



COMPANION



CONSUME-LESS

Consume-less in Mediterranean Touristic Communities

ConsumelessMed label guidelines

PRIORITY AXIS 3: Protecting and promoting Mediterranean natural and cultural resources

OBJECTIVE 3.1: To enhance sustainable the development policies for more efficient valorisation of natural resources and cultural heritage in coastal and adjacent maritime areas of a sustainable and responsible coastal and maritime tourism in the MED Area

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Date 08/05/2017

This version of the guideline has been edited to develop the test phase around the pilot areas. The final version will be published at the end of this phase (summer 2018).

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1 Preface

This document provides common guidelines describing the general criteria for applying and monitoring the ConsumelessMed label during the testing phase of the Consume-less project in five selected pilot areas. It includes technical annexes describing the actions to be implemented by the different categories of tourist service providers (hotels and accommodation facilities, cafes and restaurants, shops, beach resorts, etc).

At the end of the testing phase, feedbacks coming from the five pilot areas will be collected in order to draft a final version of these guidelines.

2 Review of existing environmental labels applied in the tourism sector

Currently, tourism boasts more than 150 quality labels worldwide designating tour operators, beaches, nature reserves, indeed entire regions. A broad spectrum of tourism offers is being awarded quality labels for a wide range of different reasons.

Energy and water saving measures, waste avoidance, resource efficiency and preservation of the natural environment are widespread test criteria.

A preliminary comparative review of the most spread tourist labels focusing on environmental criteria has been done according the following issues:

- Management
- Geographical coverage
- Number of certified facilities
- Categories of facilities involved
- Mandatory and voluntary criteria
- Different levels foreseen for the label (e.g. standard, gold, platinum)
- Topics (water, waste, energy, society, management, cultural heritage...)
- Monitoring and conformity assessment.

At International level, the most interesting and spread labels providing well developed environmental standards which have been identified are: EU ecolabel and Green Key (focused mainly on environmental issues), Green Globe, Earth Check.

- *EU ecolabel* (about 800 certifications): the official European Union label is awarded to accommodation establishments and campsites and the verification process and assignment of the certificate is performed by the national partner organisations, e. g. environmental ministries.
- *Green Key* (about 2.400 certifications): it is an eco-label available worldwide, awarded to leisure infrastructure such as hotels, hostels, campsites, holiday parks, small accommodations, conference centres, restaurants and attractions.
- *EarthCheck* (about 1.200 certifications): awarded to hotels, activities, attractions, restaurants, transport & mobility services and destinations, EarthCheck certified standards deliver a holistic approach to sustainability including environment, social issues, economy, cultural heritage.
- *Green Globe* (about 600 certifications): it certifies businesses, conference centers, hotels, resorts and attractions and include economy, environment, cultural heritage, social issues.

At national level, the most significant labels implemented in the five pilot areas are: Eco certification (Malta), LegambienteTurismo (Italy), Sistema Integral de CalidadTurística Española enDestinos (Spain).

- *Eco certification*: it is the national scheme for ensuring the environmental, socioeconomic, and cultural sustainability of hotels and farmhouses on the Maltese Islands and has been recognised by the Global Sustainable Tourism Council (GSTC). The scheme was launched by the Malta Tourism Authority in 2002 and today represents approximately 16% of hotel accommodation or 22 hotels, and 7 farmhouses in Gozo. The scheme was updated in 2008 and again in 2012 where it was revised to be in line with the GSTC criteria. Third party audits are carried out every two years to ensure that hotels and farmhouses are meeting the requirements of the scheme.
- *LegambienteTurismo*: environmental association Legambiente has worked closely with Italian tourist destinations in order to define few simple general criteria about waste, water, energy, food, transport, noise, cultural heritage, communication and involvement. This simplified approach has managed to involve about 300 certified hotels, campsites, guesthouses, restaurants, tour operators and agro-tourism farms.
- *Sistema Integral de CalidadTurística Española enDestinos*: this label is one of the most spread tourist label in Spain and awards different sectors, including Hotels & apartments, hostels. Being more a quality label than an environmental one, only few environmental criteria that have been considered and relates to: energy savings in rooms, waste packaging and selective collection and water treatment.

According to a preliminary feasibility analysis, it has been decided to focus mainly on three of the above selected labels (EU ecolabel, Green Key and Eco Certification), comparing them in order to develop the general framework of the ConsumelessMed label criteria.

3 ConsumelessMed label: general guidelines

3.1 Scope of the label

The label is assigned to private or public operators (tourist service providers) which apply specific energy, water and waste sustainable management actions in their activities, offering to tourists a choice of services able to minimize the consumption of water and energy and the generation of waste and to better know and appreciate local products during their stay.



The ConsumelessMed label has been conceived as a simplified, but fully integrated, version of the existing national and international certification systems. It aims to encourage an easier

implementation (and communication) of sustainability measures by tourist service providers that could become a first step towards more complex labelling system like the European Ecolabel.

3.2 Promoters and management criteria

The promoters of the label in each tourist area are, first of all, the public administrations, together with local key actors representing the tourist and environmental sectors. An indicative (not exhaustive) list of these kind of actors includes: hotel, restaurant and cafes associations, environmental associations, cultural and neighbourhood associations, utilities in charge of waste, water and energy management.

The promoters will identify one person in charge of the management of the label that will be part of the **localConsumelessMed committee**. The committee will sign the ConsumelessMedMemorandum of Understanding, committing itself to manage the label implementation.

The main tasks of the committee are:

- promoting at territorial level the label and the facilities awarded;
- providing technical support;
- monitoring the application of the label's criteria and the reached results.

At the end of the project, based on the transferring and capitalisation activities, it will be evaluated if the existing framework conditions will allow to set up an **international ConsumelessMed committee** representing all the Med area involved in the project will be set up. This committee will be in charge of the ConsumelessMed label management and update and could be financed by public funding and/or by annual fees required to the awarded facilities.

3.3 Who can apply for the label?

The ConsumelessMed label can be awarded to the following categories of tourist service providers:

- Hotels and accommodation
- Camping sites
- Cafes and restaurants
- Food and handicraft shops
- Beach resorts

3.4 The application process

3.4.1 Subscription

Facilities willing to apply the ConsumelessMed label should sign a **ConsumelessMedadhesion form** including the following commitments:

- implementation of mandatory and voluntary actions aiming to reduce waste, water and energy consumption, including the upkeeping of good practices that have already been implemented;
- the management must ensure that the employees are aware of the establishment's environmental undertakings and behave in a more sustainable way;
- implementation of communication activities: ConsumelessMed label must be displayed in a prominent place, information materials about the environmental commitment and the consumeless initiatives must be visible and accessible for guests and published on the web.

3.4.2 Preliminary steps

Facilities signing the adhesion form have to identify a person in charge of the label implementation (label manager) and make a self-audit identifying existing management activities aiming to reduce waste production, to increase separate collection, to reduce water and energy consumption (mandatory) and quantifying current waste production and water and energy consumption (voluntary). So, the first steps to be done are:

- the identification of the label manager, a person in charge of the ConsumelessMed label implementation and (if needed) the other figures supporting him;
- the label manager make a first analysis on the basis of a specific monitoring check list (one for each category of tourist service providers, available in Annex 1). This analysis will be the first step for the following monitoring activities.

3.4.3 Label criteria

A specific set of criteria are **mandatory** and must be satisfied. These criteria have to be easily met by the facilities and represent the minimum requirements to guarantee an improvement in the prevention and reduction of waste, water and energy consumption.

It would be possible, under exceptional circumstances, for a first-time applicant to require for a dispensation if a mandatory criteria has not been reached. In this exceptional case the management must provide documentation clearly explaining the reasons for not having reached the criteria as well as a plan of action for reaching the required level within 6-12 months.

Voluntary criteria are more challenging and encourages the business to constantly make an extra effort to lower the environmental costs and to reduce environmental impact in and around the company.

Mandatory and voluntary criteria cover five different areas:

- Energy
- Water
- Waste
- Organic and local food and other eco-products
- Management and communication.

3.4.4 Monitoring and renewal

After one year, the monitoring checklist used for the preliminary analysis have to be filled in again. The label manager will briefly describe the measures adopted in order to satisfy mandatory and voluntary criteria, also using quantitative indicators (when possible) to better specify the reached results.

The **compiled checklist** have to be sent to the ConsumelessMed committee that will check it through an off-site audit. Additional on-site audits should be organized by the committee on a minimum sample of facilities (20%-25%).

As an alternative, all the monitoring phase (including the first preliminary analysis) could be managed directly by the ConsumelessMed committee appointing auditors in charge of compiling the checklist during on-site visits organized for all the involved facilities.

For the first year of application the facilities have to report and show that at least all mandatory criteria have been satisfied. For the following years they have to add - at least - a new voluntary action or to set - at least - one yearly target improving quantitative results related to mandatory criteria (e.g. to increase energy efficient light bulbs from 50% to 70%, to add a new category of waste collected separately or to reduce the number of single use products served at the restaurant).

3.4.5 Communication activities

As defined in the ConsumelessMedadhesion form, facilities should also comply with a minimum standard requirement in terms of communication activities: ConsumelessMed label must be displayed in a prominent place and on the respective website, information materials about the environmental commitment and the consume-less initiatives must be visible and accessible for guests and published on the web.

Specific communication materials will be provided to the facilities implementing the label (see 3.5.4).

3.5 Benefits for the applicants

3.5.1 Promotional activities

The ConsumelessMed committee will organize a local communication campaign in order to promote the label and the facilities awarded.

On a broader level (regional and national), the consume-less project will develop a marketing strategy aiming to promote the ConsumelessMed tourist model.

3.5.2 Use of the label

All the facilities signing the agreement and implementing the label following the steps described (monitoring, audit, communication) can use the ConsumelessMed logo for their promotional materials and initiatives.

3.5.3 Technical support

The ConsumelessMed committee will organize **training courses** and help desk activities about the ConsumelessMed label criteria and management rules. If needed, specific on site support could be arranged with some facilities requiring a help in the application of the label criteria.

The committee can support facilities also organising **purchasing groups** in order to help them to buy specific equipment (LED light bulbs, water flow reducers, organic waste composting bins etc.) getting better terms of payments.

3.5.4 Communication materials supplied

A ConsumelessMed kit of communication materials will be delivered to the facilities implementing the label. The kit will contain:

- *standard communication materials* - window film (mandatory) and a plaque (suggested) displaying the label, posters (cm 35x50) highlighting the main label criteria (mandatory), informative brochure about the ConsumelessMed model (mandatory).
- *communication materials, specific for each category of tourist service provider* - menu/breakfast table cards (suggested), room cards (suggested), stickers or shelf labels (suggested).
- *customized items*, specific for each category, enhancing the mandatory actions' implementation: e.g. sugar bowls, carafes for tap water, bins for waste separated collection, doggy bags for food leftovers (at least one item is mandatory).
- *customized items to be distributed to guests and customers*: e.g. reusable bags, flasks, block notes including consume-less tips, funs, portable ashtrays (at least one item is mandatory).

The customized items, together with any other kind of incentives promoting the label (e.g. discount campaigns), can be chosen by each local ConsumelessMed committee depending on their preferences, provided that they are coherent with a resource efficient approach and with the effective implementation of consume-less measures.

Participants having internal branding communication policy will be given specific guidelines in order to incorporate their branding into customized ConsumelessMed communication materials.

4 Technical criteria

The ConsumelessMed label criteria represent specific mandatory and voluntary requirements about waste, water, energy, organic and local food and other eco-products, and management that are referred to the five different categories of tourist service providers that has been identified:

- Hotels and accommodation
- Camping sites
- Cafes and restaurants
- Food and handicraft shops
- Beach resorts

4.1 Tourism accommodation (Hotels; B&B; Holiday and other short-stay accommodation)

4.1.1 Label criteria

Energy	
Mandatory	Voluntary
Energy efficient lighting products (LED) in public areas and guest rooms are in place (at least 30% for the first year, then 50%).	Outside lighting is minimised and/or has an automatic turn off sensor installed.
Automatic controls are used for internal illumination of guest rooms or, if the lighting is not switched off automatically, guests must have highly visible information reminding them to switch off all lights before leaving the room.	Hall and corridor lighting has motion detectors and/or dimmable light fittings.
Heating and air-conditioning control systems are applied according to the seasonal changes or when the establishment's facilities are not in use.	A heat recovery system, e.g. refrigeration systems, ventilators, swimming pools or sanitary wastewater, is installed.
Definition of a standard temperature for cooling and heating in guest rooms (cooling should be set at a minimum of 24 C° and heating at a maximum of 21 C°).	Most of windows and doors leading to outdoors have an appropriately high degree of thermal insulation or other energy efficient measures corresponding to the local regulations and climate are in place.
There is a written procedure regarding electric devices in empty bedrooms and the automatic switch to energy saving mode (TV Computers, printers and copy machines, etc.).	Newly purchased electric devices used in guest rooms, kitchen, laundry, etc. are energy efficient.
	Eco-certified and/or renewable energy is purchased.
	Solar photovoltaic and thermal panels or air-air heat

	pumps for domestic hot water are installed.
	Energy use is registered at least once a month.
Water	
Mandatory	Voluntary
The staff and cleaning personnel have a system in place to regularly check for dripping taps and leaky toilets.	Toilets are low flush volume and/or are equipped with water saving devices.
Guest rooms water taps and showers are equipped with water saving devices.	Wash hand basins or showers in public areas are fitted with automatic controls.
There are signs in the rooms informing guests that sheets and/or towels will only be changed upon request.	Rain water harvesting and its use is practised in the establishment.
Smart flower and garden watering procedures are in place.	Wastewater is re-used according to compatible use.
	Regular checks of the swimming pool and correct procedures for cleaning the pool areas are in place.
Waste	
Mandatory	Voluntary
A waste separation and management scheme for recyclable waste is in place in common areas, according to the municipal selective collection system.	Guests have the possibility to separate waste in their rooms.
Disposable and consumable goods, when possible, are minimised: reduction of single dose products both in rooms and restaurants; drinks served in reusable or returnable bottle or dispenser, etc.	Concentrated (or purchased in reusable containers) cleaning products and detergents are used.
Hazardous waste are disposed and/or recycled in accordance with current environmental legislation.	A food waste reduction management policy is in place.
The use of paper is reduced and the purchase of recycled and/or ecological paper increased.	Organic waste is composted, if suitable areas are available.
Organic and local food and other eco-products	
Mandatory	Voluntary
Local food (preferably organic) and wine is purchased whenever possible.	Initiatives to buy seasonal products, less meat products and no products from endangered fish, seafood or other species are in place.

