



Flanders
State of the Art



NECSTouR

European Regions for
Competitive and Sustainable Tourism

Collaborating for Sustainable Tourism Destinations





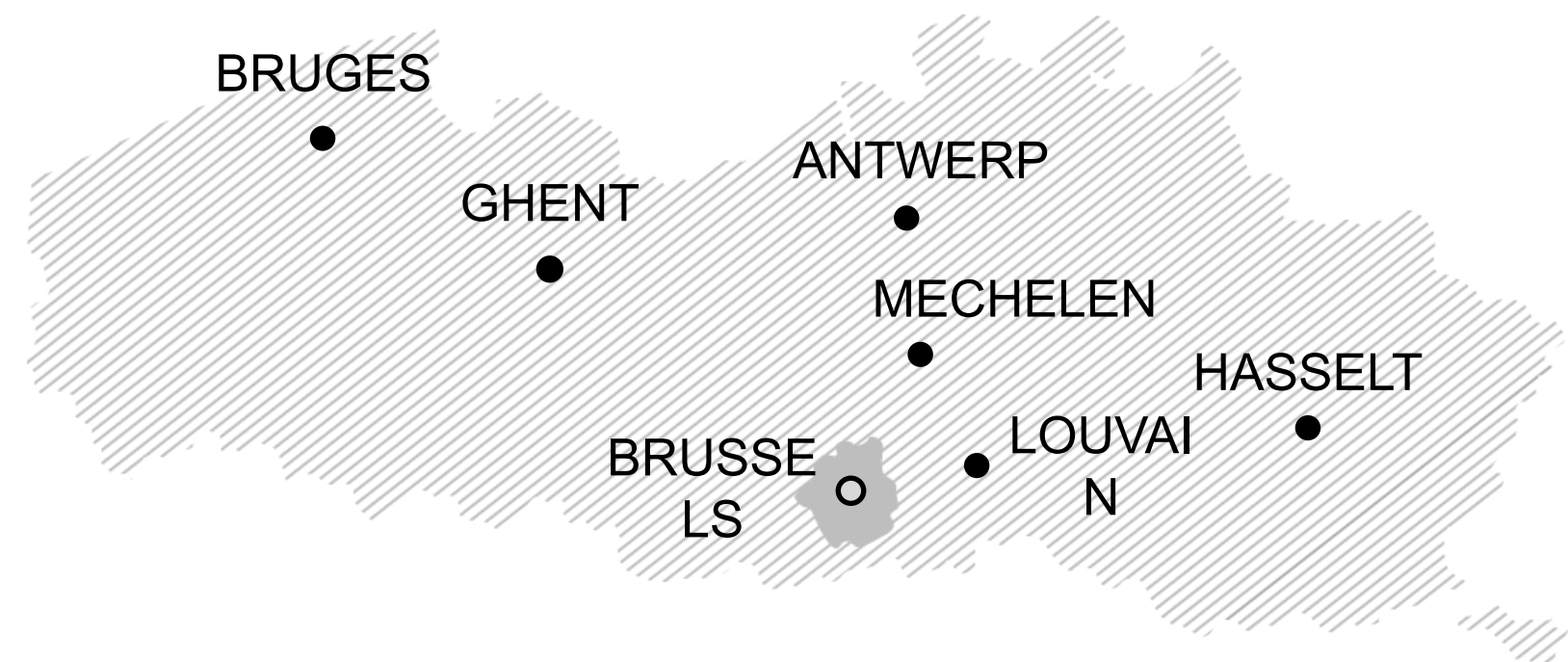
