

European

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**THE EUROPEAN GREEN DEAL**

**Aim:** Understanding the European Green Deal and how ecotourism entrepreneurs can benefit from it.

### Objectives:



Understanding what the European Green Deal is; its context, aims, objectives, how it works, the aspects it focuses on, its benefits, the sums available.



How the Green Deal plans to impact economy, society and everyday life in Europe and globally.



Aspects of the Green Deal that will impact ecotourism: transport, energy, construction, food, circular economy, biodiversity, social justice.



• The features the EU is looking for in future businesses and how ecotourism can benefit from the Green Deal.

## AIMS & OBJECTIVES



# What is the European Green Deal?

The European Green Deal is EU's **growth strategy** to transition the European economy towards a more **sustainable model for economic growth**.



*More info on [eucalls.net](https://eucalls.net)*

Plainly put, the European Green Deal is EU's plan to **modernise and transform EU's economy to do as little damage to the environment as possible**, in order to tackle the current environmental challenge.





# How Much is Green Deal?

Over € 1 trillion. Green Deal will be funded through **EU's budget for 2021-2027**, and one third of the NextGenerationEU Recovery Plan. (Green Deal is EU's lifeline out of the COVID-19 pandemic.)



*More info on [commission.europa.eu](https://commission.europa.eu)*

# Why Is This Relevant to Me?

I am just an Ecotourism Entrepreneur!

1

Green Deal will require massive **public investment** and will look to **direct private capital** towards **climate and environmental action**.

It will also affect **regulation and standards** for products and services.

2

3

It also seeks to developing **financial tools** to help reaching its goals (eg. taxing).

It will require **dialogue with social partners** and **international cooperation**.

4



## Understanding the Green Deal when designing your ecotourism business will help you:

1. Take advantage of **funding opportunities**
2. Be aware (or even anticipate) and comply with EU's new **standards and regulations** for sustainability
3. Enjoy **fiscal benefits** offered to sustainable business, as defined within Green Deal (eg. The Taxonomy Regulation)
4. Aim to develop **relations with social partners and international collaborations.**

ALL EU ACTIONS AND POLICIES will have to contribute to the European Green Deal objectives.



Understanding the Green Deal with ensure that you are designing your business for the future, taking advantages of current opportunities and minimizing potential setbacks.

The Green Deal is EU's way of trying to reach UN's Sustainable Development Goals (SDG), in which the EU has had substantial input.

The 17 SDG were set in 2015. They represent the global priorities and aspirations for 2030.

 **SUSTAINABLE DEVELOPMENT GOALS**



Sourced from [commons.wikimedia.org](https://commons.wikimedia.org)



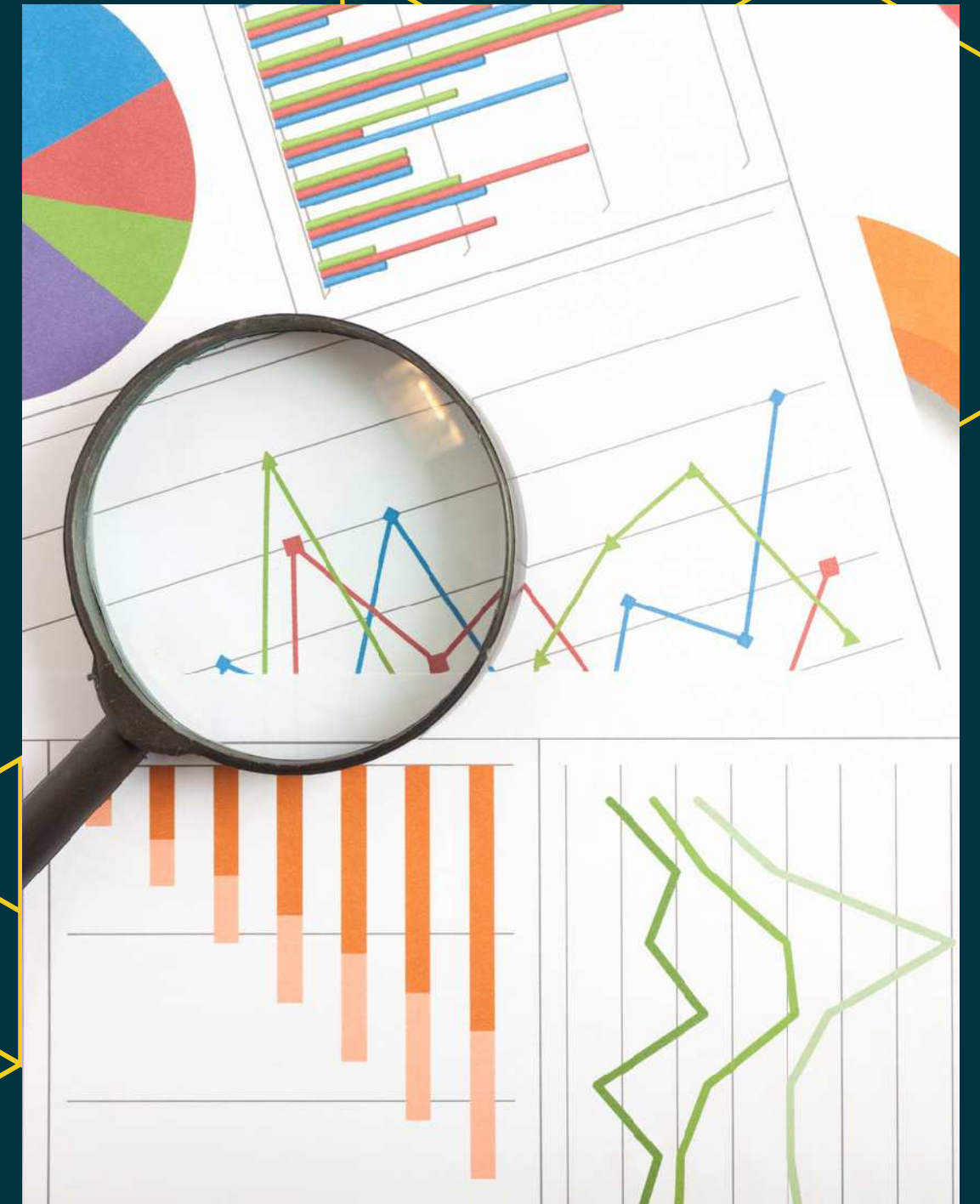
# Understanding the Green Deal:

However, according to a 2022 report, the confluence of crises, dominated by COVID-19, climate change and conflicts, are creating spin-off impacts on food and nutrition, health, education, the environment, and peace and security. The Report details the reversal of years of progress in eradicating poverty and hunger, improving health and education, providing basic services, and much more.

 [More info on unstats.un.org](https://unstats.un.org)

It is necessary to multiply our efforts to rescue the SDGs and deliver meaningful progress for people and the planet by 2030.

The European Green Deal is trying to support that.



## European Commission Priorities

### European Green Deal



### Economy that works for people



### Europe fit for the digital age



### European way of life



### Stronger Europe in the world



### European Democracy



The EU is developing several strategies to help reach various sets of SDGs:



Sourced from [commission.europa.eu](https://commission.europa.eu)

# Understanding Green Deal - Aims

The European Green Deal aims to transform the EU into a climate-neutral, resource-efficient, competitive economy.





no net emissions of greenhouse gases by 2050



economic growth decoupled from resource use



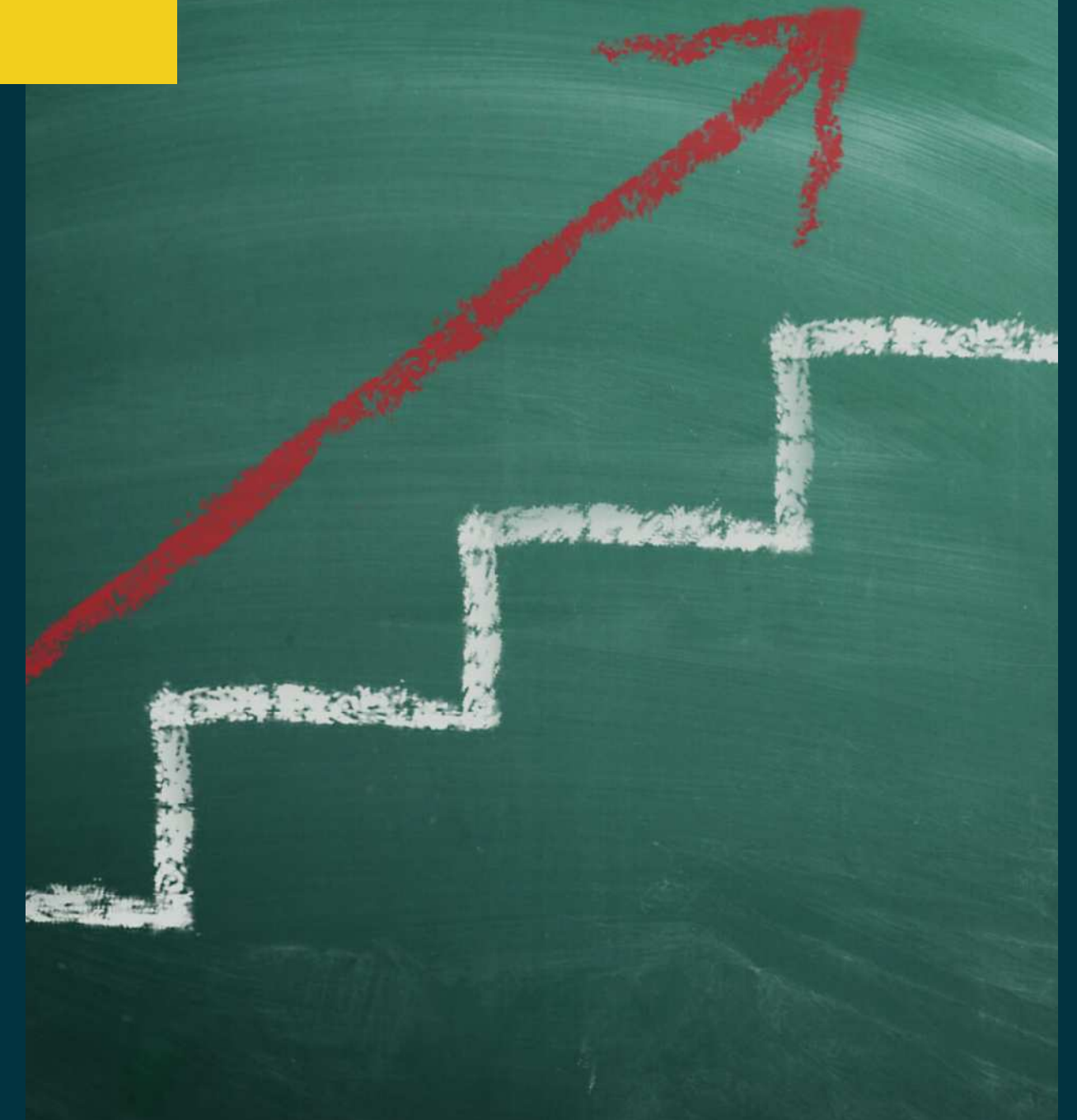
no person and no place left behind



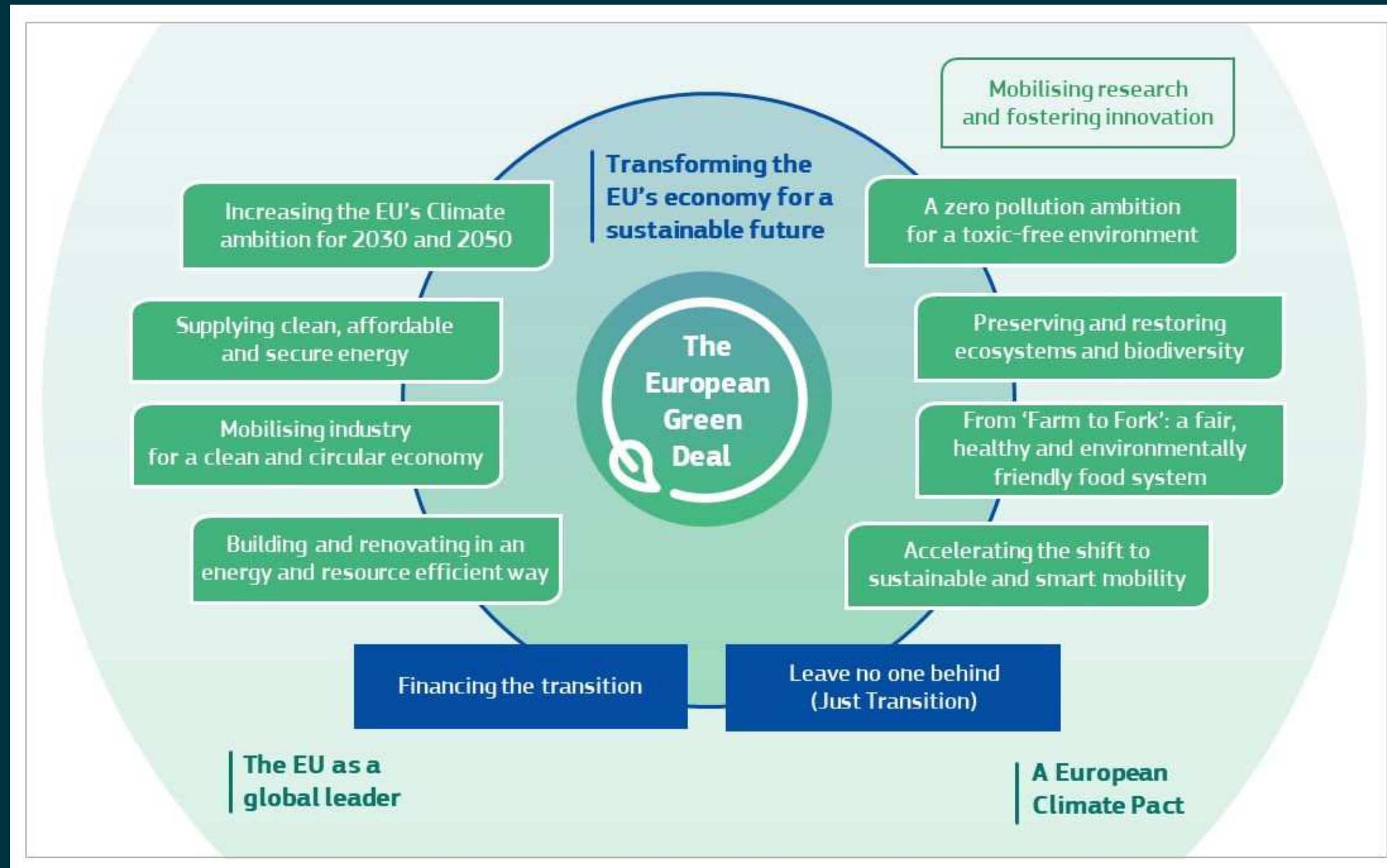
*More info on [commission.europa.eu](https://commission.europa.eu)*

These three objectives end up affecting all aspects of our lives (and businesses): **transport and infrastructure, energy supply, constructions and built environment, food and agriculture, industry production and consumption, pollution and waste, taxation, social benefits etc.**

