

## **Tourist activities are going green sustainably, at the request of consumer stakeholders**

Come summer, the consumer actor does not relax his commitment! The annual Europ Assistance study<sup>1</sup> reports that favoring socially responsible activities during the holidays remains a concern for 80% of French people. How to meet this expectation and provide serious proof of commitment, towards his peers and tourists? The NF Environment Visitor Sites certification, supported by AFNOR Certification, increases the visibility and credibility of tourist sites combining culture, biodiversity, an ecological and social approach, in a word: sustainable. This label is eligible for the ADEME – Tremplin – financial aid scheme as part of the tourism recovery plan.

### **Tourism stakeholders in introspection**

Supported by AFNOR, the NF Environment Visiting Sites certification distinguishes tourist companies, offering a face-to-face welcome for visitors, a ticketing system, and a cultural and educational offer, while respecting more sustainable tourism. How to track your energy consumption? How to raise awareness among staff and visitors about resource management? How to work with local suppliers and promote your regional roots? *“Wanting to certify your tourist site means engaging in reflection on the societal impact that you want to have. This approach can completely disrupt the business model, the recruitment method, risk management, and the image we want to give. It is also a revealer of assets that had never been identified before within the company and which can, thanks to certification, become growth drivers”*, comments Muriel Lacroix, national sustainable tourism referent for the AFNOR group. The audit, which covers six areas - water, energy, responsible purchasing, management, waste and dangerous products, is a concrete indicator which makes it possible to guide investments and build operational roadmaps.

For the tourist, this certification obtained is the assurance of participating in an activity which limits its impact on the environment and creates value in the territory of its stay. With a recognition rate of 86%, the NF brand is a guarantee of trust for 9/10 of French consumers.

### **Tourists looking for coherence, on a territorial scale**

Favor a mode of transport that emits few greenhouse gases, buy local products to keep crafts alive, carefully choose eco-responsible tourist accommodation, but not be able to visit a tourist site that would be just as eco-responsible?

French tourists expect coherence and convergence of commitments from the territories. This is why, since its launch in 2014, the NF Environnement “Visit site” certification has been deployed in particular at the initiative of regional tourism committees during collective operations. These make it possible to label several local players and consolidate the ecosystem and the Tourism sector. This territorial dynamic promotes exchanges between peers, accelerates collective innovation and optimizes the costs of implementing the approach. And above all, it succeeds in mobilizing as many tourism professionals as possible in order to contribute effectively and collectively to the tourism recovery plan.

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<sup>1</sup><https://www.europ-assistance.fr/fr/partenaires/media-room/publications/barometre-des-vacances-ete-europ-assistance-ipsos-2021>

Testimony from Solène Jaboulet, director of marketing and communications at La Cité du Vin in Bordeaux, certified NF Environnement visiting sites in 2021 :

*“From its creation, and in particular the construction of its building, the Cité du Vin has taken environmental issues into account. When the Bordeaux Métropole Tourist and Convention Office launched the “Bordeaux sustainable destination” initiative, it seemed important to us to be part of this approach. For the tourist, the coherence of commitments within the same territory plays a role in the choice of their destination. The NF Environnement Visiting Sites certification was therefore obvious to us, because it marks our membership in this movement; it is unifying and carries this convergence. It is also an important project to mobilize employees. The NF Environnement Visiting Sites approach serves as both a reference and a communication support. We position the logo visibly, promote it in the press and social networks. It is appreciated by both the general public and professionals. From a B2B point of view, it gives us more weight in discussions with suppliers and also leads them towards a more responsible approach. »*

### A helping hand from Ademe

50 million euros were allocated to Ademe as part of the Tourism Recovery Plan. They will be redistributed through the Tremplin system. Thus any VSE/SME embarking on a certification process will be able to benefit from financial assistance for the diagnosis and study phase. ADEME's only condition: that the project be costed between 5,000 and 200,000 euros.

### About AFNOR Certification

AFNOR Certification is a leading independent third-party organization in France thanks to its certification and evaluation services for systems, services, products and skills. It has 30 agencies on five continents and 13 regional delegations in France and mobilizes 1,600 qualified auditors to meet the needs of its clients on more than 60,000 sites around the world. A pioneer in the evaluation of corporate social responsibility (CSR) approaches, AFNOR Certification develops CSR labels and evaluations in the circular economy, eco-design, biodiversity, and responsible purchasing. The organization runs the NF certification system and offers several signs of confidence such as AFAQ certification, the Diversity and Professional Equality labels and the European Ecolabel.

**As part of the France Relance plan, AFNOR Certification supports the societal and ecological transition of the tourism industry through several labels, developed and deployed with professionals in the sector and the assistance of regional tourism committees..**

#### Référencement officiel :

- › Titre Maître restaurateur
- › Agrément classement meublés



#### Amélioration de la satisfaction client :

- › Séjours linguistiques, Plaisanciers, OTSI...,

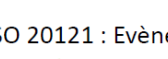
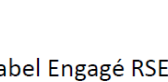


#### Vérification des mesures sanitaires



#### Démarches durables :

- › Ecolabels européens
- › NF Environnement sites de visite
- › Certification des ports de plaisance
- › Label Engagé RSE
- › ISO 20121 : Evènements responsables



The general management of AFNOR Certification is ensured by Julien Nizri. <https://certification.afnor.org>