

Action plan for a sustainable wine tourism in the Priorat Region and guidelines to ECST adhesion

ACTION B6



IMPROVING THE SUSTAINABILITY OF GRAPE AND WINE PRODUCTION AT THE PRIORAT REGION

LIFE15 ENV/ES/000399





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1. Introduction

The Priorat region is an international benchmark in the production of high-quality wines, exporting more than 75% of the wine produced. Located in the South-West of Catalonia, it embraces 160 wineries in a territory of 499 km² and a low-density population of 10,000 inhabitants. This territory has wisely transformed their traditional wine industry, which has resurfaced based on the conservation of their natural and cultural heritage.

Landscape has become the flagship of this land and a clear expression of its identity, and therefore a key element of distinction and differentiation of its wines. It is so because the landscape is understood as the result of the action and interaction of natural and/or human factors. The Priorat-Montsant-Siurana landscape is historical and illustrates the millenary and continuous interaction between man and nature and the evolution of landscape and society around agricultural exploitation in the Mediterranean. It has been shaped over the years through the processes of modelling, transformation and conservation, related to agricultural activities carried out by its inhabitants. Nowadays, this landscape plays a key role in the socio-economic and cultural development of this territory and sets the foundations for the sustainable development that is decidedly implemented in the region, a development that involves respecting and enhancing natural spaces, traditional tillage, and the historical and architectural heritage. All together these elements set up the unique and different landscape of the Priorat.

In recent years, a set of strategic instruments were developed to preserve these values with the commitment and participation of economic agents, administrations and the civil society:

- › Landscape Charter of Priorat (2012), developed from the directives of the European Landscape Convention (Council of Europe in Florence 10/20/2000).
- › Strategic Regional Plan for Rural Socioeconomic Development 2014 – 20.
- › UNESCO World Heritage candidacy as Mediterranean Agricultural Cultural Landscape Hill, which is currently on the Spanish indicative list (2014).
- › European Charter for Sustainable Tourism (2016-19), an initiative of the EUROPARC Federation which lays the foundations for sustainable management of the services sector of the region.

The European Charter for Sustainable Tourism is the main initiative about sustainable tourism in Priorat region. From 2016 to 2019 the ECST has developed the part I and is starting the part II (2021-25) with the objective to promote the entities accreditation as a sustainable tourism centre.

All the activities on Sustainable tourism in LIFE Priorat project has been developed within the framework of the ECST because it is very important to join forces.

LIFE Priorat project had agreed with ECST promoters that all wineries and winegrowers who had acted under the LIFE project could have a more direct access to part 2.

ECST part II promotes the accreditation of sustainable tourism points and one of the actions that the entities that wish to accredit are to demonstrate active actions to improve the sustainability of the



region, in the case of wineries and winegrowers who have participated in the LIFE project would validate this participation with this part of actions to improve sustainability. Therefore, LIFE helps to promote the certification of entities in part II of CETS.

2. European Charter for Sustainable Tourism

In 1995, EUROPARC¹ took the initiative to set up the European Charter for Sustainable Tourism in Protected Areas. Thus, EUROPARC is the managing entity that grants the accession to the European Charter for Sustainable Tourism (ECST) by verifying that there is a commitment to apply the principles of sustainable tourism in a specific protected area.

The ECST is an initiative that wants to promote the development of tourism in terms of sustainability in protected natural areas. It is a voluntary commitment based on a methodology that guides managers of protected natural spaces and the tourism companies to define their development strategies jointly and in a shared way.

According to the Sustainable Tourism European Charter, sustainable tourism is

"...a tourism defined as any form of tourism development, equipment or activity that respects and preserves natural, cultural and social resources in the long term and that contributes positively and equitably to economic development and the fullness of the individuals who live, work or stay in the protected areas".

The ECST is, therefore, a proposal for territorial development, which objective is to generate a commitment among the signatory agents to implement a local strategy in favour of sustainable tourism that should facilitate the territory:

- Be recognized at European level
- Have new business opportunities
- Strengthen the quality of the tourist offer
- Rationalize environmental expenditures

Moreover, **The European Charter for Sustainable Tourism in Protected Areas** is a practical management tool that enables Protected Areas to develop tourism sustainably. It is a process divided into 3 parts:

- Becoming a Sustainable Destination – Charter Part I
- Sustainable Partners in Charter Areas – Charter Part II

¹ EUROPARC- Network for Europe's natural and cultural heritage. The Federation works to improve the management of Protected Areas in Europe through international cooperation, exchange of ideas and experience, and by influencing policy. <https://www.europarc.org/>



➤ Sustainable Tour Operators in Charter Areas – Charter Part III

In the Priorat, tourism becomes a complement to local economies development. The Sustainable Tourism European Charter is an opportunity to convey in a structured own tourism model that takes into account the singularities of the Priorat region and allows a growth vision linked to the protection of nature, heritage and culture.

ECST in the Priorat

Priorat local authorities, through its Landscape and Sustainability Commission, decided to follow the **European Charter for Sustainable Tourism in Protected Areas as a means to boost sustainable tourism in the Priorat region.**

So far Priorat has implemented Part I of the charter to be recognised as a sustainable destination. For this purpose, a four years action plan (2016-2019) was prepared, which successfully implemented has come to its end. A total of 100 actions have been executed.

In 2020 the Priorat entered the second part of the Charter (Charter Part II), which objective is to spread the Charter among local businesses. So, those businesses in the Priorat that comply with certain specifications can become members of the Charter as a pledge towards sustainable tourism. There is a clear commitment among the ECST leading board to bring in as many businesses as possible.

The specific objectives and action plan of the renovation of the Charter have not yet been set. Therefore, during 2020 the Priorat will have to prepare and implement a new action plan (2021-25) that among other objectives will encourage the inclusion and accreditation of local businesses under the ECST.

PRIORAT ECST STRATEGIC OBJECTIVES (Part I: 2016-19)

The strategic objectives set in Part I described the strategic direction of work for the accreditation of the Serra de Montsant Natural Park and its area of influence under the ECST (becoming a sustainable destination), and transversally connect with the principles of the Charter. So, the Strategic Objectives (SO) determined the lines of action to establish sustainable tourism in the Priorat as a means of the economic development of the region. These objectives were:

1. **Coordinate and promote collaboration between the agents** involved in the development of tourism in Priorat, highlighting the ECST as a binding, invigorating and participatory element.
2. **Conserve and improve the use of natural resources** and promote management for the benefit of the natural environment and quality of life
3. **Improve the quality of the tourist experience** within the scope of ECST implementation
4. **Promote economic development** through the valorization, promotion and commercialization of local resources.

5. **Communicate and disseminate** coherently the image of Priorat as a sustainable tourism destination based on the distinctive values of the territory.

Its deployment made up the entire Action Plan for Part I, which was composed of operational objectives and actions organised in a logical and compartmentalized approach to connect the proposal for the Priorat region with the principles of the ECST.

Table 1: ECST principles for Charter Part I

1. Cooperation
2. Action Plan
3. Heritage protection
4. Touristic experience
5. Awareness
6. Tourism development
7. Training
8. Life quality
9. Social and economical development
10. Control

PRIORAT ECST OPERATIONAL OBJECTIVES (Part I: 2016-19)

In the Action Plan for Part I, each Strategic Objective (SO) was linked to a set of more concrete and workable Operational Objectives (OO) that provided tangible character to the Action Plan, which was likewise compound of actions defined for a specific territorial scope, agent, time and budget.

The wine tourism, as an important actor for the economic development of the Priorat region, participated in the development of this action plan. The table below displays the five SO and the corresponding OO of the Action Plan 2016-19 and highlights the OO on which the wine tourism could contribute (in italics).

Table 2: Relation between strategic objectives and operational objectives. In italics the operational objectives that relate to wine tourism.

STRATEGIC OBJECTIVE (SO)	OPERATIONAL OBJECTIVE (OO)
SO1. Coordinate and promote collaboration between the agents involved in the development of tourism in Priorat, highlighting the ECST as a binding, invigorating and participatory element.	1.A- <i>Consolidate the cooperation between the agents involved in the development of tourism in the territory</i> 1.B- <i>Disseminate the ECST among the local population and visitors</i> 1.C- <i>Implement Part II of the ECST among tourism entrepreneurs in the ECST territory</i> 1.D- Monitor and evaluate the development of the Action Plan and renew the accreditation
SO2. Conserve and improve the use of natural resources and promote management for the benefit of the natural environment and quality of life	2.A- Establish a land use management system of protected areas within the scope of the CETS 2.B- <i>Improve knowledge, conservation and dissemination of natural and cultural heritage</i> 2.C- <i>Improve the environmental quality of the territory</i> 2.D- <i>Improve waste management and energy efficiency</i> 2.E- <i>Encourage sustainable development initiatives within the CETS</i>
SO3. Improve the quality of the tourist experience within the scope of	3.A- Define objective quality criteria for tourist services according to the reality of Priorat and CETS



STRATEGIC OBJECTIVE (SO)	OPERATIONAL OBJECTIVE (OO)
ECST implementation	<p>3.B- Facilitate sustainable accessibility to resources and space</p> <p>3.C- Unify information on tourism</p> <p>3.D- Define the load capacity for spaces and resources</p> <p>3.E- Improve the interpretive offer beyond wine tourism</p> <p>3.F- Train the public and private sector to improve tourism skills</p> <p>3.G- Improve local services and infrastructure</p>
SO4. Promote economic development through the valorization, promotion and commercialization of local resources.	<p>4.A- Valorise and strengthen the primary sector promoting public-private cooperation for the development of sustainable local development actions in the scope of the CETS.</p> <p>4.B- Promote the commercialization of local products</p> <p>4.C- Enhance gastronomic heritage</p>
SO5. Communicate and disseminate coherently the image of Priorat as a sustainable tourism destination based on the distinctive values of the territory.	<p>5.A- Identify, categorize and disseminate the values associated with the scope of the CETS</p> <p>5.B- Improve the dissemination of natural and cultural heritage</p> <p>5.C- Improve communication tools</p>

The next steps to continue with the ECST implementation are, on one hand, to engage local businesses for the effective development and management of sustainable tourism (Part II of the Charter), and on the other hand, to renovate the Sustainable Destination accreditation. So, under Part II of the Charter tourism businesses will be working in partnership with the protected area authorities to receive individual recognition. To be able to be engaged in Part II, local businesses must be represented on the sustainable tourism forum and be involved in the preparation and implementation of the sustainable tourism strategy and action plan.