The menu card or the buffet highlights the products that are organic, eco-labelled, fair-trade labelled and/or locally produced.	Eco-labelled cleaning products are used.
	Eco-labelled personal care products are provided for guests.
Management and communication	
Mandatory	Voluntary
Information about and interpretation of the natural surroundings, local culture, and cultural heritage is provided to guests, as well as explaining appropriate behaviour while visiting natural areas, living cultures, and cultural heritage sites.	The management has implemented a long-term sustainability management system which addresses environmental, social, and cultural issues. This management system should include a policy with specific goals (available to all staff) and the monitoring of these goals.
Guests are informed about local environmental initiatives and activities in which they can participate.	The management must establish active collaboration with relevant stakeholders.
Guests are informed about local public transportation systems, shuttle bus or cycling/walking alternatives.	

Energy

Mandatory

- *Energy efficient lighting products (LED) in public areas and guest rooms are in place (at least 30% for the first year, then 50%).*

As light bulbs constitute a significant amount of energy consumption, the establishment ensures that, for the first year of the label application, at least 30% of all light bulbs (including halogen lamps) in the establishment are energy efficient. The percentage has to be increased to 50% in the following years. The requirement is valid for guest rooms, public areas (including lobby, restaurants, conference area, halls, etc.) and the staff areas.

The most energy efficient and therefore preferred light bulbs are LED lightening, but other energy-efficient light bulbs (compact fluorescent lighting, CFL) can also be used.

Energy efficient light bulbs are in most cases more expensive than non-energy efficient light bulbs, but besides being more energy efficient, these light bulbs last much longer and will not need replacement as often as not-efficient light bulbs. This reduces the costs in the long run, and it also reduces the working time spent on replacing light bulbs.

- *Automatic controls are used for internal illumination of guest rooms or, if the lighting is not switched off automatically, guests must have highly visible information reminding them to switch off all lights before leaving the room.*

The most common system guaranteeing that that light and electrical appliances are turned off when guests leave their rooms is the “key card” system. When the key card is taken out of the holder, the electricity will shut off immediately or within 1-2 minutes after removing the key card.

Other automatic systems include occupancy sensors, or motion/body heat detectors that recognise when guests leave the rooms and automatically switch off lights and electrical appliances.

In case it is not possible to install an automatic system in all the rooms, guests must have highly visible information reminding them to switch off all lights before leaving the room.

- *Heating and air-conditioning control systems are applied according to the seasonal changes or when the establishment’s facilities are not in use.*

A computerized system allowing to change or switch off the heating and air-condition system in the establishment can be centralised automatic or manual. It can also be an adjustment of the heating and air-condition done manually in the different parts of the establishment described in the standard operational procedures for the staff.

The control system considers the changes of season and the use or non-use of the different parts of the establishment (guest rooms, conference facilities, restaurant areas, other public areas, etc.).

- *Definition of a standard temperature for cooling and heating in guest rooms*

The standard cooling temperature should be set at a minimum of 24 C° and the heating temperature at a maximum of 21 C°. Cooling temperature, in particular, should preferably not exceed more than 8 C° outside temperature.

It is strongly encouraged to have the standard cooling temperature set higher and the standard heating temperature set lower than mentioned above.

The standard temperature can be set automatically from a central system or it could be set manually in each guest room.

It will still be possible for guests to have the standard temperature in their rooms changed manually or via contacting the reception.

- *There is a written procedure regarding electric devices in empty bedrooms and the automatic switch to energy saving mode (TV Computers, printers and copy machines, etc.).*

The standard operational procedure should include a plan on how to reduce energy and heating in case of guest rooms not being used for shorter periods of time: it can be related, for instance, to the stand-by function of the TV being turned off or the heating/cooling temperature.

For the periods of occupancy below 50%-70%, the management should have a written policy regarding additional energy savings taking into account all electrical devices in the guest rooms as well as the heating/cooling. The written policy, for instance, can consider the fact that a certain part of the establishment (an entire floor or wing of the establishment) could be closed off during periods of low occupancy.

Voluntary

- *Outside lighting is minimised and/or has an automatic turn off sensor installed.*

The minimisation of the outside lighting could be reached either by having the lighting automatically turned off at certain parts of the night or by installed sensors that turn on lighting

when detecting movement. Different systems may apply to outside lighting serving different purposes.

In certain areas, the outside lighting should be also minimised in order not to disturb wildlife (e.g. nesting turtles at establishments located at the beachfront in certain areas, etc.).

- *Hall and corridor lighting has motion detectors and/or dimmable light fittings*

Dimmable light fittings and/or motion detectors turning off the light in periods without persons can be installed in halls and corridors.

In order to reach further energy savings, an automatic system for energy-efficient lighting can be installed in public areas, such as conference room, swimming pool, gym or spa.

- *A heat recovery system, e.g. refrigeration systems, ventilators, swimming pools or sanitary wastewater, is installed.*

Larger energy consuming machines and equipment often produce excess heat. A heat recovery system installed for the refrigeration systems, ventilation system, swimming pools or the wastewater treatment system can recover heat to be used in other areas, such as indoor parking areas, etc.

- *Most of windows and doors leading to outdoors have an appropriately high degree of thermal insulation or other energy efficient measures corresponding to the local regulations and climate are in place.*

Windows and doors leading to outdoors can be a significant source for high energy consumption. An establishment located in areas with cold weather need a high degree of thermal insulation (e.g. double or triple layer glasses with U value lower than $2,5 \text{ W/m}^2 \text{ K}^{-1}$), and establishments in areas with hot weather should have windows including other energy efficient measures (e.g. sun-reflecting material on the windows, blinders or other types of shade, etc.). In areas with very hot or cold weather, the establishment could also have restrictions on the possibility for opening the windows.

If there are national or local regulations regarding insulation or other energy efficient measures, the establishment must always comply with these requirements.

- *Newly purchased electric devices used in guest rooms, kitchen, laundry, etc. are energy efficient.*

To ensure that the devices are energy efficient, when available on the market, they should hold an eco-label or the first or second highest European Energy Label class (in general, higher categories appear in the green bands of A+, A++ and A+++). In the guest rooms, it can be energy efficient TVs and radios, hairdryers, etc. In the kitchen, it can be energy efficient ovens, refrigerators, freezers, dishwashers, etc. In the washing area, it can be energy efficient laundry and drying machines, etc.

- *Eco-certified and/or renewable energy is purchased.*

The electricity market offers several proposals related to the supply of 100% certified renewable electricity. The cost of renewable energy is generally slightly higher than the electricity generated

by combustion systems although, for non-residential clients, it is often subject to bilateral negotiations between the parties, especially for big consumers.

The purchase of 100% certified renewable electricity is equivalent to reduce to zero the CO₂ emissions related to the electricity consumption of the hotel. This kind of action has a strong communicative impact with guests.

- *Solar thermal or photovoltaic panels or air-air heat pumps for domestic heat water production are installed.*

The use of solar energy in tourist facilities represents a great potential for energy savings. In general, the energy demand peaks occur during the warmer months of the year, when the production of solar plants is maximum, so the heat generated with solar thermal plants or the electricity produced with photovoltaic systems can cut the peak demand (generally more expensive) and permit to save substantial energy consumption, depending on the size of the solar systems. The technical and economic feasibility of a solar system should be evaluated on the basis of the absorbing surface available and the thermal (for solar thermal systems) and electric (for photovoltaic system) energy consumption profile.

Another interesting opportunity for high-efficiency heat production concerns the air-air heat pumps. Such devices are able to transfer part of the heat contained in the air (and therefore renewable) to a user. The energy efficiency of the heat pumps is inversely proportional to the climate rigidity and therefore well suited to the production of domestic hot water for hotels.

- *Energy use is registered at least once a month.*

The records of total energy consumption should be done at least once a month. A useful indicator to be calculated is the energy consumption per guest night.

With a small investment, it is possible to install electric consumption meters on the main counters or secondary boards of the user. These tools allow to record the consumptions with predetermined time intervals (e.g. 15 minutes), thus permitting the reconstruction of the daily load curves. In this way it is easier to identify any inefficiencies or abnormal situations.

Water

Mandatory

- *The staff and cleaning personnel have a system in place to regularly check for dripping taps and leaky toilets.*

The standard operational procedures that are in place for the house keeping staff and cleaning personnel include regularly check for visibly dripping taps and leaky toilets.

A leaking toilet can lose 750 litres of water per day and a dripping tap can waste enough water in a day to fill a bath. In the case of dripping taps and leaky toilets being observed, corrective actions to terminate the leak is implemented.

- *Guest room water taps and showers are equipped with water saving devices.*

Showers are the main consumers of water in hotels, accounting for an average of about 40%, while wash hand basins count for about 10% (Investing in Water - Life+ project). In order to decrease

water consumption the management should install restrictors or aerators on taps and showers, or replace shower heads with more water efficient ones or partially close angle valves in the water supply to taps. It is important to keep in mind that such actions need to be coupled with a high water pressure: in fact, change of devices in floors with low water pressure could be ineffective.

These devices are considered as soft-measures which are applicable to all the built-up typologies since once fitted they will reduce the flow and therefore the consumption of water. Flow restrictors can reduce water consumption by 30-40%, tap aerators by 30-50% and water saving showers by 40-50%.

For example, a standard showerhead uses about 10-12 litres of water per minute, while a water saving showerhead uses 7 litres per minute or less. As regards water saving devices applied to taps, they should guarantee a maximum consumption of 6 litres per minute.

- *There are signs in the rooms informing guests that sheets and/or towels will only be changed upon request.*

The signs regarding the reuse of towels should be preferably placed in the bathroom of the guest room, and the signs regarding the reuse of sheets near the bed.

The signs inform guests about the standard procedure about changing sheets and towels (e.g. every third day) and give further information about the procedure if a guest would like a more frequent change than the standard procedure.

It is strongly encouraged that the establishment has a procedure in place both regarding the reuse of towels and of sheets. The signs can be produced by the establishment or be a standard sign produced by the chain of the establishment.

- *Smart flower and garden watering procedures are in place*

A very simple smart watering measure, for instance, could be related to the draft of procedures foreseen watering during morning or evening hours. On the other hand, especially in case of more extensive garden areas, specific technical measures could be implemented: for example, a moisture sensor system or a drip system aiming at minimising evaporation and providing the best impact for the roots of the plants. It can also be the use of collected rainwater, grey water or treated wastewater for watering flowers/garden.

Voluntary

- *Toilets are low flush volume and/or are equipped with water saving devices.*

New efficient low flow toilets available on the market use an average of just 4.5 litres per flush, compared to older models that use roughly two or three times more than that. Additionally, it is possible to install dual flush toilets having a split flush button which gives the user the choice of how much water to use. Dual flush toilets typically use 3-6 litres of water opposed to the old style flush systems which use a massive 9-12 litres per flush. If it is not feasible to change all toilets, the water used in flushing can be reduced significantly (about 6 litres per flush) by manually fixing the floater of the water tank or by placing a brick or full water bottle in the cistern (effectively displacing some of the water).

- *Wash hand basins or showers in public areas are fitted with automatic controls.*

The application of on-off switch devices on wash hand basins or showers permits the user to stop water flow by pushing a button, therefore water flow can be stopped when the user is lathering, to be immediately resumed to continue the flow. Another possibility is to install a shower timer in order to help the user gauge the time spent showering: an alarm goes off after a pre-set time to make the user aware that she/he has exceeded the intended 'showering time'. Since water consumption when showering is directly proportional to the time spent under the shower, reduction in 'showering time' results in lower water consumption.

- *Rain water harvesting and its use is practiced in the establishment.*

Rainwater should be collected and used for toilets or other suitable purposes, such as irrigation of the green areas of the establishment.

This system operates by collecting water from roofs, storing it in an underground tank and pumping it up to a feeder tank. More commonly an on-demand pump is used to supply water from the rainwater tank to wherever there is a demand for the water. A rain harvesting system can provide water to replace up to 50% of mains supply for non-potable water use. The pipe work for rainwater should be clearly marked to differentiate it from main supply.

- *Wastewater is re-used according to compatible use*

Facilities can have different tiers of rejected water - flushing from toilets, washing and cleaning, water generated from Reverse Osmosis processes, that should be reused according to compatible uses.

For example, the treatment of most commonly primary water originating from baths, showers and hand washbasin (which is usually less polluted than water originating from kitchens and washing machines) involve simple diversion and in-line surge tanks with coarse filtration with subsurface garden watering and irrigation purposes only. More sophisticated systems that involve storage, fine filtration, biological treatment and UV disinfection and pumping offer greater economic value when used for toilet flushing, laundry washing and garden irrigation applications. Using these waters to flush toilets, as fertiliser of the green areas of the establishment or elsewhere appropriate, can reduce water consumption approximately by 20% (Investing in Water - Life+ project).