## OBJECTIVES



# Elements of the Green Deal:



# Benefits of the Green Deal:

## The benefits of the European Green Deal



fresh air, clean water,  
healthy soil and  
biodiversity



renovated, energy  
efficient buildings



healthy and affordable  
food



more public transport



cleaner energy and  
cutting-edge clean  
technological  
innovation



longer lasting  
products that can be  
repaired, recycled and  
re-used



future-proof jobs and  
skills training for the  
transition



globally competitive  
and resilient industry



European  
Commission



Sourced from [www.icis.com](http://www.icis.com)

# Policy Areas

These are some of the main areas in which EU is developing new policies, impacting standards and regulations, funding opportunities:



## Sustainable Mobility

Promoting more sustainable means of transport



## Eliminating Pollution

Measures to cut pollution rapidly and efficiently



## Clean Energy

Opportunities for alternative, cleaner sources of energy



## Building and Renovating

The need for a cleaner construction sector



## Sustainable Food

Ways to ensure more sustainable food systems

## Sustainable Agriculture

Sustainability in EU agriculture and rural areas thanks to the Common Agricultural Policy (CAP)



## Circular Economy

Ensuring reuse and regeneration of materials and products



## Sustainable Industry

Ways to ensure more sustainable, more environmentally-respectful production cycles



## Pollution and Waste

Action to prevent pollution from being generated as well as measures to clean and remedy it



## Biodiversity

Measures to protect our fragile ecosystem



# Digital Technology, a Key Ingredient

An important element of EU's strategy to achieve the goals set in the Green Deal is the use of digital technology.

This is referred to as the Twin Transition.