Part II of the Charter is an opportunity for the wine sector. Being the Priorat a region internationally recognised for its high-quality wine, combining winemaking with tourism is an opportunity to enhance tourist affluence in the region. Hence, **wine tourism businesses become key targets for the implementation of the Charter Part II.**

ECST in the Priorat wine tourism

The Priorat tourism model moves the focus from the concept of sustainable tourism and sustainability in general to the **landscape as the underpinning object of action**. Wine tourism does not escape from this vision and must accommodate to the opportunities that the Priorat landscape brings in, at the level both of high-quality wine production and tourism experience.

Wine tourism is a form of tourism that goes beyond wine tasting and vineyard tours. Its diversification offers many possibilities and opportunities for development and growth. Wine entrepreneurs have realized that the combination of winemaking with tourism can offer business alternatives while intensifying their national and international recognition.

ECST Part II allows the construction of a wine tourism model for the entire Priorat territory structuring the proposals on the activities, places and conditions where it takes place. Therefore, the ECST is a useful tool to orientate the wine tourism in the Priorat region.



3. Towards a sustainable wine tourism in the Priorat region (Charter Part II)

As mentioned, in 2020 starts the Charter Part II: Sustainable Partners in Priorat charter. Within this Part, the wine tourism sector, as an important actor of the economic development of this region and already a participant of the Charter, is eligible for certification as a sustainable business under the ECST.

Priorat protected natural spaces have already fulfilled the following specifications to be able to proceed with the Accession System (Charter Part II):

- Obtained the European Charter for Sustainable Tourism by the Federation EUROPARC (Charter Part I).
- Obtained the agreement from the Sustainable Tourism Forum to implement the Accession (Charter Part II) in the protected natural space.
- Appointed a person in charge of the Companies' Adhesion System to the ECST.
- Communicated to EUROPARC-Spain its desire to implement the Accession System of tourism companies to the ECST in their territory,
- Obtained the approval of the EUROPARC Federation.

It is now time for tourism businesses to act. So, in the following years, tourism businesses in the region, including wineries and any other wine-related tourism business can get their adhesion to the Charter. Should wine tourism businesses receive the Certificate of Adhesion, it will be valid for three years from the signing of the Collaboration Agreement.

Since the action plan for the ECST renovation (2021-25) is still pending, **the action plan for a sustainable wine tourism described in this section wants to become a guide for the wine tourism sector to get the certification under the ECST. By implementing the actions described, wine tourism businesses can contribute both to the Priorat Charter objectives and the ECST principles while preparing themselves to apply for the Europarc recognition of being a sustainable tourism establishment (Part II of the Charter).**

Process of adhesion to the ECST Charter Part II

The adhesion to the ECST is a three to four year's accreditation process, which implies fulfilling some eligibility prerequisites, and to commit to sustainability. So, any winery (or wine tourism business) willing to achieve the ECST accreditation must comply with a couple of prerequisites beforehand and must commit to sustainability on two different levels:

Prerequisites:

- Be part of the Permanent Forum of the ECST and the regional tourism table



- Become an information point of the Montsant Natural Park and EIN Serra de Llaberia

Sustainability commitment levels:

- *Level 1 commitment: The Company must have already implemented some sustainability activities.*

Before being able to sign the Collaboration Agreement and receive the Certificate of Adhesion, wineries must demonstrate their commitment to sustainability by incorporating some sustainability activities from the start. Thus, a winery must have implemented some sustainability activities to demonstrate a minimum commitment to sustainability and the protected natural space. According to EUROPARC, this level includes **30 basic activities** (listed in Annex 3 and labelled as B) that must be implemented previously or during the accession process.

- *Level 2 commitment: The Company must define a Program of Activities for the next three years to further transition to sustainability.*

The Program of Activities is the document that contains the activities that the winery voluntarily undertakes to develop during the following three years to its accession to advance in the application of the principles of the ETCS. It means strengthening the collaboration with the protected natural space and the rest of local actors, improve business sustainability and adjust the offer to the area. Some of these activities are also listed in the Annex 3, although other relevant actions not listed in the Annex can be added to the Program of Activities. According to EUROPARC, **this program must include at least three new activities for each block of activities listed.**

Moreover, it is important to bear in mind that all the actions implemented in both level 1 and 2 must contribute to the principles of the ECST Charter Part II.

Table 3: ECST principles for Charter Part II

<ol style="list-style-type: none"> 1. Giving priority to protection 2. Contributing to sustainable development 3. Engaging all stakeholders 4. Planning sustainable tourism effectively 5. Pursuing continuous improvement

Action plan/ Guide to ECST adhesion

One of the Actions already pending from the previous action plan (action 1.5, Part I) is to implement the Charter Part II, which calls tourism businesses to voluntarily adhere to the European Charter for Sustainable Tourism.

The Action Plan for a Sustainable Wine Tourism responds to this gap for a particular business sector, that of wine-related tourism, and more specifically wineries. It simultaneously aims to be an action plan for sustainable wine tourism and a guideline for wineries to get the ECST adhesion, and it has to be read under both focuses.



Those wineries willing to get the ECST adhesion should follow the whole plan (understood as a guideline), from the adhesion to the end. However, those wineries not willing to get the accreditation can use this action plan as a guide to improve their sustainability and ultimately contribute to a Sustainable Tourism in the Priorat Region. Nevertheless, using this action plan will build on their future eligibility for the ECST accreditation.

The Action Plan is composed of 12 Actions organised according to the accreditation process, hence following some kind of chronological order.

- **Adhesion to the ECST-** explains how to start the ECST adhesion process. Those wine tourism businesses not aiming for the ECTS adhesion can skip this part.
- **Eligibility compulsory actions (Actions I and II)** - the two prerequisite actions, those that set the eligibility requirements, are explained first. These actions only apply to the wine tourism businesses willing to get the ECTS. Those wine tourism businesses not aiming for the ECTS adhesion can skip this part.
- **Winery commitments (Actions III to XII)** - actions and activities to be implemented for levels 1 and 2 of the accreditation process. Those actions that imply level 1 come first and those that only include level 2 are the last in the list. These actions aim to drive the inclusion of sustainable criteria and performance in wineries, thus any winery can follow them regardless of whether they wish to enter the ECTS or not.

Figure 1: ECTS full accreditation process





Table 4: *List of Actions of the Action Plan*

<p>ACTION I: Maintain the participation in the Permanent Forum and the Regional tourism table, and the commitment with the Landscape Charter (Prerequisite)</p> <p>ACTION II: Become an information point of the Montsant Natural Park and EIN Serra de Llaberia (Prerequisite)</p> <p>ACTION III: Develop a communication plan within the ECST (levels 1 & 2)</p> <p>ACTION IV: Calculate and reduce the environmental footprint in wine and wineries (levels 1 & 2)</p> <p>ACTION V: Reduce pollution ensuring a proper management of waste and wastewater (levels 1 & 2)</p> <p>ACTION VI: Improve customer service and quality (levels 1 & 2)</p> <p>ACTION VII: Monitor and get to know your visitors (levels 1 & 2)</p> <p>ACTION VIII: Boost and disseminate activities related to wine, culture and nature to enhance your offer (levels 1 & 2)</p> <p>ACTION IX: Improve Social Corporate Responsibility (levels 1 & 2)</p> <p>ACTION X: Adapt wineries to the needs of tourists with disabilities (level 2)</p> <p>ACTION XI: Participate in the promotion of actions related to wine (level 2)</p> <p>ACTION XII: Contribute to the maintenance and knowledge of Priorat cultural and natural heritages (level 2)</p>
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The Action Plan/Guide to ECTS adhesion is fully linked with the list of specific activities described by EUROPARC for the implementation of Charter Part II (see Annex 2). This list of activities provided by EUROPARC is organised in three different blocks:

Block 1- Improve winery offer and connection to the protected natural area,

Block 2- Improve the winery environmental performance,

Block 3- Support and contribute to local development.

Each block contains a great number of **activities** that correspond to levels 1 (basic) and 2 of commitment towards sustainability. There are **30 basic activities** (level 1 commitment) that are compulsory and must be implemented either before or during the adhesion process. A selection of the remaining activities together with other specific activities relevant to each winery will be included in the **Program of Activities** (level 2 commitment. The program must include a minimum of three activities per block). It is worth mentioning that those wineries or wine-related businesses with a management system in place (quality – ISO 9001, Q- or environmental – ISO 14001, EMAS, EU eco label-) may have some activities from blocks 1 and 2 already covered.

Hence, in the Plan, each Action (I to XII) is associated with a set of feasible and implementable activities that wineries and wine-related businesses will develop to either be more sustainable and/or adhere to the ECTS.



DESCRIPTION OF THE ACTION PLAN/ GUIDE

→ ADHESION TO THE ECST

It would be of relevant importance to get some wineries accredited. **At least all the wineries that participated in the LIFE project should consider their adherence to the ECST.** However, those wine tourism businesses not aiming for the ECTS adherence can ignore this part.

In order to do adhere to the ECST, it is necessary to:

- Understand the adherence system, which is led by the Montsant Parc and Consell Comarcal.
- Be a member of the Forum for Sustainable Tourism.
- Become an information point of the Montsant Natural Park and the Serra de Llaberia EIN.
- Prepare the required information (*Programa de actuacions*) to be presented before the Park.
- Follow and fulfil accession requirements for levels 1 and 2.
- Apply for the ECST accreditation.

This accreditation is a voluntary collaboration agreement that, in the form of a contract, reflects the commitments of both parties in favour of a sustainable tourism in the Priorat region. It also challenges the wine tourism sector to set concrete measurable actions to enhance and continuously improve the sustainability of its activity.

Businesses recognised and assessed for their sustainability practices receive the following benefits:

- Closer engagement with protected area authorities;
- Right to use the Charter logo;
- Visibility on Charter websites;
- Engagement with training and marketing opportunities as may be developed;
- Networking with other businesses recognised by the Charter;
- Possible engagement with projects and funding.

This system cannot, nor its objective, establish and certify the quality of a product made and offered by a winery. Therefore, **wineries will also be required a certificate of quality recognition, which can either be a DO label, organic certification label or quality certification label.** Furthermore, should the winery be certified under a management system such as ISO 9001, ISO 14001, ISO 50001 or EMAS, it can be used to certify its commitment to sustainability.

Finally, to get the most of this accreditation, it is convenient to communicate it, so it is important to make sure this achievement is included in the communication plan (Action III).