It is likely that in most cases, wastewater recycling will not be possible due to a plumbing infrastructure which does not permit the separate collection of grey from black-water (i.e. waste water from showers and wash-hand basins separate to that from toilets). In some cases lack of space for a grey-water treatment plant could also make this option unfeasible, despite the fact that grey-water treatment plants do not require significant space. In these situations it would be highly beneficial for renovating hotels to ensure that their waste water collection systems for showers and wash-hand basins are separate from the toilet waste water collection, and that there is a possibility to introduce a separate feed line for toilets. This would allow the hotel to implement grey-water treatment technology when renovating. New hotels should also be built with this infrastructure already in place, allowing operators the possibility of introducing grey-water treatment.

- *Regular checks of the swimming pool and correct procedures for cleaning the pool areas are in place*

Leaks in outdoor or indoor swimming pools can significantly increase water consumption. The monitoring system can be in the form of a visual inspection around the swimming pool, but it is a

better solution to install a separate water meter monitoring. It is strongly recommended that the inspection is carried out daily.

Also correct procedures for the cleaning of pool areas could turn useful to prevent water losses. (e.g. ensuring that hoses have not been left open).

Waste

Mandatory

- *A waste separation and management scheme for recyclable waste is in place in common areas according to the municipal selective collection system.*

Examples of the types of separated waste are paper, cardboard, metal, cans, glass, plastic, bottles with refund, organic waste, garden waste, cooking oil, etc.

The waste sorting areas should be easily accessible to the staff and instructions/signs clearly indicating how to separate the waste should be made available for the staff. Establishments with kitchens should separate waste in the kitchen, if possible.

Separate bins for separated waste or one bin with separation for separated waste can be placed in corridor, lobby, restaurant, conference areas, parking areas, etc.. It is very important to give clear instructions/signs (preferably icons or illustrations) indicating the different bins/compartments for the different waste categories.

The management has to provide documentation that waste collection is done according to the municipal rules.

- *Disposable and consumable goods, when possible, are minimised: reduction of single dose products both in rooms and restaurants; drinks served in reusable or returnable bottle or dispenser, etc.*

It is strongly encouraged that the establishment minimizes the use of disposable (one time use) products. In guest rooms, toilets in public areas and toilets/showers in staff areas, individually packaged single dose containers of shampoo, shower gel and soap should be substitute with dispensers. In bars, restaurants and dining areas sugar, jam, yogurt, butter, creams and similar food products should be served in bowls and jars.

The possibility of offering tap water depends on the quality of the water itself. If the quality of the tap water allows it to be offered, it can be offered as it is or it can be filtered before being offered. The tap water should be offered to guests in restaurants and meeting rooms, but it could also be offered to guests at the reception, in guest rooms, etc.

In case the management chooses to have individually packaged single dose containers, the packaging material should be as environmentally friendly as possible by having an eco-label or be recyclable or biodegradable.

In case the management decides to use disposable cups/glasses, plates and cutlery it can be only done in certain limited circumstances/areas, namely in the pool areas, at certain events, in fitness and spa areas or in connection with take-away of food and drinks.

- *Hazardous waste are disposed and/or recycled in accordance with current environmental legislation.*

Examples of the types of separated hazardous chemicals are oils, batteries, pesticides, paints, light bulbs, cleaning material, swimming pool disinfectants and other disinfection substances, etc.

Waste oils and batteries, in particular, should be collected and sent to authorized recycling facilities as foreseen by the EU directive.

The separated hazardous chemicals should be stored safely in compliance with relevant national/local legislation. It is strongly encouraged that the hazardous chemicals are located in a locked room separated from other waste.

Besides the separation and safe storage of hazardous chemicals, the management is encouraged to reduce the amount of these types of chemicals or substitute (when available) by products less harmful for the environment.

- *The use of paper is reduced and the purchase of recycled and/or ecological paper increase*

The initiatives to reduce the use of paper can be a limitation of paper available in the guest rooms and meeting rooms, for example: a few pieces of paper available only in a smaller format (A5 instead of A4), paper only available upon request, paper only available at a central table in the meeting rooms, accessibility to tablets for writing notes, etc.

In the offices, the initiatives can include a promotion of electronic administration and management documents (e. g. invoices) and the encouragement to limit the printing of documents, to print on both sides and/or to reuse paper for notes (the backside of prints). Staff in other areas than offices (e.g. front desk staff) can also be encouraged to reduce the use of paper, when possible.

Paper purchased should be preferably recycled and/or awarded with an internationally or nationally recognised eco-label.

Voluntary

- *Guests have the possibility to separate waste both in their rooms and common areas.*

Separate bins for separate waste or one bin with separation for separate waste can be placed in the guest rooms. It is very important to give clear instructions/signs (preferably icons or illustrations) indicating the different bins/compartments for the different waste categories. It is alternatively possible to have a system of separate waste placed in separate locations (e.g. paper and newspaper on the table, bottles and cans next to the bin and other waste in the bin).

The cleaning staff should be trained on the correct separation of plastic, paper and glass to be collected in rooms.

- *Concentrated (or purchased in reusable containers) cleaning products and detergents are used*

Cleaning products used should be concentrated products or should be purchased in reusable containers. The use of dishwasher and laundry detergents, in any case, should be kept at a minimum (using the correct dosage).

- *A food waste reduction management policy is in place*

An effective food waste management policy should include a wide range of different measures considering:

- the reduction of food waste at source avoiding over-purchasing, over-stocking and unnecessary spoilage and inspecting food quality upon delivery;

- a menu properly planned and regularly reviewed obtaining feedback from guests on their preferences for portion size and meal types;
 - lighter portion for dishes available in the menu;
 - proper management of the quantity of serving food in buffet, e.g. providing smaller plates encouraging the customers to head back for refills and asking for an extra fee for leftover food;
 - increase of the customer awareness to help prevent over-ordering and encouraging him to use doggy bags to take leftovers home;
 - donation of surplus food to recycling or charitable organisations in compliance with local requirements and/or established guidelines.
- *Organic waste is composted, if suitable areas are available.*

To reuse the amount of waste from organic sources, the establishment should have a system for composting its organic waste (food waste and/or garden waste). Organic waste should be composted on the premises of the establishment following the standard methods on the matter, and later reused. It is important that composting should be done without affecting the hygiene for the guests, staff and surrounding community.

Organic and local food and other eco-products

Mandatory

- *Local food (preferably organic) and wine is purchased whenever possible*

Whenever possible, local food should be purchased in order to lower the environmental footprint from reduced transportation and to stimulate local economy.

At least 5 of the following products should be partly sourced locally: Milk, Eggs, Fruit, Vegetables, Oil, Pork, Beef, Lamb, Chicken, Fish, Mineral Water, Beer. Furthermore, the wine list should include an offer of locally produced wine.

Whether a product is locally produced would depend on circumstances, but a distance of less than 100 km from the source of production to the establishment is normally considered as a recommendation for a product being locally produced. When purchasing products, it is also recommended that they are approved to be organic by recognised authorities. It is encouraged to properly communicate this policy to the staff canteen.

A minimum of five types of products are required, but it is strongly recommended to include additional ones.

- *The menu card or the buffet highlights the products that are organic, eco-labelled, fair-trade labelled and/or locally produced.*

To increase the awareness of the guests, the establishment should clearly indicate which products are organic, eco-labelled, fair-trade labelled and/or produced from local sources. This could be done on the menu card or on signs on the buffet.

The indication should be done by using the ConsumelessMed logo or other easily understandable means of communication.

Although this criterion mainly relate to guest menu cards and/or buffets, it is also encouraged to properly communicate this policy to the staff canteen., when possible.

Voluntary

- *Initiatives to buy seasonal products, less meat products and no products from endangered fish, seafood or other species are in place.*

The use of seasonal products reduces the environmental footprint created by transportation, and the reduction of meat products reduces the environmental footprint related to farming and production. The use of products from endangered fish, seafood or other species is in contradiction with the efforts for conservation of biodiversity.

As part of the purchase policy, the management should avoid buying genetically modified organisms (GMOs), choosing fish and seafood with the Marine Stewardship Council (MSC) label or in line with WWF's fish and seafood recommendations, taking animal welfare into consideration when purchasing meat products.

It is encouraged to properly communicate this policy to the staff canteen.

- *Eco-labelled cleaning products are used.*

As part of the purchase policy, the management is strongly encouraged to purchase all-purpose cleaners, detergents for dishwashers, hand dishwashing detergents and laundry detergents awarded with an internationally or nationally recognised eco-label (EU ecolabel, Nordic Swan, Blue Angel, etc.):.

- *Eco-labelled personal care products are provided for the guests*

As part of the purchase policy, the management is strongly encouraged to purchase soaps, shampoos, air conditioners, body lotions and creams awarded with an internationally or nationally recognised eco-label (EU ecolabel, Nordic Swan, Blue Angel, etc.).

Management and communication

Mandatory

- *Information about and interpretation of the natural surroundings, local culture, and cultural heritage is provided to guests, as well as explaining appropriate behaviour while visiting natural areas, living cultures, and cultural heritage sites.*

The information includes encouragements for guests to visit natural surroundings informing them, where relevant, about the local biodiversity and the existence of natural protected areas.

For visits to natural protected areas, cultural and/or historically sensitive sites, the information includes the encouragement to follow established guidelines or a code of conduct in order to minimize visitor impact and maximize enjoyment.

The information can be obtained from the reception/concierge, an environmental corner in the lobby, via TV monitors in the public areas or in the guest rooms, or be placed in binders in the guest rooms.

Although the information is directed towards guests, the establishment is also encouraged to provide similar information for the staff.

- *Guests are informed about local environmental initiatives and activities in which they can participate.*

The awareness raising activities could include encouragement to participate in National and International events related activities (e.g. Earth Day, Clean the World, European Mobility Week), nature guided tours to the green areas, participation in tree-planting events, other special environmental events, organisation of sustainable development activities for local schools or communities, charity events, etc.

The management is also encouraged to contribute to the support of biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value.

- *Guests are informed about local public transportation systems, shuttle bus or cycling/walking alternatives.*

To encourage the use of sustainable transportation, the management should provide information about cycling and walking alternatives to the private car use:

- local public/private transportation systems (bus, train, metro, tram, boat, etc.)
- shared taxis/minibus systems/car sharing;
- the possibilities for using shuttle busses provided by the establishment;
- for the guests using electric cars, the establishment could have a smart electric vehicle charging station or inform about the nearby locations for charging electric cars;
- other means of transportation including cycling opportunities and walking alternatives (if possible, bicycles can be borrow or rent directly from the establishment).

The information can be obtained from the reception/concierge, an environmental corner in the lobby, via TV monitors in the public areas or in the guest rooms, or be placed in binders in the guest rooms.

Voluntary

- *The management has implemented a long-term sustainability management system which addresses environmental, social, and cultural issues. This management system should include a policy with specific goals (available to all staff) and the monitoring of these goals.*

To ensure an overall frame for the sustainability work, a long term sustainability policy should describe the overall aims and level of ambition in relation to management, training, information and awareness raising activities. The sustainability policy includes environmental issues as well as have references to social and cultural, issues. It is a general statement with a commitment for continuous improvements.

To ensure more concrete results, specific goals to be reached in the coming 1-3 years and an action plan of how to reach (and monitor) them in the coming years should be formulated.

All the staff should be informed about the sustainability policy and the goals which have been set.

- *The management must establish active collaboration with relevant stakeholders.*

An active collaboration with relevant stakeholders should be ensured in order to enhance the active role the facility plays in creating environmental awareness in the local area and promoting environmentally friendly practices to collaboration partners. This collaboration could also refer to social and cultural issues. Where appropriate, it is encouraged a cooperation with stakeholders involved in the protection of local historical archeological properties and sites.

The relevant stakeholders (at least one type should be selected) could be non-governmental organisations, local community groups, local authorities, local residents, local schools, suppliers, etc. In order for the collaboration to be considered, it is an active two-way collaboration between the facility and the relevant stakeholders.

