

Explanation of the execution of the compliance criteria for the national eco-label “The Green Certificate” of Latvian rural tourism accommodation sites

The Green Certificate (“Zaļais sertifikāts”) is an environmental eco-label affirming quality of those rural tourism accommodation sites in Latvia, where the environment and the landscape are preserved, the water and energy resources are utilized efficiently, environment friendly waste collection and disposal are organized; and where tourists are provided with environment friendly activities, healthy local production food and valuable information about local nature, culture and historical sights.

In order to receive the Green Certificate, it is necessary to evaluate the compliance of the tourism accommodation with the prescribed criteria.

This material should serve as an informative supplementary aid for the owners of the rural tourism accommodation and other interested people, in order to enable the comprehension of the aims, division principles and execution conditions of the criteria.

The explanatory material is prepared according to a single template. The criteria are divided into groups, and each criterion is supplemented with an explanation on:

- The requirements for the evaluation of the criterion execution;
- The issues of the effect of requirements;

Similarly, advisable solutions to ensure the fulfilment of requirements are provided for each criterion.

The aims of the Green Certificate

The main aims are:

- To restrict the consumption of resources, especially, the ones of energy and water;
- To restrict waste origination and to promote its re-cycling or recovery;
- To give preference to the usage of renewable energy resources and of substances and materials that are less dangerous to environment and human health;
- To promote the dissemination of environmental information and the development of environment friendly awareness and behaviour.

The subjected aims are:

- The preservation of Latvian landscape and cultural heritage;
- The provision of tourism services/offer that comply with the idea of the Green Certificate;
- To promote the involvement of local residents and entrepreneurs in the development of regional tourism.

Evaluation and inspection criteria

Particular evaluation and inspection requirements are given for each criterion. In respective cases other testing methods and standards may be used, should they be approved of equal value by the Green Certificate Awarding Commission, which reviews applicants' performance. Should an applicant submit any documents, analyses, testing reports, declarations or other evidence on the compliance with the criteria, the view is held that their origin in the respective case can be the applicant himself/herself.

Criteria division

Kalneciema iela 40, Rīga, LV-1063, tel: + 371 7617600, fax: + 371 7830041
e-pasts: lauku@celotajs.lv, <http://www.celotajs.lv>



LAUKU CEĻOTĀJS

1) obligatory (o)

In order to receive the Green Certificate, a tourism accommodation must have fulfilled all obligatory criteria. The obligatory criteria comprise the requirements of the European Community, as far as they are applicable in Latvia, thereby promoting the adoption of the international eco-certification principles and facilitating the further steps, made by tourism entrepreneurs at a higher level – receiving of the European Eco-label “The Flower” („Eiropas ekopuķītes”).

2) selection (x)

In order to receive the Green Certificate for the first time, a tourism accommodation must comply with the selection criteria in the minimum amount, prescribed for each category of the criteria.

3) ideal (i)

The ideal criteria are of advisory character, their aim is to inspire the tourism entrepreneur for improving his/her rural tourism accommodation in the way that is friendly to environment and people, they fit with the specific circumstances in Latvia and they integrate the national values of nature and cultural heritage.

In order to receive the Green Certificate, a tourism accommodation must have fulfilled all obligatory criteria and must have received the minimum score (it is 14 points) in the fields of selection and ideal criteria.

In order to renew the Green Certificate after its previous expiry date, it is necessary to demonstrate progress in the field of the executed selection and ideal criteria, by exceeding the total score of the executed criteria in the previous certification process.

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PARKS & BENEFITS
Baltic protected areas and tourism

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