→ ELIGIBILITY COMPULSORY ACTIONS

As mentioned before, in order to be eligible to enter the ECST certification process a couple of prerequisites must be fulfilled. These are Action I and Action II of the Action Plan/Guide. Those wine



tourism businesses not aiming for the ECTS adhesion can decide whether to fulfil or not Actions I and II.

ACTION I: Maintain the participation in the Permanent Forum and the Regional tourism table, and the commitment with the Landscape Charter

Although the actions defined under the operational objective 1 have already been fulfilled, the management tools set during Part I will still be useful in the following years to ensure a proper sustainable development in the Priorat. Moreover, **being part of the Permanent Forum is a prerequisite to adhere to the ECST (Part II).**

Wineries are represented in the ‘Forum Permanente’ and the ‘Regional tourism table’ through its associations ‘Priorat Enoturisme’, ‘DO Montsant’² and ‘DOQ Priorat’³ should continue so. Being part of these groups enhances the opportunities of the wine tourism to convey its needs, challenges and difficulties in a major interconnected plan and to identify areas of collaboration with other actors that can ultimately improve its economic activity.

The Landscape Charter is a voluntary instrument to manage and protect the Priorat landscape and its inhabitants’ quality of life. The wine tourism sector cannot detach from these commitments, as its activity its directly linked to the quality of Priorat landscape and heritage.

Basic activities to which it applies (prerequisite):
Block 1- activity #45

ACTION II: Become an information point of the Montsant Natural Park and EIN Serra de Llaberia

To be an information point of the Natural Park is a prerequisite to adhere to the ECST.

Priorat offers a set of structured visitable wineries that includes wineries from both DO Montsant and DOQ Priorat. These are establishments and facilities open to the public, either with fixed or agreed schedules, depending on their particular logistics capacity.

- Prerequisite -

To be eligible for the ECST certification, wineries must become an information point of the Park. To do so, the following tasks must be fulfilled:

- Attend the training courses: ‘Good connoisseur of Montsant Natural Park’ and ‘Information point of the Montsant Natural Park and the Serra de Llaberia EIN’
- Establish a schedule of visits for the public.

² <https://www.domontsant.com/>

³ <https://www.doqpriorat.org/>



- Organise a space for reception and welcoming of visitors.

- For the level 1-

The winery must provide information about the ENP (Espacio Natural Protegido- Protected Areas in Spanish). This material must be developed following sustainable criteria and cannot encourage damaging activities:

- Basic information about the Park and the winery to welcome visitors
- Practical information materials about the Park and the territory (brochures, maps, guides, public transport, etc.) (linked to action III and VIII)

The employees must have been trained and have a written procedure on how to inform visitors. Besides the certification, these activities aim at improving wineries customer service and expanding the tourist experience.

- For the level 2-

The winery provides information about the ENP for different visitors and in different languages.

Compulsory activities to which it applies (Prerequisite)

Block 1- activity # 21

Basic activities to which it applies (Level 1):

Block 1- activities # 16, 20, 37

Block 3- activities # 6, 9

Activities to which it applies (Level 2):

Block 1- activities # 9, 13, 25, 27

➔ **WINERY COMMITMENTS**

Eligible wineries, that is, those that can access the ECST certification, must commit to sustainable development. The actions and the corresponding activities listed below are guidelines to it. However, any winery willing to move towards a more sustainable performance can also follow the actions and activities proposed in this section.

ACTION III: Develop a communication plan within the ECST

The ECST communication plan has been postponed for the renovation of the Charter Part II, as this objective was not achieved in Part I. As part of this communication plan the wine tourism should develop its communication plan.

This communication plan will be tailored to the specificities and needs of the wine tourism sector. However, it will help in the promotion of wineries own activities and those of the Park, and it will explain how wineries embrace sustainability.

As part of its communication strategy and to adhere to the ECST, the winery must provide clients with information material (paper and digital) about the park, the winery, the natural and cultural



heritage and all the issues listed below. This material should, eventually, be provided in various languages.

The communication plan should include responsible means of promotion and information and it should use sustainable materials.

- For the level 1-

Provide information to visitors and employees on (linked with Action II):

- Basic informative material about the Park and the winery to welcome customers in the reception area.
- Complimentary guided activities offered in the area by other local companies or the Park.
- Information about local shops, markets or products besides wineries and wines.
- Recommendations about visits to villages and natural spaces.
- Public transport timetables.
- A list of routes, walking paths and places to visit around its placement.
- Good practices to ensure efficient use of water, energy and a proper waste disposal system clearly indicated.
- Identify the best support to display this information: paper, APPs, social media, web, etc.

- For the level 2-

Provide the information about the park in different languages and for all kinds of visitors.

Prepare a wine tourism communication plan that highlights not only activities offered in the winery and the Park but all sustainability aspects related to ECST. The plan should disseminate:

- The principles, strategy and actions of the ECST together with its sustainable development objectives and achievements,
- The protection of Priorat heritage and good practices as a means to sustainable development in the region,
- The actions to reduce the environmental impact or footprint (LIFE project) developed by each winery, both in wine production and vine cultivation,
- Some information about the history of the winery and its surroundings,
- All the collaborative projects in which the wineries participate,
- The positive impact in the economic and social development of the region.
- Wineries and wines certifications, accreditations, prizes,
- The adhesion to the Charter (including logo),
- Recommendations and links to other ECST businesses
- Any characteristic of the park that you would like to reinforce (fauna, culture, monuments,...)

Yearly the DOQ Priorat organises a Communication day between all its agents as a means to discuss about different topics of interest and to exchange experiences and learnings around sustainability. As part of the communication plan, wineries must actively participate in the session, bring in own insights and learn about other colleagues experiences. Moreover, it would be useful to maintain regular contact with visitors through different communication channels (e-mail, newsletter, offers, news, social media,...).

The Regulatory Council of the DOQ Priorat developed an APP to provide wine tourism information to visitors (list of wineries that can be visited, schedules and contact information, roads and accesses



information, restaurants, wine and local products shops). Make sure the information about your winery is updated so the visitor can easily find it.

Basic activities to which it applies (level 1):

Block 1- activities # 16, 20, 23, 29, 37

Block 3- activities # 2, 3

Activities to which it applies (level 2):

Block 1- activities # 13, 17, 22, 25, 27, 28, 33, 35, 38, 41, 43

Block 3- activities # 7, 15, 22

ACTION IV: Calculate and reduce the environmental footprint in wine and wineries

More and more environmental sustainability is becoming a consumers' demand in the wine sector, which translates into respectful production systems and greener wineries. It is of particular relevance in the Priorat, where sustainable development and respect for their natural system underpin any economic activity in the region.

Tourists visiting wineries usually entail direct sells while contributing to increase future exports. Therefore, it is expected that sustainable wine tourism could motivate wineries to reduce the environmental footprint of their wines, from vineyards to winery. Moreover, the businesses Adhesion System to ECST does not establish or certify the quality of the wines made and offered by a winery. Obtaining a certificate of quality and sustainability recognition - DO label, organic certification label or quality certification label- could be an opportunity to attract a specific and growing niche of wine consumers, as these labels certify the use of sustainable practices in the vine cultivation and wine production.

On top of it, water is a major risk concern, as the water precipitation forecasts for the Siurana watershed predict a significative reduction around 30% in the next decade ⁴. Moreover, the region is rich in biomass, which is currently not used for energetic purposes.

Calculating and reducing water and energy consumptions, as well as reducing the amount of waste generated and chemicals used in vine cultivation shows a strong commitment to environmental sustainability and Climate Change.

Carbon footprint is a recognised indicator to assess the environmental impact and can be applied both to wineries and wine. In wineries, its calculation should include scopes 1 to 3. Scope 1 accounts for the emissions released from the winery activity itself, including production processes, wastewater treatment and energy, among others; scope 2 relates to electricity consumption, and scope 3 calculates all indirect carbon emissions such as means of tourist transport, waste treatment or

⁴ Adaptacions al Canvi Climàtic en l'ús de l'aigua. ACCUA, 2011.



product distribution. In wine, the Carbon footprint calculation should take the Life Cycle Analysis approach, which accounts for vine cultivation, wine production, packaging and distribution.

Since the calculation of environmental footprint is quite technical, this action should be implemented together with VITEC, DO Montsant and DOQ Priorat, who should provide technical advice and support.

- For the level 1-

Set water and carbon footprint (scopes 1 & 2) baselines:

- Calculate the annual consumption of water within winery premises
- Calculate annual energy consumption within winery premises (Scope 1&2)
- Prepare information material on good practices for employees and customers (Action VI)
- Identify potential areas of improvement.

Develop a methodology to calculate wine Carbon and Water footprints.

Should the winery be certified under an environmental management system such as ISO14000 or EMAS, it can be used to certify its current commitment to environmental sustainability.

- For the level 2-

Set specific water and carbon footprint reduction goals and prepare a three-year reduction plan.

Introduce scope 3 in carbon footprint calculations.

- Calculate indirect carbon emissions (scope 3), such as waste treatment, distribution,...
- Establish a monitoring system for water and carbon footprint.
- Set the reduction goals.
- Define a program of actions to:
 - o reduce the consumption of water and energy: efficient technology, biomass or solar energy, greener transport, etc.
 - o reduce other carbon emissions.
- Get a certification label.
- Start calculating wine Carbon and Water footprints.

Basic activities to which it applies (level 1):

Block 2- activities # 1, 15, 16, 38, 40

Basic activities to which it applies (level 2):

Block 2- activities # 2 to 14, 17 to 21, 33, 34, 37, 39

Block 3- activities # 10, 11



ACTION V: Reduce pollution ensuring a proper management of waste and wastewater

Pollution can be caused by air, water and soil discharge of pollutants. Preventing pollution and ensuring a proper waste management are other requisites for a sustainable performance. Wineries generate waste and pollutants through their wine production activity, which includes vineyards, cellars and offices, and through tourists visiting their premises.

Reducing the amount of waste and pollutants generated shows the winery commitment to environmental sustainability and Climate Change and it brings in opportunities for improvement and waste valorisation that ultimately reduces production costs.

- For the level 1-

- Identify sources of air, water and soil pollution.
- Identify the various waste produced in cellars and differentiate means of disposal. Be particularly strict with hazardous and special waste (printer ink, batteries, electronics,...), and plastics.
- Separate waste in specific containers properly labelled, according to its type and hazard.
- Ensure that your premises have a proper water purification system (it can as well be from the municipality) and that no high pollutant or hazardous substances are discharged in the sanitation net.
- Prepare information material on good practices for employees and customers (Action VI)
- Set sensitisation programs on waste management for employees.
- Identify potential areas of improvement.