4.1.2 Communication materials

The following ConsumelessMed branded materials will be delivered to participants in order to promote the project and the measures that the facilities are implementing:

- 1 window film (cm 8x8) displaying the label - mandatory
- 1 plaque displaying the label - suggested
- Posters (cm 35x50) highlighting the main label criteria - mandatory
- Informative brochure about the ConsumelessMed model - mandatory
- Menu/breakfast table cards (A5 format) - suggested
- Room cards (A5 format) - suggested
- Customized items enhancing the mandatory actions' implementation: e.g. sugar bowls, carafes for tap water, bins for waste separated collection, doggy bags for food leftovers - mandatory (at least one)
- Customized items to be given to guests: e.g. reusable shopping bags (realized in recycled material), flasks, block notes including consume-less tips, funs, portable ashtrays - mandatory (at least one)

4.2 Camping sites

4.2.1 Label criteria

Energy	
Mandatory	Voluntary
Energy efficient lighting products (LED) in public areas and cabins are in place (at least 30% for the first year, then 50%).	Outside lighting is minimised and/or has an automatic turn off sensor installed.
Automatic controls are used for illumination in bathrooms and public areas or, if the lighting is not switched off automatically, guests must have highly visible information reminding them to switch off all lights before leaving.	Newly purchased electric devices used in cabins, kitchen, laundry, etc. are energy efficient.
	Eco-certified and/or renewable energy is purchased.
	Solar thermal systems are installed, in particular for showers' water heating.
	Energy use is registered at least once a month.
Water	
Mandatory	Voluntary
The staff and cleaning personnel have a system in place to regularly check for dripping taps and leaky toilets.	Toilets are low flush volume and/or are equipped with water saving devices.
Water taps and showers are equipped with water saving devices.	Wash hand basins or showers in public areas are fitted with automatic controls.
Guests have been given highly visible information reminding them to turn off water taps and showers, in case they are not fitted with automatic controls.	Appropriate systems to avoid continuous flushing in urinals are installed: e.g. by using buttons, motion-detectors, etc.
Smart flower and garden watering procedures are in place.	Rain water harvesting and its use is practised in the camping site.
	Wastewater is re-used according to compatible use.
	Regular checks of the swimming pool and correct procedures for cleaning the pool areas are in place.
Waste	
Mandatory	Voluntary
A waste separation and management scheme for recyclable waste is in place in common areas, according to the municipal selective collection	Concentrated (or purchased in reusable containers) cleaning products and detergents are used.

system.	
Disposable and consumable goods, when possible, are minimised: reduction of single dose products both in rooms and restaurants; drinks served in reusable or returnable bottle or dispenser, etc.	A food waste reduction management policy is in place.
Hazardous waste are disposed and/or recycled in accordance with current environmental legislation.	Organic waste is composted, if suitable areas are available.
Organic and local food and other eco-products	
Mandatory	Voluntary
Local food (preferably organic) and wine is purchased whenever possible.	Initiatives to buy seasonal products, less meat products and no products from endangered fish, seafood or other species are in place.
The menu card or the buffet highlights the products that are organic, eco-labelled, fair-trade labelled and/or locally produced.	Eco-labelled cleaning products are used.
	Eco-labelled personal care products are provided for the guests.
Management and communication	
Mandatory	Voluntary
Information about and interpretation of the natural surroundings, local culture, and cultural heritage is provided to guests, as well as explaining appropriate behaviour while visiting natural areas, living cultures, and cultural heritage sites.	The management has implemented a long-term sustainability management system which addresses environmental, social, and cultural issues. This management system should include a policy with specific goals (available to all staff) and the monitoring of these goals.
Guests are informed about local environmental initiatives and activities in which they can participate.	The management must establish active collaboration with relevant stakeholders.
Guests are informed about local public transportation systems, shuttle bus or cycling/walking alternatives.	

Energy

Mandatory

- *Energy efficient lighting products (LED) in public areas and guest rooms are in place (at least 30% for the first year, then 50%).*

As light bulbs constitute a significant amount of energy consumption, the establishment ensures that, for the first year of the label application, at least 30% of all light bulbs (including halogen lamps) in the establishment are energy efficient. The percentage has to be increased to 50% in the following years. The requirement is valid for guest rooms, public areas (including lobby, restaurants, conference area, halls, etc.) and the staff areas.

The most energy efficient and therefore preferred light bulbs are LED lightening, but other energy-efficient light bulbs (compact fluorescent lighting, CFL) can also be used.

Energy efficient light bulbs are in most cases more expensive than non-energy efficient light bulbs, but besides being more energy efficient, these light bulbs last much longer and will not need replacement as often as not-efficient light bulbs. This reduces the costs in the long run, and it also reduces the working time spent on replacing light bulbs.

- *Automatic controls are used for internal illumination of cabins or, if the lighting is not switched off automatically, guests must have highly visible information reminding them to switch off all lights before leaving.*

The most common system guaranteeing that that light and electrical appliances are turned off when guests leave the cabins is the “key card” system. When the key card is taken out of the holder, the electricity will shut off immediately or within 1-2 minutes after removing the key card.

Other automatic systems include occupancy sensors, or motion/body heat detectors that recognise when guests leave the areas and automatically switch off lights and electrical appliances.

In case it is not possible to install an automatic system in all the cabins, guests must have highly visible information reminding them to switch off all lights before leaving.

Voluntary

- *Outside lighting is minimised and/or has an automatic turn off sensor installed.*

The minimisation of the outside lighting could be reached either by having the lighting automatically turned off at certain parts of the night or by installed sensors that turn on lighting when detecting movement. Different systems may apply to different outside lighting serving different purposes.

In certain areas, the outside lighting should be also minimised in order not to disturb not only guests, but also wildlife (e.g. nesting turtles at establishments located at the beachfront in certain areas, etc.).

- *Newly purchased electric devices used in cabins, kitchen, laundry, etc. are energy efficient (the highest energy label class).*

To ensure that the devices are energy efficient, when available on the market, they should hold an eco-label or the first or second highest European Energy Label class (in general, higher categories appear in the green bands of A+, A++ and A+++). In the cabins, it can be energy efficient TVs and radios, hairdryers, etc. In the kitchen, it can be energy efficient ovens, refrigerators, freezers, dishwashers, etc. In the washing area, it can be energy efficient laundry and drying machines, etc.

- *Eco-certified and/or renewable energy is purchased.*

The electricity market offers several proposals related to the supply of 100% certified renewable electricity. The cost of renewable energy is generally slightly higher than for electricity generated by combustion systems although, for non-residential clients, it is often subject to bilateral negotiations between the parties, especially for big consumers.

The purchase of 100% certified renewable electricity is equivalent to reduce to zero the CO₂ emissions related to the electricity consumption of the hotel. This kind of action has a strong communicative impact with guests.

- *Solar thermal systems are installed, in particular for showers' water heating.*

The best known use for solar thermal plants is hot water production. The consumption of fossil energy to produce hot water represents an essential item in the budget of a campsite. Structures of this type often have the advantage of possessing already a centralized system for hot water production by a traditional heat production fossil energy system. Moreover, even if hot water could be needed throughout the year or, campsites show a peak demand mostly during the summer months, precisely those in which the production of the solar plant is more intensive.

Systems like solar showers, with a capacity of at least 20 liters of hot water (which is continually renewed in the day), can be easily installed. There is no need to carry pipes for hot water but just a simple connection of the cold water pipe to the integrated solar collector. Operating like a regular shower, it allows to adjust the water temperature from warm to cold for the desired temperature.

- *Photovoltaic panels are installed.*

The production of electricity with photovoltaic plants in tourist facilities represents a great potential for energy savings. In general, the electric demand peaks occurs during the warmer months of the year, when the production of photovoltaic plants reach the highest value. Electric energy production with photovoltaic systems can cut the peak demand (generally more expensive) and permit to save substantial energy consumption, depending on the size of the solar systems. The technical and economic feasibility of a solar system should be evaluated on the basis of the absorbing surface available and the electricity consumption profile.

- *Energy use is registered at least once a month.*

The records of total energy consumption should be done at least once a month. A useful indicator to be calculated is the energy consumption per guest night.

With a small investment, it is possible to install electric consumption meters on the main counters or secondary boards of the user. These tools allow to record the consumptions with predetermined time intervals (e.g. 15 minutes), thus permitting the reconstruction of the daily load curves. In this way it is easier to identify any inefficiencies or abnormal situations.

Water

Mandatory

- *The staff and cleaning personnel have a system in place to regularly check for dripping taps and leaky toilets.*

The standard operational procedures that are in place for the cleaning personnel include regularly check for visibly dripping taps and leaky toilets.

A leaking toilet can lose 750 litres of water per day and a dripping tap can waste enough water in a day to fill a bath. In the case of dripping taps and leaky toilets being observed, corrective actions to terminate the leak is implemented.

- *Water taps and showers are equipped with water saving devices.*

Showers are the main consumers of water in hotels, accounting for an average of about 40%, while wash hand basins count for about 10% (Investing in Water - Life+ project). In order to decrease water consumption the management should install restrictors or aerators on taps and showers, or replace shower heads with more water efficient ones or partially close angle valves in the water supply to taps. It is important to keep in mind that such actions need to be coupled with a high water pressure: in fact, change of devices in floors with low water pressure could be ineffective.

These devices are considered as soft-measures which are applicable to all the built-up typologies since once fitted they will reduce the flow and therefore the consumption of water. Flow restrictors can reduce water consumption by 30-40%, tap aerators by 30-50% and water saving showers by 40-50%.

For example, a standard showerhead uses about 10-12 litres of water per minute, while a water saving showerhead uses 7 litres per minute or less. As regards water saving devices applied to taps, they should guarantee a maximum consumption of 6 litres per minute.

- *Guests have been given highly visible information reminding them to turn off water taps and showers, in case they are not fitted with automatic controls.*

The information reminding guests to turn off water taps and showers should be given both at the reception and applying signs when needed.

The signs can be produced by the establishment or be a standard sign produced by the chain of the establishment.

- *Smart flower and garden watering procedures are in place.*

A very simple smart watering measure, for instance, could be related to the draft of procedures foreseen watering during morning or evening hours. On the other hand, especially in case of more extensive garden areas, specific technical measures could be implemented: for example, a moisture sensor system or a drip system aiming at minimising evaporation and providing the best impact for the roots of the plants. It can also be the use of collected rainwater, grey water or treated wastewater for watering flowers/garden.

Voluntary

- *Toilets are low flush volume and/or are equipped with water saving devices.*

New efficient low flow toilets available on the market use an average of just 4.5 litres per flush, compared to older models that use roughly two or three times more than that. Additionally, it is possible to install dual flush toilets having a split flush button which gives the user the choice of how much water to use. Dual flush toilets typically use 3-6 litres of water opposed to the old style flush systems which use a massive 9-12 litres per flush. If it is not feasible to change all toilets, the

water used in flushing can be reduced significantly (about 6 litres per flush) by manually fixing the floater of the water tank or by placing a brick or full water bottle in the cistern (effectively displacing some of the water).

- *Wash hand basins or showers in public areas are fitted with automatic controls.*

The application of on-off switch devices on wash hand basins or showers permits the user to stop water flow by pushing a button, therefore water flow can be stopped when the user is lathering, to be immediately resumed to continue the flow. Another possibility is to install a shower timer is used to help the user gauge the time spent showering: an alarm goes off after a pre-set time to make the user aware that she/he has exceeded the intended 'showering time'. Since water consumption when showering is directly proportional to the time spent under the shower, reduction in 'showering time' results in lower water consumption.

- *Appropriate systems to avoid continuous flushing in urinals are installed: e.g. by using buttons, motion-detectors, etc.*

The urinals should either have detection sensors or a "push" button (not flushing more than 3 litres per minute). Each urinal should have individual sensors. Waterless urinals can also be installed: they use cutting edge technology that eliminates the need for flush or low flush urinals, guarantying at the same time hygienic conditions and the absence of odour.

- *Rain water harvesting and its use is practised in the camping site*

Rainwater should be collected and used for toilets or other suitable purposes, such as irrigation of the green areas of the camping site.

This system operates by collecting water from roofs, storing it in an underground tank and pumping it up to a feeder tank. More commonly an on-demand pump is used to supply water from the rainwater tank to wherever there is a demand for the water. A rain harvesting system can provide water to replace up to 50% of mains supply for non-potable water use. The pipe work for rainwater should be clearly marked to differentiate it from main supply.

- *Wastewater is re-used according to compatible use*

Facilities can have different tiers of rejected water - flushing from toilets, washing and cleaning, water generated from Reverse Osmosis processes, that should be reused according to compatible uses.

For example, the treatment of most commonly primary water originating from baths, showers and hand washbasin (which is usually less polluted than water originating from kitchens and washing machines) involve simple diversion and in-line surge tanks with coarse filtration with subsurface garden watering and irrigation purposes only. More sophisticated systems that involve storage, fine filtration, biological treatment and UV disinfection and pumping offer greater economic value when used for toilet flushing, laundry washing and garden irrigation applications. Using these waters to flush toilets, as fertiliser of the green areas of the establishment or elsewhere appropriate, can reduce water consumption approximately by 20% (Investing in Water - Life+ project).

It is likely that in most cases, wastewater recycling will not be possible due to a plumbing infrastructure which does not permit the separate collection of grey from black-water (i.e. waste water from showers and wash-hand basins separate to that from toilets). In some cases lack of space

for a grey-water treatment plant could also make this option unfeasible, despite the fact that grey-water treatment plants do not require significant space. In these situations it would be highly beneficial for renovating hotels to ensure that their waste water collection systems for showers and wash-hand basins are separate from the toilet waste water collection, and that there is a possibility to introduce a separate feed line for toilets. This would allow the hotel to implement grey-water treatment technology when renovating. New hotels should also be built with this infrastructure already in place, allowing operators the possibility of introducing grey-water treatment.

- *Regular checks show that there are no leaks in the swimming pool.*

Leaks in outdoor or indoor swimming pools can significantly increase water consumption. The monitoring system can be in the form of a visual inspection around the swimming pool, but it is a better solution to install a separate water meter monitoring. It is strongly recommended that the inspection is carried out daily.

Also correct procedures for the cleaning of pool areas could turn useful to prevent water losses. (e.g. ensuring that hoses have not been left open).

Waste

Mandatory

- *A waste separation and management scheme for recyclable waste is in place in common areas according to the municipal selective collection system.*

Examples of the types of separated waste are paper, cardboard, metal, cans, glass, plastic, bottles with refund, organic waste, garden waste, cooking oil, etc.

The waste sorting areas should be easily accessible to the staff and instructions/signs clearly indicating how to separate the waste should be made available for the staff. Camping sites with kitchens should separate waste in the kitchen, if possible.

Separate bins for separated waste or one bin with separation for separated waste can be placed in bars, restaurants, parking areas, etc.. It is very important to give clear instructions/signs (preferably icons or illustrations) indicating the different bins/compartments for the different waste categories.

The management has to provide documentation that waste collection is done according to the municipal rules.

