



## One of the aims of the INHERIT project testing phase is the establishment of at least five INHERITURA areas.

These areas are characterised by environmental and natural heritage protection, valorisation of natural assets, bottom-up and participatory approaches to sustainable tourism. An INHERITURA area is awarded with the “INHERITURA label”.

But what are the eligibility requirements and criteria of the INHERITURA label as an environmental and sustainability accreditation?

### The INHERITURA label

The INHERITURA label programme covers coastal areas of 13 European countries in the Northern shore of the Mediterranean Basin containing natural heritage sites of various categories and types. To be eligible under the INHERITURA scheme, areas of the aforementioned Mediterranean countries should be located within a NUTS 3 level region that has a coastline or more than half of its population living less than 50 km from the sea, thus being considered “coastal areas”, and include natural heritage sites of various types.

In addition, INHERITURA areas should meet a number of mandatory and optional environmental and sustainability criteria.

### The awarding criteria

Eligible areas should meet specific mandatory and optional criteria in order to be awarded the INHERITURA label. The criteria are classified into the following four categories:

#### Environmental management and protection measures

- Implementing bottom-up protection measures to prevent and/or reduce pollution in natural heritage sites;
- Ensuring that beaches and marinas comply with national water quality requirements (for coastline areas only);
- Implementing investments to promote environmental protection in natural heritage sites;
- Preventing activities that disturb the natural environment in natural heritage sites.

#### Valorisation and promotional activities

- Designing site-specific thematic routes to highlight aspects of natural heritage sites;
- Implementing investments to leverage the visibility of natural heritage landmarks.

#### Governance and strategic planning

- Designing and implementing a strategy on natural heritage protection and valorisation through public consultation with key stakeholders;
- Implementing integrated coastal and maritime management;
- Creating a framework to monitor and measure the environmental, economic, and social impact of tourism on natural heritage.

#### Education and awareness activities

- Implementing awareness raising activities on sustainable tourism development and natural heritage protection;
- Displaying information relating to natural heritage sites in central spots of the destination;
- Communicating a code of conduct for visitors to natural heritage sites that reflects sustainability principles and complies with environmental regulations.

The above criteria are mandatory, there are also four optional criteria, for example “Promoting sustainable mobility at the destination, including public transportation and low-emission transportation”.

[Learn about the INHERIT project](#)

## Pills

### The future of tourism after the Coronavirus

The situation caused by the Coronavirus is unprecedented. The tourism sector is wondering about possible future scenarios and there are many interesting webinars on this topic. Nearly all of them are on Youtube, for example this [one](#).

### The Reserve of Prud (Croatia) keeps fighting illegal hunting

Despite hunting activities in the reserve of Prud are not allowed, poachers make lots of effort to hunt birds, like putting wooden objects on irregularly formed ponds on which birds land to feed and rest. The artificial ponds destroy reeds and the habitats of many animal and plant species. The wooden objects and the artificial ponds are removed on a regularly basis and this has resulted in a significant reduction of the intensity of poaching in recent years.

### Raising awareness on wetlands

The information service staff of the Regional Park of Salinas y Arenales del San Pedro del Pinatar (Murcia Region, Spain) showed the importance of wetlands for life through dynamics, experiments and stories, to a group of school children. The guided tour took place during the International day of Wetlands.

### Herault Department (France) launches “Green key”, the first sustainable tourism label for tourist accommodation

Tourism, like other economic sectors, is responsible for greenhouse gas emissions (8% of the global emissions). The “Green Key” campsites, hotels, guesthouses, restaurants, etc. adopt good practices to save water, energy, recycle waste, use non-polluting cleaning products, make responsible purchases, etc.

### Beach cleaning initiatives continue in Greece

Many voluntary beach cleaning activities take place in Greece. This time, under the coordination of Hellenic Union for the Protection of the Marine Environment, voluntary cleaning of Kastelokampos public beach (in Patras) was completed with the participation of two primary schools, the municipality of Patras and the cultural association “The Action”.

### Emilia Romagna Region: meetings in the candidate INHERITURA area

The meetings with the stakeholders in Emilia Romagna candidate area have been very productive: the stakeholders suggested a lot of activities and spots of natural heritage which only the people that live on the territory know.



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