- For the level 2-

- Calculate the waste produced annually and its treatment (can be included in Scope 3 of carbon footprint calculation).
- Define a program of actions to improve waste management and to reduce waste
- Define a program of actions to reduce water and soil pollution in vine cultivation.
- Set a contract with authorised waste manager if necessary.
- If you don't have it, the company might consider acquiring an environmental management certification, such as ISO 14001, D21,...

This action is implemented together with VITEC, DO Montsant and DOQ Priorat.

Basic activities to which it applies (level 1):

Block 2- activities # 23, 24, 30, 31, 38, 40

Basic activities to which it applies (level 2):

Block 2- activities # 22, 25 to 29, 32, 37, 39



ACTION VI: Improve customer service and quality

Wine tourism is becoming a trending topic. Besides wine tasting and guided tours around vineyards, it is an activity often linked to other interests, such as gastronomy, cultural heritage, nature or history, which offer wine lovers the chance to enjoy everything in the wine territory and improve their tourism experience.

Dealing with these visitors is not that easy and requires different skills and abilities such as language, IT, good knowledge of the park, proper understanding of sustainability, etc. For instance, to reach a wider international public, communication in different languages is a must, as wineries could then prepare wine tastings, wine explanations and guided tours in various languages.

A poor service can damage the winery reputation, and in turn, lower its capacity of attracting customers. Therefore, improving customer services in establishments that receive tourists was one of the needs highlighted in the diagnosis of this sector.

The 'Consell Comarcal del Priorat' together with other institutions offer training and capacitation programs to companies and entrepreneurs to improve performance and abilities. Wineries can take profit of these services to promote the continuous training of its managers and employees, and to boost the winery business.

The Natural Park managers organise training programmes specifically to capacitate employees of the wineries (see also action II), and in particular, those that interact directly with visitors, providing a wider knowledge of the Park and the cultural, natural and landscape heritage of the area, and some insights on sustainable development and conservation, among other subjects. To fit with the needs of the specific attendants, courses are adapted in terms of timing.

The LEADER Consortium is another public entity that works to promote sustainable local development and to manage the funds for this purpose. The Consortium facilitates and supports projects oriented to boost local economic activity in the territory, including tourism businesses and SMEs.

- For the level 1-

- Probably your employees and managers have already attended some training courses. Make a list of the trainings in which managers and employees attended, including the following information:
 - o topic,
 - o attendant(s),
 - o hour and place,
 - o application of that specific training on the winery.
- Develop written and detailed procedures of good practices in customer service, including specifications on welcoming and the information that should be given about the Park.
- Set a system to compile clients' complaints and suggestions and develop actions for improvement (also action VII).

- For the level 2-

Foster continuous training among employees and managers:



- Identify the winery needs (you can use these questions):
 - o What skills does your business require: language, IT, customer support, marketing, sensitisation,...?
 - o Do you want to implement new projects?
 - o Do you need to set new collaborations?
 - o Do you require funding?
- Set a training plan to fulfil these needs.
- Use the services in place as a support.
- Identify projects within the LEADER consortium where you could participate.

Moreover, DO Montsant Regulatory Council develops studies in subjects related to viticulture, oenology and environment that are of interest for wineries. Attending the courses organised by the Regulatory Council in your areas of interest should also be part of the Program of Activities.

If you don't have it, the company might consider acquiring a quality certification, such as ISO 9001.

Basic activities to which it applies (level 1):

Block 1- activities # 8, 10, 23

Basic activities to which it applies (level 2):

Block 1- activities # 9, 11,13 to 15

ACTION VII: Monitor and get to know your visitors

Wineries within the ECST will become information points of the Park. Therefore, these wineries will participate in monitoring the visitors coming to the Priorat by using the tool developed specifically for this purpose.

This tool, already developed, is still under refinement. It will allow the same data to be coordinated and grouped among all the information points concerning the knowledge of the tourists who visit the region and the natural park.

Ultimately understanding visitors' needs and expectations will bring up useful information to enrich the wine experiences and services delivered.

- For the level 1-

Use the registry system in place to follow up the number and characteristics of your visitors in the last year.

- Document the number and characteristics of the visitors received in the last year. Include these following aspects:
 - o origin,
 - o type of client,
 - o customer satisfaction queries.
- Set a system to compile clients complaints and suggestions and develop actions for



improvement. Explain the procedures to follow up and address the suggestions and complaints raised (see also action VI).

- Send the results to the park.

- For the level 2-

Keep track of your visitors and their expectations for the following years. Work together with other organisations to characterise and quantify visitors. To do so, and to harmonise all the information compiled in the various information points:

- Introduce the tool developed specifically to monitor visitors of the Priorat as your new registry system and train your employees on how to use it.
- Broaden the satisfaction questionnaire to evaluate the usefulness of the information about the Park that the winery provides to its clients.
- Keep the Park informed.

Basic activities to which it applies (level 1):

Block 1- activities # 1, 2

Basic activities to which it applies (level 2):

Block 1- activities # 3 to 7, 24

ACTION VIII: Boost and disseminate activities related to wine, culture and nature to enhance your offer

In the following years, one of the challenges lies in the capacity to attract tourists as a means to enhance the economic development of the area.

The value and beautifulness of Priorat heritage somehow underpins the success of wine tourism. Beyond its high-quality wines, the landscape heritage attracts all kinds of tourists that can eventually visit the wineries of the region.

Therefore, wineries should be directly involved in the revitalisation and dissemination of the various tourist activities occurring in the region or around the winery. Some examples are the dramatized visit to the Falset cooperative, ecotourism packages of the Montsant Natural Park and participating in Priorat cuisine blog, among others that may come up.

It is important to provide information about the Park and the region that can fit the needs of different tourists. However, to prevent damaging Priorat landscape, it is worth recommending villages and places that are less crowded.

- For the level 1-

Develop activities for clients based on the discovery of the protected natural space, including vineyards.

- Prepare and promote guided activities among clients, whether offered by wineries, by local companies or by the protected natural space itself.



- Should you work with other companies or recommend any, make sure their activities do not impact negatively the landscape.
- It would be interesting to include an explanation about the wine manufacturing process in wineries tours.
- Promote visits and walks nearby the winery to avoid visitors using their car.

- For the level 2-

Design activities that help to explain your winery and its surroundings, which can target both cultural and natural heritage. You can either sell these services alone or integrate them in tourism packs with other companies.

- Provide information about activities related to other artisanal manufacturing or agri-food product manufacturing processes.
- Promote cultural and traditional activities occurring in the region.

Basic activities to which it applies (level 1):

Block 1- activities # 29, 42

Block 3- activities # 3, 6

Basic activities to which it applies (level 2):

Block 1- activities # 27, 28, 30 to 32

Block 3- activities # 5

ACTION IX: Improve Corporate Social Responsibility

Corporate Social Responsibility (CSR) aims to contribute to societal goals by engaging in or supporting volunteering or ethically-oriented practices. It is an evolving business practice that incorporates sustainable development into a company's business model. It is expected that CSR practices will positively impact business by improving company image, building brand and motivating the employees.

Although CSR embraces social, economic and environmental factors, Action IX mostly includes business practices oriented to boost the local economy and to ensure equality and welfare within wineries employees.

- For the level 1-

Wineries must endorse gender equality and the reconciliation of work and family life as their first CSR commitment.

To contribute to the local economy wineries should boost the purchase of local products and the contracting of local providers. They could also provide information to visitors about other local shops or markets.

- For the level 2-



In a second phase, a broader CSR policy to ensure proper socio-labour conditions of company workers could be developed and implemented. It could even target groups in situation or risk of social exclusion or with disabilities.

Some actions can include:

- Contracting local people
- Improving employees participation
- Reducing job instability through long-term contracts
- Ensuring wages are adjusted to professional academic and professional levels
- Purchasing organic or certified products

Ethically oriented practices also include a responsible promotion, thus, complying with LOPD and disclosing images and information that are truthful.

Basic activities to which it applies (level 1):

Block 3- activities # 1, 2, 24, 25

Basic activities to which it applies (level 2):

Block 1- activities # 34, 36

Block 2- activities # 35, 36

Block 3- activities # 4, 26 to 32

ACTION X: Adapt wineries to the needs of tourists with disabilities

Tourist experiences are sensations that also depend on the facilities encountered to fulfil the expectations that brought someone to visit a particular place.

People with visual and or physical impairments or any other specific need that decide to visit the Priorat will have a great experience if they find the wineries premises and vineyard tours adapted. Should they leave with good memories, they can become great prescribers.

- For the level 2-

Include how you will adapt your premises, services and guided tours to accommodate all kind of visitors, including those visually or physically impaired in the three years Program of Activities. To do so:

- Identify the difficulties tourists with visual and physical impairment (reduced mobility) would have while visiting your premises or doing a wine tourism routes.
- Adapt these areas to reduce physical barriers.
- Prepare adapted wine tourism routes so that anyone with a disability can live this experience without any problem.
- Do it alone or in collaboration with other wineries.
- Use the Consell Comarcal services or the DOs as a support.
- Provide specific information for people with disabilities



This plan could be part of your CSR policy (Action IX)

Basic activities to which it applies (level 2):

Block 1- activities # 12, 26

Block 3- activities # 31

ACTION XI: Participate in the promotion of actions related with wine

The “Patronat de Turisme” carries out a large number of actions aimed at promoting Costa Daurada and Terres de l’Ebre. For instance, DOQ Priorat and the DO Montsant were designated the wine-growing regions of 2016. This recognition entailed focusing interest on the wines of this area for one year and boosted a notable increase in demand for wines to international markets and also a greater influx of wine tourists.

One of the most renown activities is the “Fira del vi de Falset” (Falset Wine Fair), which is organised by the two Denominations of Origin of the wine DOQ Priorat and DO Montsant. Within this event, one day is dedicated to the specialized public tasting and promoting wines and wineries of DO Montsant and DOQ Priorat aimed at professional prescribers and distributors. Commercial exchanges between wineries and distributors, sommeliers, restaurateurs, specialized stores are encouraged. Currently, more than 150 wineries participate in the fair.

Promotion is essential for any economic activity. In that sense, wine tourism establishments should be included in promotional activities conducted by public entities in the territory, such as local and regional authorities. Moreover, wineries should collaborate with promotional activities organised by the tourism associations and companies.