- *Disposable and consumable goods, when possible, are minimised: reduction of single dose products both in rooms and restaurants; drinks served in reusable or returnable bottle or dispenser, etc.*

It is strongly encouraged that the camping site minimizes the use of disposable (one time use) products. In cabins and public toilets/showers public areas, individually packaged single dose containers of shampoo, shower gel and soap should be substitute with dispensers. In bars and restaurants sugar, jam, yogurt, butter, creams and similar food products should be served in bowls and jars.

The possibility of offering tap water depends on the quality of the water itself. If the quality of the tap water allows it to be offered, it can be offered as it is or it can be filtered before being offered. The tap water should be offered to guests in restaurants and meeting rooms, but it could also be offered to guests at the reception, in guest rooms, etc.

In case the management chooses to have individually packaged single dose containers, the packaging material should be as environmentally friendly as possible by having an eco-label or be recyclable or biodegradable.

In case the management decides to use disposable cups/glasses, plates and cutlery it can be only done in certain limited circumstances/areas, namely in the pool areas, at certain events or in connection with take-away of food and drinks.

- *Hazardous waste are disposed and/or recycled in accordance with current environmental legislation.*

Examples of the types of separated hazardous chemicals are oils, batteries, pesticides, paints, light bulbs, cleaning material, swimming pool disinfectants and other disinfection substances, etc.

Waste oils and batteries, in particular, should be collected and sent to authorized recycling facilities as foreseen by the EU directive.

The separated hazardous chemicals should be stored safely in compliance with relevant national/local legislation. It is strongly encouraged that the hazardous chemicals are located in a locked room separated from other waste.

Besides the separation and safe storage of hazardous chemicals, the management is encouraged to reduce the amount of these types of chemicals or substitute (when available) by products less harmful for the environment.

Voluntary

- *Concentrated (or purchased in reusable containers) cleaning products and detergents are used*

Cleaning products used should be concentrated products or should be purchased in reusable containers. The use of dishwasher and laundry detergents, in any case, should be kept at a minimum (using the correct dosage).

- *A food waste reduction management policy is in place*

An effective food waste management policy should include a wide range of different measures considering:

- the reduction of food waste at source avoiding over-purchasing, over-stocking and unnecessary spoilage and inspecting food quality upon delivery;
- a menu properly planned and regularly reviewed obtaining feedback from guests on their preferences for portion size and meal types;
- lighter portion for dishes available in the menu;
- proper management of the quantity of serving food in buffet (when available), e.g. providing smaller plates encouraging the customers to head back for refills and asking for an extra fee for leftover food;
- increase of the customer awareness to help prevent over-ordering and encouraging him to use doggy bags to take leftovers home;
- donation of surplus food to recycling or charitable organisations in compliance with local requirements and/or established guidelines.

- *Organic waste is composted, if suitable areas are available.*

To reuse the amount of waste from organic sources, the camping site should have a system for composting its organic waste (food waste and/or garden waste). Organic waste should be composted on the premises of the camping area following the standard methods on the matter, and later reused. It is important that composting should be done without affecting the hygiene for the guests, staff and surrounding community.

Organic and local food and other eco-products

Mandatory

- *Local food (preferably organic) and wine is purchased whenever possible*

Whenever possible, local food should be purchased in order to lower the environmental footprint from reduced transportation and to stimulate local economy.

At least 5 of the following products are partly sourced locally: Milk, Eggs, Fruit, Vegetables, Oil, Pork, Beef, Lamb, Chicken, Fish, Mineral Water, Beer. Furthermore, the wine list should include an offer of locally produced wine.

Whether a product is locally produced would depend on circumstances, but a distance of less than 100 km from the source of production to the establishment is normally considered as a recommendation for a product being locally produced. When purchasing products, it is also recommended that they are approved to be organic by recognised authorities.

A minimum of five types of products are required, but it is strongly recommended to include additional ones.

- *The menu card or the buffet highlights the products that are organic, eco-labelled, fair-trade labelled and/or locally produced.*

To increase the awareness of the guests, restaurants and bars inside the camping site should clearly indicate which products are organic, eco-labelled, fair-trade labelled and/or produced from local sources. This could be done on the menu card or on signs on the buffet.

The indication should be done by using the ConsumelessMed logo or other easily understandable means of communication.

Voluntary

- *Initiatives to buy seasonal products, less meat products and no products from endangered fish, seafood or other species are in place.*

The use of seasonal products reduces the environmental footprint created by transportation, and the reduction of meat products reduces the environmental footprint related to farming and production. The use of products from endangered fish, seafood or other species is in contradiction with the efforts for conservation of biodiversity.

As part of the purchase policy, the management should avoid buying genetically modified organisms (GMOs), choosing fish and seafood with the Marine Stewardship Council (MSC)

label or in line with WWF's fish and seafood recommendations, taking animal welfare into consideration when purchasing meat products.

It is encouraged to properly communicate this policy to the staff canteen.

- *Eco-labelled cleaning products are used.*

As part of the purchase policy, the management is strongly encouraged to purchase all-purpose cleaners, detergents for dishwashers, hand dishwashing detergents and laundry detergents awarded with an internationally or nationally recognised eco-label (EU ecolabel, Nordic Swan, Blue Angel, etc.):.

- *Eco-labelled personal care products are provided for the guests*

As part of the purchase policy, the management is strongly encouraged to purchase soaps, shampoos, air conditioners, body lotions and creams awarded with an internationally or nationally recognised eco-label (EU ecolabel, Nordic Swan, Blue Angel, etc.).

Management and communication

Mandatory

- *Information about and interpretation of the natural surroundings, local culture, and cultural heritage is provided to guests, as well as explaining appropriate behaviour while visiting natural areas, living cultures, and cultural heritage sites.*

The information includes encouragements for guests to visit natural surroundings informing them, where relevant, about the local biodiversity and the existence of natural protected areas.

For visits to natural protected areas, cultural and/or historically sensitive sites, the information includes the encouragement to follow established guidelines or a code of conduct in order to minimize visitor impact and maximize enjoyment.

The information can be obtained from the reception/concierge, an environmental corner in the lobby, via TV monitors in the public areas or in the guest rooms, or be placed in binders in the guest rooms.

Although the information is directed towards guests, the establishment is also encouraged to provide similar information for the staff.

- *Guests are informed about local environmental initiatives and activities in which they can participate.*

The awareness raising activities could include encouragement to participate in National and International events related activities (e.g. Earth Day, Clean the World, European Mobility Week), nature guided tours to the green areas, participation in tree-planting events, other special environmental events, organisation of sustainable development activities for local schools or communities, charity events, etc.

The management is also encouraged to contribute to the support of biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value.

- *Guests are informed about local public transportation systems, shuttle bus or cycling/walking alternatives.*

To encourage the use of sustainable transportation, the management should provide information about cycling and walking alternatives to the private car use:

- local public/private transportation systems (bus, train, metro, tram, boat, etc.)
- shared taxis/minibus systems/car sharing;
- the possibilities for using shuttle busses provided by the establishment;
- for the guests using electric cars, the establishment could have a smart electric vehicle charging station or inform about the nearby locations for charging electric cars;
- other means of transportation including cycling opportunities and walking alternatives (if possible, bicycles can be borrow or rent directly from the establishment).

The information can be obtained from the reception, from a dedicated environmental corner, via TV monitors, or can be placed in binders in the cabins.

Voluntary

- *The management has implemented a long-term sustainability management system which addresses environmental, social, and cultural issues. This management system should include a policy with specific goals (available to all staff) and the monitoring of these goals.*

To ensure an overall frame for the sustainability work, a long term sustainability policy should describe the overall aims and level of ambition in relation to management, training, information and awareness raising activities. The sustainability policy includes environmental issues as well as have references to social and cultural, issues. It is a general statement with a commitment for continuous improvements.

To ensure more concrete results, specific goals to be reached in the coming 1-3 years and an action plan of how to reach (and monitor) them in the coming years should be formulated.

All the staff should be informed about the sustainability policy and the goals which have been set.

- *The management must establish active collaboration with relevant stakeholders.*

An active collaboration with relevant stakeholders should be ensured in order to enhance the active role the facility plays in creating environmental awareness in the local area and promoting environmentally friendly practices to collaboration partners. This collaboration could also refer to social and cultural issues. Where appropriate, it is encouraged a cooperation with stakeholders involved in the protection of local historical archeological properties and sites.

The relevant stakeholders (at least one type should be selected) could be non-governmental organisations, local community groups, local authorities, local residents, local schools, suppliers, etc. In order for the collaboration to be considered, it is an active two-way collaboration between the facility and the relevant stakeholders.

4.2.2 Communication materials

The following ConsumelessMed branded materials will be delivered to participants in order to promote the project and the measures that the facilities are implementing:

- 1 window film (cm 8x8) displaying the label- mandatory
- 1 plaque displaying the label- suggested
- Posters (cm 35x50) highlighting the main label criteria- mandatory
- Informative brochure about the ConsumelessMed model - mandatory
- Menu/breakfast table cards (A5 format) - suggested
- Customized items enhancing the mandatory actions' implementation: e.g. sugar bowls, carafes for tap water, bins for waste separated collection, doggy bags for food leftovers - mandatory (at least one)
- Customized items to be given to guests: e.g. reusable shopping bags (realized in recycled material), flasks, block notes including consume-less tips, funs, portable ashtrays - mandatory (at least one)

4.3 Cafes and restaurants

4.3.1 Label criteria

Energy	
Mandatory	Voluntary
Energy efficient lighting products (LED) are in place (at least 50% for the first year, then 70%).	Outside lighting is minimised and/or has an automatic turn off sensor installed.
Doors are always closed with functioning air conditioning system.	A heat recovery system, e.g. refrigeration systems and ventilators, is installed.
Definition of a standard temperature for cooling and heating (cooling should be set at a minimum of 24 C° and heating at a maximum of 21 C°).	Most of windows and doors leading to outdoors have an appropriately high degree of thermal insulation other energy efficient measures corresponding to the local regulations and climate are in place.
	Newly purchased electric devices are energy efficient.
	Eco-certified and/or renewable energy is purchased.
	Solar thermal or photovoltaic panels are installed.
	Energy use is registered at least once a month.
Water	
Mandatory	Voluntary
Water taps are equipped with water saving devices.	Newly purchased cover or tunnel dishwashers must not consume more water than 3.5 litres per basket.
Toilets are low flush volume and/or are equipped with water saving devices.	Instructions for saving water and energy during operation of dishwashers must be displayed near the machine.
Waste	
Mandatory	Voluntary
A waste separation and management scheme for recyclable waste is in place according to the municipal selective collection system.	Concentrated (or served in reusable containers) cleaning products and detergents are used.
Single-dose packaging, when possible, are minimized (e.g. sugar bowls instead of single dose packets).	Tap water is served or a deposit-refund system is applied to bottled water.
Waste oils are recycled in accordance with current environmental legislation.	A food waste reduction management policy is in place.

Durable dishes, glasses and cutlery are used.	Organic waste is composted, if suitable areas.
Organic and local food and other eco-products	
Mandatory	Voluntary
Local food (preferably organic) and wine is purchased whenever possible.	Initiatives to buy seasonal products, less meat products and no products from endangered fish, seafood or other species are in place.
The menu card highlights the products that are organic, eco-labelled, fair-trade labelled and/or locally produced.	Eco-labelled cleaning products are used.
Management and communication	
Mandatory	Voluntary
Customers are informed about local environmental initiatives and activities in which they can participate.	The management has implemented a long-term sustainability management system which addresses environmental, social, and cultural issues. This management system should include a policy with specific goals (available to all staff) and the monitoring of these goals.
Customers are informed about local public transportation systems, shuttle bus or cycling/walking alternatives.	The management must establish active collaboration with relevant stakeholders.

Energy

Mandatory

- *Energy efficient lighting products (LED) in public areas and guest rooms are in place (at least 50% for the first year, then 70%).*

As light bulbs constitute a significant amount of energy consumption, the establishment ensures that, for the first year of the label application, at least 50% of all light bulbs (including halogen lamps) in the establishment are energy efficient. The percentage has to be increased to 70% in the following years.

The most energy efficient and therefore preferred light bulbs are LED lightening, but other energy-efficient light bulbs (compact fluorescent lighting, CFL) can also be used.

Energy efficient light bulbs are in most cases more expensive than non-energy efficient light bulbs, but besides being more energy efficient, these light bulbs last much longer and will not need replacement as often as not-efficient light bulbs. This reduces the costs in the long run, and it also reduces the working time spent on replacing light bulbs.

- *Doors are always closed with functioning air conditioning system*

Leaving the doors or the windows open while the air conditioning or heating system is in operation is definitely a low efficiency practice from the energy consumption point of view. Closing the door can also turn useful to avoid the so-called "air blades" effect at the entrance of bars and restaurants, an inefficient thermal management behaviour, as well as often harmful to health.

- *Definition of a standard temperature for cooling and heating*

The standard cooling temperature should be set at a minimum of 24 C° and the heating temperature at a maximum of 21 C°. Cooling temperature, in particular, should preferably not exceed more than 8 C° outside temperature.

It is strongly encouraged to have the standard cooling temperature set higher and the standard heating temperature set lower than mentioned above.

Voluntary

- *Outside lighting is minimised and/or has an automatic turn off sensor installed.*

The minimisation of the outside lighting could be reached either by having the lighting automatically turned off at certain parts of the night or by installed sensors that turn on lighting when detecting movement. Different systems may apply to different outside lighting serving different purposes.

- *A heat recovery system, e.g. refrigeration systems and ventilators, is installed..*

Larger energy consuming machines and equipment often produce excess heat. A heat recovery system installed for the refrigeration systems or the ventilation system, can recover heat to be used in other areas.

