



Green Tour - Replicating tourism industry sustainability best practices into the Kenyan and wider African tourism supply chain through an integrated business led approach.

European Centre for Eco and Agro Tourism

- Ecotourism Kenya
- Kenyan Association of Tour operators
- ABTA – The UK Travel Association
- Centre for Sustainable Consumption and Production



Duration:
48 months



Total budget:
1,180,000 Euros

Location:

Kenya and the wider African region

BACKGROUND

Global trends of consumers and tourists are demanding for socially and environmentally responsible products, particularly in eco-sensitive destinations such as Africa. In over saturated safari tourism markets throughout the continent, local brands and businesses are becoming more competitive to win market share.

A business with demonstrated policies and procedures, independently verified and audited by Internationally recognized certification schemes gives companies a competitive advantage. While increasing their operational efficiencies, saving money and leaving a more positive impact on the communities and regions they operate in.

Addressing sustainability leads to the conservation of the environment and natural resources, protection of cultural heritage & community development. Sustainable certifications not only provide opportunities for brands who engage, market-wide adoption rate in each region provides competitive destination marketing advantages.

OBJECTIVES

- Providing guidance, support and best practices to Kenyan and wider African tourism companies to adapt and replicate a globally proven sustainable consumption products supply chain methodology.
- Increased implementation of best eco and social responsible practices among local tour operators, accommodation providers and their suppliers.
- Marketable sustainable tourism supply chain, strengthening business and destination promotion between International buyers and African suppliers.

ACTIONS/ ACTIVITIES

- Export Coaching Programme for sustainability, committed tour operators and local communities including; training, coaching and market access activities, sharing of global best practices
- Upscaling African tour operator standards; a CSR management & reporting system and toolbox; innovative carbon calculator; training package development; database with eco-certified suppliers.
- Public support policies developed. Local ownership and sustainability obtained through integrated market incentives.
- Consumer market research; communication tools/message development; media campaign and awards program; active matchmaking within the inter Africa and EU-Africa supply chain
- Establish partnerships with local organizations, enhancing community development & conservation
- Kenya and African tour operator associations implement SCP policies. African cooperation is strengthened.
- Policy trainings and briefs; develop Kenya multi stakeholder strategy for consistent standards and avoid business and consumer confusion