Environmental Awareness

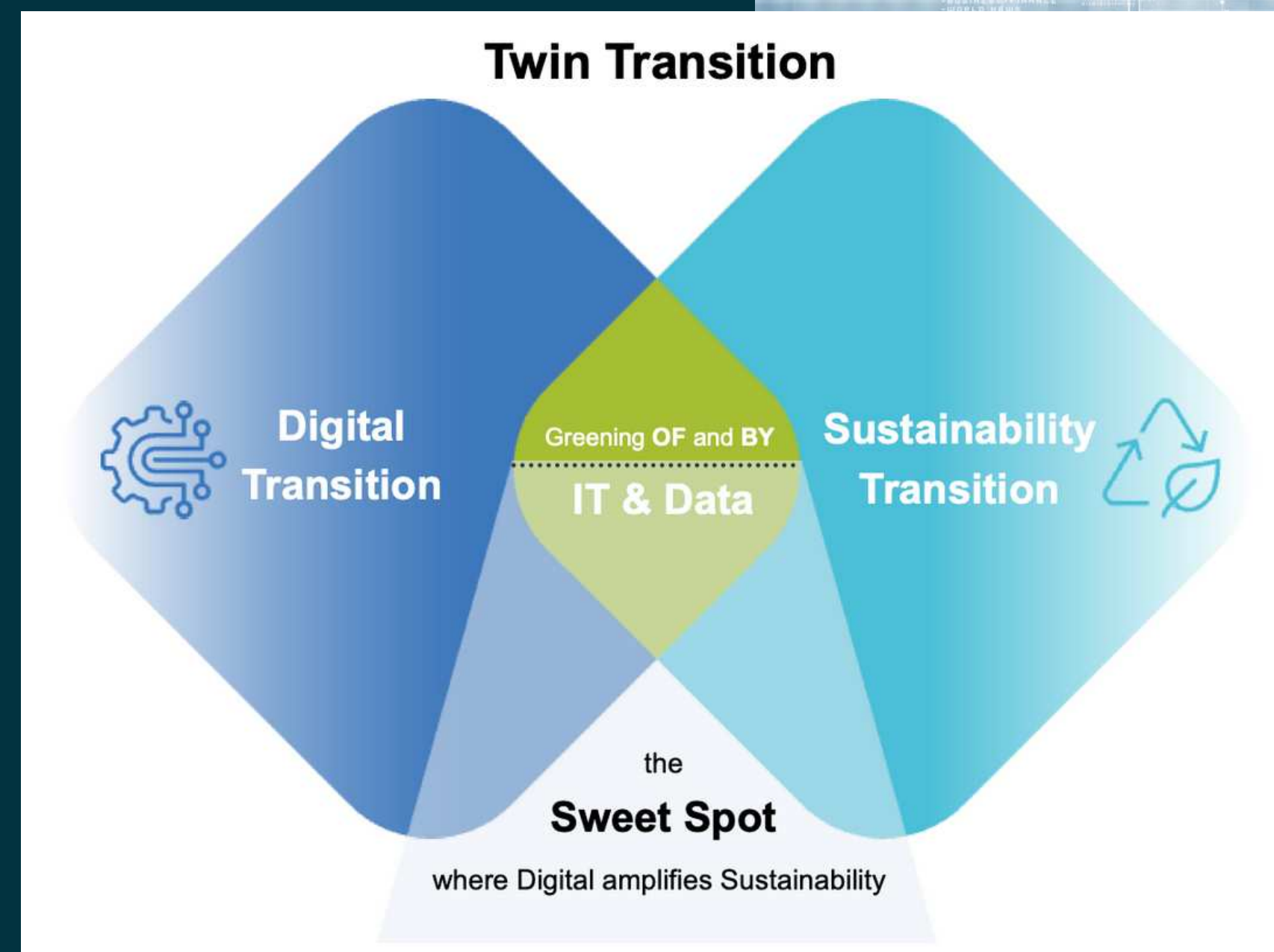
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Digital Technology

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Economy of the Future

The EU is relying on its capacity for innovation and research in the field of Digital Technology to find solutions to the challenges of Sustainability.



Sourced from [www.weforum.org](http://www.weforum.org)



# A Just Transition, No Citizen or Region Left Behind

In the context of Green Deal, EU has also created The Just Transition Mechanism (JTM), which is meant to ensure that the **transition towards a climate-neutral economy happens in a fair way, leaving no one behind.**

Its €55 billion are directed towards the most affected regions, to alleviate the socio-economic impact of the transition.



*More info on [commission.europa.eu](https://commission.europa.eu)*

# Where Is Ecotourism in All of This?

Many of the defining elements of ecotourism align with EU's Green Deal.

**Ecotourism is a form of tourism that aims to preserve and protect the environment.**

**It seeks to minimize negative impact on the environment, as well as to better the environment and local communities, which is exactly what The Green Deal wants.**



# What Aspect of the Green Deal May Impact My Ecotourism Business?

It depends on the type of business.

**Traditional examples of ecotourism business** are: hiking, flora and fauna watching, horse riding, cultural tours, water activities, winter activities, photo tours, gastronomic and wine tours etc.

**However, as EU is looking for innovation, designing tourist accommodation, eating places, farms and small and medium production businesses that are sustainable** can lead to them being included in ecotourism.



**Designing your ecotourism business in accord with the Green Deal objectives can bring your funding, compliancy with EU standards and regulation, financial incentives, and make sure that your business doesn't become obsolete or encounter sustainability problems in the near future!**





# Transport

Currently, transport accounts for 25% of the EU's greenhouse gas emissions.

This includes the transport of people and goods.

To achieve climate neutrality, a 90% reduction in transport emissions is needed by 2050.

The Green Deal aims to support affordable, accessible, healthier and cleaner alternatives for the transport of people.

It aims to support the shift to rail and waterborne transport, including short-sea shipping for goods.



