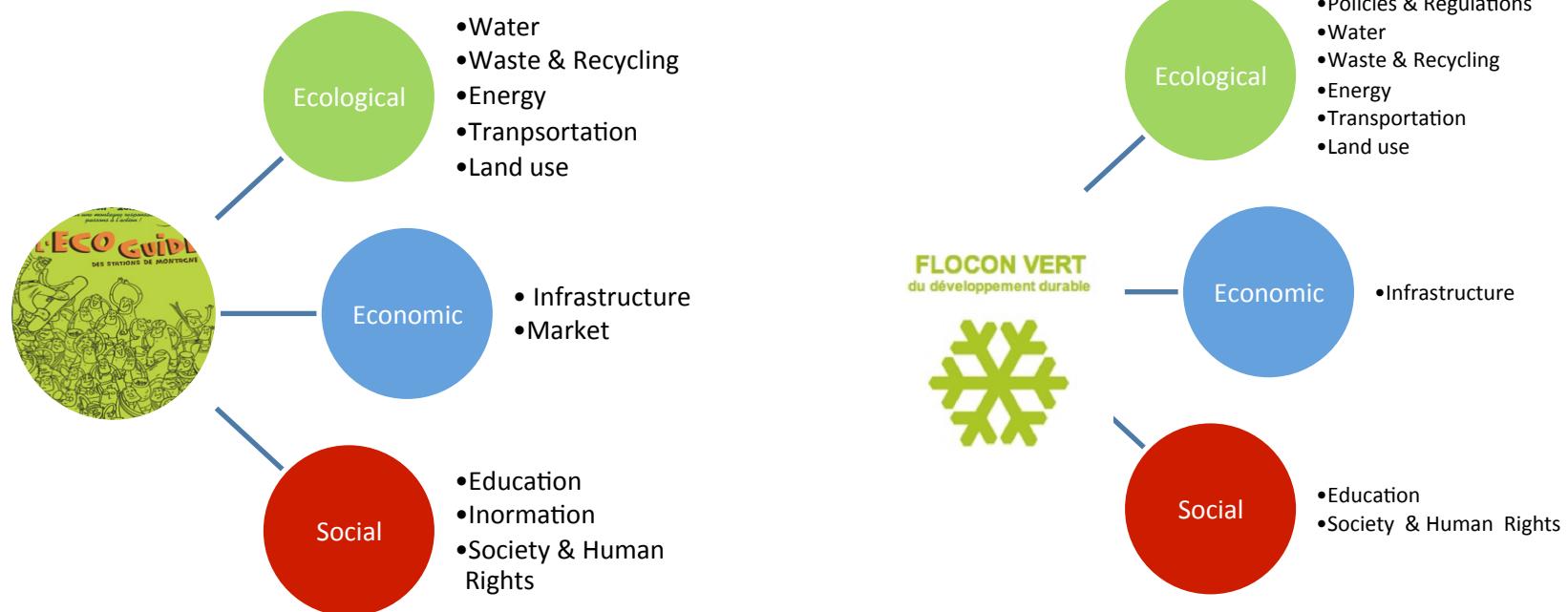


Tools with a three pillar approach



Labels & criteria

- Mountain Riders -



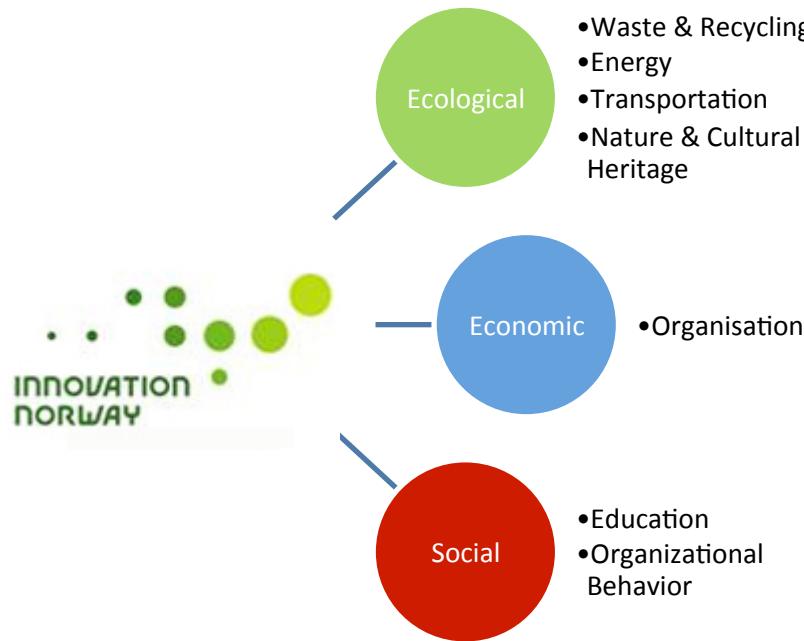
Labels & criteria

- Mountain Wilderness & GRI -



Labels & criteria

- Innovation Norway & NSAA-



Tools and labels for Alpine destinations in use

Large variety of labels with **two main kinds of measurements**
using **similar criteria** and **overlapping indicators**.



Developing a trustworthy label



Source: Luthe, T. 2009. Vulnerability to global change and sustainable adaptation of ski tourism - SkiSustain. Dissertation at the German Sport University Cologne, Institute for Outdoor Sports and Environmental Science, and the University of Zurich. 350 pages. Volume 25 of the INOK publication series. ISSN 1612-2437

Next steps in developing a sustainability assessment tool for Alpine destinations

Develop **one strong label**,
assessing both **impacts and processes**,
applying a **complete** and mainstreamed **set of criteria**,
independently **audited** and **certified**,
partnering with a strong, well-known and **popular brand**,
reaching a tipping point of **relevant partners** in the whole of Europe.

