



# Awards & Certification Program

Audit Report

Tartu



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# 1. Introduction and background

This report presents the results of evaluating the destination of **Tartu** against the Green Destinations Standard.

The Green Destinations Standard is 'Recognised' by the Global Sustainable Tourism Council to be aligned with commonly agreed and regularly updated set of guidelines (GSTC-Destination criteria) that define sustainability of tourism destinations.

Evaluation with the Green Destinations Standard aims to:

- Assist destinations in identifying and analysing weak elements in their policies, as a basis for an agenda for improvement;
- Inform consumers and the travel industry on the sustainability levels of participating destinations.

The system enables destinations to show how exactly they “make a difference” when they receive recognition through the Awards program or become certified. In combination with the Green Destinations Reporting System, this destination award and certification program provides transparency on all issues that consumers associate with sustainability.

The system informs the creation of quality and sustainability maps for destination policymakers and stakeholders. In addition, it enables consumers to compare destinations through performance; this can help consumers in the process of holiday selecting their next holiday destination.

This report sets out how the Awards and Certification are attributed; the details of the audit; the assessment results and remarks on non-compliances; and presents the auditors' final conclusions.

## **Green Destinations Assessment & Certification**

Green Destinations offers two types of recognition for sustainability good practice:

1. 'Certification' is attributed in case all mandatory Green Destinations Standard criteria are fully complied with.
2. 'Awards' (Bronze, Silver, Gold, Platinum) are attributed based on scores calculated from compliance to the Green Destinations Standard Criteria.

## Attribution of Ratings and Awards

Scores are assigned to all Green Destinations Standard criteria, ranging from 0 to 2:

- “0” (red) means non-compliant (or not sufficient motivation/information/evidence provided)
- “1” (orange) means partially compliant, or compliance is expected in the near future (e.g. policy is being drafted, there is evidence that this is being executed)
- “2” (green) indicates full compliance for a criterion.

These scores are re-calculated to 6 GD Standard Theme scores on a 10-point scale.

## Bronze, Silver, Gold and Platinum awards

The simple average of the 6 themes provides the Overall Score, which defines the Award level:



Awards are branded as 'QualityCoast Award' or 'Green Destinations Awards'; as benchmark in the process towards destination Certification.

If the compliance to the mandatory criteria is 80% or higher, the destination qualifies for “Green Destinations Certified”. Applicants for this recognition undergo a rigorous audit and are required to have solid evidence of compliance to all criteria. *GD Certified* destinations are entitled to carry the logo of the Global Sustainable Tourism Council (GSTC) – the UN body that oversees and accredits sustainability certification in the tourism sector.

## Assessment Results and Follow-up

Green Destinations issues this Report with an overview of criteria scores and with suggestions for further improvements. Successful applicants will be featured on our websites. No public reference will be made about unsuccessful applications.

## **Successful applicants become Awarded Destinations**

Applicants who achieve Bronze or higher Award levels will be invited to one of our international events, where they will receive the Award Certificate, and an Award Flag. Awarded Destinations can order extra flags and banners, which can be displayed throughout the destination's territory during the validity of their Award (24 months) or Certified (36 months) status.

Prior to the lapsing of their Award or Certification validity period, applicants will be encouraged to submit an application for Renewal. The assessment of the new application will take into consideration the coherence between the improvements indicated in the previous one and the integration of the suggestions and recommendations made by the Auditor.

## **Appeals & Complaints**

An appeal is a formal, written request by an applicant that deals with a formal reconsideration of an Award or certification decision, following receipt of their audit result or any further feedback provided regarding post-audit improvement evidence, made by Green Destinations.

A complaint is a formal written communication of dissatisfaction, other than appeal, by Applicants, Auditors, and other relevant stakeholders, relating to the activities of Green Destinations staff, contractors, auditors, or Members holding a Green Destinations Award or Certification where a response from Green Destinations is expected.

Applicants can make Appeals within 90 days after any award or certification decision made by Green Destinations, following communication of the audit result and during the initial period granted for the submission of improvements, which is within 90 days of the communication. Green Destinations reserves the right to refuse any appeal which is not submitted within this timescale.

Appeals and complaints are requested to be sent by email to [contact@greendestinations.org](mailto:contact@greendestinations.org), marking the subject line with 'Appeal' or 'Complaint'.