Basic activities to which it applies (level 2):

Block 1- activities # 39, 40

Block 3- activities # 5, 8

ACTION XII: Contribute to the maintenance and knowledge of Priorat cultural and natural heritages

In the following years, the challenge lies on the capacity of all ECST actors to maintain Priorat heritage and to disseminate its beautifulness and relevance among incoming tourist as a means to sustain long term social, environmental and economical rewards.

Together with high-quality wines, the Priorat heritage is the differentiation factor to attract tourists from which the wine tourism activity depends. Priorat wine tourism success relies indirectly on the natural and cultural heritage of the area since it is partially linked to complementary activities beyond visits to wineries and wine tasting such as tours through the vineyards (on foot, by bicycle or 4x4), nature walks, visits to elements of architectural and cultural heritage, etc. Looking after the Priorat’s trail network and participating in the Priorat Cultural Agenda is a means to it.

Moreover, important tourist attractions that are worth preserving through economic contributions are



the Charterhouse of Escaladei, the Priorat County Archive, some natural hotspots such as the Turtle reproduction centre, the various pine species, and the eagle observation hides.

- *For the level 2-*

The sector should be directly involved in the improvement and long-term maintenance of Priorat's cultural and natural heritage.

This contribution can be done in different ways:

- Participate in maintenance, conservation or adaptation of the natural and cultural heritage
Via the Permanent Forum and the Chart table,
- Economically invest in heritage protection or reconstruction,
- Boost the affluence of tourism in these areas through the promotion of specific activities in the Parks, villages and monuments according to the ECST specifications,
- Disseminate and inform about this heritage in your wineries and encourage tourists to visit and protect it according to the ECST specifications.
- Foster and promote the uses and traditions of the territory: festivals, rites, legends, history, traditions, etc.

Basic activities to which it applies (level 2):

Block 1- activity # 44

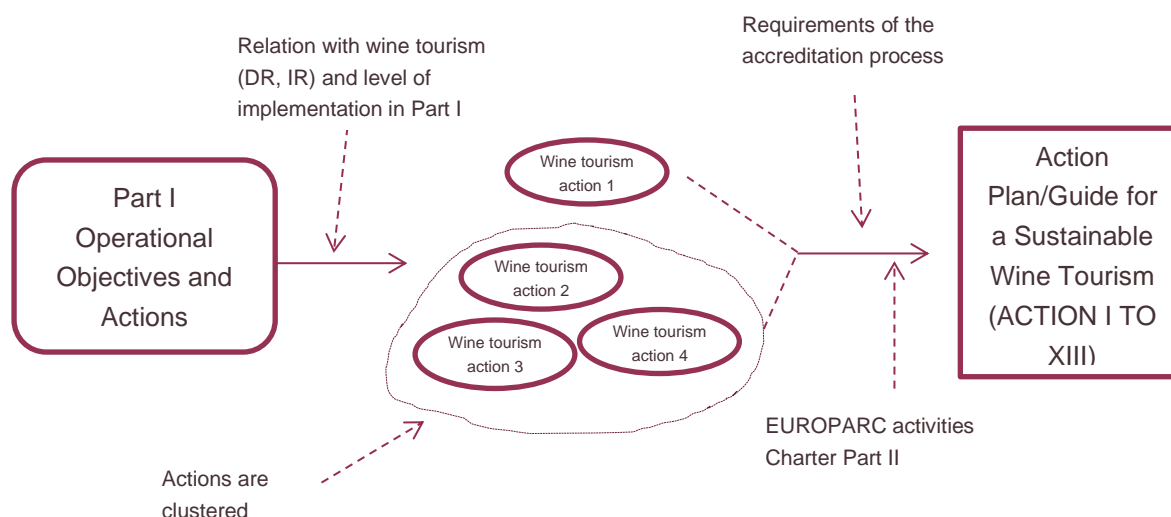
Block 2- activity # 41

Block 3- activities # 12 to 14, 16 to 23

4. ANNEX 1- METHODOLOGY

The Action Plan for a Sustainable Wine Tourism described at the end of this section mostly emanates from the ECST Action Plan for a sustainable Tourism in the Priorat region (Part I, 2016-19), as summarised in the table below, although it also includes actions that are not linked to Part I but that are required by EUROPARC (not included in the table below) as a means to accreditation.

To prepare the Action Plan for Wine Tourism (Part II), the actions (column ECTS Actions) for each Operational Objective (OO) and subsequent Strategic Objective (SO) of the Action Plan (Part I, 2016-19) that are directly or indirectly related (DR or IR, respectively) with the wine tourism sector (Relation with wine tourism) were identified. Then, taking into account the level of implementation of each action in Part I, **a set of wide actions to be implemented in Part II by the wine tourism sector were proposed** (Wine Tourism Actions). Finally, these actions were clustered and organised in wide lines of action following the requirements of the accreditation process. Other actions related to Corporate Social Responsibility (CSR) required by EUROPARC were also included. The final result is the Action Plan/Guide for a Sustainable Wine Tourism, which **embraces TWELVE actions**.



The table below summarises the actions that the wine tourism should undergo to be more sustainable and ultimately, to get the ECTS accreditation. The actions labelled as prerequisites are eligibility criteria. Those actions listed under level 1 commitment would be implemented during the accession process, and those in level 2 will be included in the Program of Actions that each accredited winery will have to develop in the three years after their accession. However, as indicated in the table, some actions involve level 1 and 2, which means that some basic activities will be implemented initially and further commitments afterwards.

Overall, the plan sets the foundations for the wineries to operate sustainably and to be a responsible actor within its territory. On one hand, the resulting wine tourism action plan focuses primarily on the objectives and actions that have not been fulfilled in Charter Part I and those that lead to the implementation of Part II of the Charter and to obtain the ECST accreditation. On the

other hand, this plan also contributes to enhance those objectives and actions already fulfilled in Part I to ensure the continuity of sustainable tourism in the region.

SO1. Coordinate and promote collaboration between the agents involved in the development of tourism in Priorat, highlighting the ECST as a binding, invigorating and participatory element.			
<i>ECST Actions</i>	<i>Relation with wine tourism</i>	<i>Wine Tourism Actions</i>	<i>Commitment Level</i>
OO 1.A- Consolidate the cooperation between the agents involved in the development of tourism in the territory			
1.1 Implementation of the Landscape Charter commitments 1.2 Consolidation of the Permanent Forum of the ECST and creation of the regional tourism table	DR	<ul style="list-style-type: none"> Maintain the participation in the Permanent Forum and the Regional tourism table, and the commitment with the Landscape (Action I) 	Prerequisite Level 1
OO 1.B- Disseminate the ECST among the local population and visitors			
1.4 Plan de comunicaci3n de la ECST para el per3odo 2016-2020	DR	<ul style="list-style-type: none"> Develop a communication plan within the ECST (Action III) 	Level 1 and Level 2
OO 1.C- Implement Part II of the ECST among tourism entrepreneurs in the ECST territory			
1.5 CETS. Accession of Priorat tourism entrepreneurs to the ECST (Part II)	DR	<ul style="list-style-type: none"> Adhesion to the ECST (it corresponds to the whole Action Plan/Guide) 	----
SO2. Conserve and improve the use of natural resources and promote management for the benefit of the natural environment and quality of life.			
<i>ECST Actions</i>	<i>Relation with wine tourism</i>	<i>Wine Tourism Actions</i>	<i>Commitment Level</i>
OO 2.B- Improve knowledge, conservation and dissemination of natural and cultural heritage			
2.2 Maintenance of the Priorat trail network 2.3 Maintenance of the Priorat County Archive 2.4 Maintenance and updating of the Priorat Cultural Agenda 2.5 Management of Montsant's 'somereta' 2.6 Drafting of the adaptation project of the main Cloister of Escaladei Charterhouse 2.7 Adaptation of the main Cloister of the Charterhouse of Escaladei 2.8 Sunsets in the Charterhouse of Escaladei 2.9 Conservation of laricio pine and black pine 2.10 Improvements to the Mediterranean Turtle Reproduction Center in Marçà	IR	<ul style="list-style-type: none"> Become an information point of the Montsant Natural Park and EIN Serra de Llaberia (Action II) Contribute to the maintenance of Priorat cultural and natural heritages (Action XII) 	<ul style="list-style-type: none"> Prerequisite and Level 1 Level 2



2.11 Montsant Natural Park Editorial Plan 2.12 Day of the protected natural spaces of Priorat in the schools of the region 2.13 Montsant Natural Park formal environmental education program			
OO 2.C- Improve the environmental quality of the territory			
2.17 Optimization of the use of nutrients in viticulture 2.18 Reduction of chemical synthesis phytosanitary 2.19 Preparation of a manual of good practices and recommendations for the application of plant protection products and actions aimed at sustainability in wine and the environment 2.26 Optimization of the use of irrigated water in viticulture 2.20 Protecting the landscape of the DOQ Priorat	DR	<ul style="list-style-type: none"> • Continue reducing the environmental impact of vine cultivation (included in Action IV) 	Levels 1 & 2
OO 2.D- Improve waste management and energy efficiency			
2.28 Energy Efficiency Certification for Priorat Wine Tourism establishments 2.29 Prepare a manual for a proper use of tourist establishments 2.30 Reduction of the carbon footprint and water footprint in wineries	DR	<ul style="list-style-type: none"> • Calculate and reduce the Carbon and Water footprint in wineries (Action IV) • Ensure a proper waste management (included in Action V) 	Level 1 and Level 2
OO 2.E- Encourage sustainable development initiatives within the CETS			
2.37 Studies and knowledge transfer to wineries	DR	<ul style="list-style-type: none"> • Continue participating in activities related to knowledge transfer (included in action IV) 	Level 2
2.32 Service to support and promote entrepreneurship and business 2.35 Dissemination of the values of the landscape and vineyard of the DOQ Priorat to promote sustainability	IR	<ul style="list-style-type: none"> • Improve winery service and tourism offer (included in Action VI) • Participate in the Communication day (included in Action III) 	<ul style="list-style-type: none"> • Level 1 and Level 2 • Level 1 and Level 2
SO3. Improve the quality of the tourist experience within the scope of ECST implementation			
<i>ECST Actions</i>	<i>Relation with wine tourism</i>	<i>Wine Tourism Actions</i>	<i>Commitment Level</i>
OO 3.B- Facilitate sustainable accessibility to resources and space			
3.3 Study and plan of accessibility and interpretation of tourist	DR	<ul style="list-style-type: none"> • Adapt wineries to the needs of tourists with disabilities (Action X) 	• Level 2