Good practice

FLOCON VERT
du développement durable





FLOCONS VERTS
du développement durable

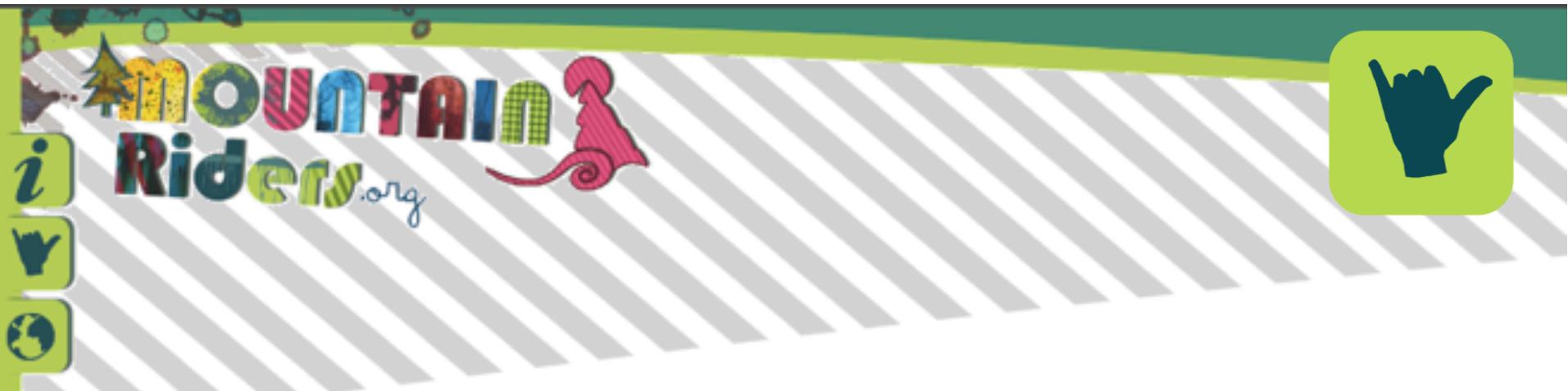


Flocon Vert label

Laurent BURGET : director Mountain Riders Association – Chambéry FR



Flocon Vert – 7 september 2012



Clip vidéo Frozen Trash



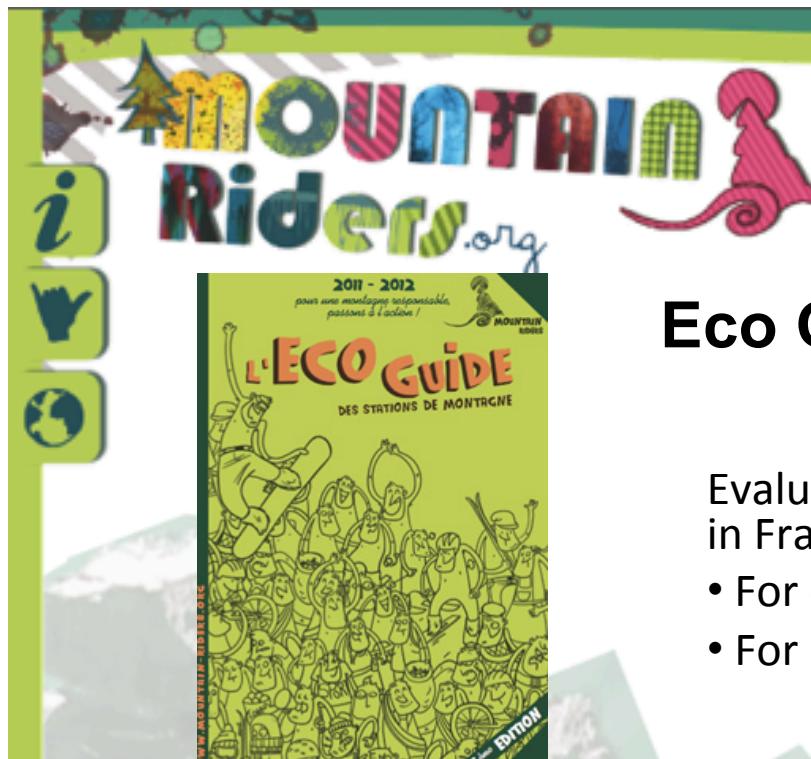






*C'est l'heure
du grand nettoyage
de printemps.*





i

v

globe

L'ECO GUIDE DES STATIONS DE MONTAGNE

Ecoguide Stations 11/12

Saas Fee

Transport

Energie

Aménagement

Eau

Déchet

Social

Territoires

2011 - 2012 pour une montagne responsable, passons à l'action !

MOUNTAIN RIDERS

www.mountain-riders.org

6ème EDITION

+

42 logos (evaluation criteria)

100 resorts all around the world

Distribution: 25 000 copies

Web, international media

3 Languages: FR, ENG, DE

Eco Guide to mountain resorts

Evaluate resorts actions in terms of sustainable development in France and all over the world since 6 years :

- For customers to choose their resort on sustainable criteria
- For resorts to use as a benchmark