It is not possible to make any appeals by telephone, fax or other communication channels.

Appeals and Complaints will be reviewed by an Appeals & Complaints Panel that will be appointed by the Programme Manager and consist of a Senior Auditor and two members of the GD Appeals & Complaints Committee with sustainable tourism and certification experience.

### 3. QualityCoast & Green Destinations Awards

QualityCoast and Green Destinations Awards are labels indicating achievement levels against the **Green Destinations Standard**. QualityCoast Awards were initiated in 2007 by the Coastal & Marine Union (EUCC) as a program to measure the success of Integrated Coastal Zone Management (ICZM) for coastal communities, towns and islands.



In 2016, the successful QualityCoast sustainability assessment methodology was made available to non-coastal destinations through the **Green Destinations Standard** which received 'Recognised' status by the UN body for sustainable tourism – the Global Sustainable Tourism Council (GSTC) for adhering to globally agreed standards for sustainable destination management. In 2017 QualityCoast became part of Green Destinations' Assessment & Certification Programme, which in 2018 received 'Accredited' status by the GSTC for adhering to procedures for sustainability certification. In the same year, the '**Green Destinations Award**' was launched: equivalent to the QualityCoast Award but applicable to non-coastal destinations.

#### **The importance of QualityCoast and Green Destinations Awards for tourism sustainability**

Participation of destination management organisations in the Award program improves their awareness performance and achievements in an international context. The comparison with other awarded destinations provides the community with a good picture of its strengths and weaknesses. The assessment and recommendations provide the local authority with guidance to be considered in an agenda for improvement. QualityCoast and Green Destinations Awarded destinations join a network of like-minded communities and share their experiences and best practices in order to improve sustainability and social responsibility in tourism.

## Promotional benefits of participation in Green Destinations Awards & Certification Program

Green Destinations carries out marketing & communication of the Awarded destinations to promote them as the most attractive destinations for visitors interested in nature and landscape, environment, and cultural identity; and to highlight their performance in tourism quality and sustainability. The marketing includes:

- invitation to present a Good Practice Story at yearly Global Green Destinations Days conferences
- social media publicity campaign on Facebook, Instagram and LinkedIn
- promotion via the yearly Top 100 Story competition (Awarded & Certified destinations automatically pre-qualify for Top 100 selection - [www.greendestinations.org/top100](http://www.greendestinations.org/top100))
- newsletters
- a page on [www.goodtravel.guide](http://www.goodtravel.guide) - a Green Destinations affiliate platform to promote sustainable destinations and committed businesses to consumers

The destination's own international tourism marketing can profit from the status of Awarded or Certified destination as a credible, independent endorsement of sustainability commitments and achievements. Sustainability-based marketing efforts will increase the "green profile" of the destination both externally and internally and this will help to mainstream sustainability on local policy agenda and decision making. Contact [certification@greendestinations.org](mailto:certification@greendestinations.org) for promotional materials such as flags, banners, high-resolution logos, imagery etc.

"QualityCoast" is registered by Coastal & Marine Union - EUCC as a European Union trademark; the use of the name is restricted under European law. However, QualityCoast and Green Destinations Awards are open for applications from all continents.

## 4. Audit details

### General

Name destination	Tartu
Lead auditor name	Liina Vars
Additional auditors	-
Date(s) onsite audit	
Scope of the certification	
Scope of the audit	

### Locations visited

Name	Location	Date
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### Persons met / consulted

Name	Position	Date
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## 5. Audit results

The audit and evaluation have generated the following results.

The **Total Score** is generated by the simple average of the scores on each of the 6 themes.

The **Award level** is defined by the Total Score value: >5.9 = **Bronze**; >6.9= **Silver**; >7.9= **Gold**; >8.9 = **Platinum**

Award scores	
Destination Management	8.2
Nature & Scenery	10.0
Environment & Climate	9.2
Culture & Tradition	10.0
Social Well-being	9.4
Business & Communication	8.3
Total	9.2

<b>Total</b>	9.2
<b>Award level</b>	Platinum Award
<b>“GSTC Certified” Compliance level*</b>	78.7%

\*The “GSTC-Certified Compliance level” indicates the share of mandatory criteria from the Green Destinations Standard considered 'fully compliant', and thereby indicates how far the destination is from “GSTC Certified” level. “Certified” destinations are committed to full compliance to the Green Destinations Standard mandatory criteria, and will receive worldwide recognition through the Global Sustainable Tourism Council (GSTC) – the UN body that has accredited the Green Destinations Certification Program.