resources for people with special needs 3.4 Update of the APP with wine tourism information from the DOQ Priorat		<ul style="list-style-type: none"> • Keep the wine tourism information APP updated (included in Action III) 	<ul style="list-style-type: none"> • Level 2
OO 3.C- Unify information on tourism			
3.6 Preparation of a report to know the profile of the visitor 3.7 Improving the knowledge of tourists visiting the region and the Natural Park	IR	<ul style="list-style-type: none"> • Monitor and get to know your visitors (Action VII) 	<ul style="list-style-type: none"> Level 1 and Level 2
OO 3.E- Improve the interpretive offer beyond wine tourism			
3.12 Cultural tourism trips 3.13 Creation and commercialization of tourist products 3.14 Tourism promotion actions 3.16 Dynamization of the ecotourism packages of the Montsant Natural Park 3.17 Dramatized visit to the Falset cooperative: The visit d'en Blai	DR	<ul style="list-style-type: none"> • Participate in the promotion of actions related to wine (Action XI) • Boost and disseminate activities related to wine, culture and nature (Action VIII) 	<ul style="list-style-type: none"> • Level 2 • Level 2
3.10 Implementation of the Cartoixa d'Escaladei museum project 3.11 Nature and Spirituality Retreat 3.15 Construction of an observation hide for Bonelli's eagle 3.18 Inventory and signage of tourist attractions in the municipality of La Vilella Alta 3.19 Priorat Original Version	IR	<ul style="list-style-type: none"> • Contribute to the maintenance and knowledge of Priorat cultural and natural heritages (Action XII) 	<ul style="list-style-type: none"> Level 2
OO 3.F- Train both public and private sector to improve tourism skills			
3.20 Specific regional training in tourism 3.21 Social media training 3.22 Training of guides and interpretive services of the Montsant Natural Park 3.23 Creation and accreditation of the network of information points of the natural spaces of Priorat	DR	<ul style="list-style-type: none"> • Become an information point of the Montsant Natural Park and EIN Serra de Llaberia (Action II) • Improve customer service and quality (Action VI) 	<ul style="list-style-type: none"> • Prerequisite and Level 1 • Level 1 and Level 2
SO4. Promote economic development through the valorisation, promotion and commercialization of local resources			
<i>ECST Actions</i>	<i>Relation with wine tourism</i>	<i>Wine Tourism Actions</i>	<i>Commitment Level</i>
OO 4.A- Valorise and strengthen the primary sector promoting public-private cooperation for the development of sustainable local development actions in the scope of the CETS.			
4.1 Participation in the LEADER Consortium to promote local development projects	DR	<ul style="list-style-type: none"> • Continue in the LEADER consortium and work closely with the 	<ul style="list-style-type: none"> • Level 2

4.4 Dynamization of the primary sector of the Montsant Natural Park and its municipalities		Parc Natural del Montsant as a means to get financing and support for sustainable development projects (included in Action VI)	
OO 4.B- Promote the commercialization of local products			
4.6 Professional promotion of wine. Falset Fair 4.7 Promote the use of local products 4.8 Consolidation of the "From Montsant to Taula" initiative 4.9 Organization of activities that promote the tourist experience of the Cooperativa del Masroig	DR	<ul style="list-style-type: none"> • Participate in Falset Wine Fair (included in Action XI) • Contribute to the maintenance and knowledge of Priorat cultural and natural heritages (Action XII) • Boost and disseminate activities related with wine, culture and nature (Action VIII) 	<ul style="list-style-type: none"> • Level 2 • Level 2 • Level 2
OO 4.C- Enhance gastronomic heritage			
4.10 Wine promotion aimed at the general public 4.11 Wine tastings 4.12 Wine routes through the wineries	DR	<ul style="list-style-type: none"> • Improve customer service and quality (Action VI) 	Level 1 and Level 2
4.13 Creation of a Priorat cuisine blog	IR	<ul style="list-style-type: none"> • Improve winery service and tourism offer (included in Action VIII) 	Level 1 and Level 2
SO5. Communicate and disseminate in a coherent way the image of Priorat as a sustainable tourism destination based on the distinctive values of the territory.			
<i>ECST Actions</i>	<i>Relation with wine tourism</i>	<i>Wine Tourism Actions</i>	<i>Commitment Level</i>
OO 5.B- Improve the dissemination of natural and cultural heritage			
5.3 Dissemination of the itineraries "Camins del Vi i de l'Oli" 5.4 Reprinting of Priorat Enoturisme maps in 4 languages and with a Sustainable Seal 5.5 Annual update of the brochures promoting cultural activities that take place in the territory of the DOQ Priorat 5.7 Edition of the tourist map of the Sierra de Llaberia.	DR	<ul style="list-style-type: none"> • Boost and disseminate activities related with wine, culture and nature (Action VIII) 	Level 2
5.6 MEFITU (Environmental Education Activity) 5.8 Design of the exhibition on the Intangible Cultural Heritage of Priorat 5.9 Creation of the Falset Institute of Culture and Heritage 5.10 Priorat in person, meeting of writers 5.11 Promotion of the natural and cultural attractions of the region	IR	<ul style="list-style-type: none"> • Contribute to the maintenance and knowledge of Priorat cultural and natural heritages (Action XII) 	Level 2



OO 5.C- Improve communication tools

<p>5.12 Adaptation of tourist information to mobile devices 5.13 Dissemination through the Social Networks of PrioratEnoturisme of the ECST and the values of the Region</p>	<p>DR</p>	<ul style="list-style-type: none"> • Develop a communication plan within the ECST (Action III) 	<p>Level 1 and Level 2</p>
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5. ANNEX 2- CONTRIBUTION TO ECST PRINCIPLES

The Action plan contributes to the ECST principles described for Charter Part II.

ACTIONS	CHARTER PART II PRINCIPLES				
	1.	2.	3.	4.	5.
<i>ACTION I: Maintain the participation in the Permanent Forum and the Regional tourism table, and the commitment with the Landscape Charter</i>			x	x	
<i>ACTION II: Become an information point of the Montsant Natural Park and EIN Serra de Llaberia</i>				x	
<i>ACTION III: Develop a communication plan within the ECST</i>	x	x		x	
<i>ACTION IV: Calculate and reduce the environmental footprint in wine and wineries</i>		x		x	x
<i>ACTION V: Reduce pollution ensuring a proper management of waste and wastewater</i>		x	x	x	x
<i>ACTION VI: Improve customer service and quality</i>	x		x	x	x
<i>ACTION VII: Monitor and get to know your visitors</i>			x		x
<i>ACTION VIII: Boost and disseminate activities related to wine, culture and nature to enhance your offer</i>		x	x		
<i>ACTION IX: Improve Social Corporate Responsibility</i>			x	x	x
<i>ACTION X: Adapt wineries to the needs of tourists with disabilities</i>			x	x	x
<i>ACTION XI: Participate in the promotion of actions related to wine</i>		x	x		
<i>ACTION XII: Contribute to the maintenance and knowledge of Priorat cultural and natural heritages</i>	x	x	x	x	x

6. ANNEX 3- ACTIVITIES TO IMPLEMENT THE ACTION PLAN

Each Action (I to XIII) of the Action Plan is associated with a set of feasible and implementable activities proposed by EUROPARC for the implementation of Charter Part II that wineries and wine-related businesses will develop to either be more sustainable and/or adhere to the ECTS. The table below shows this correlation and the full list of activities proposed.

This list of activities is organized in three different blocks:

Block 1- Improve winery offer and connection to the protected natural area,

Block 2- Improve the winery environmental performance,

Block 3- Support and contribute to local development.

Each block contains a great number of **activities** that correspond to level 1 (Basic) and level 2 commitment towards sustainability:

- There are **30 basic activities** (level 1 commitment) that are compulsory and must be implemented either before or during the adhesion process. These are labelled as B (Basic) or as P (Prerequisite).
- A selection of the remaining activities together with other specific activities relevant to each winery but not included in the table will shape the **Program of Activities** (level 2 commitment) that wineries willing to get the accreditation will have to prepare for the next three years after adhesion. The program must include a **minimum of three new activities for each block** of activities listed.

Those wineries or wine-related businesses with a management system in place (quality – ISO 9001, Q- or environmental – ISO 14001, EMAS, EU eco label-) may have some activities from blocks 1 and 2 already covered. The documents or certifications accepted by EUROPARC are listed in the column Certifications.

BLOQUE 1. MEJORAR SU OFERTA Y SU CONEXIÓN CON EL ESPACIO NATURAL PROTEGIDO					
ACCIÓN	Nº	TIPO	ACTUACIONES bloque 1	INDICADORES	Certificaciones
1.1. Conocer mejor su mercado y el de su destino					
VII	1	B	Realiza un registro del número y características de los clientes, realiza un análisis periódico de los resultados y se lo envía al ENP	<i>Nº de clientes en el último año, procedencia mayoritaria, tipo de clientes más habitual, nº de informes enviados al ENP</i>	Q, ISO 9001, MPN, D21
VII	2	B	Realiza encuestas de satisfacción a los clientes, y realiza un análisis periódico de los resultados	<i>Nº realizadas en el último año</i>	Q, ISO 9001
VII	3		Recopila información, datos y estudios de otras entidades sobre los visitantes del espacio natural protegido	<i>Entidades, tipo de información, periodicidad de actualización.</i>	

