



SUSTRAINY

Sustainable action Training for Youth



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SUSTRAINY PROJECT



PANORAMA OF SUSTAINABLE BUSINESSES PRACTICES

SUSTAINABLE LABELS TO
GUIDE CONSUMERS

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Category – Key words	Sustainable tourism, ecolabel, environment, touristic accommodation, ecotravel, green travels
Who?	Utjeha holiday apartments works together with the local government, touristic organizations, transport companies
Location	Physical or online
Years of implementation	2010 - ongoing
Website	https://utjeha.me/en/sustainability.html



Abstract

Uvala Maslina" (in english: "Olive-Bay") is the Bay of Utjeha, a small and peaceful village at the Adriatic coast of Montenegro. Located right in the middle, between the two cities Bar and Ulcinj and well-known by one of the most famous beaches of Montenegro (awarded with the "Blue Flag"). The company joins the CO2 footprint "Friends of Low Carbon Montenegro", a voluntary initiative to **reduce CO2emissions** and fight climate change by using

- Solar powered passenger boats
- Longer bicycle paths
- Solar benches / smart bus stops

The Utjeha Apartment aims to inform guests, employees and the public about environmental activities, motivate the employees to be environment friendly action through regular training and opportunities to actively participate in the environmental program, invite the guests to participate actively in the implementation of the environmental program, efficient use of energy and water, prevention of waste and water pollution through conscious purchasing products, reduce traffic congestion, using of food from the region as well as organically grown.

Concept Addressed

Make travel stay more sustainable and reduce the environmental impact

Relevance

Added value

- Environmental advantages
- train the staff in resource-saving and environmentally friendly behavior
- inform guests about ways to support our environmental objectives and about the European Ecolabel
- collect data on the consumption of energy, water, chemicals and the volume of waste and use this information for internal business optimization

Improve the touristic attractions, educating the staff in eco - friendly behaviour.



Eventually accreditation

The accommodations in the house "Apartments UTJEHA" are honored with the "EU Ecolabel for tourism operators." as the first private landlord in Montenegro, the accommodation have received the highest award of the European Commission (Reg.Nr. AT/25/079).

Tips to implement

- if you are a holiday accommodation company improve the services and facilities to save money, reduce the energy and water resources
- build your environmental program and training activities for your staff
- join some sustainable initiatives related to travels

Bibliography

https://ec.europa.eu/environment/ecolabel/success_2019.html

https://utjeha.me/fileadmin/user_upload/downloads/en/eco_holiday_en.pdf

