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Charter for Environmentally Sustainable Tourism

NET calls **European tourism**, to work in partnership to address the **Earth Charter's** challenge to acknowledge **“responsibility to one another, to the greater community of life and to future generations”** (Rio Earth Summit 1992)

The protection of the natural environment and the creation of more sustainable destinations is a priority for everyone in tourism.

NET invites **all European tourism industry entrepreneurs** to place the principles of sound environmental management at the heart of their agendas when they formulate their business plans. They should:

- ★ incorporate natural qualities, the built environment and local culture into new tourism development so that it complements and enhances the environment
- ★ devise clear policies to manage waste, conserve energy, reduce pollution, promote biodiversity and safeguard natural habitats
- ★ train and encourage staff to adopt an ethos of environmental responsibility and to deliver the quality of service and facilities that will equate to sustainability

NET asks **clients** to recognise their responsibilities in relation to the environment. They should show:

- ★ thoughtfulness towards local residents, their customs and cultures, as well as the natural and built environment
- ★ practical support for the local economy buying local produce and using local businesses where possible
- ★ consideration for future visitors and local residents by leaving no waste

The **NET** Charter calls upon entrepreneurs, their customers and all decision makers to turn words into actions. **Local, regional, national and European authorities** are urged to pursue:

- ★ Innovation: encouraging industry initiatives proven, from practical experience, to be the most efficient and cost-effective means of improving the sustainability of tourism
- ★ Incentives: rewarding industry when it implements environmentally friendly policies
- ★ Investment: effective marketing for tourism will help the sector achieve the surpluses that can fund sustainable tourism

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MISSION

NET is a coalition formed to champion the interests of the European tourism private sector. Prosperity in this sector is a bedrock of European employment and wealth.

NET provides a single clear message to European policy makers.

NET has the following objectives:

- ★ To ensure European policy creates tourism jobs and wealth.
- ★ To encourage the sustainable development of tourism within the EU.
- ★ To reflect and communicate the views of the tourism industry.
- ★ To monitor regulatory initiatives by the European institutions and ensure that the needs of European tourism business are heeded.
- ★ To monitor trends and technical developments affecting the tourism industry facilitating strategic planning.
- ★ To raise tourism's profile as an industry in Europe.
- ★ To encourage investment in training, product quality, safety and environmental protection in the interest of the consumer and the public at large.

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