Marjan Nauwelaert VISIT FLANDERS

2019 – 2022: Researcher

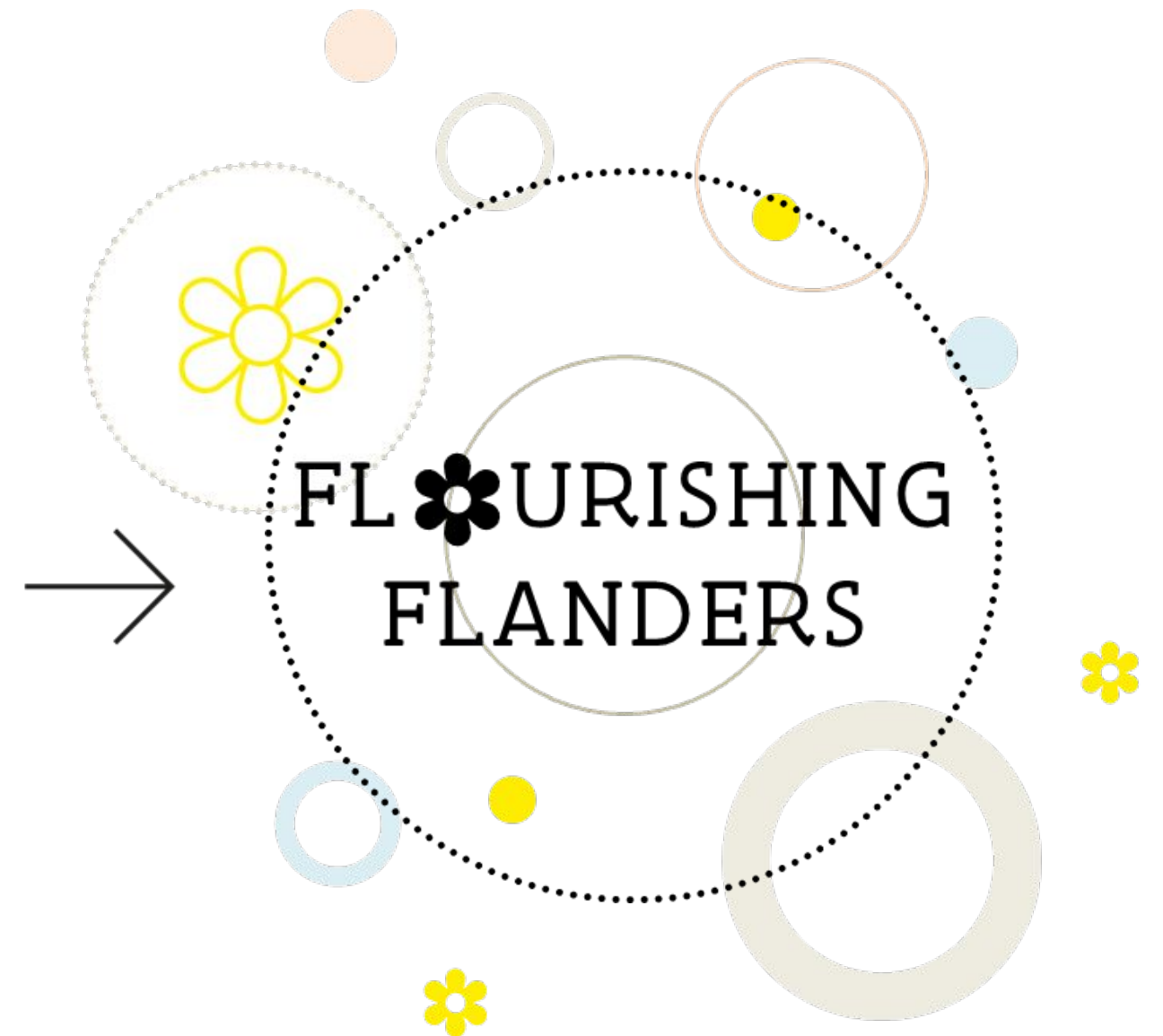
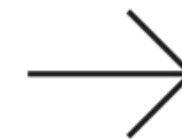
From 2022: Sustainability Manager

