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# Group Certification: a technical solution to support SMEs

Purposeful Travel | GSTC2024 Sweden

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## RELEVANCE OF SMEs IN THE EUROPEAN CONTEXT

**99%**

OF ENTERPRISES IN  
EVERY INDUSTRY,  
INCLUDING TOURISM

**65%**

OF TOTAL VALUE  
ADDED IN TOURISM

**77%**

OF TOTAL  
EMPLOYEMENT IN  
TOURISM

Source: Annual Report on European SMEs 2022/2023. European Union, 2023



## NEEDS FOR A SUSTAINABLE TRANSITION OF SMEs



### **FINANCIAL SUPPORT**

both public and private



### **TECHNICAL SUPPORT**

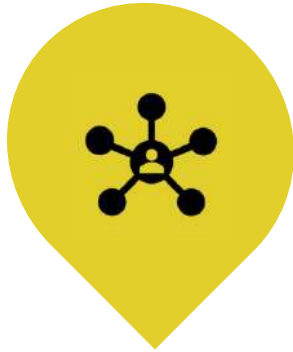
consultancy for resource  
efficiency and  
development of new  
processes



### **ECONOMIES OF SCALE**

to reduce costs

## WHY GROUP CERTIFICATION COULD BE A SOLUTION



### GROUP MANAGER

- Decrease in staff resources
- Provision of a SMS
- Eventually, Financial Support