*More info on [eur-lex.europa.eu](https://eur-lex.europa.eu)*

Although you can't be responsible for the means of transport that your clients use to get to you, you can **make sure that any activities you offer include clean transport** (such as electric vehicles, bicycles, walking etc)



Also, remember that any material or product you use has had to be transported to reach you. The further it came from, the bigger the gas emission.

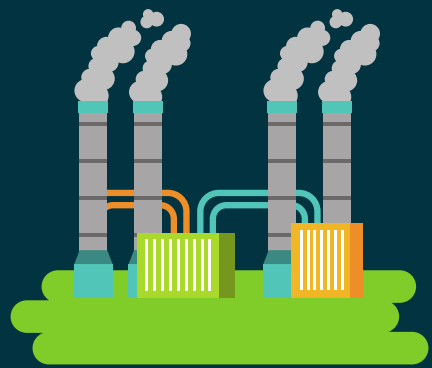
Try to minimise the gas emissions by using, as much as possible, locally sourced materials and products, or goods that have been transported in sustainable ways.



This will get easier in time, as The Green Deal also aims to make the environmental impact of products more transparent, so that you can make informed decisions.



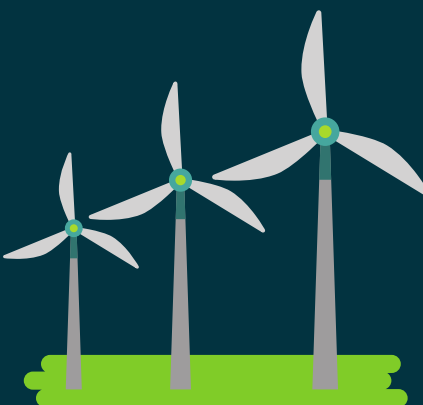
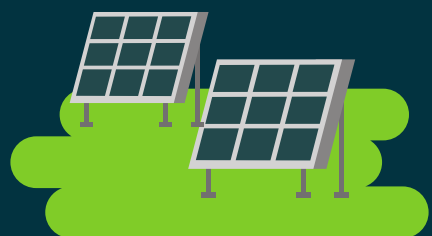
*More info on [commission.europa.eu](https://commission.europa.eu)*



# Energy

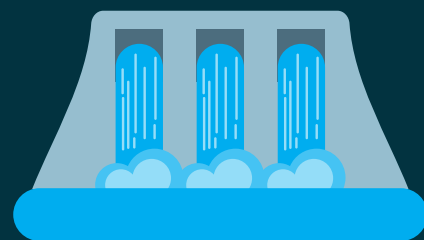
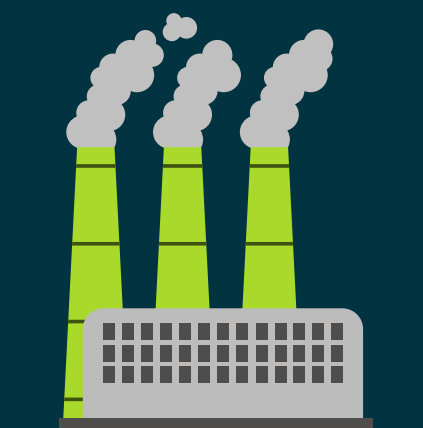
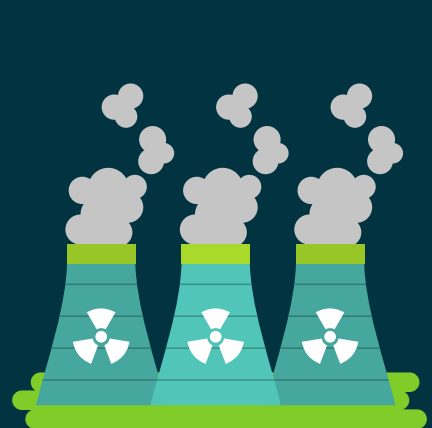
The production and use of energy account for **more than 75% of the EU's greenhouse gas emissions.**

**Decarbonising the EU's energy system** is therefore critical to achieving carbon neutrality by 2050.



In order to do this, it aims to:

- save energy
- developing a power sector based largely on **renewable sources**
- improve the **energy performance of our buildings**
- boost **energy efficiency** and **eco-design** of products.



*More info on [eur-lex.europa.eu](https://eur-lex.europa.eu)*

Whatever your ecotourism business, you need to consider how the energy you use will be produced.

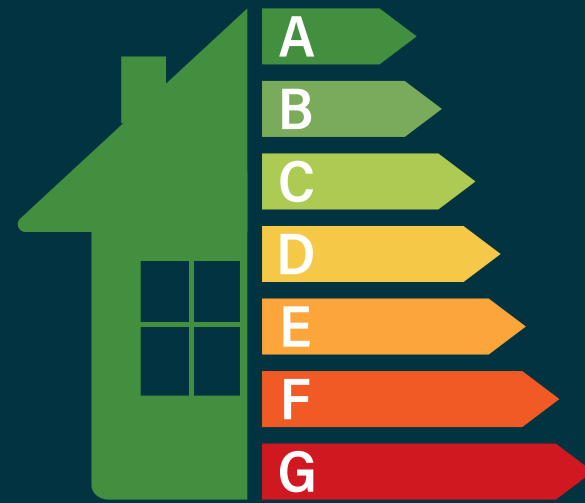
Ideally, try to use energy from renewable sources:

- solar energy
- wind energy
- hydropower (harnessing the power of moving water);
- geothermal energy (harnessing the heat coming from the core of the Earth)
- ocean power
- biomass energy (energy derived from burning plant remains; it's considered that the CO2 released through their burning is made up for by the CO2 stored by the plant when it was alive).



