Certification as a tool for sustainable procurement and sustainable supply chain

Martin Balas, Partner & Consultant
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“Plan for the future, because that’s where you’ll spend the rest of your life.” – Mark Twain
About TourCert

- Non-profit organization for innovations, qualification and certification, founded in 2009
- Headquarter in Stuttgart, Germany
- Branch offices in Cologne, Berlin, Ecuador, Peru, Switzerland, Italy
- Sector specific sets of criteria and indicators:
  - Outbound tour operators
  - Incoming agencies
  - Travel agencies
  - Accommodations
  - Destinations
  - Other tourism businesses
Our Characteristics

Empowerment
- Qualification of employees
- Practical tools

Sector specific measurability
- Sector specific criteria and indicators
- Quantitative and qualitative indicators
- Benchmarks

Supply Chain
- Stakeholder approach
- Checks and questionnaires

Continuous improvement process
- Improvement programme
- Regular monitoring
Along the tourism supply chain
Sector systems and cooperation projects

2004
CSR in tourism

2009
Tour Operators (Outbound)

2011
Travel Agencies

2012
Hotels

2014
Destinations

2016
Tour Operators (Inbound)

2016
TourCert Latina

2018
Destination development

Tour Operators 146
Hotels 84
Destinations 18
Other 43

+ ca. 3,000 checked businesses in the value chain
+ ca. 300 sustainable destination partners
+ ca. 300 trained sustainability managers
+ ca. 200 seminars + e-learnings
Network and cooperations

TO standard recognized by

Preferred Partners

Certification Council

TourCerti

TourCert Latina

Strategic Alliances
1. „CLASSIC“ PROCUREMENT ISSUES

Data & policy driven requirements (examples):

• % of sustainable & local products within the business
• Environmental friendly business trips: including their CO₂-emissions
• Green electricity in the office if possible; also CO₂ emissions calculation
• Mapping environmental impacts of business operations (f.e. through eco mappings)
• Online checks & surveys for f&b services
• % of the tour-price that stays in the country as an indicator of leakage
2. MAKING THE SUPPLY CHAIN MORE SUSTAINABLE

Standardized and digital evaluations since 2009

- All areas of tourism businesses
- Creating a dialogue between tour operators and their suppliers
- Awareness-rising among tourism businesses on the ground – through online evaluations and online trainings
2. MAKING THE SUPPLY CHAIN MORE SUSTAINABLE

Contracting

- Supplier Codes of Conduct
- Signing The Code or other Human Rights Codes
3. LINKING THE VALUE CHAIN

Promotion of sustainable travel offers by building a qualification network and certification structure

1. Finding local partners: Building a qualification and certification network

2. Building capacities: Training local trainers and auditors and empowering CSR managers and product managers

3. Certifiying companies and destinations: Introducing a CSR management system with quality and sustainability standards

4. Marketing sustainable travel offers: Facilitating business contacts and market access

Winner of the EcoTrophea 2016 for TourCert Latina
German Travel Association (DRV)
3. LINKING THE VALUE CHAIN

Lessons learned

- Strong interest in sustainable management (and certification) of destinations
- Need of political support
- Cooperation with existing certification programs – no external "colonialisation" of labels
- Involving local competences and knowledge
- Adapting criteria to local context
- Great interest in both, source and target markets
- Legal representation on site
3. LINKING THE VALUE CHAIN

The way forward

- **Creating online solutions** that serve as community hubs and marketplace for sustainability excellence in tourism

- **Empowering businesses** through exchange and expert advice ensuring their potential for innovation, quality and responsibility

- **Bringing together buyers and sellers** from tourism businesses with a sustainability-focus on one travel packages

- **Enhancing the marketing** of these packages from common platforms

- **Steering positive impacts** through standardized technology-based measurement
ACT NOW FOR THE FUTURE AND JOIN FORCES!

Only those projects will continue to exist that have a scalable business-model, strong customer benefits and means for measurement of their impacts to align their activities with global Sustainable Development Goals.

- **Community**
  - Connect to and Learn from Good Practices

- **Marketplace**
  - Find Like-Minded Businesses and get Market Access

- **Services**
  - Joint Marketing and Purchasing

- **Solutions**
  - Measure & Manage Impacts