## Green Destinations Standard Scores

The overview below indicates compliance with the Green Destinations policy standard.

- **Green:** # compliant criteria
- **Orange:** # partially compliant criteria
- **Red:** # non-compliant criteria
- **Grey:** # non-audited criteria (e.g. optional or N/A)

Theme	Criteria	Achievements
0. Sihtkoha iseloomustus	13	13
1. Sihtkoha juhtimine	20	12 7 1
2. Loodus & Maastik	8	8
3. Keskkond & Kliima	20	15 3 2
4. Kultuur & Traditsioonid	6	6
5. Sotsiaalne heaolu	18	16 2
6. Ettevõtlus & Kommunikatsioon	12	8 4

## 6. Remarks & non compliances

This section lists remarks that have been formulated by the auditor and Certification Committee for specific criteria. Criteria without remarks are not included in this section.


Remarks can be of the following types:

- Remarks to 'compliant' criteria
  - Positive remark recognising particular best practice performance
  - Criteria compliance approved but additional information (evidence) will be required upon award renewal
- Remarks to 'partially compliant' or 'non-compliant' criteria:
  - Recommendation to improve in the short term: aspects that are not in order or in place; but can be solved or improved with limited efforts
  - Recommendation to improve in the mid-term: aspects that require more thorough action to improve on and should be considered of high importance for the next application in 24 months

To qualify for "Green Destinations Certified" only mandatory criteria that are not yet compliant should be addressed. Improving non-compliant criteria will improve award level, but not the GD Certification compliance percentage.

Please note that the indicated deadlines for completion are suggestions in order to assist planning ahead for the next Award renewal.

 Approved
  Partial compliance
  Non compliance

1. Sihtkoha juhtimine	
Sihtkoha juhtimine	
<b>1.7. Sihtkoha juhtimise põhimõtted ja strateegia</b>	 <p>Esitletud on mitut arengudokumenti ning Tartu linna arengukava sisaldab ka turismi arendamist, kuid siiski antud dokument ei asenda turismistrateegiat. Nimetatud dokumendis on läbiva trendina toodud välja kestlikkus, kuid turismi elavdamiseks loetletud tegevustes kestlikkus ei kajastu. Mainitud on, et aastal 2020 valmis Tartumaa Turismi tellimisel Lõuna-Eesti turismistrateegia aastateks 2021-2025. Paraku ei ole antud dokument manusena ega lingina lisatud. Lisaks on tegemist dokumendiga, mis vajab uuendamist.</p>

		Soovitus on välja töötada turismi korraldamise põhimõtted või strateegia või kui sihtkoha juhtimise põhimõtted või strateegia on osa suuremast strateegiast või (linna)planeerimise dokumendist, siis peaks olema tagatud, et kestlik turism oleks kajastatud.
<b>1.8. Turismi tegevuskava</b>	✓ <sub>R</sub>	Puuduvad turismistrateegia ja turismi tegevuskava, mis käsitleb turismiga seotud kestlike meetmete rakendamist (eesmärgid, tegevused, vastutajad, ajakava, rahastus).
Sihtkoha juhtimine		
<b>1.10. Küllastajate seire</b>	✓ <sub>R</sub>	Sihtkoht seirab küllastajate tunnuseid ja arvu, kriteerium eeldab, et seiratakse ka reisieelistusi ja tegevusi. Soovitus edaspidi ka neid andmeid koguma hakata.
<b>1.11. Küllastajate rahulolu</b>	✓ <sub>R</sub>	Soovitus on küllastajatelt tagasisidet koguda regulaarselt ning lisada uuringusse kestlikkust puudutavad küsimused.
Sihtkoha juhtimine		
<b>1.15. Kestlikkusnäitajad ja seire (varem „Näitajad“)</b>	✓ <sub>R</sub>	Monitooritakse Tartu energia ja kliimakavas seatud eesmärkide täitmist, kuid turismiga seotud kestlikkusnäitajaid ei seirata. Kestlikkuse näitejad on GD V2 standardis kriteeriumitega integreeritud ning kui jätkata GD raporti tutvutamist ning avalikustamist kodulehel, siis saab kriteerium tulevikus olla roheline. Hetkel aga eelmise GD taotlemise käigus koostatud indikaatorite tabelit avalikustatud ei ole.
<b>1.16. Ülevaatus ja hindamine</b>	✓ <sub>R</sub>	Kuna sihtkohal ei ole turismistrateegiat ega rakendavat tegevuskava, siis ei saa antud kriteeriumi sisu hinnata. Antud kriteerium hindab, kuidas jälgitakse ja hinnatakse kestliku turismi strateegia ja tegevuskava eesmärkide ja sihtide saavutamist.
<b>1.17. Avalik kestlikkuse aruandlus</b>	✓ <sub>R</sub>	Puudub info, et sihtkoht oleks avaldanud avaliku sektori kestlikkusaruande. Sihtkohad peaksid vähemalt iga kahe aasta järel avaldama sihtkoha veebisaidil aruande oma peamiste kestlikkusega seotud tulemuste kohta.