- *Most of windows and doors leading to outdoors have an appropriately high degree of thermal insulation other energy efficient measures corresponding to the local regulations and climate are in place.*

Windows and doors leading to outdoors can be a significant source for high energy consumption. An establishment located in areas with cold weather need a high degree of thermal insulation (e.g. double or triple layer glasses with U value lower than 2,5 W/m² K⁻¹), and establishments in areas with hot weather should have windows including other energy efficient initiatives (e.g. sun-reflecting material on the windows, blinders or other types of shade, etc.). In areas with very hot or cold weather, the establishment could also have restrictions on the possibility for opening the windows.

If there are national or local regulations regarding insulation or other energy efficient initiatives, the establishment must always comply with these requirements.

- *Newly purchased electric devices are energy efficient*

To ensure that the devices are energy efficient, when available on the market, they should hold an eco-label or the first or second highest European Energy Label class (in general, higher categories

appear in the green bands of A+, A++ and A+++). In the kitchen, it can be energy efficient ovens, refrigerators, freezers, dishwashers, etc.

- *Eco-certified and/or renewable energy is purchased.*

The electricity market offers several proposals related to the supply of 100% certified renewable electricity. The cost of renewable energy is generally slightly higher than for electricity generated by combustion systems although, for non-residential clients, it is often subject to bilateral negotiations between the parties, especially for big consumers.

The purchase of 100% certified renewable electricity is equivalent to reduce to zero the CO₂ emissions related to the electricity consumption of the hotel. This kind of action has a strong communicative impact with customers.

- *Solar thermal or photovoltaic panels are installed.*

The use of solar energy represents a great potential for energy savings in bars and restaurants working in tourist areas. In general, the energy demand peaks occur during the warmer months of the year, when the production of solar plants is maximum, so the heat generated with solar thermal plants or the electricity produced with photovoltaic systems can cut the peak demand (generally more expensive) and permit to save substantial energy consumption, depending on the size of the solar systems. The technical and economic feasibility of a solar system should be evaluated on the basis of the absorbing surface available and the thermal (for solar thermal systems) and electric (for photovoltaic system) energy consumption profile.

- *Energy use is registered at least once a month.*

The records of total energy consumption should be done at least once a month. With a small investment, it is possible to install electric consumption meters on the main counters or secondary boards of the user. These tools allow to record the consumptions with predetermined time intervals (e.g. 15 minutes), thus permitting the reconstruction of the daily load curves. In this way it is easier to identify any inefficiencies or abnormal situations.

Water

Mandatory

- *Water taps are equipped with water saving devices.*

In order to decrease water consumption the management should install restrictors or aerators on taps or replace partially close angle valves in the water supply to taps.

These devices are considered as soft-measures which are applicable to all the built-up typologies since once fitted they will reduce the flow and therefore the consumption of water. Flow restrictors can reduce water consumption by 30-40%, tap aerators by 30-50%. Water saving devices applied to taps should guarantee a maximum consumption of 6 litres per minute. It is important to keep in mind that such actions need to be coupled with a high water pressure: in fact, change of devices in floors with low water pressure could be ineffective.

- *Toilets are low flush volume and/or are equipped with water saving devices.*

New efficient low flow toilets available on the market use an average of just 4.5 litres per flush, compared to older models that use roughly two or three times more than that. Additionally, it is possible to install dual flush toilets having a split flush button which gives the user the choice of how much water to use. Dual flush toilets typically use 3-6 litres of water opposed to the old style flush systems which use a massive 9-12 litres per flush. If it is not feasible to change all toilets, the water used in flushing can be reduced significantly (about 6 litres per flush) by manually fixing the floater of the water tank or by placing a brick or full water bottle in the cistern (effectively displacing some of the water).

Voluntary

- *Newly purchased cover or tunnel dishwashers must not consume more water than 3.5 litres per basket.*

New purchased professional cover or tunnel dishwashers in the kitchen should not exceed an average water consumption of 3.5 litres per basket (as reported in the technical datasheets and manuals).

- *Instructions for saving water and energy during operation of dishwashers must be displayed near the machine.*

The instructions for using the dishwasher in the most environmentally friendly way to save energy and water should be placed by the machine and presented in an easily understandable way (few sentences in appropriate languages or pictogrammes and icons). The instructions could include indications about only starting the dishwasher when the basket is full, using correct dose of detergent, sweeping of food before loading the dishwasher, using correct dishwasher programme, etc.

Waste

Mandatory

- *A waste separation and management scheme for recyclable waste is in place according to the municipal selective collection system.*

Examples of the types of separated waste are paper, cardboard, metal, cans, glass, plastic, bottles with refund, organic waste, garden waste, cooking oil, etc.

The waste sorting areas should be easily accessible to the staff and instructions/signs clearly indicating how to separate the waste should be made available for the staff.

Separate bins for separate waste or one bin with separation for separate waste can be placed in the shop. It is very important to give clear instructions/signs (preferably icons or illustrations) indicating the different bins/compartments for the different waste categories.

- *Single-dose packaging, when possible, are minimized*

It is strongly encouraged that bars and restaurants reduce the use of disposable single-dose products. For example, sugar bowls should be preferred to single dose packets, jams should be served in bowls or jars and vinegar and oil in refilled jugs.

In case the management chooses to have individually packaged single dose containers, the packaging material should be as environmentally friendly as possible by having an eco-label or be recyclable or biodegradable.

- *Waste oils are recycled in accordance with current environmental legislation.*

Waste oils used in kitchens should be collected separately and sent to authorized recycling facilities in accordance with the current environmental legislation. Clear instructions should be made available to the staff.

- *Durable dishes, glasses, and cutlery are used.*

Durable dishes, glass and cutlery should be used instead of disposable ones. The use of disposable cups/glasses, plates and cutlery can be allowed only in certain limited circumstances, at certain events or in connection with take-away of food and drinks. In this case, it is recommended to use biodegradable products instead of plastic ones.

Voluntary

- *Concentrated (or purchased in reusable containers) cleaning products and detergents are used*

Cleaning products used should be concentrated products or should be purchased in reusable containers. The use of detergents, in any case, should be kept at a minimum (using the correct dosage).

- *Tap water is served or a deposit-refund system is applied to bottled water.*

The possibility of offering tap water in carafe or dispenser depends on the quality of the water itself. If the quality of the tap water allows it to be offered, it can be offered as it is or it can be filtered before being offered.

In case there is no possibility to offer tap water, it is suggested to purchase glass bottled water from providers using a deposit-refund system.

- *A food waste reduction management policy is in place*

An effective food waste management policy should include a wide range of different measures considering:

- the reduction of food waste at source avoiding over-purchasing, over-stocking and unnecessary spoilage and inspecting food quality upon delivery;
- a menu properly planned and regularly reviewed obtaining feedback from guests on their preferences for portion size and meal types;
- lighter portion for dishes available in the menu;
- proper management of the quantity of serving food in buffet (when available), e.g. providing smaller plates encouraging the customers to head back for refills and asking for an extra fee for leftover food;
- increase of the customer awareness to help prevent over-ordering and encouraging him to use doggy bags to take leftovers home;

- donation of surplus food to recycling or charitable organisations in compliance with local requirements and/or established guidelines.
- *Organic waste is composted, if suitable areas are available*

To reuse the amount of waste from organic sources, the establishment should have a system for composting its organic waste (food waste and/or garden waste). Organic waste should be composted on the premises of the establishment following the standard methods on the matter and, if possible, later reused.

It is important that composting should be done without affecting the hygiene for the guests, staff and surrounding community.

Organic and local food and other eco-products

Mandatory

- *Local food (preferably organic) and wine is purchased whenever possible*

Whenever possible, local food should be purchased in order to lower the environmental footprint from reduced transportation and to stimulate local economy.

At least 5 of the following products should be partly sourced locally: Milk, Eggs, Fruit, Vegetables, Oil, Pork, Beef, Lamb, Chicken, Fish, Mineral Water, Beer. Furthermore, the wine list should include an offer of locally produced wine.

Whether a product is locally produced would depend on circumstances, but a distance of less than 100 km from the source of production to the establishment is normally considered as a recommendation for a product being locally produced. When purchasing products, it is also recommended that they are approved to be organic by recognised authorities.

A minimum of five types of products are required, but it is strongly recommended to include additional ones.

- *The menu card highlights the products that are organic, eco-labelled, fair-trade labelled and/or locally produced.*

To increase the awareness of the guests, it should be clearly indicated which products are organic, eco-labelled, fair-trade labelled and/or produced from local sources. This could be done on the menu card.

The indication should be done by using the ConsumelessMed logo or other easily understandable means of communication.

Voluntary

- *Initiatives to buy seasonal products, less meat products and no products from endangered fish, seafood or other species are in place.*

The use of seasonal products reduces the environmental footprint created by transportation, and the reduction of meat products reduces the environmental footprint related to farming and production. The use of products from endangered fish, seafood or other species is in contradiction with the efforts for conservation of biodiversity.

As part of the purchase policy, the management should avoid buying genetically modified organisms (GMOs), choosing fish and seafood with the Marine Stewardship Council (MSC) label or in line with WWF's fish and seafood recommendations, taking animal welfare into consideration when purchasing meat products.

It is encouraged to properly communicate this policy to the staff canteen.

- *Eco-labelled cleaning products are used.*

As part of the purchase policy, the management is strongly encouraged to purchase all-purpose cleaners, detergents for dishwashers, hand dishwashing detergents and laundry detergents awarded with an internationally or nationally recognised eco-label (EU ecolabel, Nordic Swan, Blue Angel, etc.).

Management and communication

Mandatory

- *Customers are informed about local environmental initiatives and activities in which they can participate.*

The awareness raising activities could include encouragement to participate in National and International events related activities (e.g. Earth Day, Clean the World, European Mobility Week), nature guided tours to the green areas, participation in tree-planting events, other special environmental events, organisation of sustainable development activities for local schools or communities, charity events, etc.

The management is also encouraged to contribute to the support of biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value.

- *Customers are informed about local public transportation systems, shuttle bus or cycling/walking alternatives.*

To encourage the use of sustainable transportation, the management should provide information about cycling and walking alternatives to the private car use:

- local public/private transportation systems (bus, train, metro, tram, boat, etc.)
- shared taxis/minibus systems/car sharing;
- the possibilities for using shuttle busses provided by the establishment;
- for the guests using electric cars, the establishment could have a smart electric vehicle charging station or inform about the nearby locations for charging electric cars;
- other means of transportation including cycling opportunities and walking alternatives.

Voluntary

- *The management has implemented a long-term sustainability management system which addresses environmental, social, and cultural issues. This management system should include a policy with specific goals (available to all staff) and the monitoring of these goals.*

To ensure an overall frame for the sustainability work, a long term sustainability policy should describe the overall aims and level of ambition in relation to management, training, information and awareness raising activities. The sustainability policy includes environmental issues as well as have references to social and cultural, issues. It is a general statement with a commitment for continuous improvements.

To ensure more concrete results, specific goals to be reached in the coming 1-3 years and an action plan of how to reach (and monitor) them in the coming years should be formulated.

All the staff should be informed about the sustainability policy and the goals which have been set.

- *The management must establish active collaboration with relevant stakeholders.*

An active collaboration with relevant stakeholders should be ensured in order to enhance the active role the facility plays in creating environmental awareness in the local area and promoting environmentally friendly practices to collaboration partners. This collaboration could also refer to social and cultural issues. Where appropriate, it is encouraged a cooperation with stakeholders involved in the protection of local historical archeological properties and sites.

The relevant stakeholders (at least one type should be selected) could be non-governmental organisations, local community groups, local authorities, local residents, local schools, suppliers, etc. In order for the collaboration to be considered, it is an active two-way collaboration between the facility and the relevant stakeholders.

4.3.2 Communication materials

The following ConsumelessMed branded materials will be delivered to participants in order to promote the project and the measures that the facilities are implementing:

- 1 window film (cm 8x8) displaying the label- mandatory
- Posters (cm 35x50) highlighting the main label criteria- mandatory
- Informative brochure about the ConsumelessMed model- mandatory
- Menu cards (A5 format) - suggested
- Customized items enhancing the mandatory actions' implementation: sugar bowls, carafes for tap water, bins for waste separated collection, doggy bags for food leftovers – e.g. mandatory (at least one)

4.4 Food and handicraft shops

4.4.1 Label criteria

Energy	
Mandatory	Voluntary
Energy efficient lighting products (LED) are in place (at least 50% for the first year, then 70%).	Shop window lighting is reduced during closing time.
Doors are always closed with functioning air conditioning system.	Most of windows and doors leading to outdoors have an appropriately high degree of thermal insulation other energy efficient measures corresponding to the local regulations and climate are in place.
Definition of a standard temperature for cooling and heating (cooling should be set at a minimum of 24 C° and heating at a maximum of 21 C°).	Newly purchased electric devices are energy efficient.
	Eco-certified and/or renewable energy is purchased.
	Energy use is registered at least once a month.
Water	
Mandatory	Voluntary
Water taps are equipped with water saving devices.	Toilets are low flush volume and/or are equipped with water saving devices.
Waste	
Mandatory	Voluntary
A waste separation and management scheme for recyclable waste is in place according to the municipal selective collection system.	Products on tap are available (beverages, detergents, candies, etc.).
Customers are encouraged to use reusable bags.	Discounted rate is applied to food products which have a close expiry date.
Measures for minimising packaging and using mono-material packaging are in place.	
Organic and local food and other eco-products	
Mandatory	Voluntary
Local and organic food, local handicraft products and nationally or internationally recognised eco-labelled products are promoted and more visible inside the shop. The offer of local products, in particular, should be	Initiatives to buy seasonal products, less meat products and no products from endangered fish, seafood or other species are in place.

progressively increased.	
Management and communication	
Mandatory	Voluntary
Customers are informed about local environmental initiatives and activities in which they can participate.	The management has implemented a long-term sustainability management system which addresses environmental, social, and cultural issues. This management system should include a policy with specific goals (available to all staff) and the monitoring of these goals.
Customers are informed about local public transportation systems, shuttle bus or cycling/walking alternatives.	The management must establish active collaboration with relevant stakeholders.

