

# GREEN PASSPORT



## PRESENTATION

The 'Green Passport' is a campaign developed within the framework of the International Task Force on Sustainable Tourism Development (ITF-STD). It aims to raise tourists' awareness of their potential to contribute to sustainable development by making responsible holiday choices. The 'Green Passport' introduces simple ways for travelers to make tourism a sustainable activity. It promotes tourism that respects the environment and culture while triggering economic benefits and social development for the host communities.

The campaign was launched jointly by UNEP's executive-director, Achim Steiner, the French Ministry of Ecology, Energy, Sustainable Development and Sea, the Brazilian Ministries of Environment and Tourism and other partners at the Berlin Tourism Fair in March 2008. The 'Green Passport' has already been established as a reference point for responsible travelers.

## OBJECTIVES

The 'Green Passport' is composed of a website developed in English, French, Portuguese, Greek, and soon in Spanish. It also provides additional communication tools such as postcards, leaflets and brochures. The Green Passport travel guide will be launched in June 2009 during the World Environment Day celebrations in Mexico.

The Green Passport was built on the need to improve the tourism sector's efforts to communicate with tourists on sustainable tourism through campaigns on sustainability issues. Its frame embraces two phases:

1. Developing communication materials for tourists
2. Executing a field test of the materials in a key tourism destination by developing a local strategy to raise consumers' awareness

## CONTENT

The Green Passport, composed of five phases, offers background information and useful tips for every stage of a journey, including pre-departure planning and actions that travelers can do after their return. They are:

### 1 – PLANNING THE TRIP

Independent of the traveler's choice, it is essential to find out more about the destination and its local environment, traditions and cultures before one sets off. This will allow the making of smart choices that will provide fulfilling holidays for the tourists themselves while protecting the environment and contributing to the economic and social development of the destinations. Learning about the chosen destination (a little bit of the language, cultural habits, appropriate behavior by travelers) helps to ensure that local communities remain hospitable and friendly.

### 2 – GETTING THERE

How to get there (the new trend 'slow travel') includes information on local transportation choices, where to sleep and where to eat (as the section 'Don't put the ecosystem in your plate'). The passport gives tips on how to travel light, considering that waste disposal systems in many countries are ill-equipped to deal with the increased pressures brought in by tourism. Smart tips demonstrate that by traveling light we can significantly reduce our carbon footprint.

### 3 – GETTING AROUND

Choices of public transport at local level, meeting people (cultural habits and behavior codes), getting to know the local environment are some suggestions of the Green Passport. It indicates also especially tips on treading lightly in different environments in the water, in arid lands and deserts, in the mountains, wildlife watching, diving or snorkeling.



Ministry of the  
Tourism

Ministry of the  
Environment





City of Paraty

## 4 – BEFORE GOING BACK

The Green Passport highlights the importance of making an environmental analysis of the trip, and checking the consequences of one's activities and behaviors on the environment and the local community. In the souvenir shop, make smart choices of what to buy, avoiding products that exploit wildlife or aid the destruction of species or habitats and giving preference for locally made crafts and supporting local skills.

## 5 – AFTER THE TRIP

Be an active tourist. The Green Passport tips are: support community-based initiatives in the places visited, talk about your holidays, share your sustainable choices, write to local embassies to report any incidents and promote a multiplier effect.

## GREEN PASSPORT AND CLIMATE CHANGE

The Green Passport also highlights the link between climate change and holiday choices: 'Kick the CO2 habit from your holidays'. Individual choices – chosen destination, distance traveled, length of stay, the accommodation chosen, and activities carried out – have a considerable impact on the 'carbon footprint' and are major factors in influencing global emissions from the tourism sector. It gives tips for travelers to make informed choices and change their habits, how to travel light, and what they can do to reduce their carbon footprint.

## PILOT PROJECT: PARATY, BRAZIL

Paraty, a city in the Rio de Janeiro State, Brazil, was chosen as the first tourism destination to implement the communication materials at the local level due to its natural and cultural features as well as the local commitment for sustainable tourism development.

The 'Green Passport' is an international campaign but, when implemented at the local level, the material is adapted to the peculiarities of the given destination. In Paraty, the Brazilian partners (the Ministry of Environment and the Ministry of Tourism) have partnered with a committee composed of community leaders, local politicians and representatives of the region's tourism sectors to develop a work plan.

The objectives of the Green Passport's work plan in Paraty are to support the implementation of structured actions to improve the sustainability of the destination, strengthen the local agenda 21, promote capacity-building, environmental education, community-based ecotourism initiatives and develop waste reduction schemes. The materials developed for Paraty include radio and TV spots, an interactive website, postcards and posters.

## FOR MORE INFORMATION

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