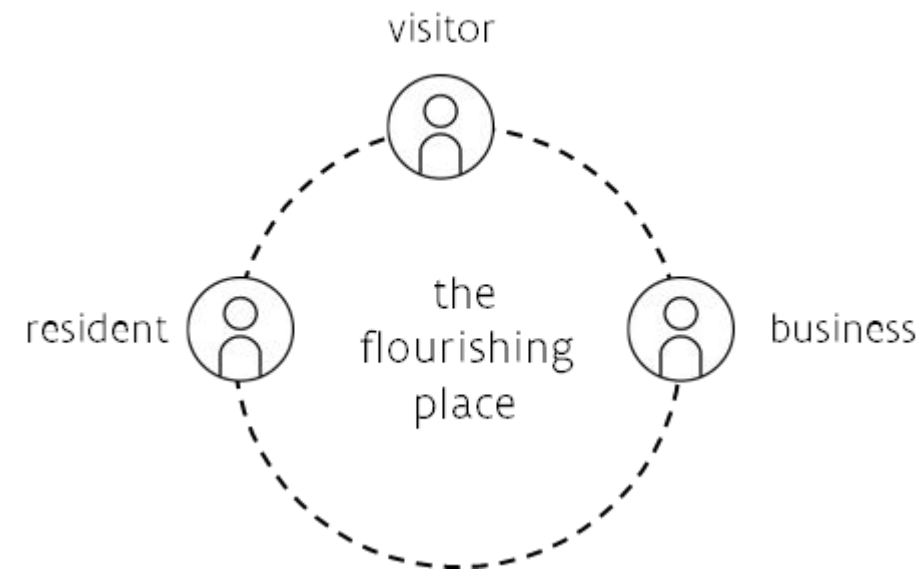
NECSTouR

Chair of the Necstour Climate Hub Task Force since
2024



AT VISIT FLANDERS, WE BELIEVE IN THE POSITIVE POWER OF TOURISM



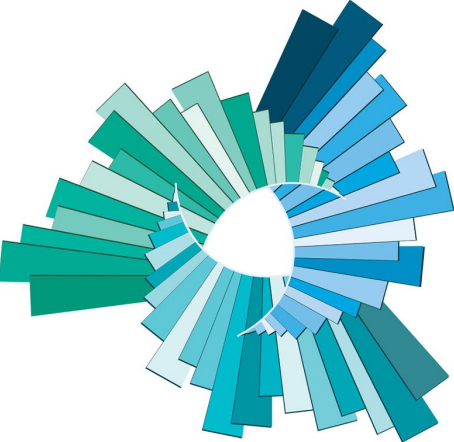


OUR VISION

Tourism becomes a means, not an end

We want to strengthen the role of tourism as a positive force, ensuring Flanders can flourish as an innovative, inspiring and qualitative travel destination, for the benefit of its inhabitants, entrepreneurs and visitors.

OUR FIRST STEPS IN ECOLOGICAL SUSTAINABILITY



GLOBAL
**DESTINATION
SUSTAINABILITY**
INDEX

2019 **52%**

2020 **52%**



GDS-INDEX SAYS: WE NEED A SUSTAINABILITY PLAN WITH



SMART GOALS
for 2030



ACTION PLANS



A design for
IMPLEMENTATION



Best practices?

Plans, strategies, white papers, green papers, roadmaps,... with or without goals and actions

16 colleagues bringing their expertise

15 different ideas for aspects:

- Accessibility
- Liveability and overtourism
- GHG emissions
- Health and wellbeing
- Waste management
- ...

**FOR OUR DESTINATION AND INTERNAL ORGANISATION
IMPLEMENTATION IN 2022**



SUSTAINABILITY PLAN



**We support the global commitment
to halve emissions by 2030 and reach
Net Zero as soon as possible before
2050.**



Glasgow Declaration
Climate Action in Tourism



Be part of the solution, not part of the pollution

Een einde aan extreme armoede, ongelijkheid, onrecht en klimaatverandering: dat is de ambitie van Agenda 2030, een plan dat in 2015 werd uitgetekend door de Verenigde Naties. De sleutel om dit te bereiken? Dat zijn deze 17 duurzame ontwikkelingsdoelstellingen (zie afbeelding), of sustainable development goals (SDG's).