More info on [www.un.org](http://www.un.org)





If you offer lodging, a space to eat, or run a small production business, make sure the facilities are thermally insulated and have been designed with energetic efficiency in mind.

You might want to look at the traditional building materials and shapes, as they are usually the best design for that particular region and climate, refined by locals along hundreds of years.

Equip your facilities with appliances bearing in mind the same need for energy saving and thermal efficiency.



*More info on [commission.europa.eu](https://commission.europa.eu)*



# Construction

The construction, use and renovation of buildings accounts for 40% of the energy used in the EU.

Moreover, the construction sector uses mineral resources (e.g. sand, gravel, cement) that are not renewable.

The transport of the resources from their extraction site to the construction site generates gas emissions.

The debris left over from construction sites generates waste and pollution (for example, leftover cement and steel reinforcement bars from mountain cabins often end up polluting rivers and forests).



*More info on [eur-lex.europa.eu](https://eur-lex.europa.eu)*

Try to adapt and use existing buildings, rather than build new ones. Both the demolition of old buildings and the construction of new ones use up energy and create waste. You can save both by repurposing and reusing.

In the context of the current environmental crisis, **the preservation and reuse of old buildings** is no longer an act of reverence to the past, but a **rational use of existing resources**.

Try to use materials that don't pollute (are biodegradable), so that any waste resulting from the construction site doesn't end up polluting the environment.



[More info on new-european-bauhaus.europa.eu](https://new-european-bauhaus.europa.eu)



# Food

The link between healthy people, healthy societies and a healthy planet puts sustainable food systems at the heart of the European Green Deal.

This is why EU's **Farm to Fork Strategy** is one of the most important elements of the Green Deal.



*More info on [eur-lex.europa.eu](https://eur-lex.europa.eu)*



The **Farm to Fork** strategy aims to:

- ensure food security, nutrition and public health, making sure that everyone has access to sufficient, safe, nutritious, sustainable food
- have a neutral or positive environmental impact
- help to mitigate climate change and adapt to its impacts
- reverse the loss of biodiversity
- preserve affordability of food while generating fairer economic returns, fostering competitiveness of the EU supply sector and promoting fair trade.



[More info on eur-lex.europa.eu](https://eur-lex.europa.eu)

# Some of the ways to achieve this include:

- **shortening the supply chain** (ensuring a shorter connection between farmers and consumers by bypassing big businesses, minimising the impact of transport on the environment, incentivising and offering a local market to farmers)
- **prioritising healthy, sustainable food obtained through sustainable agriculture**
- **encouraging sustainable agriculture** that doesn't have a negative impact on the environment (doesn't use harmful chemical substances, doesn't use up the soil's natural productivity, doesn't destroy local biodiversity, doesn't create pollution and waste).



If your ecotourism business involves food, it is best to keep in mind the following aspects:

- Try to buy **locally sourced food** (as it minimises the impact of transport on the environment and it helps local farmers/members of the local community).
- Try to buy food from **sustainable, environmentally-friendly farms**.
- Try to cook with **seasonal, locally-grown ingredients** (as they are probably the best options Mother Nature has come up with for that particular region and climate).
- Try to produce **as little waste as possible** and come up with a plan for reusing generated waste (for example, as compost).



Vegetables



# Food



More about Farm to Fork strategy



<https://food.ec.europa.eu>



More about the Common Agricultural Policy (CAP), Organic Farming Action Plan, the Agri-Food Promotion Policy, Welfare of Farm Animals, Sustainable Use of Pesticides, and Nutrition Labelling



<https://commission.europa.eu>





If your ecotourism business includes **fish and seafood**, they should abide by the same principles as the rest of the food.

More about EU's set of rules for sustainably managing European fishing fleets and conserving fish stocks, the Common Fishing Policy (CFP)



<https://oceans-and-fisheries.ec.europa.eu>





# Circular Economy

Global consumption of materials both biomass (organic material that comes from plants and animals) and non-renewable resources (such as fossil fuels, metals and minerals), is ever increasing, and so is the waste that it generates annually.

Extracting limited resources that we use once and then turn into waste is irresponsible and irrational.

Moreover, half of total greenhouse gas emissions and more than 90% of biodiversity loss and water stress come from resource extraction and processing.

The “take-make-use-dispose” business model is a failure.



