



Lauku Ceļotājs

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Environmental Certification Procedures and Sustainable Tourism Management Issues

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Green Certificatation experience in Latvia

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switchasia
GRANTS PROGRAMME



Funded by the
European Union

How it all started in Latvia:

Project

“Development of the criteria for the **Green Certificate, implementation and control in rural areas and small towns of Latvia”**

Implementing authority:

Project co-financers:

Latvian Country Tourism Association

EC LIFE Environment programme

Latvian Environment Protection Fund

Latvian Country Tourism Association

Ministry of Environment of Latvia

2001 - 2004



Project partner:

Project duration:

Project Goals:

Development of environmentally friendly tourism in Latvia's rural areas, ensuring:

- Protection of ecosystems and biological diversity
- Preservation of natural landscapes, cultural and historical heritage
- Rational use of natural resources
- Monitoring and preventing pollution
- Improvement of the life quality of local communities

What is the Green Certificate?

The „Green Certificate” is the Latvian national eco-label – the sign of environmental quality for rural tourism:

- **All types of rural accommodation**
- **Small scale producers - farms for tourists to visit**



- **From year 1999 GC is supported by Ministry of Environmental protection and Environmental protection board**

Who is deciding on awards


GC commission consist of:

- Ministry of Environmental protection and Regional development;
 - Nature Conservation Agency;
 - Environmental protection board;
 - Tourism development agency;
 - Green dot, Latvia;
 - Technical University of Latvia;
 - Latvian Fund for Nature
 - Baltic Environmental Forum
 - Biological agriculture organization
 - Association for electric cars
 - Latvian Country Tourism association
- Inspection is done by LCTA every 3 years
 - Commission inspection trip 1-2x a year to selected applicants



GC self-evaluation system with interpretation and advice buttons

"Zaļais sertifikāts" LT mītnēm - pašnovērtējums

 Latvijas vides aizsardzības fonds

Pašnovērtējuma kritēriji
Solis 2 no 11

II Enerģijas resursu racionāla izmantošana ?

II.(O) Obligātie kritēriji

7. Regulāri tiek reģistrēts un analizēts uzņēmuma kopējais elektroenerģijas patēriņš un patēriņš pa atsevišķām ierīcēm vai to grupām.	? i	<input type="checkbox"/>
8. Klientiem tiek sniegta informācija par enerģijas patēriņu un tās ietaupīšanu.	? i	<input type="checkbox"/>
9. Ēku (t.sk. – logu un durvju) siltumizolācija atbilst Latvijas būvnormatīvos noteiktajām prasībām.	? i	<input type="checkbox"/>
10. Ne mazāk kā 75 % gadījumu, telpu un āra teritorijas apgaismojumam tiek izmantotas energoefektīvās spuldzes.	? i	<input type="checkbox"/>
11. Saunās un pirtīs energoresursu patēriņš tiek kontrolēts un vadīts.	? i	<input type="checkbox"/>
12. Apsildes un dzesēšanas iekārtas (gaisa kondicionieri) tiek lietotas atbilstoši sezonai un/vai meteoroloģiskajiem apstākļiem.	? i	<input type="checkbox"/>
13. Ledusskapji un saldētavas tiek ekspluatētas tā, lai maksimāli novērstu enerģijas zudumus.	? i	<input type="checkbox"/>

Kritērija prasības

Ieteicamie risinājumi

Labie piemēri

➤ (in Latvian only)

<https://www.celotajs.lv/lv/cert/appl/selfeval/2>

**with interpretation
and advice buttons
for each
requirements/criteria**



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Example of certification process

“Upeslejas”, holiday house

- ✓ **Prolongation of Green certificate**
- ✓ **Obligatory criteria's (50.5 points)**
- ✓ **Progres:**
 - ✓ *Renovation inside is done, using ecological materials*
 - ✓ *Wooden deck re-build around the house*
 - ✓ *Used wooden playground and recreation elements*

Advice:

- ✓ *To establish e-car charger*



Trainings on Green management topics

- ✓ On savings of energy
- ✓ Water management
- ✓ Waste sorting and management
- ✓ Chemical cleaning aids
- ✓ Nature friendly tourism activities
- ✓ Nature interpretation

THE HOLIDAY SITES ARE ECO-LABELLED WITH THE GREEN CERTIFICATE BECAUSE:



They have installed modern water treatment equipment to protect the waters from pollution.



They use only environment-friendly, non-allergenic detergents and cleaning aids.



They sort waste and send it to recycling.



