

**Course title:** Achieving the EU Flower Label

**Target audience:** Owner / Managers of tourism businesses seeking certification through EU Flower Label

**Background:**

Eco-label certification is high on the agenda of the Irish tourism sector at the present time and positive environmental actions are beginning to be implemented on an industry wide basis. Certification to an accepted and recognised standard can yield many benefits including cost savings, direct marketing benefits, and the perception of enhanced quality in the minds of environmentally conscious customers.

The European Eco-label (The EU Flower), which is the only sign of environmental quality that is both certified by an independent organisation and valid throughout Europe, presents a unique opportunity for accommodation providers in Ireland to satisfy their customers' expectations.

The EU Flower is an Environmental Management System (EMS) approach which gives accommodation managers a comprehensive structure and framework to organise environmental actions and improvements. The label contains approximately 37 mandatory criteria, all of which must be achieved; and 47 optional measures, a number of which must be achieved.

**Training:**

The following course has been developed to support tourism accommodation business to reach a certified accommodation standard, through the EU Flower Label.

**Step1: Mentoring Session (1/2 day)**

Audit of accommodation business. This incorporates a visit from an EU Flower specialist to:

- Explain the process of achieving the EU Flower,
- The criteria involved
- Identify key areas of work
- Potential barriers to achieving the standard

Development of customised Implementation Plan. Supply business with supporting documentation and templates.

**Step2: Clustered Training Session ( 3hrs)**

Training session outlining:

- Mandatory criteria: waste, water and energy management
- Identification of potential pitfalls
- Review business progress

**Step3: Clustered Training Session ( 3hrs)**

Training session outlining:

- Optional Criteria: waste, water and energy management, organic food, bio-diversity, environmental management policies
- Identification of potential pitfalls/ advantages
- Review business progress

**Step4: Clustered Training Session ( 3hrs)**

Training session outlining:

- Review of application form

