

Nice Côte d'Azur

Accompanying programme



The first step: 1st February 2023
At Radisson Blu Hotel Nice



Today, the development of **an eco-responsible offer is no longer an option, but more than ever a priority**. Similarly, the commitment of destinations and their partners to **sustainable tourism** is a determining factor and a trigger for the choice of a stay, for visitors who are **increasingly respectful of the environment**.

With this in mind, on February 1st, the Nice Côte d'Azur Metropolitan Convention & Visitors Bureau officially launched its **Green Key labelling support programme** at an awareness-raising meeting for accommodation and restaurant owners in the Nice Côte d'Azur region.

As part of its **CSR policy**, and in line with the Metropolitan area's environmental strategy, the Nice Côte d'Azur Metropolitan Convention & Visitors Bureau (CVB) has set itself **the objective of supporting its partners, the tourism professionals, towards a sustainable transition**, to participate in the progression of the skills of local tourism service providers and in order to **improve the destination's performance** in terms of environmental approaches.

To this end, the OTM has just launched a brand new programme to support **the Green Key label** so that Nice Côte d'Azur becomes one of the leading French cities in terms of the number of establishments awarded the label.

This operation is carried out in partnership with **TERAGIR**, the association responsible for the Green Key programme, the **Southern Region**, the **UMIH** (Union des Métiers et des Industries de l'Hôtellerie), the **CCI Nice Côte d'Azur** (Chamber of Commerce and Industry) and the **Ademe PACA** (The French Agency for Ecological Transition).

The presentation of this programme, as well as the involvement of **the Southern Region and the CCI** with professionals in the field of sustainable tourism, took place at the Radisson Blu Hotel in Nice, in front of an assembly of 100 tourism professionals from 16 municipalities and in the presence of:

Rudy SALLES, Delegate President of the Nice Côte d'Azur Metropolitan Convention & Visitors Bureau,
Lauriano AZINHEIRINHA, Director General of the Nice Côte d'Azur Metropolitan Convention & Visitors Bureau,
Laurent ROSSI, Executive Director of the Summer Hotels group, representing **Éric ABIHSSIRA**, President of the Nice Côte d'Azur Hotel, Restaurant and Tourism Federation / UMIH 06 and Confederal Vice-President of the Union des Métiers de l'Industrie Hôtelière,
Jennifer SALLES BARBOSA, Regional Councillor, Vice-President of the PACA Tourism Commission,
Charles GALBOIS, Vice-President of the Nice Côte d'Azur Chamber of Commerce and Industry, delegated to tourism,
Nathalie BEL BAUSSANT, Director of Sustainable Tourism - TERAGIR,
Loren STAQUET, Senior Project Manager - Label CLEF VERTE.

Presentation of the "Clef Verte" label

Developed in France since 1998, the Green Key label is, by the number of establishments labelled and by its anteriority, the first ecolabel for tourist establishments in France as well as the **first international sustainable tourism label** also for tourist accommodation and restaurants.

In a few figures:

This label is carried by TERAGIR, a sustainable development association, which also manages the Blue Flag label. It represents more than 3,000 labelled establishments in over 60 countries. In France, there are 855 establishments with the label, including 267 hotels, 243 campsites, 148 tourist residences and 12 restaurants.

27% of these establishments are in France, i.e. 31% of hotels and 1.4% of restaurants.

Why enter the labelling programme?

It brings a whole chain of benefits to the company:

An **economic benefit** is generated by the reduction in operating costs inherent in standardisation. It also enables the company to anticipate future regulations from the first audit.

A **social benefit** is immediately perceived in the establishment through the federation of teams around a meaningful project. Similarly, it creates awareness and loyalty among customers and employees.

Finally, an **environmental benefit** results from the preservation of resources and the natural and cultural heritage. It is a real contribution to the transition towards sustainable tourism.

What does the support offered by OTM consist of?

OTM has received a grant from the **Southern Region to provide financial support** to professionals wishing to obtain the Green Key label.

Establishments applying for Green Key certification will have all or part of their costs covered by the Nice Côte d'Azur Metropolitan Convention & Visitors Bureau, and will then have until 15 April 2023 to submit their Green Key application files.

These costs include individual support for Green Key certification by the TERAGIR group, including assistance in putting together the application, practical workshops, and audit costs.

The following are concerned:

- hotels and classified hotels/restaurants
- restaurants (table service only, NAF code 56.10.A)
- classified tourist residences
- campsites
- holiday villages and centres
- classified gîtes and furnished accommodation
- guest houses
- young people's accommodation

For more information, a QR code has been created for partners who wish to join this initiative.



This is a new way for the Nice Côte d'Azur Tourist to pursue its quality approach and its quest for excellence.



We thank you for your interest and the echo you will give to this information.

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