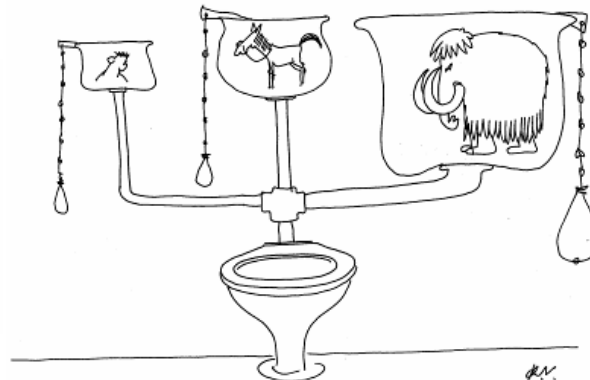
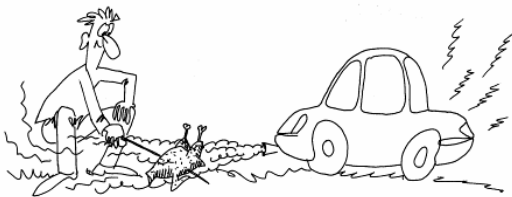
They take care to save water – no leakage, water saving toilet tanks installed.



They dispose of organic waste composting it.



They never burn plastic waste.



They do not use foods in small individual packaging and disposable tableware.



They take care to save energy using clean bulbs and energy saving bulbs.



They take care for proper heat insulation.

Training video on GC advices for entrepreneurs

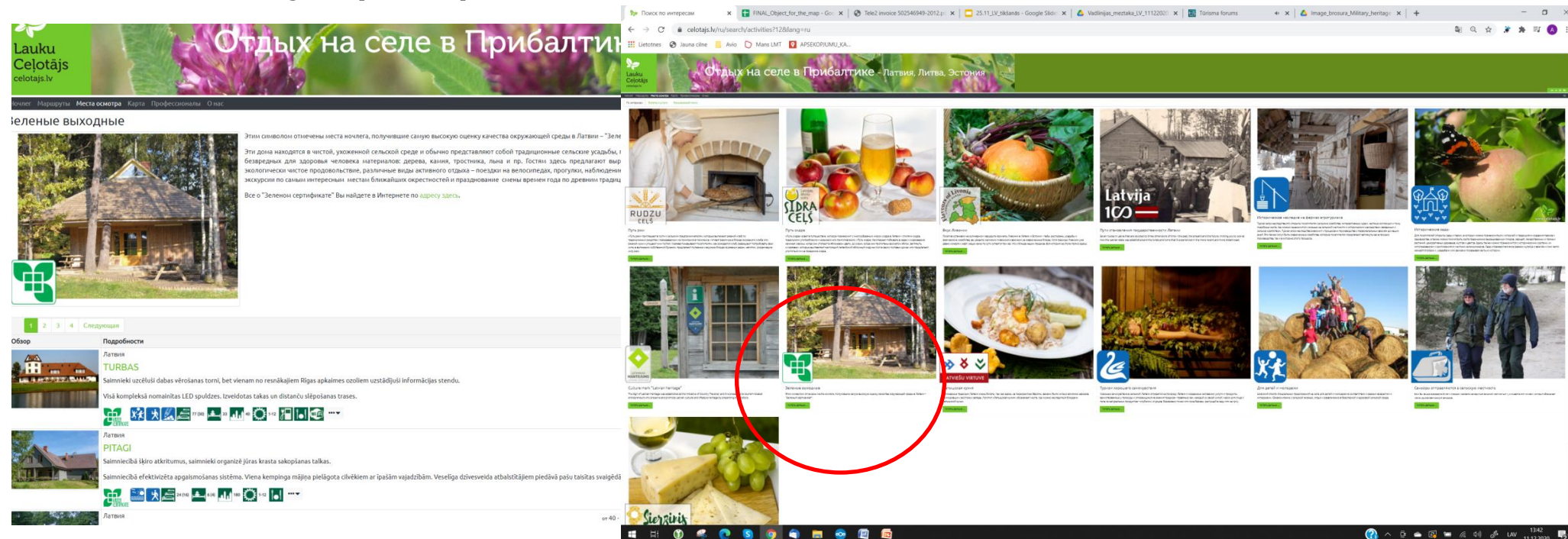
https://youtu.be/1SffV7_8cc



Developed brand for Tourists “Green Holidays”

<https://www.celotajs.lv/en/c/wrth/green>

- If you're a fan of a green and healthy lifestyle, nature and the countryside environment, then "Green Holidays" will be just for you! Look for the countryside accommodations, which have received the "Green Certificate". That means that everything has been carefully considered to make sure that management of the facilities is environment friendly while ensuring comfort and amenities for guests. These buildings are in clean and orderly rural environments, and their owners have tended well to the surrounding landscape. Many of these are traditional family farms, with buildings made of and filled with materials that are natural and do not harm people's health - timber, rocks and bricks, reed roofs, linen sheets and towels, as well as modern materials which reduce the likelihood of allergies. Perhaps you won't notice at first, but interior design in these buildings also is based on environmentally friendly paints and other finishing elements. Cleaning and laundry substances are also ones with ecological certification. Smoking is not permitted in any of the facilities. Many of the guesthouses offer ecologically clean and home-grown food to guests, and there are various open-air activities available such as bicycling, hiking and animal watching. Some facilities are appropriate for children, with playgrounds, pets and amenities for families with very small children. Many of the owners offer traditional saunas. Many can tell you interesting things about their surroundings. People with special needs will also feel comfortable here.



GC is signed by minister of Environment and presented by President in Riga Castle





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