



A global paradigm shift is happening...

“Just as we can’t continue to use yesterday’s energy to exhaust tomorrow’s resources, neither can we allow ourselves to continue to export emissions and injustices for the sake of our worry-free consumption.”

*The perfect timing for the Latvian and Lithuanian tourism sectors to start the journey to become part of the solution is **now!**”*



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A Latvija - Lietuva Interreg Project



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Climate change now a reality for all



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Water is a global challenge



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The inequity results in terror and war

World's eight richest people have same wealth as poorest 50%

A new report by Oxfam warns of the growing and dangerous concentration of wealth



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From a Linear society to a Circular

2.12 Billion Tons

...of waste Globally each year

99 percent of the stuff we
buy is trashed within 6
months...

WorldSquats



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The SDGs adopted world wide



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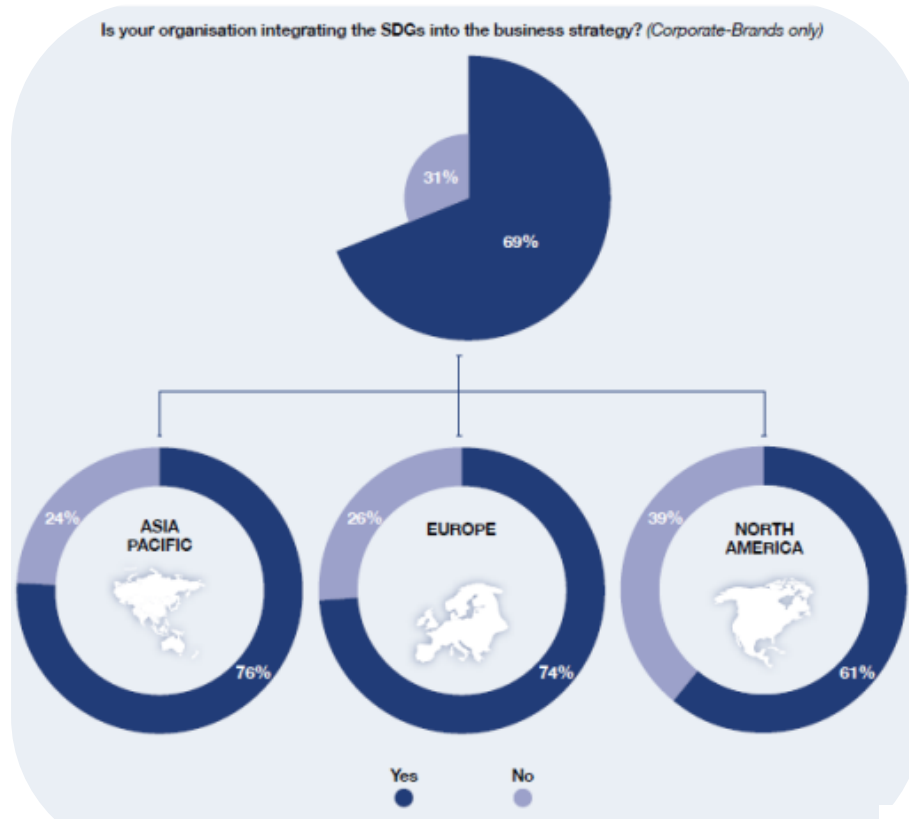
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Sustainability is becoming part of strategies



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Durabilité Sustainability
Sustentabilidade 可持續性發展
Bæredygtighed Sostenibilità
HÅLLBARHET Sustentabilidade
Houdbaarheid 可持續性發展
Zrównowazony rozwój SÜREKLILIK
カーリーの牛争い Nachhaltigkeit
SÜREKLILIK Potrajnost
Sustainability Durabilité
可持續性發展 Sustentabilidade
Sustainability Bæredygtighed

"It's easier to act according to the four system conditions than react on 10.000 effects"



We need a holistic systems view



Source: [FSSD](#)



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The Sustainability Principles

In the sustainable society, nature is not subject to systematically increasing:



concentrations of substances extracted from the Earth's crust (such as fossil carbon or rare metals),



concentrations of substances produced by society (such as nitrogen compounds, CFC's, or endocrine disrupters...),



degradation by physical means (such as large scale clear-cutting of forests, monoculture or over-fishing)



And people in that society are not subject to structural obstacles to...

health, influence, competence, impartiality or meaning making

Source: [FSSD](#)



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 **SUSTAINABLE DEVELOPMENT GOALS**



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Sustainably Unique

A system developed by the Latvian and Lithuanian Hotel- and Restaurant associations in co-operation with their members and the Swedish based sustainability advisory firm SleepWell AB.



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Sustainably Unique – The System

The system consists of 126 criteria divided in 11 Aspects of sustainability.