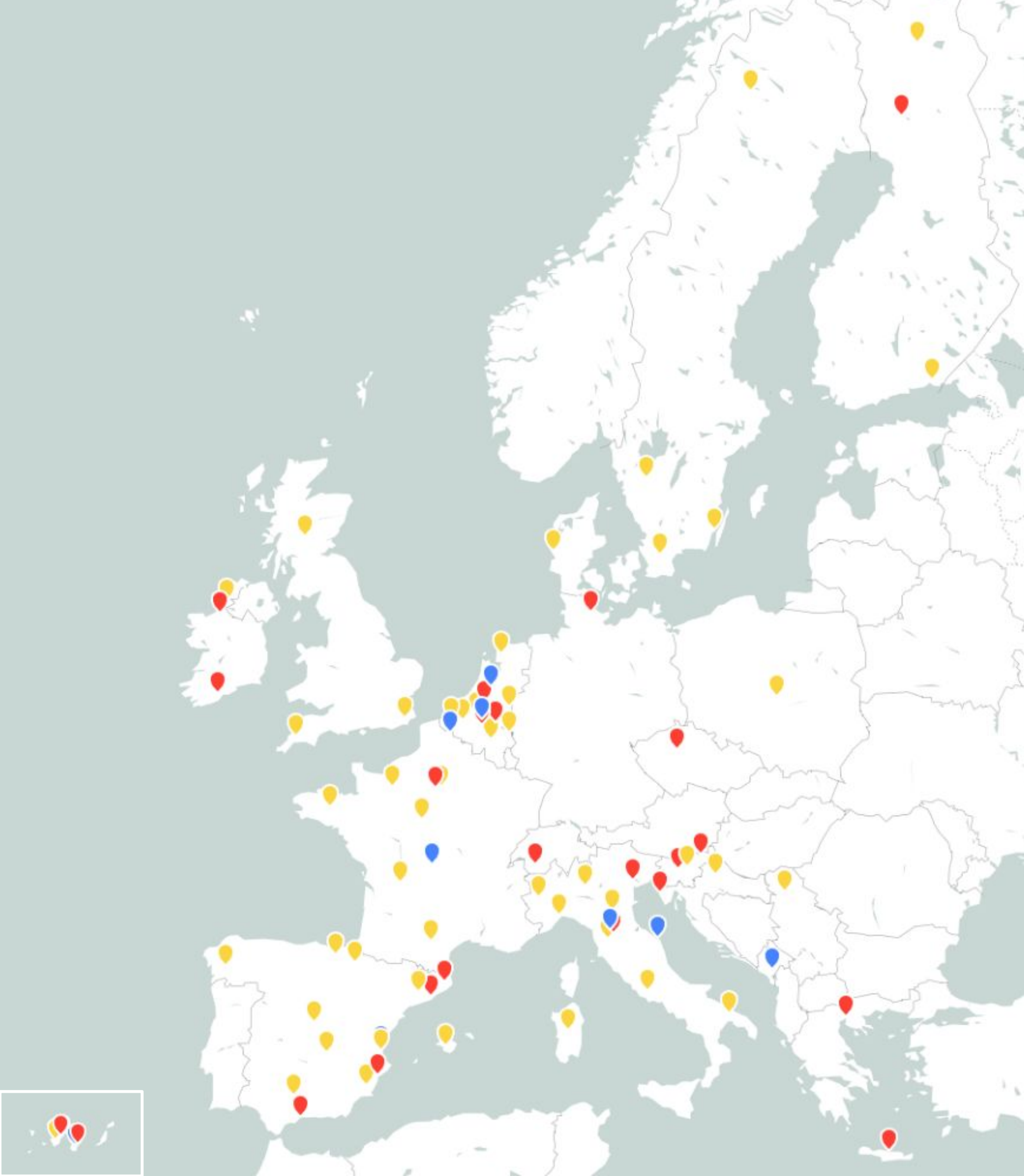
Deze duurzame ontwikkelingsdoelstellingen gelden voor iedereen. Niet alleen voor de 193 lidstaten die het akkoord ondertekenden en dit moeten implementeren in hun nationaal beleid, maar ook lokaler: iedere burger, organisatie en bedrijf kan zijn/haar/hun steentje bijdragen. Hoe? Door duurzame keuzes te maken en duurzame acties te ondernemen.

Ook jij kan helpen om deze SDG's te behalen. Organiseer je een evenement? Zorg ervoor dat duurzaamheid geen nagedachte is, maar wel je vertrekpunt en een rode draad. Het onderstaande stappenplan is een handige tool die je zal helpen om in elke stap van het proces duurzame keuzes te maken.









