

FACTSHEET CARMATOP

Carbon Management for Tour Operators

Programme

Name:

RAAK-SME (Regional Attention and Action for Knowledge Circulation)

Funding:

Dutch Ministry of Education, Culture and Science (OCW)

Managed by:

Foundation Innovation Alliance (SIA)

Contact

Project leader:

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Web site

www.cstt.nl/Projects/CARMATOP/17

Timeline

Start: 01/03/2013

End: 28/02/2015

Budget

Cost: 442.712 EUR

Funding: 298.436 EUR

Project Partners

2 Universities of Applied Sciences (NHTV & HZ)

Dutch Association of Travel Agents and Tour Operators (ANVR)

3 expert centres for carbon management & sustainable tourism (NHTC CSTT, CNG & ECEAT)

1 web developer (ibuildings)

11 SME tour operators

GOAL

The project goal of CARMATOP is to develop and test new knowledge about the measurement of tour package carbon footprints and translate this into a simple application which allows tour operators to integrate carbon management into their daily operations. By doing this Dutch tour operators, all ANVR (Dutch Association of Travel Agents and Tour operators) members, are international frontrunners.

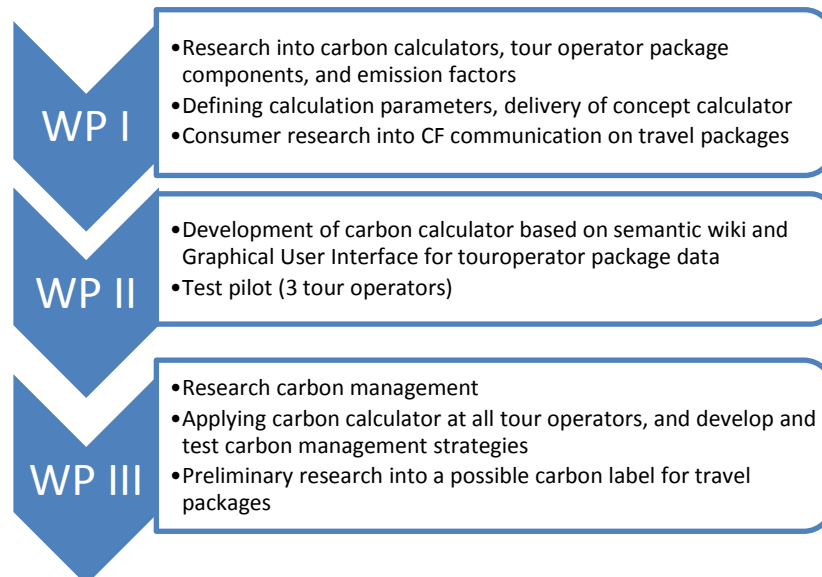
WHY ADDRESS THE CARBON FOOTPRINT OF TOUR PACKAGES?

Global tourism contribution to man-made CO₂ emissions is around 5%, and all scenarios point towards rapid growth of tourism emissions, whereas a reverse development is required in order to prevent climate change exceeding 'acceptable' boundaries. Tour packages have a high long-haul and aviation content, and the increase of this type of travel is a major factor in tourism emission growth. Dutch tour operators recognise their responsibility, and feel the need to engage in carbon management.

WHAT IS CARBON MANAGEMENT?

Carbon management is the strategic management of emissions in one's business. This is becoming more important for businesses, also in tourism, because of economical, societal and political developments. For tour operators some of the most important factors for taking action are increasing energy costs, international aviation policy, pressure from society to become greener, increasing demand for green trips, and the wish to obtain a green image and become a frontrunner among consumers and colleagues in doing so.

PROJECT SET-UP



NETWORK

Project management is in the hands of the **Centre for Sustainable Tourism and Transport (CSTT) of NHTV Breda University of Applied Sciences**. CSTT has 10 years' experience in measuring tourism emissions and developing strategies to mitigate emissions, for which it enjoys an international reputation. The **ICT Associate Professorship of HZ University of Applied Sciences** has longstanding expertise in linking varying databases of different organisations. Its key role is to create the semantic wiki for the carbon calculator, which links touroperator input with all necessary databases on carbon emissions. Web developer **ibuildings** will create the Graphical User Interface; the front end of the semantic wiki. **ANVR, the Dutch Association of Travel Agents and Tour operators**, represents 180 tour operators and 1500 retail agencies in the Netherlands, and requires all its members to meet a minimum of sustainable practices. ANVR's role is in dissemination, networking and ensuring CARMATOP products will last. **Climate Neutral Group's** experience with sustainable entrepreneurship and knowledge about carbon footprint (mitigation), and **ECEAT's** broad sustainable tourism network, provide further essential inputs for CARMATOP. Finally, most of the **eleven tour operators** are sustainable tourism frontrunners in the Netherlands, and are the driving forces behind this project.

Partners:



Labrys Reizen