Workshop - Ecocamp Verts - 21 Juin 2012

8 thématiques

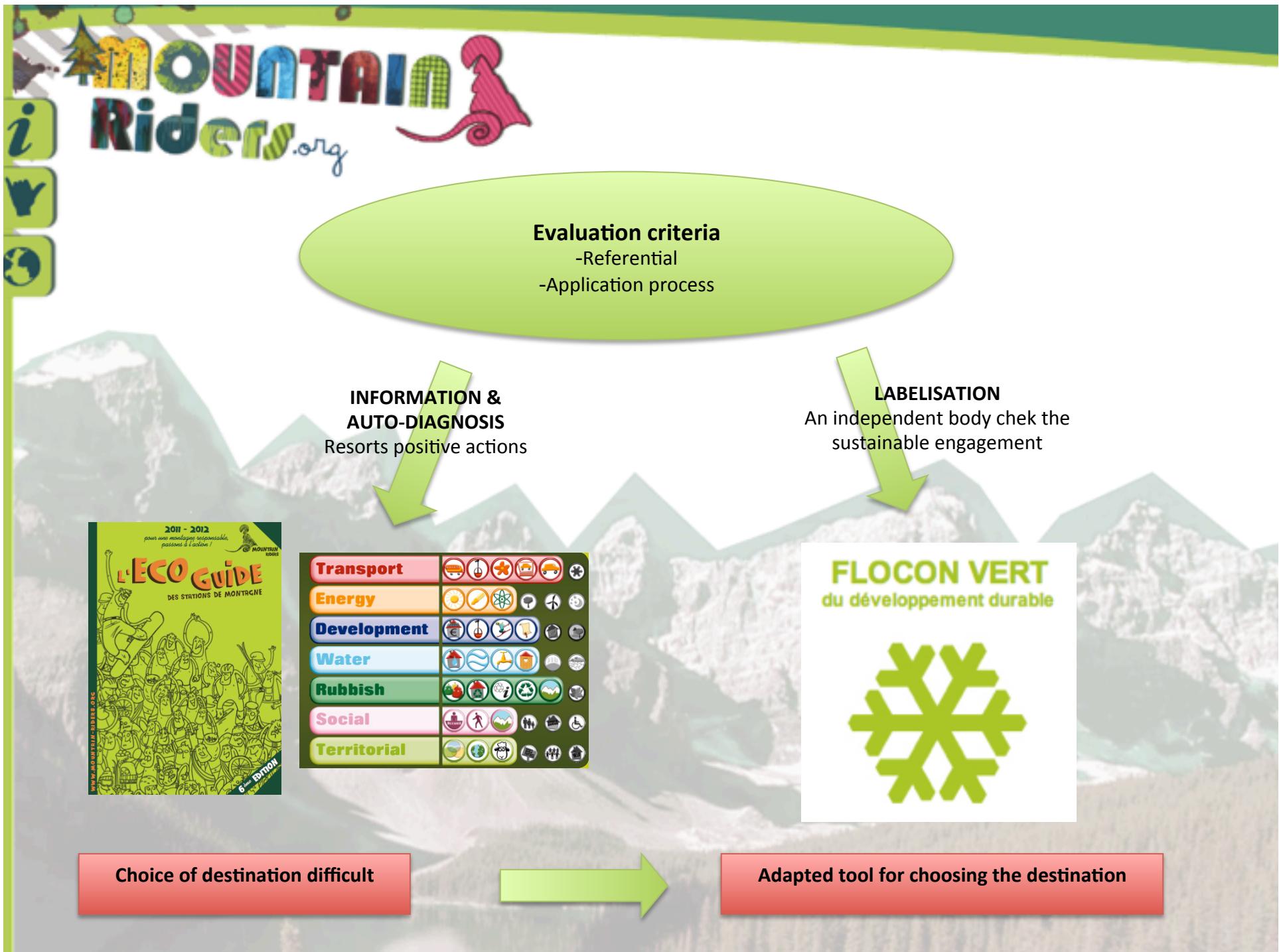




Evaluation Tool : ESQCV

ESQCV : Evaluation Simplifiée et Qualitative du Cycle de Vie
Simplified Life Cycle Assessment







Flocon Vert - Referential

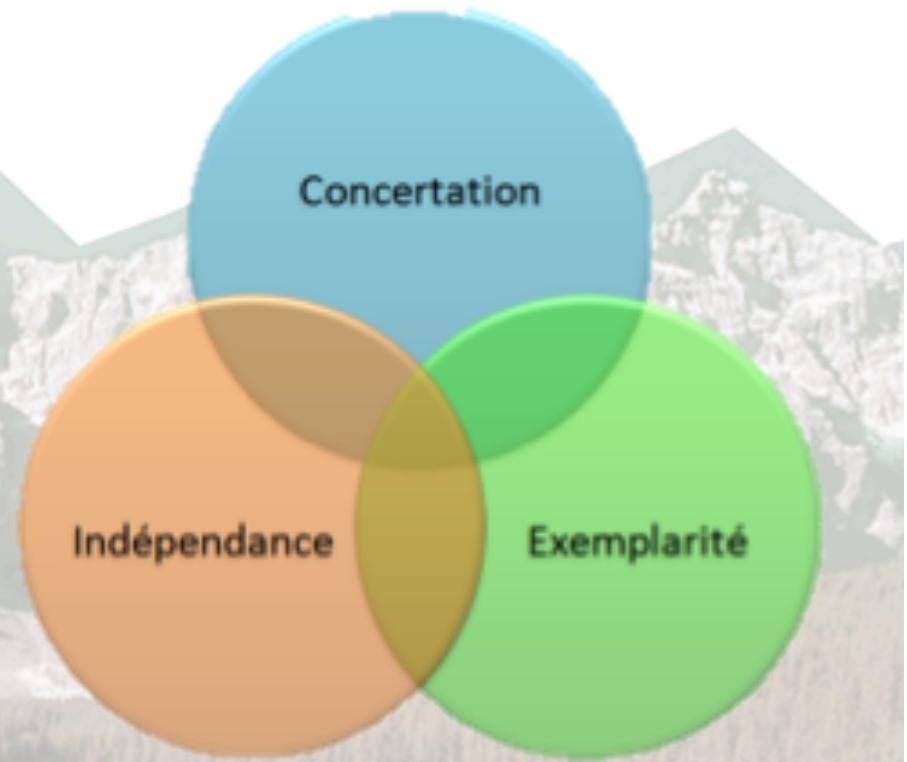
Thématique	Essentiels	Bonus
Gouvernance	Gouvernance communale	
Transport	Accès séjour Accès journée Mobilité douce Démarche Exemplaire	Déneigement Fret Qualité de l'air
Energie	Batiments publics Batiments privés Domaine skiable Eclairage Production d'énergie renouvelable	Electricité d'origine renouvelable
Amménagement	Urbanisme Accessibilité au logement Paysage Espaces agricoles Domaine skiable Espaces Naturels et biodiversité	
Eau	Assainissement Boues d'épuration Rivières Eau Potable	Zones Humides Eco Consommation d'eau
Déchets	Tri Education au tri Politique interne Gestion optimisée	Déchets professionnels
Social	Accessibilité Famille Saisonniers Handicap	Classes découverte Economie sociale et solidaire Ecoles
Territoires	Actions internes Agriculture et Sylviculture Sensibilisation et événements	Acteurs privés



