

# Green certification/ecolabel report November 2022 PP7-Emilia Romagna Region

Delivery number D3.4.3  
WP3

Project Acronym: TAKE IT SLOW  
Project ID Number: 10255547  
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow  
Priority Axis: 3 Environment and cultural heritage  
Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development  
Work Package Number: 3  
Work Package Title: Green certification/ecolabel  
Activity Number: 4.3  
Activity Title: Promoting the acquisition of a green certification, increasing the knowledge and awareness of operators regarding impacts and benefits obtainable by the company through green certifications and ensuring, at the end of the process, the acquisition by 1 or 2 enterprises of a green certification  
Partner in Charge: PP7/ER  
Partners involved: All  
Status: Final  
Distribution: Confidential  
Date: 23/11/2022

# TAKE IT SLOW – Emilia-Romagna Region

## D3.4.3 – Green certification acquisition

### Activity Report

As part of the project activities carried out on behalf of the Emilia-Romagna Region, two companies located in the municipalities of the Valmarecchia-Valconca pilot area were certified.

The **Albergo Lago Verde** is located on the shores of Lake Soanne, in the municipality of Pennabilli. It is equipped with a solar panel system that heats water for the rooms and for the swimming pool. The Albergo Lago Verde is a member of a circuit of companies in the area that create tourist packages, organising dinners and visits to particular places or productions and that promote "slow" tourism (experiential tourism). Their kitchen reserves for guests the fruit and vegetables from their own garden, with a focus on using local produce in season and on passing on traditional recipes. In the vicinity there are cycling and walking trails in the countryside, and e-bike recharging stations.

The **Collina dei Poeti** farm is located in the municipality of Santarcangelo di Romagna. The farm has been producing Romagna wine (Sangiovese) and oil for over 8 years. They offer guided tours of the vineyards and cellars with final tasting. They offer the possibility of participating in cooking courses that are much appreciated by foreign tourists; bicycle and trekking tours as their facility is bordered by two bicycle and pedestrian paths, the Uso river and the Marecchia river, giving the possibility of reaching the sea. It is an 18-hectare estate surrounded by woods and trails; bicycle rental service; picnics among vineyards and olive groves. Thanks to collaborations with private

companies, hotels and travel agencies in Italy and abroad (Europe and non-EU) it has customers from all over the world.

Each company received an application for 'green certification' of its facility through affiliation with the TerraBici Consortium. The impacts and benefits obtainable through such affiliation were thoroughly explained to the operators.

In fact, in order to facilitate and develop the economic activity of the operators, the Consortium's statute has the objective of promoting, on behalf of the affiliated commercial and tourist accommodation activities, all initiatives aimed at enhancing sports tourism and, in particular, cycling and cycle-tourism within the territory, with specific reference to its social, sporting, enogastronomic, cultural and economic aspects.

The application process to the Consortium by the two selected companies then began.

The types of membership were explained to them and they were provided with membership forms and the statutes of the Consortium.

For the affiliation of the Albergo Lago Verde, an inspection was carried out by technical experts from the Consortium to verify the green characteristics of the structure, the location and the cycling equipment. A discussion on the Consortium's activities was then carried out with the company, and the impacts and benefits achievable through such affiliation were explained to the company.

On 03/06/2022, the owner then filled in the membership form as a “member” and paid the registration fee + the membership fee for the first year.

For the affiliation of the farm La Collina dei Poeti, on the other hand, no on-site visit was carried out, as the Consortium's technical experts were already aware of the green characteristics of the structure, its location and its activities of organising cycling and trekking tours for their guests. However, a discussion on the Consortium's activities was carried out with the company and the impacts and benefits achievable through this affiliation were explained to the company.

On 26/07/2022, the owner then filled in the membership form as a "partner" and paid the registration fee + the membership fee for the first year.

An invoice for the fees paid was issued to each company as proof of membership.

Thanks to the TAKE IT SLOW project, through the activities that CAT Confesercenti Emilia-Romagna is carrying out on behalf of the Emilia-Romagna Region (the project's official partner), two companies located in municipalities in the pilot area have thus become part of the TerraBici circuit, certifying a green, slow and eco-sustainable tourism.