42 of the criteria are mandatory and hence a pre-requisite for being able to participate

The system currently has a three year continuous improvement rule.

Businesses must meet two additional supplementary criteria each year (year 2 and 3)

The system is built on self-auditing with a demand to openly display the result

Once a business meets all mandatory criteria (year one) it can freely use the logotype.



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Continuous improvement

To join, a business sign a contract with a basic commitment.

The business perform an on-line assessment of the criteria

All mandatory criteria must be met to achieve the certificate.

Year two the business performs a new assessment and in addition at least one supplementary criteria per aspect is to be met.

Year three the business performs a new assessment and now in two more supplementary criteria per aspect are to be met

During the three years, and with input from the businesses, the criteria will be revised and the system evaluated.

Aspect 11
Mandatory criteria 42
Supplementary criteria 84
Total Criteria 126

Version 1.0 Jan 2019

Aspect	Indicator	Explanation	Remarks
1.1	Use after training (food safety and controlled selection of raw products and the hygiene of raw materials)	Use after training (food safety and controlled selection of raw products and the hygiene of raw materials)	National Heritage Federation Latvia, 84d
1.2	Use after evaluation (competence assessment of all the staff in the field of responsible selection of raw materials)	Use after evaluation (competence assessment of all the staff in the field of responsible selection of raw materials)	National Heritage Federation Latvia, 84d
1.3	Use after evaluation (competence assessment of all the staff in the field of responsible selection of raw materials)	Use after evaluation (competence assessment of all the staff in the field of responsible selection of raw materials)	National Heritage Federation Latvia, 84d
1.4	Use after all the team members performance review and career planning	Use after all the team members performance review and career planning	National Heritage Federation Latvia, 84d
1.5	Use after all the team members performance review and career planning	Use after all the team members performance review and career planning	National Heritage Federation Latvia, 84d
1.6	Use after all the team members performance review and career planning	Use after all the team members performance review and career planning	National Heritage Federation Latvia, 84d
7	Use in cooperation with local national associations and academic for educational purposes	Use in cooperation with local national associations and academic for educational purposes	National Heritage Federation Latvia, 84d
8	Use in cooperation with learned tourist guides	Use in cooperation with learned tourist guides	National Heritage Federation Latvia, 84d
9	Use in cooperation with learned tourist guides	Use in cooperation with learned tourist guides	National Heritage Federation Latvia, 84d
10	Use in cooperation with learned tourist guides	Use in cooperation with learned tourist guides	National Heritage Federation Latvia, 84d
11	Use in cooperation with learned tourist guides	Use in cooperation with learned tourist guides	National Heritage Federation Latvia, 84d



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Certificate



HOTEL ROMANTIC

This is to certify, that it's business meets obligatory requirements of "Joint eco sign for Lithuania's and Latvia's restaurants and hotels in cultural objects" system, contributes to the aspects of sustainable tourism development in the region, as well as in protecting restoring and bringing back cultural objects to the visitor's eyes

2018 10 29



LIETUVOS VIEŠBUČIŲ IR RESTORANŲ ASOCIACIJA



LITHUANIAN ASSOCIATION OF HOTELS AND RESTAURANTS

The 11 Aspects of Sustainability - version 1.0

English	Lithuanian	Latvian
1 Training and education	Mokymas ir švietimas	Apmācība un izglītība
2 Cultural Heritage	Kultūros paveldas	Kultūras mantojums
3 Natural Heritage and Gardening	Gamtos paveldas ir sodininkystė	Dabas mantojuma un dārzkopība
4 Energy and climate	Energija ir klimatas	Enerģija un klimats
5 Recycling and waste	Perdirbimas ir atliekos	Pārstrādes un atkritumu
6 Water	Vanduo	Ūdens
7 Chemicals, cleaning and washing	Cheminės medžiagos, valymas ir skalbimas	Ķīmikālijas, tīrīšana un mazgāšana
8 Food and drink	Maistas ir gėrimai	Ēdieni un dzērieni
9 Accessibility	Prieinamumas	Pieejamība
10 Local Collaboration	Vietos bendradarbiavimas	Vietējā sadarbība
11 Communication and Marketing	Komunikacija ir rinkodara	Komunikācijas un mārketinga



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2. Cultural heritage



Context:

The essence of tourism is our desire to experience other cultures, habits, cuisines and to meet new people. Our regions have a rich history to tell, a history and traditions that will exceed the expectations of our guests. This history, when told by us and interpreted in the services and products we offer is unique to us.

We are determined to deliver genuineness and to do it in way that not only enhance the visitors experience today but also protects and secure our tangible and intangible cultural heritage for future generations of tourists and fellow countrymen.