The NECSTouR Community

-  **49** Tourism Regional Authorities in Europe
-  **12** Associated Members
-  **26** Academic Organizations



**1 Single
Strong Voice**

NECSTouR 2030 Pathway

NECSTouR has developed a **strategy** to address the **new challenges** of our member regions. This strategy establishes a new direction and pathway for the network to follow to **accelerate a regenerative future for tourism**, considering the **social, environmental, and economic** factors of **sustainability**.

OUR VISION

✦ We believe tourism has the power to help destinations and communities flourish.

OUR MISSION

✦ NECSTouR will lead and collaborate to strengthen the positive value of tourism in European regions – for the benefit of businesses, communities, visitors and the environment.

OUR IMPACT

✦ We will have contributed to creating: Better Places to Live, Better Places to Visit.

KEY FOCUS AREAS 2025 - 2030



PERMANENT SECRETARIAT

Brussels Based



John Fitzgibbon
Managing Director



Cristina Nuñez Cuesta
Strategy Director



Adriana Tramullas De Nys
Projects Officer



Clara Morales Llobet
Communications Officer

THE TOURISM OF TOMORROW LAB DEPARTMENT

Based in Andalusia Lab, Spain



José Luis Córdoba Leiva
Project Manager



Ana Moniche Bermejo
Senior Data Analyst



Daniel Iglesias Gonsálvez
Data Scientist

BOARD OF DIRECTORS



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Lazio
Member of the BoD



Manon Luijten
South Limburg
Member of the BoD



Lee McDonald
Visit Scotland
Member of the BoD



Ivana Alilović
Zagreb County
Member of the BoD

NECSTouR Climate Action Plan

We are signatories of the **Glasgow Declaration** and have a CAP with the purpose to support and accelerate **climate action** by **European Regional Destinations**.

01

Support members to deliver climate action, develop Climate Action Plans, and promote members' good practices.

Key Action: Climate Action Knowledge Hub

02

Raise awareness within members on the relevance of EU Transition Pathway for Tourism and provide information and guidance to support its implementation.

Key Action: Climate Action Knowledge Hub

03

Enable NECSTouR to measure, reduce, and mitigate organisational emissions.