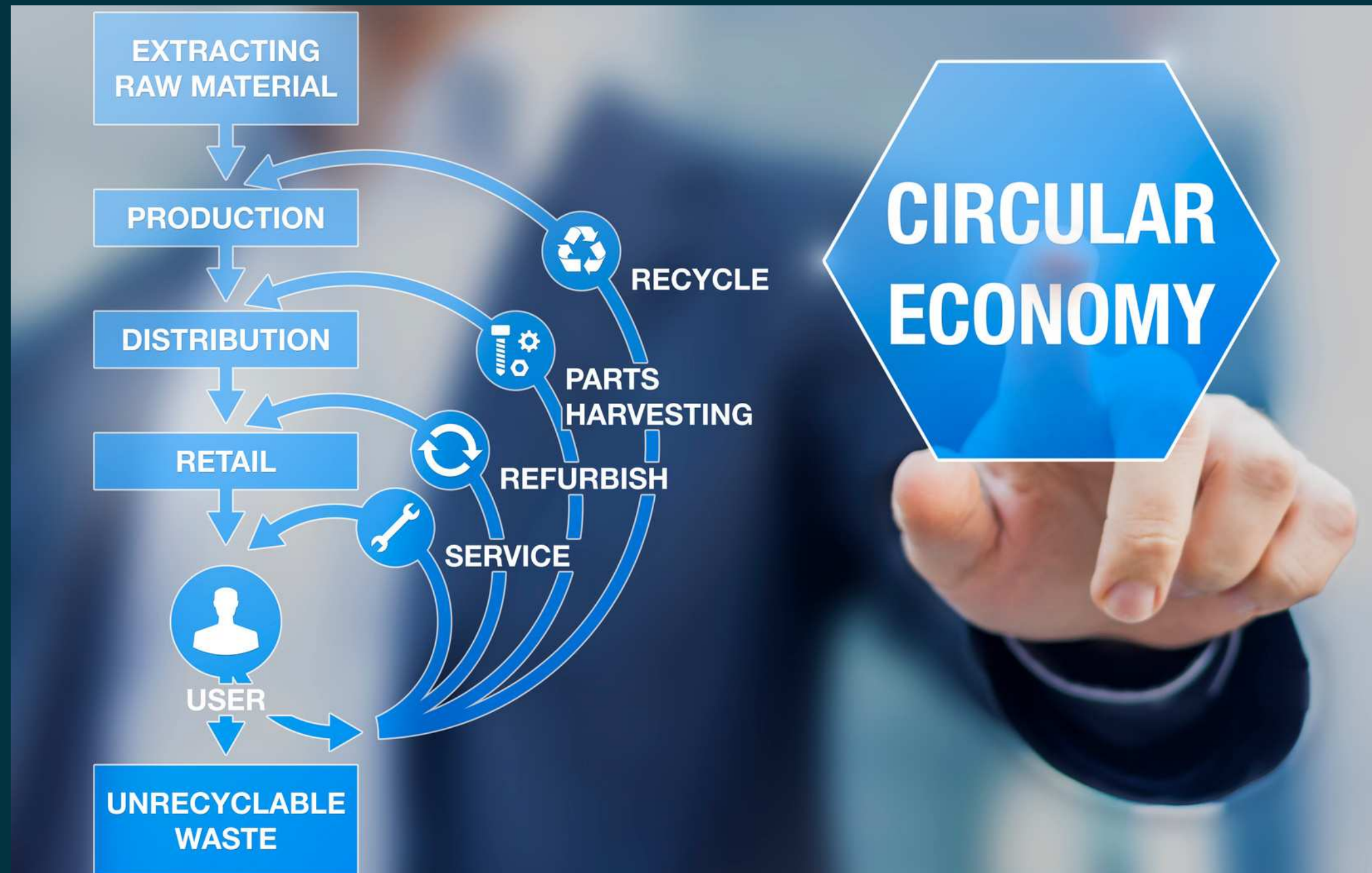
*More info on [eur-lex.europa.eu](https://eur-lex.europa.eu)*

# Circular Economy

In response to this, the circular economy aims to:

- incentivise producers to create products, which are efficient and affordable, **last longer** and are **designed for reuse, repair, upgrade, and high-quality recycling**
- make digital technologies, **sustainable products, services and business models the norm**
- create closer relationship with customers, to **transform consumption patterns** so that no waste is produced in the first place
- create a **well-functioning internal market for high quality secondary raw materials**
- increasing recycled content in products, while ensuring their performance and
- safety

More info on [eur-lex.europa.eu](https://eur-lex.europa.eu)