Flocon Vert Philosophy

Goal : Help resorts in their sustainable policy
Promote exemplary policies

3 importants values :
Concertation – Indépendance – Exemplarité





Flocon Vert – labelisation process

1rst phase

1_ Questionnaire answer

To candidate the resort as to fulfill the questionnaire document

Nom de la station	Resort	Nom station
AOUT 2012		
INFORMATIONS GENERALES		
Informations de la commune - notées C		
C- 1	Nom de la commune	
C-1	<i>Réponse Commune</i>	
C- 2	Contact référent commune	
C-2	<i>Réponse Commune</i>	
C- 3	Nombre d'habitants à l'année	
C-3	<i>Réponse Commune</i>	
Informations Office de tourisme - notées OT		
OT- 1	Nom de l'office de tourisme	
OT-1	<i>Réponse OT</i>	





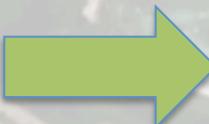
Flocon Vert – labelisation process

2nd phase

2_ Sustainable Analysis – by Mountain Riders

According to the referential and the filled questionnaire, an analysis is of the resort is edited. This analysis provide recommandation concerning sustainability
If the analysis reveal an accordance with the Flocon Vert referential, the 3rd phase is engaged

Réf. FV - Acteur	Question / Réponse	Evaluation MR	Remarque Eval
TRANSPORT			
		Non Concerné par ce critère	
		Performance satisfaisante	
		Critère à préciser	
		Performance insuffisante	
Critère 1 Accès station séjour			
11	Information : Quelles actions engagez vous pour informer les clients en séjour aux modes d'accès alternatifs à la voiture ?		
11 - C	Communication en 2ème de couverture dans la plaquette et accès direct "Venez autrement" sur le Home du site de l'OT (Le plan d'accès Voiture nécessite davantage de recherche) + Partenariat avec gestionnaire d'autoroute et SNCF	Information existante, globales et améliorations en cours	
12	Train et bus : Quelles alternatives de transport en commun sont proposées ?		
12 - C	Travail en cours avec le département (la gare n'est pas sur le territoire communal). Aujourd'hui, le transport est assuré par un transporteur privé (prix en charge du prix du ticket hauteur de 70% par la commune sur présentation du ticket de train)	Prix, distance, fréquence des bus à préciser	
13	Accueil : Quelles actions sont engagées pour garantir un accueil de qualité aux personnes utilisant les transports en commun ?		
13 - C	Les vacanciers sont déposés à l'arrêt de bus en face de l'OT, pas de service particulier, une Gare routière en projet	Pas de service d'accueil	





Flocon Vert – labelisation process

3rd phase

3_ Independant audit

An independant body is assigned to chek the conformity of the resort regarding to Flocon Vert referential.