VII	4		Colabora con las entidades públicas y privadas del territorio pasando encuestas a los clientes	<i>Entidad con la que colabora, nº de encuestas realizadas al año</i>	
VII	5		Colabora con las entidades públicas y privadas del territorio respondiendo a un cuestionario sobre la caracterización y cuantificación de sus clientes	<i>Entidades con las que colabora, nº de cuestionarios realizados al año</i>	
VII	6		Identifica nuevas tipologías de clientes y se realizan actuaciones para captarlos (web, folletos, otros...) (cumplir siempre con la LOPD)	<i>Nuevas tipologías de clientes identificadas, nº de clientes de esta tipología en su establecimiento</i>	Q, D21
VII	7		Trabaja con agencias de viajes y/o operadores turísticos especializados para captar nuevas tipologías de clientes	<i>Nº de operadores y y/o agencias de viajes</i>	
1.2. Mejorar la oferta turística					
Ofrecer un servicio de calidad					
VI	8	B	Realiza un seguimiento de quejas y sugerencias de los clientes y desarrolla actuaciones para corregirlas	<i>Nº de quejas y sugerencias recibidas y nº de actuaciones realizadas para corregirlas</i>	Q, ISO 9001, D21, MPN, PI
II VI	9		Asiste el gerente/propietario a cursos de formación relacionados con la gestión turística, el turismo sostenible o sobre el espacio natural protegido	<i>Nº de cursos/seminarios/jornadas y su temática</i>	PI ENP, ISO 9001, Q, ISO 14001
VI	10	B	Promueve la formación continua de los trabajadores (personal contratado, personal de apoyo, miembros de la familia implicados, etc.)	<i>Nº de cursos/seminarios/jornadas a los que asistió cada trabajador y su temática</i>	
VI	11		Establecimiento certificado con un sistema de calidad reconocido	<i>Sistema de calidad y fecha de certificación/validez</i>	TODAS
X	12		Cuenta con instalaciones y servicios adaptados a personas con discapacidad o movilidad reducida	<i>Nº de instalaciones y servicios adaptados, tipos de discapacidad</i>	
II, III VI	13		Ofrece los servicios en varios idiomas (atención al cliente, web, folletos, menú, etc.)	<i>Servicios e idiomas en los que los ofrece</i>	
VI	14		Asiste el gerente/propietario a cursos de formación relacionados con la comercialización electrónica, las redes sociales, etc.	<i>Nº de cursos/seminarios/jornadas y su temática</i>	
VI	15	B	Cuenta con un procedimiento escrito y, detallado, de buenas prácticas en la atención a sus clientes	<i>Fecha elaboración/actualización del procedimiento</i>	
Ofrecer información sobre el espacio natural protegido					
II III	16	B	Dispone de un material básico informativo, sobre el ENP y sobre el establecimiento, para dar la bienvenida a los clientes en el espacio de recepción	<i>Tipo de información incluida, ubicación de ésta</i>	MPN
III	17		Tablón de información práctica y actualizada sobre el espacio natural protegido y el territorio	<i>Nº de tipos de información incluida, periodicidad de actualización</i>	MPN
II III	20	B	Materiales informativos (folletos, mapas, guías, ...) existentes sobre el espacio natural protegido e	<i>Nº y tipo de materiales para consulta</i>	MPN



			información práctica sobre el territorio, para consulta o entrega a los clientes		
II	21	P	Establecimiento acreditado como Punto de Información del espacio natural protegido	<i>Fecha de acreditación/renovación</i>	PI
III	22		Elabora un material informativo propio sobre el espacio natural protegido y el territorio para los clientes	<i>Nº y tipo de materiales elaborados</i>	
III VI	23	B	Cuenta con un procedimiento escrito que su personal conoce para informar a los clientes sobre el ENP (qué, cuándo, cómo dar la información).	<i>Fechas de elaboración/actualización del procedimiento en conocimiento del personal</i>	Q
VII	24		Evalúa la utilidad de la información sobre el ENP que proporciona a sus clientes a través de una encuesta (puede estar incluida en la encuesta general de satisfacción) y envía los resultados al ENP	<i>Nº de encuestas realizadas, informes enviados al ENP</i>	Q, ISO 9001, D21
II III	25		Dispone de información sobre el ENP en diferentes idiomas	<i>Nº y tipo de materiales, idiomas</i>	
X	26		Dispone de información específica sobre el ENP para personas con discapacidad	<i>Nº y tipo de materiales, tipos de discapacidad</i>	
II III, VIII	27		Dispone de información sobre el ENP para tipologías específicas de clientes	<i>Nº y tipo de materiales, tipología de clientes</i>	
III VIII	28		Identifica la fauna y/o la flora cercana a su establecimiento y, elabora con ello, materiales para su difusión (folleto, marcapáginas, guía, etc.)	<i>Nº y tipo de materiales elaborados/año</i>	
Desarrollar actividades para los clientes basadas en el descubrimiento del espacio natural protegido					
III VIII	29	B	Promociona actividades guiadas entre los clientes, ya sean ofertadas por empresas locales o por el propio espacio natural protegido (servicios de uso público)	<i>Nº y tipo de rutas y actividades que promociona, empresas de actividades con las que tiene acuerdos</i>	MPN
VIII	30		Diseña actividades y materiales para interpretar el entorno de su establecimiento	<i>Nº y tipo de actividades, nº de materiales, temática</i>	
VIII	31		Ofrece directamente actividades temáticas relacionadas con los recursos del espacio natural protegido	<i>Nº de actividades, temática, nº de clientes</i>	
VIII	32		Integra sus servicios con otras empresas de la zona para crear paquetes turísticos y comercializar los mismos	<i>Nº de paquetes, nº de clientes, nº de agencias de viajes/operadores que los comercializan</i>	
III	33		Desarrolla actuaciones de divulgación medioambiental y/o sobre el ENP para la población local	<i>Nº y tipo de actuaciones desarrolladas/año</i>	
1.3. Realizar una promoción responsable y eficaz					
IX	34		Diseña y actualiza su propia base de datos de clientes (cumplir con la LOPD)	<i>Nº de clientes en la base de datos, tipo de datos registrados</i>	TODAS
III	35		Mantiene el contacto con sus	<i>Tipo de información enviada,</i>	



			clientes a través del envío de correos electrónicos, boletines de noticias, ofertas, etcétera (cumplir con la LOPD)	<i>periodicidad</i>	
IX	36		Utiliza textos o imágenes provistas o revisadas por el espacio natural protegido	<i>Nº de textos o imágenes, nº de materiales</i>	
II III	37	B	Sus materiales promocionales incluyen información, suficiente y correcta, sobre el espacio natural protegido, no utiliza imágenes de actividades que puedan generar impacto	<i>Nº y tipo de materiales</i>	
III	38		En sus materiales promocionales publicita las áreas menos visitadas del ENP y del territorio y las épocas de menor afluencia	<i>Nº y tipo de materiales</i>	
XI	39		Su establecimiento aparece en la promoción conjunta realizada por las entidades públicas de su territorio	<i>Tipo de materiales, entidades</i>	
XI	40		Participa en las actividades de promoción que realizan las asociaciones turísticas a las que pertenece	<i>Tipo de actividades, periodicidad</i>	<i>MPN</i>
III	41		Adapta su material promocional para captar clientes más respetuosos y concienciados (ej. papel reciclado y no clorado, mensajes, etc.)	<i>Materiales adaptados, tipo de adaptación o medida</i>	
VIII	42	B	Recomienda/trabaja con empresas legalmente registradas en turismo, autorizadas a hacer actividades en el espacio natural protegido, y que no realizan actividades impactantes.	<i>Empresas, su nº de registro</i>	
III	43		Incluye en su página web recomendaciones y enlaces a otras empresas adheridas a la CETS	<i>Fecha de inclusión de la información y de operatividad de los enlaces</i>	
1.4. Trabajar conjuntamente con otros empresarios turísticos de su espacio natural protegido					
XII	44		Es socio y participa activamente en las asociaciones turísticas y territoriales de su espacio natural protegido	<i>Asociaciones a las que pertenece, fecha de adhesión, nº de reuniones</i>	<i>MPN</i>
I	45	P	Forma parte directa y activa del Foro Permanente de Turismo Sostenible de su espacio natural protegido acreditado con la Carta Europea de Turismo Sostenible	<i>Fecha de adhesión, nº de reuniones a las que ha asistido</i>	

BLOQUE 2. MEJORAR SU COMPORTAMIENTO AMBIENTAL					
ACCIÓN	Nº	TIPO	ACTUACIONES bloque 2	INDICADORES	CERTIFICACIONES
2.1. Ahorrar energía					
Medidas generales					
IV	1	B	Realiza un seguimiento de los consumos de energía de su establecimiento	Consumo anual (kw/h), periodicidad seguimiento, evolución (creciente, decreciente, estable)	MPN, D21, ISO 14001
IV	2		Utiliza equipos de cogeneración o sistemas de aprovechamiento de energías renovables	Nº equipos y sistemas, tipo de energías renovables	
IV	3		Utiliza energías renovables como la biomasa	Año de instalación de caldera biomasa	
IV	4		Reemplaza aparatos antiguos por nuevos de mayor eficiencia energética	Nº y tipo de aparatos reemplazados, calificación energética	
IV	5		Adapta las actividades para reducir el consumo energético	Medios, medidas de adaptación	
Iluminación					
IV	6		Reemplaza las lámparas incandescentes y halógenos por otras de bajo consumo	% de bombillas de bajo consumo frente al total, nº frente al total	
IV	7		Sustituye los tubos fluorescentes de 38 mm de diámetro por los de 26 mm o lámparas LED	% fluorescentes de 26 mm o LED frente al total	
IV	8		Instala interruptores temporizados	Nº de interruptores temporizados, ubicación	
IV	9		Instala células de iluminación automática	Nº de células automáticas, ubicación	
IV	11		Usa la luz solar como fuente de iluminación cuando es posible	Orientación del local, número de ventanas, nº y tipo de estancias iluminadas con luz solar	
IV	12		Realiza estudios de su consumo eléctrico para adoptar las medidas de ahorro mas adecuadas	Fecha de elaboración del estudio/fecha aplicación de las medidas recomendadas en el estudio	
Calefacción, refrigeración y electrodomésticos					
IV	13		Utiliza (cambia a) doble vidrio en ventanas y puertas	% de ventanas y puertas con doble vidrio frente al total	
IV	14		Cuenta con un sistema de climatización por zonas independientes	Nº de zonas independientes del sistema de climatización	Q
2.2. Ahorrar agua					
IV	15	B	Realiza un seguimiento del consumo de agua en su establecimiento	Consumo anual (m ³), periodicidad seguimiento, evolución (creciente, decreciente, estable)	MPN, D21, ISO 14001
IV	16	B	Protocolo para detectar y solucionar fallos en el funcionamiento de las instalaciones (agua, luz, calefacción, ...)	Nº de incidencias detectadas y solucionadas	
IV	17		Instalación de dispositivos de ahorro de agua	Nº de dispositivos instalados, % frente al total, ubicación	
IV	18		Utiliza especies autóctonas en su jardín	% de especies autóctonas	
IV	20		Almacena y canaliza el agua de lluvia para su posterior utilización (agua de riego,	Sistema de almacenamiento, uso del agua	