Mandatory criteria:

- ✓ **We inform and educate our visitors and guests about our history and culture**
- ✓ **We partner with and promote local entrepreneurs with offerings such as handicrafts, foodstuff, and cultural experiences**
- ✓ **We have a continuous plan for the preservation, and care and use of historical buildings at our site**
- ✓ **We hire and prioritize the knowledge of local team members at all levels of the business**
- ✓ **We inform our visitors and guests about how to financially support the protection of our cultural heritage in the region**

Supplementary criteria to improve your performance

- ✓ **We are aware of, and addressing the negative impacts of tourism such as sound- and light pollution and littering.**
- ✓ **We use means such as personal story telling to make the local history and traditions live.**
- ✓ **Our contracted tour operators and guides are well aware of the culture heritage of our destination.**
- ✓ **We primarily sell genuine, locally produced souvenirs at our site**
- ✓ **We support one or more local cultural heritage protection organizations**
- ✓ **We respect the rights of indigenous people in the area and promote their participation in our activities.**
- ✓ **We actively inform visitors and guests about that it is illegal to trade with archaeological objects**
- ✓ **We have specific information developed aimed at young visitors**
- ✓ **We use contemporary technologies such as QR codes and guiding apps**
- ✓ **Our story is always told in local language and English, as a minimum**



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4. Energy & Climate



Context:

Energy efficiency is perhaps the most rewarding sustainability aspect to start with, since every “negawatt hour” (not used kilowatt hour) is a direct contribution to both higher profitability and increased sustainability. A culture of energy smartness in your business pays off quickly and also creates a future hedge against the cost increase we constantly see evolving.

*Sustainable energy management is about **saving & changing**. As we speak the whole world is switching to renewable energy and we have good conditions to do this in our countries with good access to biomass, raw materials for biogas and of course, sun and wind.*

Mandatory criteria:

- ✓ LED bulbs/lighting gradually implemented at the property
- ✓ Renewable electricity used for all purposes
- ✓ Guests actively informed about public transport before and during stay/visit
- ✓ Bicycles for guests and team members for local use

Supplementary criteria to improve your performance

- ✓ Air conditioning has auto switch-off or clear message to guests to only use it when window closed
- ✓ No heavy oils with sulphur content or coal shall be used as an energy source
- ✓ Renewable energy sources form part of the heating energy supply to at least 25 %
- ✓ Motion sensors for lighting in public areas and rest rooms
- ✓ Energy efficient equipment (boilers, chillers, washing machines and dryers) as by EU label
- ✓ We have heat pumps providing heat and/or air conditioning
- ✓ All saunas have a timer control or manual procedure regulating time on/off
- ✓ HVAC filters in guest rooms and public areas maintained and cleaned regularly
- ✓ Carbon offsetting offered to guests (Gold Standard)
- ✓ We do not use fossil products for barbecue- or wooden fire lighting



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9. Accessibility



Context:

To welcome and cater to all guests and visitors regardless of their physical or psychological abilities is a moral obligatory and makes sense both from a human and economical perspective.

With about 50 million people in Europe with some form of functional variation this is a huge potential for new business. Increased usability of the business enhances the experience for all our guests.

Mandatory criteria:

- ✓ **Our level of accessibility for guests with different forms of functional variation is clearly communicated on-line**
- ✓ **We welcome service dogs**
- ✓ **Prioritized accessibility parking**
- ✓ **Accessible toilets**

Supplementary criteria to improve your performance

- ✓ **We have accessible parking (3,6 m width) with a contact option to reception/head waiter**
- ✓ **We have accessible toilets with alarm**
- ✓ **Point of contact with reception/head waiter at entrance (accessible from a wheelchair)**
- ✓ **There is no threshold at the entrance**
- ✓ **Seating is always available close to the entrance**
- ✓ **You have clear access from the entrance to guests areas and lifts**
- ✓ **Reception has walking stick holders and a hearing loop**
- ✓ **You can borrow a vibrating alarm clock/fire alarm (hotels only)**
- ✓ **The first and last steps in public stairs are clearly marked in contrasting colours**
- ✓ **Walkways to the guest areas and rooms are at least 100 cm wide**
- ✓ **We offer hearing loop to conference/meetings**



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More information

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-  Information Lithuania: info@lvra.lt
-  Information about the system design: janpeter.bergkvist@sleepwell.nu



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Project „Joint eco sign for Lithuania’s and Latvia’s restaurants and hotels in cultural objects“, Nr. LLI-064 (JESLL). The project is carried out according to the Interreg V-A Latvia – Lithuania Programme 2014-2020 to contribute to the sustainable and cohesive socio-economic development of the Programme regions by helping to make them competitive and attractive for living, working and visiting.

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Leading partner- Lithuanian Hotel and Restaurant Association, Project Partner - Latvian Hotel and Restaurant Association.

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Programme website: www.latlit.eu

Official EU website: www.europa.eu



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