Key Action: Internal Events Policy



NECSTouR

European Regions for
Competitive and Sustainable Tourism

NECSTOUR CLIMATE ACTION PLAN

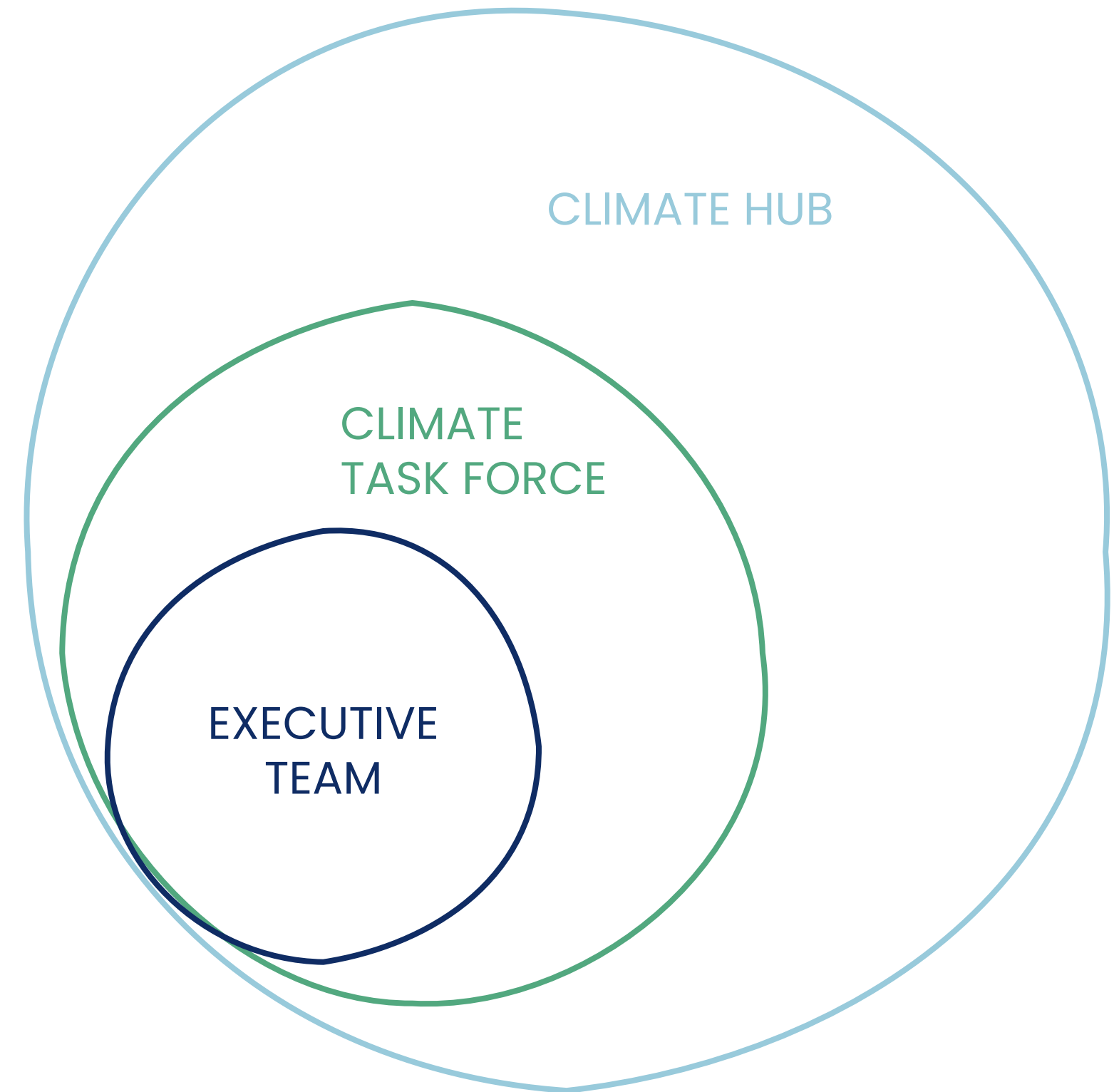
June 2022

Climate Hub

NECSTouR's Climate Hub is a **dynamic space** for **peers, experts, academics, and other players in the tourism ecosystem** to unite, learn, benchmark, and co-test innovative and impactful actions, tools, methodologies, and best practices to **accelerate tourism climate action and reach net zero**.

Climate Task Force

The Climate Task Force is a **working group of active contributors** with expertise in sustainability and climate that aims to **co-create** and **develop** the **concrete key actions** of the **Climate Action Plan**.



5 priorities identified by the Task Force

01

The publication of best practices on tourism climate action

02

A roadmap on how to develop a Climate Action Plan

03

Guidelines/tool for carbon measurement/measuring the performance of climate action.

04

Online training module or toolkit for concrete action: how to integrate sustainability in your organisation

05

The Green Deal directives and what they mean for tourism

NECSTouR Members Platform



NECSTouR
European Regions for Competitive and Sustainable Tourism

MEMBERS PLATFORM

Welcome to the new Members Platform

[VIEW MORE](#) →

Your email address
Password
[Forgot password](#)

By logging in, I accept the [Privacy Policy](#)

[Login](#)