			lavado de materiales, etc.)		
IV	21		Instala dispositivos para descalcificar las aguas duras para mantener las instalaciones saneadas	Sistema empleado para descalcificar y fecha instalación del sistema	
2.3. Reducir residuos					
V	22		Realiza un seguimiento de las cantidades y tipos de residuos	Cantidad anual generada por tipología	MPN, D21, ISO 14001
V	23	B	Utiliza contenedores para cada tipo de residuos	Nº y tipo de contenedores, ubicación	MPN, D21, ISO 14001
V	24	B	Identifica y asegura una adecuada gestión de los residuos especiales y peligrosos generados (tóner de impresora, pilas y baterías, equipos electrónicos, voluminosos, pinturas, disolventes y sus envases, etc.)	Tipo de residuos especiales y peligrosos generados y destino	ISO 14001, MPN, D21
V	25		Tiene un contrato con un gestor autorizado para los residuos peligrosos	Gestor contratado, periodicidad recogida, cantidad y tipo de residuos peligrosos gestionados	
V	26		Prioriza los productos a granel frente a los envases individuales	Nº y tipo de productos a granel, nº de productos en envases individuales	
V	27		Prioriza materiales reciclados, reutilizables y reciclables frente a los de un solo uso	Nº y tipo de materiales reutilizables y reciclables/Nº y tipo materiales de usar y tirar	
2.4. Minimizar la contaminación					
Minimizar la contaminación del aire					
V	28		Realiza un mantenimiento preventivo de los equipos que contienen sustancias que perjudican la capa de ozono	Nº de equipos con sustancias perjudiciales de la capa de ozono, periodicidad de revisión	
V	29		Utiliza equipos de refrigeración, congelación y aire acondicionado sin CFC o HCFC	% de equipos limpios frente al total	
Minimizar la contaminación del agua					
V	30	B	Utiliza sistema de depuración adecuado o está conectado a la red de saneamiento municipal	Sistema de depuración de aguas	Q, ISO 9001, 14001, D21
V	31	B	No vierten sustancias altamente contaminantes o peligrosas a la red de saneamiento	Sistema de almacenaje y eliminación, cantidad generada	
V	32		Utiliza productos de limpieza naturales o ecológicos, evita aquellos con componentes tóxicos	Nº y tipo de productos naturales o ecológicos, % frente al total	Q, ISO 9001, 14001, D21
Minimizar la contaminación lumínica					
IV	33		Reduce al mínimo la iluminación ornamental en el exterior de sus instalaciones (sustituye lámparas por luces solares)	% de reducción de luces exteriores; % de lámparas sustituidas por luces solares	
IV	34		Instalación de temporizadores, sensores de luz o sensores de movimiento en el exterior	Nº y tipo de temporizadores o sensores	
2.5. Consumo Responsable					
IX	35		Compra productos con	Nº de productos certificados y tipo	MPN, D21



			etiquetaje ecológico o de calidad, y a poder ser locales	de certificación, % frente al total	
IX	36		Compra productos o contrata los servicios de empresas adheridas a la CETS	Nº de productos comprados/año; Nº de servicios contratados/año	
2.6. Certificarse con sistemas de gestión medioambiental					
IV, V	37		Esta certificado con un sistema reconocido de gestión medio ambiental	Certificación, tipo y fecha de certificación, validez	ISO 14001, MPN, D21
2.7. Implicar a su personal y sus clientes en su gestión medioambiental					
IV, V	38	B	Elabora materiales informativos para su personal (agua, energía, residuos, contaminación, consumo responsable, etcétera)	Nº y tipo de materiales y temas abordados	TODAS
IV, V	39		Realiza campañas/jornadas de sensibilización ambiental para su personal	Nº campañas y temas tratados	TODAS
IV, V	40	B	Implica a los clientes en la gestión medioambiental, a través de carteles, materiales informativos, etcétera. (agua, energía, residuos, contaminación, consumo responsable, etcétera)	Nº y tipo de materiales, temas tratados	
2.8. Contribuir a la conservación de la biodiversidad					
X, XII	41		Participa activamente en actuaciones a favor de la conservación de la biodiversidad de su territorio (plantaciones con especies autóctonas, construcción de setos vivos, colocación de cajas nido, etcétera)	Nº de actuaciones/año en las que participa; tipología de la actuación	

BLOQUE 3. APOYAR EL DESARROLLO LOCAL Y LA CONSERVACIÓN DEL PATRIMONIO. RESPONSABILIDAD SOCIAL CORPORATIVA

ACCIÓN	Nº	TIPO	ACTUACIONES bloque 3	INDICADORES	CERTIFICACIONES
3.1. Apoyar la economía local					
IX	1	B	Compra productos locales y contrata proveedores locales	Nº y tipo de productos y proveedores locales, % frente al total	Q, MPN, D21
III, IX	2	B	Proporciona información a los visitantes sobre tiendas locales, mercados y sobre los productos locales de la zona que pueden adquirir en ellos	Lugares y productos recomendados, medio de información	Q, MPN, D21
III, VIII	3	B	Proporciona información a sus clientes sobre los lugares donde pueden ver procesos de manufactura artesanal o de fabricación de productos agroalimentarios	Lugares recomendados, medio de información	

IX	4		Contrata personal local en su empresa	% de personal local en su empresa, nº total de trabajadores	
VIII XI	5		Fomenta y promueve los usos y tradiciones del territorio: fiestas, ritos, leyendas, historia, tradiciones, etc.	Nº de actuaciones desarrolladas /año. Temática de la actuación	
3.2. Influir en los movimientos y comportamiento de los visitantes					
II VIII	6	B	Recomienda a sus clientes la visita a pueblos y lugares de su espacio natural protegido menos sensibles y masificados	Nº y tipo de medios informativos para el personal y clientes	
III	7		Distribuye guías de buenas prácticas del espacio natural protegido a sus clientes	Modo de distribución	
XI	8		Realiza una promoción conjunta con otras empresas para ofrecer ofertas conjuntas en temporada baja	Nº y tipo de actividades promocionales conjuntas realizadas para temporada baja	
II	9	B	Proporciona información sobre el transporte público en su material promocional e informativo	Nº y tipo de materiales con información sobre el transporte público	
IV	10		Ofrece a sus clientes que acuden sin coche un servicio de traslado en su llegada y en su partida	Nº de traslados realizados	
IV	11		Acuerdos con otros empresarios para promocionar el transporte público: servicios, descuentos y promociones	Nº de acuerdos, empresas con las que tiene acuerdo, nº de clientes	
3.3. Gestionar su propiedad y su establecimiento respetando el entorno local					
XII	12		Su establecimiento se encuentra en un edificio restaurado que respeta la arquitectura tradicional	Antigüedad de su edificio, tipología constructiva y materiales utilizados en la restauración	Q, MPN, D21
XII	13		Su establecimiento es de nueva construcción pero respeta la arquitectura tradicional	Tipología constructiva y materiales de construcción	Q, MPN, D21
XII	14		Los espacios exteriores de su establecimiento son un reflejo del paisaje natural del espacio natural protegido y así se lo comunica a sus clientes	Nº de especies autóctonas,	



				nº y tipo de materiales informativos para los clientes	
III	1 5		Elabora y muestra a los visitantes información sobre la historia de su establecimiento y su relación con el espacio natural protegido	Nº y tipo de materiales informativos sobre la historia de su establecimiento	
XII	1 6		Sustituye elementos artificiales o extraños de sus edificaciones por otros naturales y autóctonos (tejas, piedra, madera, cal, etc.)	Nº y relevancia de los materiales sustituidos. Fecha de sustitución	
3.4. Apoyar las causas locales					
XII	1 7		Apoya económicamente algún proyecto local a través de donaciones o patrocinio	Nº y tipo de proyectos locales que apoya, modo de apoyo, periodicidad de apoyo (puntual, anual), % beneficios destinados a este fin	
XII	1 8		Presta sus instalaciones para asociaciones locales y actividades voluntariado	Nº y tipo de actividades y asociaciones, nº de participantes, instalaciones prestadas	
XII	1 9		Es miembro de alguna asociación local que trabaja para la conservación de los valores naturales y culturales del espacio natural protegido	Asociación, nº y tipo de actividades que realiza, fecha de adhesión	
XII	2 0		Pone en marcha personalmente proyectos para la conservación de los valores naturales y culturales de su espacio natural protegido	Nº y tipo de proyectos, actividades	
XII	2 1		Anima a sus clientes a contribuir a las causas locales a través de donaciones, pertenencia a asociaciones locales, patrocinio, suplementos, voluntariado, etcétera.	Nº y tipo de proyectos, modo de apoyo, sistema de recaudación, cantidad recaudada	
XII III	2 2		Publicita su implicación en proyectos y causas locales	Nº y tipo de materiales promocionales e informativos	
XII	2 3		Realiza actuaciones, de divulgación de la cultura local, con la población del entorno	Nº de actuaciones/a	



				ño. Temática de las actuaciones	
3.5. Responsabilidad social corporativa (RSC) de la empresa					
Igualdad de oportunidades					
IX	24	B	Apoya la igualdad de género contratando por igual a hombres y mujeres	Declaración de no discriminación en política de contratación, nº de mujeres y nº de hombres contratados	
IX	25	B	Aplica una política de conciliación de la vida familiar y laboral en su empresa, y está en conocimiento del personal	Existencia de política, medidas adoptadas y en conocimiento del personal	
IX	26		Apoya la inserción socio-laboral contratando a personas en situación o riesgo de exclusión social (jóvenes con dificultades para acceder al primer trabajo, personas mayores de 45 años sin experiencia laboral, inmigrantes, parados de larga duración, mujeres afectadas por situaciones de violencia doméstica)	% contratación de personas en situación o riesgo de exclusión social frente al total del personal, contrato con empresas de inserción laboral	
IX	27		Apoya la inserción laboral contratando a personas con alguna discapacidad (física, intelectual, sensorial, enfermos mentales)	% contratación de personas con discapacidad frente al total del personal, contrato con fundaciones, tipo de discapacidad	
Condiciones sociolaborales de los trabajadores de la empresa					
IX	28		Realiza acciones con su personal (reuniones periódicas...) que promueven su participación en la organización del trabajo, y canalizan sus propuestas para mejorar sus condiciones sociolaborales (jornada laboral, formación, vacaciones, etc.)	Nº y tipo de acciones, lista de asistentes, sistema de canalización de propuestas, grado de participación	
IX	29		Evita la temporalidad de sus empleados	% contratos temporales frente a contratos fijos, índice	



				de permanencia del personal en la empresa	
IX	30		El nivel salarial del personal se ajusta a su nivel académico y profesional	% del personal que recibe el salario acorde a su nivel académico-profesional, rango salarial y nivel académico-profesional	
IX, X	31		Elabora y aplica un Plan de Responsabilidad Social Corporativa para la empresa	Fecha de elaboración y comienzo de aplicación del Plan	
IX	32		Todos los empleados tienen contrato	Nº empleados con contrato frente al total de empleados	