3. Keskkond & Kliima		
Keskkond & Kliima		
<b>3.2. Valgusreostus</b>	✓ <sub>R</sub>	Sihtkoht on loetlenud mitmeid valgusreostuse vähendamise seotud tegevusi, kuid soovitav on siiski välja töötada valgusreostuse vähendamise kava, mis oleks suunatud nii ettevõtjatele kui küllastajatele.
Keskkond & Kliima		
<b>3.7. Reovee käitlus</b>	✓	Puudub puhastatud reovee protsent. Lisada järgmiseks taotlusvooruks.
Keskkond & Kliima		
<b>3.11. Prügistamine</b>	—	Puudub kirjeldus üldkasutatavate prügikastide puhastuse, asetuse jm kohta. Soovituslik oleks täpsemalt selgitada, milliseid meetmeid üldkasutatavatel aladel kasutatakse, kas on olemas tegevuskava. Täpsustused lisada järgmiseks taotlusvooruks.
Keskkond & Kliima		
<b>3.13. Reisimisel tekkiva heite vähendamine</b>	✓ <sub>R</sub>	Soovituslik oleks kirjeldada ära kuidas seiratakse reisimisel tekkivat heidet ning millised oleksid sellest tulenevad meetmed olukorra parenamiseks.
<b>3.16. Energiatarbimise vähendamine</b>	✓ <sub>R</sub>	Soovituslik oleks detailselt kirjeldada mida on energatarbimise vähendamiseks tehtud ning lisada ka sellele vastav seireraport.
<b>3.17. Taastuenergia</b>	✓	Soovituslik oleks järgmiseks taotlusvooruks lisada ka kvantitatiivsed eesmärgid koos vastavate meetmetega nii avalikule kui ka erasektorile.
5. Sotsiaalne heaolu		
Sotsiaalne heaolu		
<b>5.6. Ligipääsetavus</b>	✓	Soovituslik oleks koondada küllastajatele suunatud ligipääsetavuse info avalikule veebilehele.
Sotsiaalne heaolu		
<b>5.8. Elanike osalus ja tagasiside</b>	✓	Sihtkohal oleks soovituslik välja tuua ka