COMMUNITY4TOURISM 2023-2029

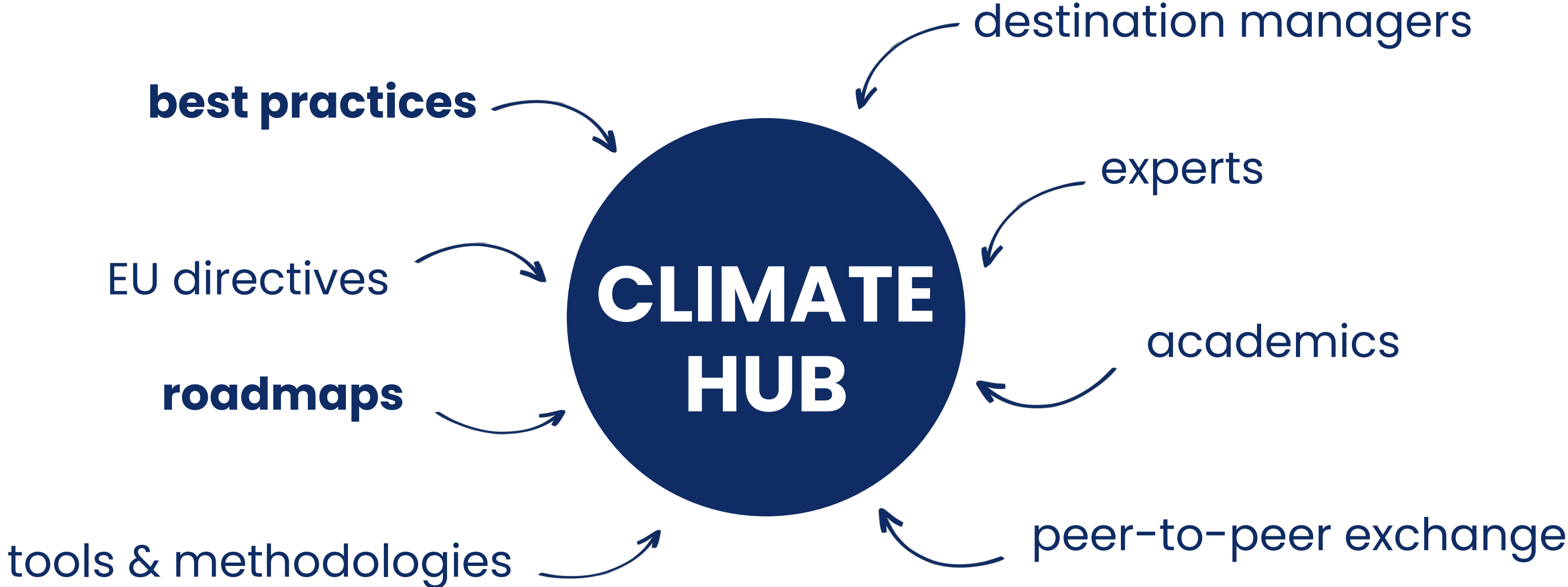
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REGENERATIVE TOURISM

[VIEW MORE](#) →

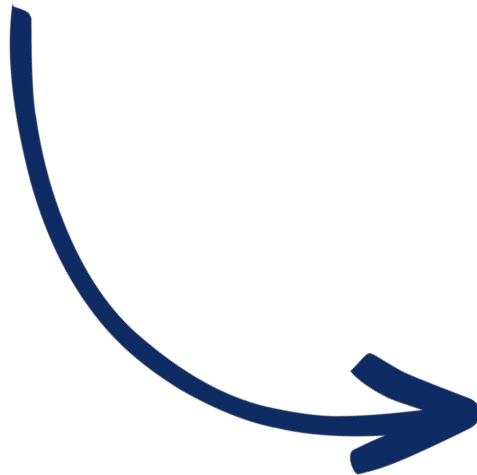
 Group Emails	 Meetings	 Document repository
 My Profile	 Group Structure	 Resources
 Global Calendar	 Newsletter	 NewsRoom