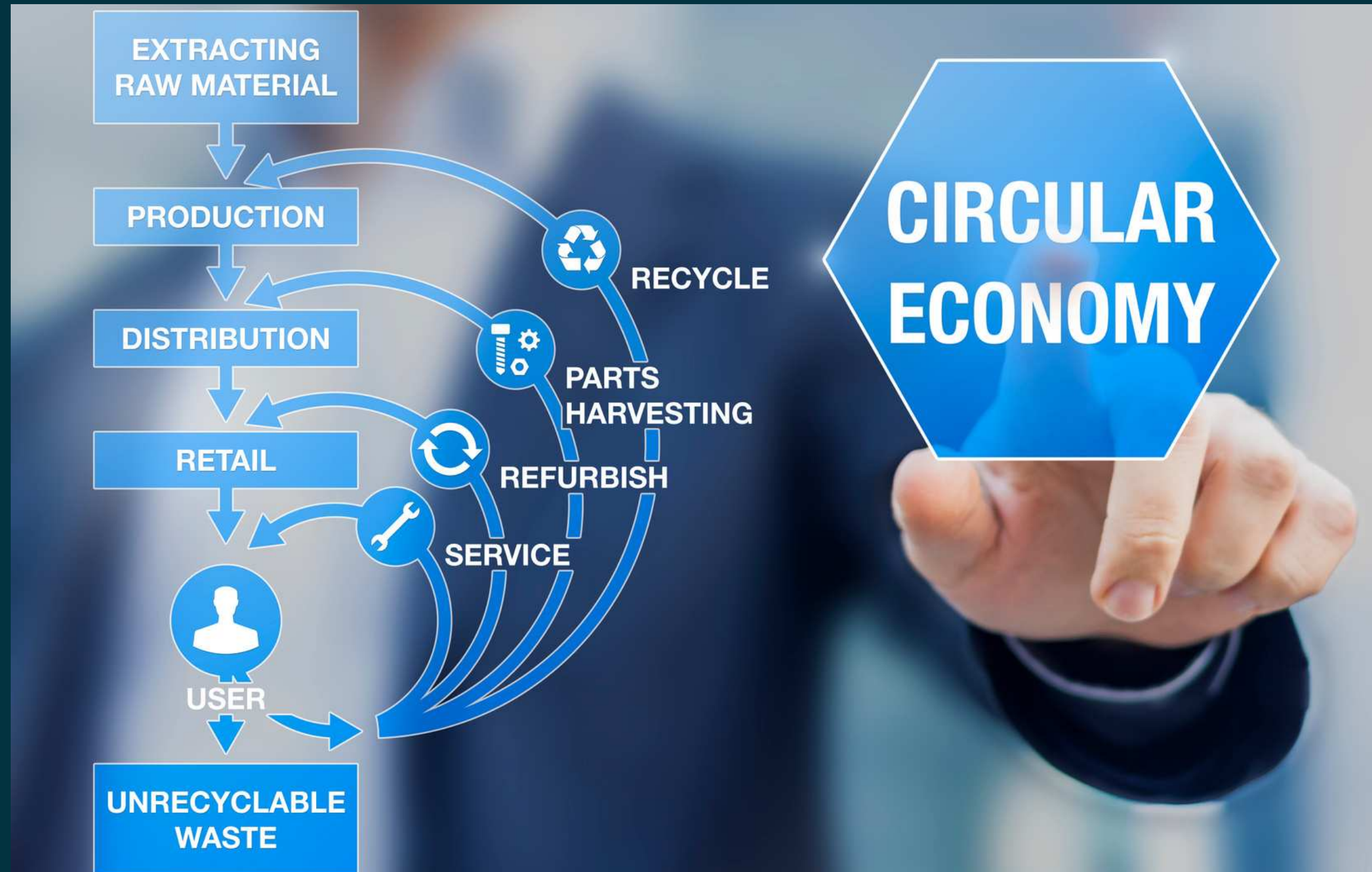


In response to this, the circular economy aims to:

- addressing the presence of hazardous chemicals in products, increasing their energy and resource efficiency
- reducing carbon and environmental footprints
- restricting single-use and countering premature obsolescence
- introducing a ban on the destruction of unsold durable goods
- incentivising product-as-a-service or other models where producers keep the ownership of the product or the responsibility for its performance throughout its lifecycle
- mobilising the potential of digitalisation of product information, including solutions such as digital passports, tagging and watermarks
- rewarding products based on their different sustainability performance, including by linking high performance levels to incentives.

# Circular Economy

More info on [eur-lex.europa.eu](https://eur-lex.europa.eu)



If you are not producing any goods, just make sure you purchase, for your ecotourism business, products that comply, as much as possible, with the circular economy.

As mentioned previously, this will get easier in time, as The Circular Economy Green Deal aims to make the environmental impact of products more transparent, so that you can make informed decisions.



Aspects to pay attention to:

- packaging of purchased products
- plastics (avoid single-use ones and even those difficult to recycle)
- electronics and ICT
- single-use batteries
- textiles



If you are a producer, aim to design, source, produce and package your products in accord with the requirement of circular economy, so that visits to your production facility become a tool for education in the field of sustainability and a true ecotourism activity.



Circular Economy Action Plan

 <https://environment.ec.europa.eu>

Green Deal requirements for businesses in various sectors

 <https://single-market-economy.ec.europa.eu>



# Biodiversity

Europe's seas, oceans, and environment are a source of natural and economic wealth for Europe.

The Green Deal priorities include:

- protecting our biodiversity and ecosystems (from pollution and the destruction of ecosystems to use the land for agriculture, construction or extraction of resources)
- reducing air, water and soil pollution (from agriculture, industry and construction)
- moving towards a circular economy
- improving waste management
- ensuring the sustainability of our blue economy and fisheries sectors.



*More info on [commission.europa.eu](https://commission.europa.eu)*

# Biodiversity

The biodiversity strategy aims to put Europe's biodiversity on the path to recovery by 2030, and build our societies' resilience to threats such as:

- the impacts of climate change
- forest fires
- food insecurity
- disease outbreaks (including by protecting wildlife and fighting illegal wildlife trade).



*More info on [environment.ec.europa.eu](https://environment.ec.europa.eu)*





Ecotourism's natural role is to help preserve and protect the environment by raising awareness and contributing to the wellbeing of local communities, so ecotourism can qualify as a tool to help reach biodiversity goals.

In addition, be mindful of the ecosystem in which you carry out your ecotourism activities and the small gesture you can make to help the life in the ecosystem prosper.



What is the state of the bees? Is there a patch of wildflowers for them to feed on? Can you afford to plant one?

How are the birds in the vicinity? Do they need bird houses or birdfeed? Don't feed them food that might harm them.

How are the insects? An insect hotel might be helpful. Are there bats or other protected species?

Of course, some of these creatures might be pests, but try to find ways to drive them away from your space without annihilating them (which is what led to the current biodiversity crisis). Remember that in an ecosystem, all the elements play a role, and the disappearance of one leads to a disruption of the whole system.



*More info on [commission.europa.eu](https://commission.europa.eu)*



# Social Justice

The **Just Transition Fund** supports the economic diversification and reconversion of the territories concerned.

This means:

- up- and reskilling of workers
- investments in Small and Medium-sized Enterprises
- creation of new firms
- research and innovation
- environmental rehabilitation
- clean energy
- job-search assistance
- transformation of existing carbon-intensive installations.



*More info on [commission.europa.eu](https://commission.europa.eu)*

Ecotourism's concern for local communities is in line with EU's objectives for the Just Transition Fund.

Creating an ecotourism business or ensuring **training, workplaces and streams of revenue** for members of local communities, especially in **rural areas** or disadvantaged regions is a way of contributing to the Just Transition Fund objectives.

This can create opportunities to apply for funding or get tax advantages, in addition to contributing to the prosperity of the local community.



*More info on [commission.europa.eu](https://commission.europa.eu)*

# Conclusion

The points made in this presentation are supposed to be regarded as guidelines, not instructions, for designing a sustainable business.

We are aware that the design of a business, in ecotourism or other sectors, involves potential trade-offs between economic, environmental and social objectives.

However, the Green Deal relies heavily on people's capacity to innovate and find new business ideas, so don't be afraid to **think outside the box**, **get informed** about existing solutions and technologies, and come up with **the most sustainable idea you are able to!**

**The European Green Deal is an opportunity for you, your future and your business!**