He pronounce about validity or not of the resort policy and performance





Flocon Vert – labelisation process

4th phase

4_ Flocon Vert committee

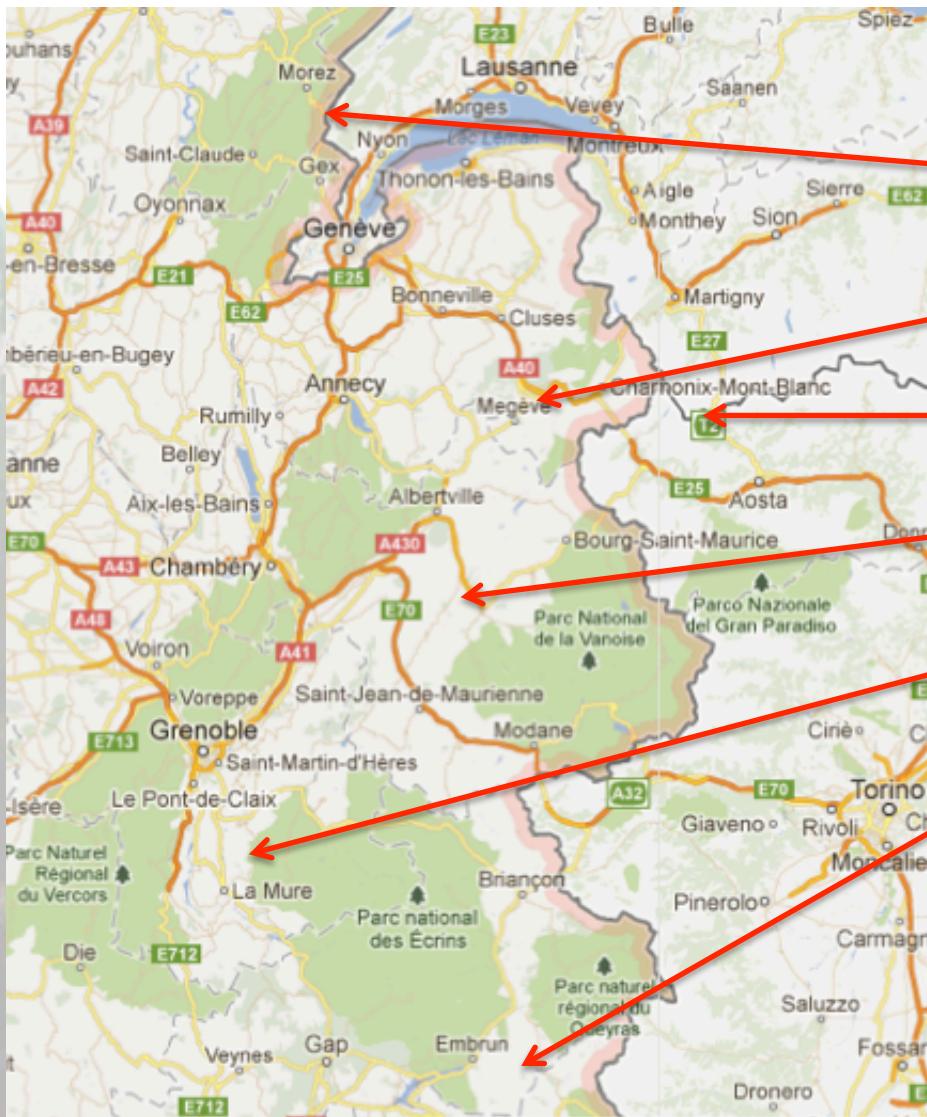
Composed with national and independants entities, the Flocon Vert committee give the label to the resort

The resort is labeled for 3 years with annual following audit





Pilote resorts



Les Rousses (39)

Megève (74)

Vallée de Chamonix (74)

Valmorel (73)

L'Alpe du Grand Serre (38)

Crévoux (05)



Flocon Vert – Calendar

2012

Jan - June: définition of Flocon Vert referential

21 june : workshop Flocon Vert

June - Sept : Audit Test of pilots resorts

Sept - Oct : labelling process writing

Nov – Dec : Flocon Vert application is open

6th Dec : Seminar « Flocon Vert »

“Presentation of the Flocon Process, motivation of public and professionnal bodies

31st Dec : closing of application



FLOCONS VERTS
du développement durable



Flocon Vert – Calendar

2013

January - April: Audit of applicant resorts
Development of communication tools

April : announcement of Flocon vert resorts in France

Summer : work with European partners to propose a global label

Nov – Dec : Flocon Vert application is open in France and Europe

Dec : Seminar « Flocon Vert » for Europe
Opening of the European Work

Questions ?



Clip vidéo Education - Pink Floyd



Workshop and discussion

A new alliance for sustainable mountain tourism: how to develop and implement a European sustainable mountain tourism label?

- Tools?
- Criteria?
- Label/brand?
- Critical partners?
- Time schedule?



www.sustainable-mountain-tourism.org

Thanks

AlpWeek 2012 Val Poschiavo

Prof. Dr. Tobias Luthe, University of Applied Sciences HTW Chur, CH

Laurent Burget, Director, Mountain Riders Association, Chambéry, FR