

2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



Gala Evening on the occasion of the Meeting of the UNWTO Commission for Europe

An Official Event of the International Year of Sustainable Tourism for Development, 2017

Cricova Cellars, 6 June 2017

18:00 Departure from the Radisson Blu Leograd

Visit of Cricova cellars

18:30 – 20:00 Tour of the Cricova cellars
The Gala evening will kick off with a visit of the Republic of Moldova's most iconic sites.

International Year of Sustainable Tourism for Development 2017 – Sustainable Tourism in Action

20:00 – 20:20 Welcome words

- **Mr. Stanislav Rusu**, General Director, Tourism Agency of the Republic of Moldova
- **Mr. Taleb Rifai**, Secretary-General, World Tourism Organization

20:20 – 21:00 Sustainable Tourism in Action
It's easy to say what sustainable tourism for development should be about. It's quite another matter to put these thoughts into action. For this reason, we are delighted to have with us representatives of two initiatives which embody the spirit of the International Year who will share with us their experiences, including what drove them to undertake the initiatives, the challenges they've faced and the rewards they, and all those affected, are reaping.

- **Betterfly Tourism**: Mr. Hubert Vendeville, CEO
- **Ecobnb**: Mr. Simone Riccardi, Founder/CEO

Cultural programme

21:00 – 23:00 *In keeping with the IY2017's emphasis on cultural values, diversity and heritage, guests will now enjoy a taste of Moldovan hospitality*

23:00 Close

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

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Profiles of Initiatives

Betterfly Tourism

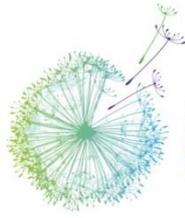
Software editor and consulting firm in sustainable tourism, Betterfly Tourism offers innovative and online solutions for tourism professionals to better monitor the environmental and economic efficiency of their activities. Within the framework of the Environmental footprint methodology initiated in France in 2011, the company has designed the software Winggy®, a calculation and decision-making tool addressed to hotel managers willing to engage towards a more environmental-friendly approach of their business while controlling their operating costs. The methodology allows economic saving of operating costs from 0.50 € to 2 € per overnight stay; as well as environmental positive impacts: 20% reduction in water and energy consumption, 20% reduction in greenhouse gas emissions and a 30% increase in consumption of organic products. The company is currently implementing the methodology in France and Morocco. Betterfly Tourism is a partner of the Sustainable Tourism Programme of the 10-Year Framework of Programmes on Sustainable Consumption and Production which is a collaborative platform led by UNWTO with the governments of France, Morocco and the Republic of Korea as Co-Leads and in collaboration with the 10YFP Secretariat at UN-Environment. In parallel, the company is also involved in the fight against food waste and the deployment of the Green Passport initiated by UN-Environment.

Ecobnb

Ecobnb is the Ecotourism Community in Europe that allows visitors with an interest in sustainable tourism experiences to find ecofriendly accommodations and highlights in clear way sustainability requirements of each bio hotels, agritourism, bed & breakfast or apartment.

It also encourages practices with low environmental impact, recognized by ecolabels and ecotourism certifications. These environmental requirements might be organic food, green building, 100% renewable energy, solar thermal panels for hot water production, ecological cleaning products, more than 80% waste recycling, car-free accessibility, energy savings lights, water flow reducers, recovery and reuse of rainwater, environmentally friendly routes, green traveling, the rediscovery of nearby and authentic places.

With the nurture of a network that will thrive on responsible tourism, Ecobnb aims to promote the respect for nature, economy and local communities.



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