Energy

Mandatory

- *Energy efficient lighting products (LED) in public areas and guest rooms are in place (at least 50% for the first year, then 70%).*

As light bulbs constitute a significant amount of energy consumption, the establishment ensures that, for the first year of the label application, at least 50% of all light bulbs (including halogen lamps) in the establishment are energy efficient. The percentage has to be increased to 70% in the following years.

The most energy efficient and therefore preferred light bulbs are LED lightening, but other energy-efficient light bulbs (compact fluorescent lighting, CFL) can also be used.

Energy efficient light bulbs are in most cases more expensive than non-energy efficient light bulbs, but besides being more energy efficient, these light bulbs last much longer and will not need replacement as often as not-efficient light bulbs. This reduces the costs in the long run, and it also reduces the working time spent on replacing light bulbs.

- *Doors are always closed with functioning air conditioning system*

Leaving the doors or the windows open while the air conditioning or heating system is in operation is definitely a low efficiency practice from the energy point of view. Closing the door can also turn useful to avoid the so-called "air blades" effect at the shop's entrance (especially for food shops), an inefficient thermal management behaviour, as well as often harmful to health.

- *Definition of a standard temperature for cooling and heating*

The standard cooling temperature should be set at a minimum of 24 C° and the heating temperature at a maximum of 21 C°. Cooling temperature, in particular, should preferably not to exceed more than 8 C° outside temperature.

It is strongly encouraged to have the standard cooling temperature set higher and the standard heating temperature set lower than mentioned above.

Voluntary

- *Shop window lighting is reduced during closing time.*

For commercial reasons the lights of shops and shop windows often remain turned on even during the night. In many cases this choice depends on security issues related to the adjacent spaces of the shop. It should be assessed carefully the lighting level required using special motion sensors and high efficiency devices (LED).

- *Most of windows and doors leading to outdoors have an appropriately high degree of thermal insulation other energy efficient measures corresponding to the local regulations and climate are in place.*

Windows and doors leading to outdoors can be a significant source for high energy consumption. An establishment located in areas with cold weather need a high degree of thermal insulation (e.g. double or triple layer glasses with U value lower than $2,5 \text{ W/m}^2 \text{ K}^{-1}$), and establishments in areas with hot weather should have windows including other energy efficient initiatives (e.g. sun-reflecting material on the windows, blinders or other types of shade, etc.). In areas with very hot or cold weather, the establishment could also have restrictions on the possibility for opening the windows.

If there are national or local regulations regarding insulation or other energy efficient initiatives, the establishment must always comply with these requirements.

- *Newly purchased electric devices are energy efficient*

To ensure that the devices are energy efficient, when available on the market, they should hold an eco-label or the first or second highest European Energy Label class (in general, higher categories appear in the green bands of A+, A++ and A+++). In food shops, for example, it can be energy efficient refrigerators and freezers.

- *Eco-certified and/or renewable energy is purchased.*

The electricity market offers several proposals related to the supply of 100% certified renewable electricity. The cost of renewable energy is generally slightly higher than for electricity generated by combustion systems although, for non-residential clients, it is often subject to bilateral negotiations between the parties, especially for big consumers.

The purchase of 100% certified renewable electricity is equivalent to reduce to zero the CO₂ emissions related to the electricity consumption of the hotel. This kind of action has a strong communicative impact with customers.

- *Energy use is registered at least once a month.*

The records of total energy consumption should be done at least once a month. With a small investment, it is possible to install electric consumption meters on the main counters or secondary boards of the user. These tools allow to record the consumptions with predetermined time intervals

(e.g. 15 minutes), thus permitting the reconstruction of the daily load curves. In this way it is easier to identify any inefficiencies or abnormal situations.

Water

Mandatory

- *Water taps are equipped with water saving devices.*

In order to decrease water consumption the management should install restrictors or aerators on taps or replace partially close angle valves in the water supply to taps.

These devices are considered as soft-measures which are applicable to all the built-up typologies since once fitted they will reduce the flow and therefore the consumption of water. Flow restrictors can reduce water consumption by 30-40%, tap aerators by 30-50%. Water saving devices applied to taps should guarantee a maximum consumption of 6 litres per minute. It is important to keep in mind that such actions need to be coupled with a high water pressure: in fact, change of devices in floors with low water pressure could be ineffective.

Voluntary

- *Toilets are low flush volume and/or are equipped with water saving devices.*

New efficient low flow toilets available on the market use an average of just 4.5 litres per flush, compared to older models that use roughly two or three times more than that. Additionally, it is possible to install dual flush toilets having a split flush button which gives the user the choice of how much water to use. Dual flush toilets typically use 3-6 litres of water opposed to the old style flush systems which use a massive 9-12 litres per flush. If it is not feasible to change all toilets, the water used in flushing can be reduced significantly (about 6 litres per flush) by manually fixing the floater of the water tank or by placing a brick or full water bottle in the cistern (effectively displacing some of the water).

Waste

Mandatory

- *A waste separation and management scheme for recyclable waste is in place according to the municipal selective collection system.*

Examples of the types of separated waste are paper, cardboard, metal, cans, glass, plastic, bottles with refund, organic waste, garden waste, cooking oil, etc.

The waste sorting areas should be easily accessible to the staff and instructions/signs clearly indicating how to separate the waste should be made available for the staff.

Separate bins for separate waste or one bin with separation for separate waste can be placed in the shop. It is very important to give clear instructions/signs (preferably icons or illustrations) indicating the different bins/compartments for the different waste categories.

- *Customers are encouraged to use reusable bags.*

Customers should be encouraged to use reusable bags, charging them the cost of single use bags and/or awarding customers who bring their own bag.

During the first experimental phase, ConsumelessMed customized reusable shopping bags, realized in recycled material, will be made available to the shops involved.

In case single use bags are needed, plastic bags should be substituted with biodegradable one.

- *Measures for minimising packaging and using mono-material packaging are in place.*

When possible, mono-material packaging (paper or plastic) should be preferred to composting packaging. The use of plastic bowls for food (e.g. cheese) should be minimized and the weight of bags reduced.

Products with reduced packaging (concentrated detergents, soap recharges, bottled drinks with a refund scheme) should have a higher visibility, putting them together in a “special” corner or using stickers and labels to differentiate them from the other ones.

Voluntary

- *Products on tap are available (beverages, detergents, candies, etc.).*

It is encouraged, when possible, the on tap selling of selected categories of products, making use of reusable bottles or other kind of containers. In particular, beverages (milk, wine, juices), dry food (cereals, rice, beans, etc.), candies, detergents such as dish-washing liquids and laundry liquids.

- *Discounted rate is applied to food products which have a close expiry date.*

When food products like fresh cheese and yogurt (but also snacks and biscuits) are near the expiry date, they can be sold applying a discount which is higher as the expiry date is nearer. These special offers should be visible and clearly communicate to customers.

As an alternative, expired products could be donated to recycling or charitable organisations in compliance with local requirements and/or established guidelines.

Organic and local food and other eco-products

Mandatory

- *Local and organic food, local handicraft products and nationally or internationally recognised eco-labelled products are promoted and more visible inside the shop.*

Whenever possible, local food and handicraft products should be offered to customers, in order to lower the environmental footprint from reduced transportation and to stimulate local economy. Whether a product is locally produced would depend on circumstances, but a distance of less than 100 km from the source of production to the establishment is normally considered as a recommendation for a product being locally produced. It is also recommended that local food is approved to be organic by recognised authorities.

In general, the management is also strongly encouraged to sell products having an internationally or nationally recognised eco-label (EU ecolabel, Nordic Swan, Blue Angel, etc.).

To all this kind of products it should be given a higher visibility, putting them together in a “special” corner or using stickers and labels to differentiate them from the other ones.

The offer of local products, in particular, should be progressively increased.

Voluntary

- *Initiatives to buy seasonal products, less meat products and no products from endangered fish, seafood or other species are in place.*

The use of seasonal products reduces the environmental footprint created by transportation, and the reduction of meat products reduces the environmental footprint related to farming and production. The use of products from endangered fish, seafood or other species is in contradiction with the efforts for conservation of biodiversity.

As part of the purchase policy, the management should avoid buying genetically modified organisms (GMOs), choosing fish and seafood with the Marine Stewardship Council (MSC) label or in line with WWF's fish and seafood recommendations, taking animal welfare into consideration when purchasing meat products.

Management and communication

Mandatory

- *Customers are informed about local environmental initiatives and activities in which they can participate.*

The awareness raising activities could include encouragement to participate in National and International events related activities (e.g. Earth Day, Clean the World, European Mobility Week), nature guided tours to the green areas, participation in tree-planting events, other special environmental events, organisation of sustainable development activities for local schools or communities, charity events, etc.

The management is also encouraged to contribute to the support of biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value.

- *Customers are informed about local public transportation systems, shuttle bus or cycling/walking alternatives.*

To encourage the use of sustainable transportation, the management should provide information about cycling and walking alternatives to the private car use:

- local public/private transportation systems (bus, train, metro, tram, boat, etc.)
- shared taxis/minibus systems/car sharing;
- the possibilities for using shuttle busses provided by the establishment;
- for the guests using electric cars, the establishment could have a smart electric vehicle charging station or inform about the nearby locations for charging electric cars;
- other means of transportation including cycling opportunities and walking alternatives.

Voluntary

- *The management has implemented a long-term sustainability management system which addresses environmental, social, and cultural issues. This management system should include a policy with specific goals (available to all staff) and the monitoring of these goals.*

To ensure an overall frame for the sustainability work, a long term sustainability policy should describe the overall aims and level of ambition in relation to management, training, information and awareness raising activities. The sustainability policy includes environmental issues as well as have references to social and cultural, issues. It is a general statement with a commitment for continuous improvements.

To ensure more concrete results, specific goals to be reached in the coming 1-3 years and an action plan of how to reach (and monitor) them in the coming years should be formulated.

All the staff should be informed about the sustainability policy and the goals which have been set.

- *The management must establish active collaboration with relevant stakeholders.*

An active collaboration with relevant stakeholders should be ensured in order to enhance the active role the facility plays in creating environmental awareness in the local area and promoting environmentally friendly practices to collaboration partners. This collaboration could also refer to social and cultural issues. Where appropriate, it is encouraged a cooperation with stakeholders involved in the protection of local historical archaeological properties and sites.

The relevant stakeholders (at least one type should be selected) could be non-governmental organisations, local community groups, local authorities, local residents, local schools, suppliers, etc. In order for the collaboration to be considered, it is an active two-way collaboration between the facility and the relevant stakeholders.

4.4.2 Communication materials

The following ConsumelessMed branded materials will be delivered to participants in order to promote the project and the measures that the facilities are implementing:

- 1 window film (cm 8x8) displaying the label - mandatory
- Posters (cm 35x50) highlighting the main label criteria - mandatory
- Informative brochure about the ConsumelessMed model - mandatory
- Sticker or shelf labels for identify ConsumelessMed products- mandatory
- Customized items to be given to customers: e.g. reusable shopping bags, realized in recycled material, portable ashtrays- mandatory (at least one)

4.5 Beach resorts

4.5.1 Label criteria

Energy	
Mandatory	Voluntary
Energy efficient lighting products (LED) are in place (at least 30% for the first year, then 50%).	Newly purchased electric devices are energy efficient.
Outside lighting is minimised and/or has an automatic turn off sensor installed.	Solar thermal systems are installed, in particular for showers' water heating
	Photovoltaic panels are installed.
	Energy use is registered at least once a month.
Water	
Mandatory	Voluntary
Water taps and showers are equipped with water saving devices.	Toilets are low flush volume and/or are equipped with water saving devices.
Smart flower and garden watering procedures are in place.	Wash hand basins or showers are fitted with automatic controls.
	Appropriate systems to avoid continuous flushing in urinals are installed: e.g. by using buttons, motion-detectors, etc.
	Rain water harvesting and its use is practised in the establishment.
	Wastewater is re-used according to compatible use.
	Regular checks of the swimming pool and correct procedures for cleaning the pool areas are in place.
Waste	
Mandatory	Voluntary
A waste separation and management scheme for recyclable waste is in place according to the municipal selective collection system in place.	Organic waste is composted, if suitable areas are available.
Disposable and consumable goods, when possible, are minimised: reduction of single dose products; drinks served in reusable or returnable bottle or dispenser, etc.	

Organic and local food and other eco-products	
Mandatory	Voluntary
Local and organic food and nationally or internationally recognised eco-labelled products are promoted and more visible inside the beach resort.	Eco-labelled cleaning products are used.
Management and communication	
Mandatory	Voluntary
Customers are informed about local environmental initiatives and activities in which they can participate.	The management has implemented a long-term sustainability management system which addresses environmental, social, and cultural issues. This management system should include a policy with specific goals (available to all staff) and the monitoring of these goals.
Customers are informed about local public transportation systems, shuttle bus or cycling/walking alternatives.	The management must establish active collaboration with relevant stakeholders.

Energy

Mandatory

- *Energy efficient lighting products (LED) in public areas and guest rooms are in place (at least 30% for the first year, then 50%).*

As light bulbs constitute a significant amount of energy consumption, the establishment ensures that, for the first year of the label application, at least 30% of all light bulbs (including halogen lamps) in the establishment are energy efficient. The percentage has to be increased to 50% in the following years.