		uuringu tulemustel põhinevad projektid, parendused.
<b>5.10. Elanike rahulolu</b>	✓ <sub>R</sub>	Soovituslik on järgmiseks taotlusvooruks lisada elanikonna rahulolu uuringusse ka turismi ja kestlikkusega seotud küsimused.
Sotsiaalne heaolu		
<b>5.12. Kohalike ettevõtjate toetamine</b>	✓	Sihtkohal puudub konkreetne plaan kohalike ettevõtjate toetamiseks, on välja toodud erinevaid meetmeid, kuid puudub üldine plaan. Ettevõtjate toetamiseks loodud raamistik/plaan/tegevuskava peaks olema mõõdetav, toetama nii väikseid kui ka keskmise suurusega ettevõtjaid - teabematerjalid, koolitused, nõustamised jm. Soovitatav oleks vähemalt alustada sellise kava loomist järgmiseks taotlusperioodiks.
<b>5.13. Kohalike toodete ja teenuste reklaamimine</b>	✓	Sihtkohal puudub tsentraalne kava kohalike toodete esiletõstmiseks ning laialdasemaks reklaamimiseks. Selline kava võiks olla loodud järgmiseks ülevaatuses.
<b>6. Ettevõtlus &amp; Kommunikatsioon</b>		
Ettevõtlus & Kommunikatsioon		
<b>6.4. (Ettevõtete) veetarbimine</b>	✓ <sub>R</sub>	Välja on toodud Green Key märgis, kuid puuduvad sihtkoha poolsed näited tegevustest, mis oleksid suunatud kohalikele ettevõtjatele. Green Key märgise omanikke on sihtkoha kõigist ettevõtetest vaid marginaalne osa, see ei kindlusta, et sihtkohas oleks veetarbimisega kõik korras. Soovituslik oleks järgmiseks taotlusvooruks luua kindel süsteem, mis toetab kohalikke ettevõtjaid veetarbimise vähendamisel või optimeerimisel.
<b>6.5. (Ettevõtete) tahked jäätmed</b>	✓ <sub>R</sub>	Välja on toodud Green Key märgis, kuid puuduvad sihtkoha poolsed näited tegevustest, mis oleksid suunatud kohalikele ettevõtjatele. Sihtkoha jäätmetega seotud eesmärgid ning pingutused on märkimisväärsed, kuid antud kriteeriumi juures jääb puudulikuks, kuidas ning milliste vahenditega aidatakse ettevõtjaid seotud eesmärgi täitma. Soovituslik oleks järgmiseks korraldada välja tuua konkreetsed

		näited - koolitused, nõustamised, pildimaterjal, dokumendid, juhendid jm.
<b>6.6. (Ettevõtete) energiakulu</b>	✓ <sub>R</sub>	Sihtkohal puudub hetkel kindel plaan ettevõtete energiakulu jälgimiseks ning vähendamiseks. Välja on toodud Green Key märgis, kuid märgise omanikke on sihtkohas marginaalne arv, samuti ei hõlma Green Key märgis kõiki kohalikke ettevõtjaid. Kliimakavas on seatud eesmärgid, kuid jääb segaseks, milliste vahenditega toetatakse ettevõtjaid täpsemalt. Järgmiseks korraks oleks soovituslik välja tuua kindlad tegevused - infotunnid, koolitused jm ning võimalusel energiakasutuse aruanded.
<b>6.7. (Ettevõtete) kasvuhoonegaaside heide</b>	✓ <sub>R</sub>	Sihtkoht on välja toonud kliimakava, kuid puudub täpne info selle kohta, kuidas infot ning võimalusi ettevõtjatele kommunikeeritakse. Järgmiseks taotlusvooruks oleks soovituslik lisada täiendavad ning olukorda ja tegevusi kirjeldavad dokumendid.

## 7. Auditor recommendations and conclusions

### Overall impression

Tartu linna taotlus jättis väga hea mulje, kuna Tartu linn tegeles kestlikkuse teemadega juba enne kui GD programmiga liituti ning GD programm on täiendavalt aidanud süsteemselt kestlikkusega tegeleda. Soovitus on läheneda süsteemsemalt kestliku turismi arendamisele.

### Additional remarks

Täiendavate küsimuste korral võite ühendust võtta audiitoritega Liina Värs ([liina.vars@gmail.com](mailto:liina.vars@gmail.com), tel. 53484471) ja Triin Killing ([triin.killing@gmail.com](mailto:triin.killing@gmail.com), tel. 56248986)

### Auditor recommendation

Soovitus on võtta vaatluse alla põhjalikumalt kestlik turism ning kestliku turismi planeerimine ning tegevuskavastamine. Samuti on oluline keskenduda kohalike ettevõtete toetamisele ning nende kestlikkusega seotud võimaluste edendamisesse. Sihtkohal on oluline lisada elanikonna rahulolu uuringusse turismi ja kestlikkusega seotud küsimused.

# Signature

The report was electronically signed within the Green Destinations online system.

Annika Ojasaar, Sustainability coordinator, signed on 16 August, 2023

Liina Vars, Green Destinations auditor, signed on 15 August, 2023