A one-stop platform to accelerate climate action in tourism



A roadmap for Tourism Climate Action Planning

download it here



Sustainable tourism | Interreg Euro-MED | Co-funded by the European Union

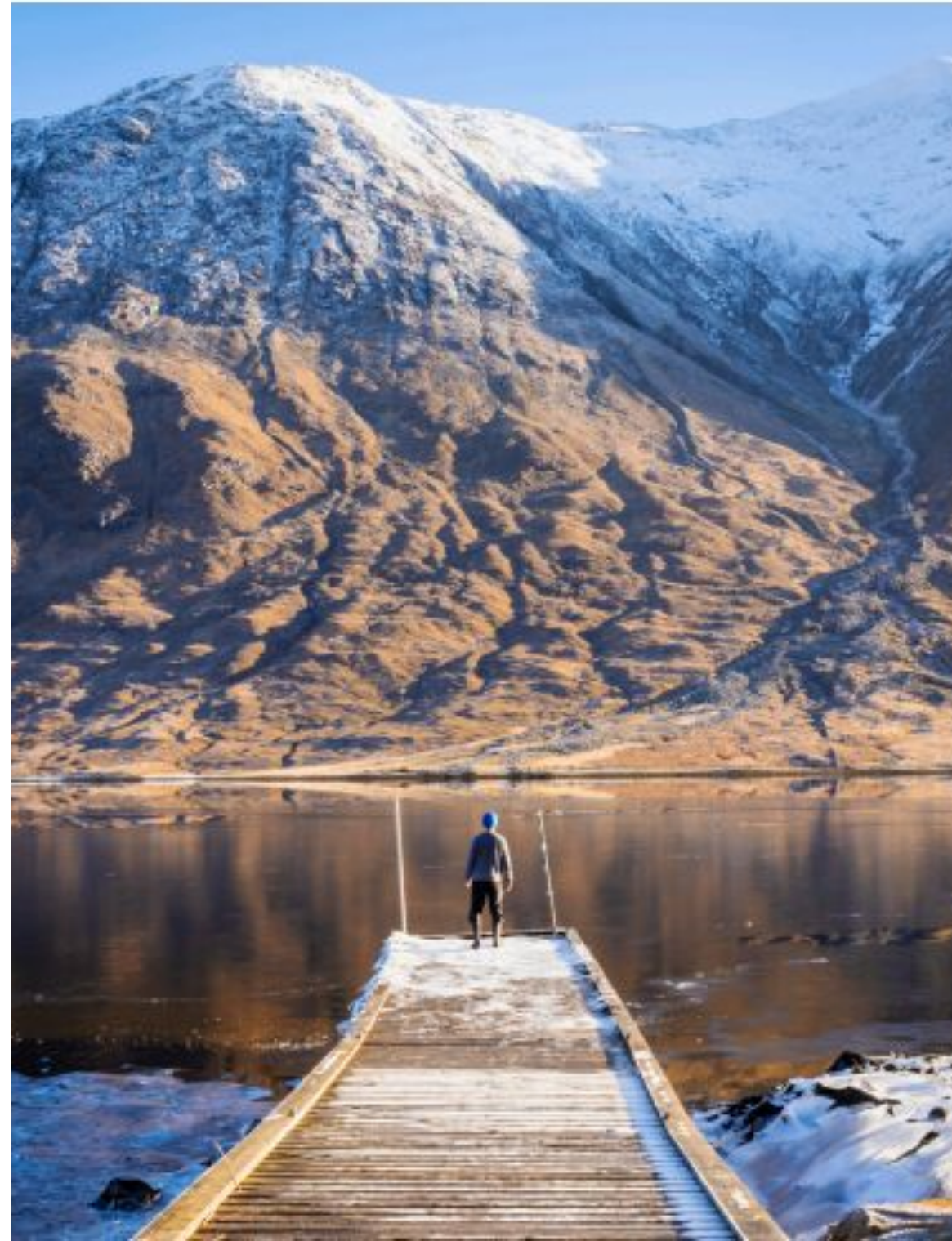
BLUEPRINT FOR TOURISM CLIMATE ACTION PLANS

A Guide for Regional Authorities and Destination Management Organizations (DMOs)

by Community4Tourism

REDUCE YOUR CLIMATE IMPACT – AN EASY-TO-USE GUIDE AND WORKBOOK FOR INDUSTRY

VISITSCOTLAND



 Visit
Scotland | *Alba*TM



Webinars to share the content of the Climate Hub

The slide features a dark blue background with a green curved shape on the right side. The text is white and reads: 'Webinar A guide to create your Climate Action Plan 14th November 2024'. At the bottom, there are three logos: NECSTouR (European Regions for Competitive and Sustainable Tourism), Breda University (OF APPLIED SCIENCES), and a globe icon. The background image shows an audience of people sitting in a lecture hall, looking towards the front.



JOIN OUR COMMUNITY!

Above all, we are a **community** jointly facing **common challenges** and **building solutions** through economies of scale, going further together than we could on our own. NECSTouR provides **region-to-region peer networking** and **collaborative opportunities** in sustainable tourism across Europe & at EU level.

FULL

Tourism Regional
Authorities in Europe;
sub-national entities

ASSOCIATED

Representatives of Tourism
Businesses, Associations and
Networks, Universities and
Academic Organisations



Interested in **joining** our network? All you need to do is contact info@necstour.eu

You can also find us here:





NECSTouR

European Regions for
Competitive and Sustainable Tourism

Thank you!

Marjan.nauwelaert@toerismevlaanderen.be