The most energy efficient and therefore preferred light bulbs are LED lightening, but other energy-efficient light bulbs (compact fluorescent lighting, CFL) can also be used.

Energy efficient light bulbs are in most cases more expensive than non-energy efficient light bulbs, but besides being more energy efficient, these light bulbs last much longer and will not need replacement as often as not-efficient light bulbs. This reduces the costs in the long run, and it also reduces the working time spent on replacing light bulbs.

- *Outside lighting is minimised and/or has an automatic turn off sensor installed.*

The minimisation of the outside lighting could be reached either by having the lighting automatically turned off at certain parts of the night or by installed sensors that turn on lighting when detecting movement. Different systems may apply to different outside lighting serving different purposes.

In certain areas, the outside lighting should be also minimised in order not to disturb wildlife (e.g. nesting turtles at establishments located at the beachfront in certain areas, etc.).

Voluntary

- *Newly purchased electric devices are energy efficient*

To ensure that devices like refrigerators or dishwashers are energy efficient, when available on the market, they should hold an eco-label or the first or second highest European Energy Label class (in general, higher categories appear in the green bands of A+, A++ and A+++).

- *Solar thermal systems are installed, in particular for showers' water heating.*

The best known use for solar thermal plants is hot water production. The consumption of fossil energy to produce hot water represents an essential item in the budget of a beach resort. Structures of this type often have the advantage of possessing already a centralized system for hot water production by a traditional heat production fossil energy system. Moreover, even if hot water could be needed throughout the year or, campsites show a peak demand mostly during the summer months, precisely those in which the production of the solar plant is more intensive.

Systems like solar showers, with a capacity of at least 20 liters of hot water (which is continually renewed in the day), can be easily installed. There is no need to carry pipes for hot water but just a simple connection of the cold water pipe to the integrated solar collector. Operating like a regular shower, it allows to adjust the water temperature from warm to cold for the desired temperature.

- *Photovoltaic panels are installed.*

The production of electricity with photovoltaic plants in tourist facilities represents a great potential for energy savings. In general, the electric demand peaks occurs during the warmer months of the year, when the production of photovoltaic plants reach the highest value. Electric energy production with photovoltaic systems can cut the peak demand (generally more expensive) and permit to save substantial energy consumption, depending on the size of the solar systems. The technical and economic feasibility of a solar system should be evaluated on the basis of the absorbing surface available and the electricity consumption profile.

- *Energy use is registered at least once a month.*

The records of total energy consumption should be done at least once a month. With a small investment, it is possible to install electric consumption meters on the main counters or secondary boards of the user. These tools allow to record the consumptions with predetermined time intervals (e.g. 15 minutes), thus permitting the reconstruction of the daily load curves. In this way it is easier to identify any inefficiencies or abnormal situations.

Water

Mandatory

- *Water taps and showers are equipped with water saving devices.*

Showers are the main consumers of water in hotels, accounting for an average of about 40%, while wash hand basins count for about 10% (Investing in Water - Life+ project). In order to decrease water consumption the management should install restrictors or aerators on taps and showers, or

replace shower heads with more water efficient ones or partially close angle valves in the water supply to taps. It is important to keep in mind that such actions need to be coupled with a high water pressure: in fact, change of devices in floors with low water pressure could be ineffective.

These devices are considered as soft-measures which are applicable to all the built-up typologies since once fitted they will reduce the flow and therefore the consumption of water. Flow restrictors can reduce water consumption by 30-40%, tap aerators by 30-50% and water saving showers by 40-50%.

For example, a standard showerhead uses about 10-12 litres of water per minute, while a water saving showerhead uses 7 litres per minute or less. As regards water saving devices applied to taps, they should guarantee a maximum consumption of 6 litres per minute.

- *Smart flower and garden watering procedures are in place*

A very simple smart watering measure, for instance, could be related to the draft of procedures foreseen watering during morning or evening hours. On the other hand, especially in case of more extensive garden areas, specific technical measures could be implemented: for example, a moisture sensor system or a drip system aiming at minimising evaporation and providing the best impact for the roots of the plants. It can also be the use of collected rainwater, grey water or treated wastewater for watering flowers/garden.

Voluntary

- *Toilets are low flush volume and/or are equipped with water saving devices.*

New efficient low flow toilets available on the market use an average of just 4.5 litres per flush, compared to older models that use roughly two or three times more than that. Additionally, it is possible to install dual flush toilets having a split flush button which gives the user the choice of how much water to use. Dual flush toilets typically use 3-6 litres of water opposed to the old style flush systems which use a massive 9-12 litres per flush. If it is not feasible to change all toilets, the water used in flushing can be reduced significantly (about 6 litres per flush) by manually fixing the floater of the water tank or by placing a brick or full water bottle in the cistern (effectively displacing some of the water).

- *Wash hand basins or showers in public areas are fitted with automatic controls.*

The application of on-off switch devices on wash hand basins or showers permits the user to stop water flow by pushing a button, therefore water flow can be stopped when the user is lathering, to be immediately resumed to continue the flow. Another possibility is to install a shower timer is used to help the user gauge the time spent showering: an alarm goes off after a pre-set time to make the user aware that she/he has exceeded the intended 'showering time'. Since water consumption when showering is directly proportional to the time spent under the shower, reduction in 'showering time' results in lower water consumption.

- *Appropriate systems to avoid continuous flushing in urinals are installed: e.g. by using buttons, motion-detectors, etc.*

The urinals should either have detection sensors or a "push" button (not flushing more than 3 litres per minute). Each urinal should have individual sensors. Waterless urinals can also be installed:

they use cutting edge technology that eliminates the need for flush or low flush urinals, guarantying at the same time hygienic conditions and the absence of odour.

- *Rain water harvesting and its use is practised in the establishment*

Rainwater should be collected and used for toilets or other suitable purposes, such as irrigation of the green areas of the beach resort.

This system operates by collecting water from roofs, storing it in an underground tank and pumping it up to a feeder tank. More commonly an on-demand pump is used to supply water from the rainwater tank to wherever there is a demand for the water. A rain harvesting system can provide water to replace up to 50% of mains supply for non-potable water use. The pipe work for rainwater should be clearly marked to differentiate it from main supply.

- *Wastewater is re-used according to compatible use.*

Facilities can have different tiers of rejected water - flushing from toilets, washing and cleaning, water generated from Reverse Osmosis processes, that should be reused according to compatible uses.

For example, the treatment of most commonly primary water originating from baths, showers and hand washbasin (which is usually less polluted than water originating from kitchens and washing machines) involve simple diversion and in-line surge tanks with coarse filtration with subsurface garden watering and irrigation purposes only. More sophisticated systems that involve storage, fine filtration, biological treatment and UV disinfection and pumping offer greater economic value when used for toilet flushing, laundry washing and garden irrigation applications. Using these waters to flush toilets, as fertiliser of the green areas of the establishment or elsewhere appropriate, can reduce water consumption approximately by 20% (Investing in Water - Life+ project).

It is likely that in most cases, wastewater recycling will not be possible due to a plumbing infrastructure which does not permit the separate collection of grey from black-water (i.e. waste water from showers and wash-hand basins separate to that from toilets). In some cases lack of space for a grey-water treatment plant could also make this option unfeasible, despite the fact that grey-water treatment plants do not require significant space. In these situations it would be highly beneficial for renovating hotels to ensure that their waste water collection systems for showers and wash-hand basins are separate from the toilet waste water collection, and that there is a possibility to introduce a separate feed line for toilets. This would allow the hotel to implement grey-water treatment technology when renovating. New hotels should also be built with this infrastructure already in place, allowing operators the possibility of introducing grey-water treatment.

- *Regular checks show that there are no leaks in the swimming pool.*

Leaks in outdoor or indoor swimming pools can significantly increase water consumption. The monitoring system can be in the form of a visual inspection around the swimming pool, but it is a better solution to install a separate water meter monitoring. It is strongly recommended that the inspection is carried out daily.

Also correct procedures for the cleaning of pool areas could turn useful to prevent water losses. (e.g. ensuring that hoses have not been left open).

Waste

Mandatory

- *A waste separation and management scheme for recyclable waste is in place according to the municipal selective collection system in place.*

Examples of the types of separated waste are paper, cardboard, metal, cans, glass, plastic, bottles with refund, organic waste, garden waste, cooking oil, etc.

The waste sorting areas should be easily accessible to the staff and instructions/signs clearly indicating how to separate the waste should be made available for the staff. Establishments with kitchens should separate waste in the kitchen, if possible.

Separate bins for separate waste or one bin with separation for separate waste can be placed in different areas (bar, restaurant, parking, etc.). It is very important to give clear instructions/signs (preferably icons or illustrations) indicating the different bins/compartments for the different waste categories.

- *Disposable and consumable goods, when possible, are minimised: reduction of single dose products; drinks served in reusable or returnable bottle or dispenser, etc.*

It is strongly encouraged that the establishment avoids the use of disposable (one time use) products. The possibility of offering tap water depends on the quality of the water itself. If the quality of the tap water allows it to be offered, it can be offered as it is or it can be filtered before being offered.

In case the management chooses to have individually packaged single dose containers, the packaging material should be as environmentally friendly as possible by having an eco-label or be recyclable or biodegradable.

In case the management decides to use disposable cups/glasses, plates and cutlery it can be only done in certain limited circumstances/areas and at certain events or in connection with take-away of food and drinks.

Voluntary

- *Organic waste is composted, if suitable areas are available.*

To reuse the amount of waste from organic sources, the establishment should have a system for composting its organic waste (food waste and/or garden waste). Organic waste should be composted on the premises of the establishment following the standard methods on the matter, and later reused. It is important that composting should be done without affecting the hygiene for the guests, staff and surrounding community.

Organic and local food and other eco-products

Mandatory

- *Local and organic food and nationally or internationally recognised eco-labelled products are promoted and more visible inside the beach resort.*

Whenever possible, local food should be offered to customers, in order to lower the environmental footprint from reduced transportation and to stimulate local economy. Whether a product is locally produced would depend on circumstances, but a distance of less than 100 km from the source of production to the establishment is normally considered as a recommendation for a product being locally produced. It is also recommended that local food is approved to be organic by recognised authorities.

In general, the management is also strongly encouraged to sell products having an internationally or nationally recognised eco-label (EU ecolabel, Nordic Swan, Blue Angel, etc.).

To all this kind of products it should be given a higher visibility, putting them together in a “special” corner or using stickers and labels to differentiate them from the other ones.

Voluntary

- *Eco-labelled cleaning products are used.*

As part of the purchase policy, the management is strongly encouraged to purchase all-purpose cleaners, detergents for dishwashers, hand dishwashing detergents and laundry detergents awarded with an internationally or nationally recognised eco-label (EU ecolabel, Nordic Swan, Blue Angel, etc.):.

Management and communication

Mandatory

- *Customers are informed about local environmental initiatives and activities in which they can participate.*

The awareness raising activities could include encouragement to participate in National and International events related activities (e.g. Earth Day, Clean the World, European Mobility Week), nature guided tours to the green areas, participation in tree-planting events, other special environmental events, organisation of sustainable development activities for local schools or communities, charity events, etc.

The management is also encouraged to contribute to the support of biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value.

- *Customers are informed about local public transportation systems, shuttle bus or cycling/walking alternatives.*

To encourage the use of sustainable transportation, the management should provide information about cycling and walking alternatives to the private car use:

- local public/private transportation systems (bus, train, metro, tram, boat, etc.)
- shared taxis/minibus systems/car sharing;

- the possibilities for using shuttle busses provided by the establishment;
- for the guests using electric cars, the establishment could have a smart electric vehicle charging station or inform about the nearby locations for charging electric cars;
- other means of transportation including cycling opportunities and walking alternatives (if possible, bicycles can be borrow or rent directly from the establishment).

Voluntary

- *The management has implemented a long-term sustainability management system which addresses environmental, social, and cultural issues. This management system should include a policy with specific goals (available to all staff) and the monitoring of these goals.*

To ensure an overall frame for the sustainability work, a long term sustainability policy should describe the overall aims and level of ambition in relation to management, training, information and awareness raising activities. The sustainability policy includes environmental issues as well as have references to social and cultural, issues. It is a general statement with a commitment for continuous improvements.

To ensure more concrete results, specific goals to be reached in the coming 1-3 years and an action plan of how to reach (and monitor) them in the coming years should be formulated.

All the staff should be informed about the sustainability policy and the goals which have been set.

- *The management must establish active collaboration with relevant stakeholders.*

An active collaboration with relevant stakeholders should be ensured in order to enhance the active role the facility plays in creating environmental awareness in the local area and promoting environmentally friendly practices to collaboration partners. This collaboration could also refer to social and cultural issues. Where appropriate, it is encouraged a cooperation with stakeholders involved in the protection of local historical archeological properties and sites.

The relevant stakeholders (at least one type should be selected) could be non-governmental organisations, local community groups, local authorities, local residents, local schools, suppliers, etc. In order for the collaboration to be considered, it is an active two-way collaboration between the facility and the relevant stakeholders.

4.5.2 Communication materials

The following ConsumelessMed branded materials will be delivered to participants in order to promote the project and the measures that the facilities are implementing:

- 1 window film (cm 8x8) displaying the label- mandatory
- Posters (cm 35x50) highlighting the main label criteria- mandatory
- Informative brochure about the ConsumelessMed model- mandatory
- Customized items enhancing the mandatory actions' implementation: e.g. sugar bowls, bins for waste separated collection, beach ashtray - mandatory (at least one)
- Customized items to be given to guests: e.g. flasks, funs - mandatory (at least one)