### SYNERGIES

- Between Group Members
- Between Group Members and the DMO

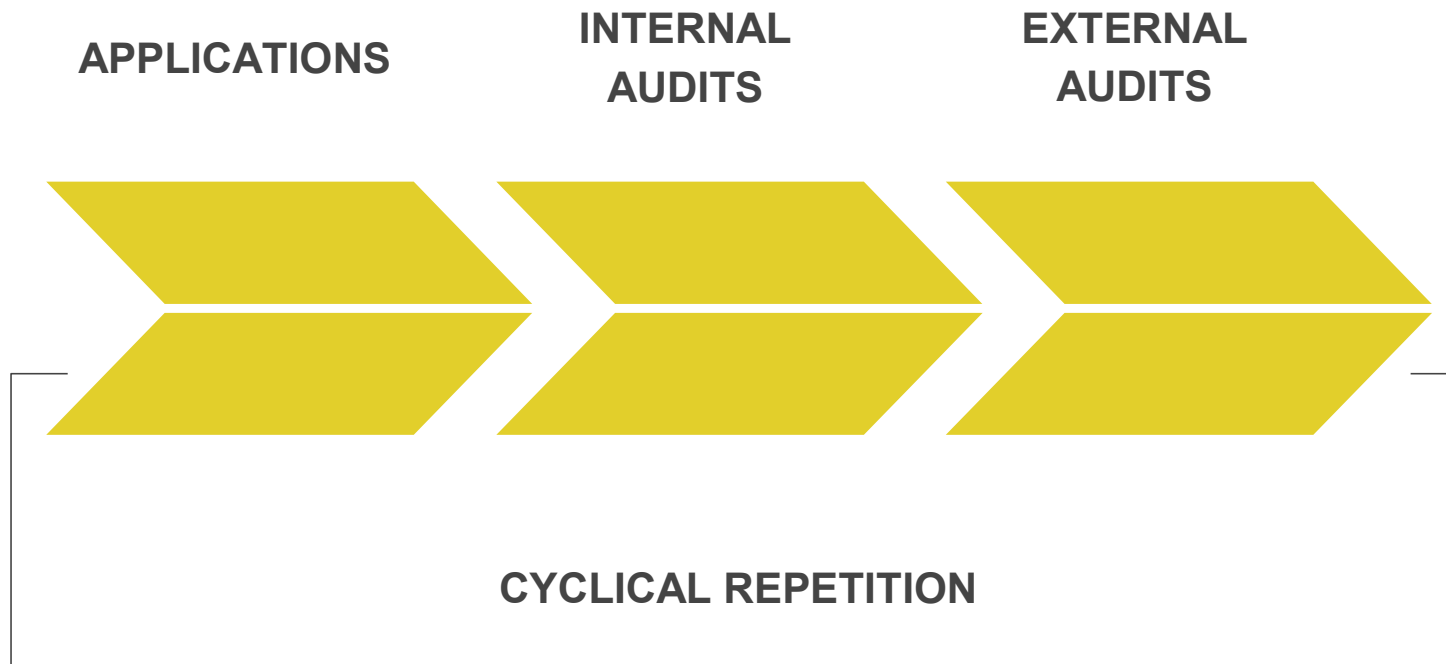


### CB AUDIT THROUGH SAMPLING OF MEMBERS

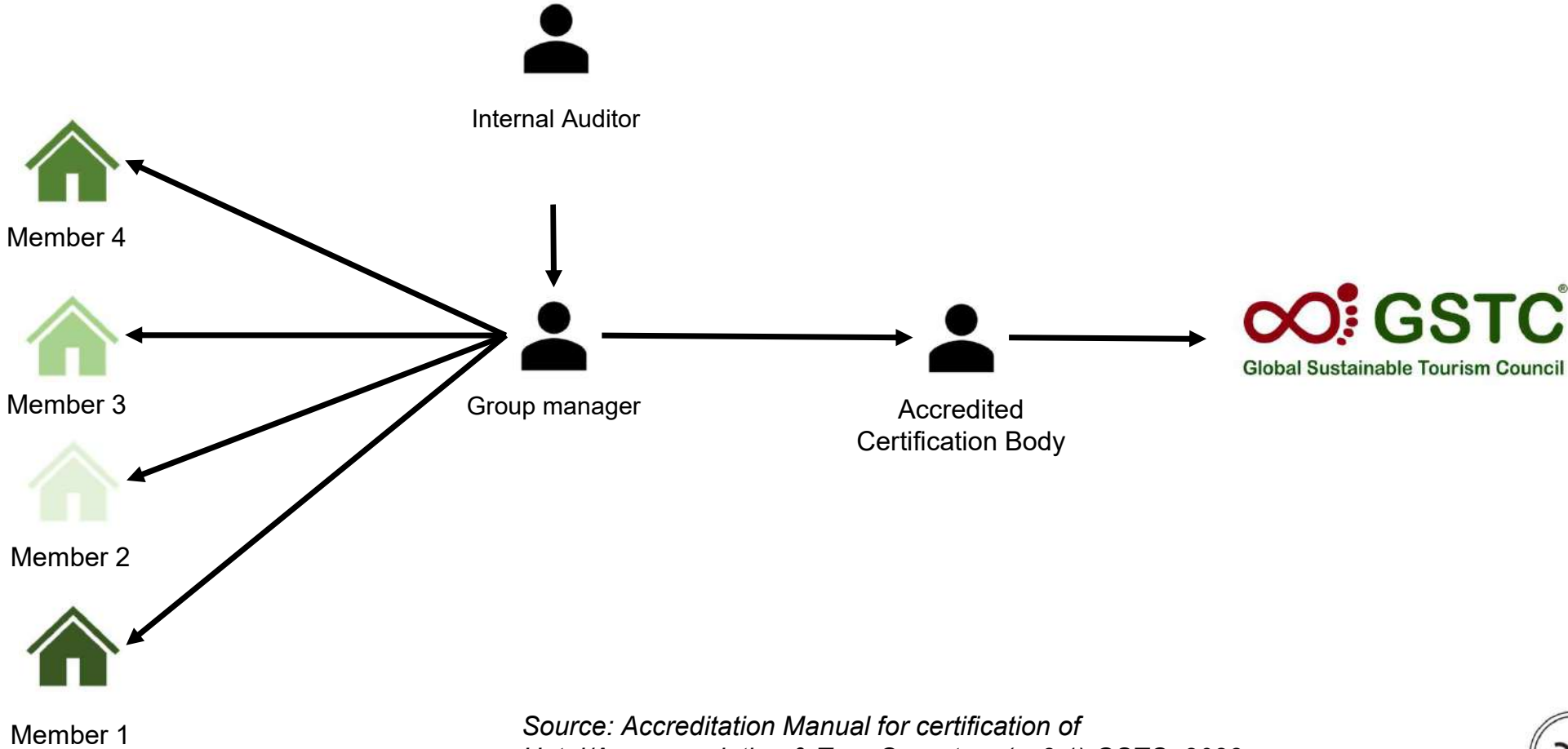
- Decrease in audit costs per unit (min 10)



# GROUP CERTIFICATION PROCESS



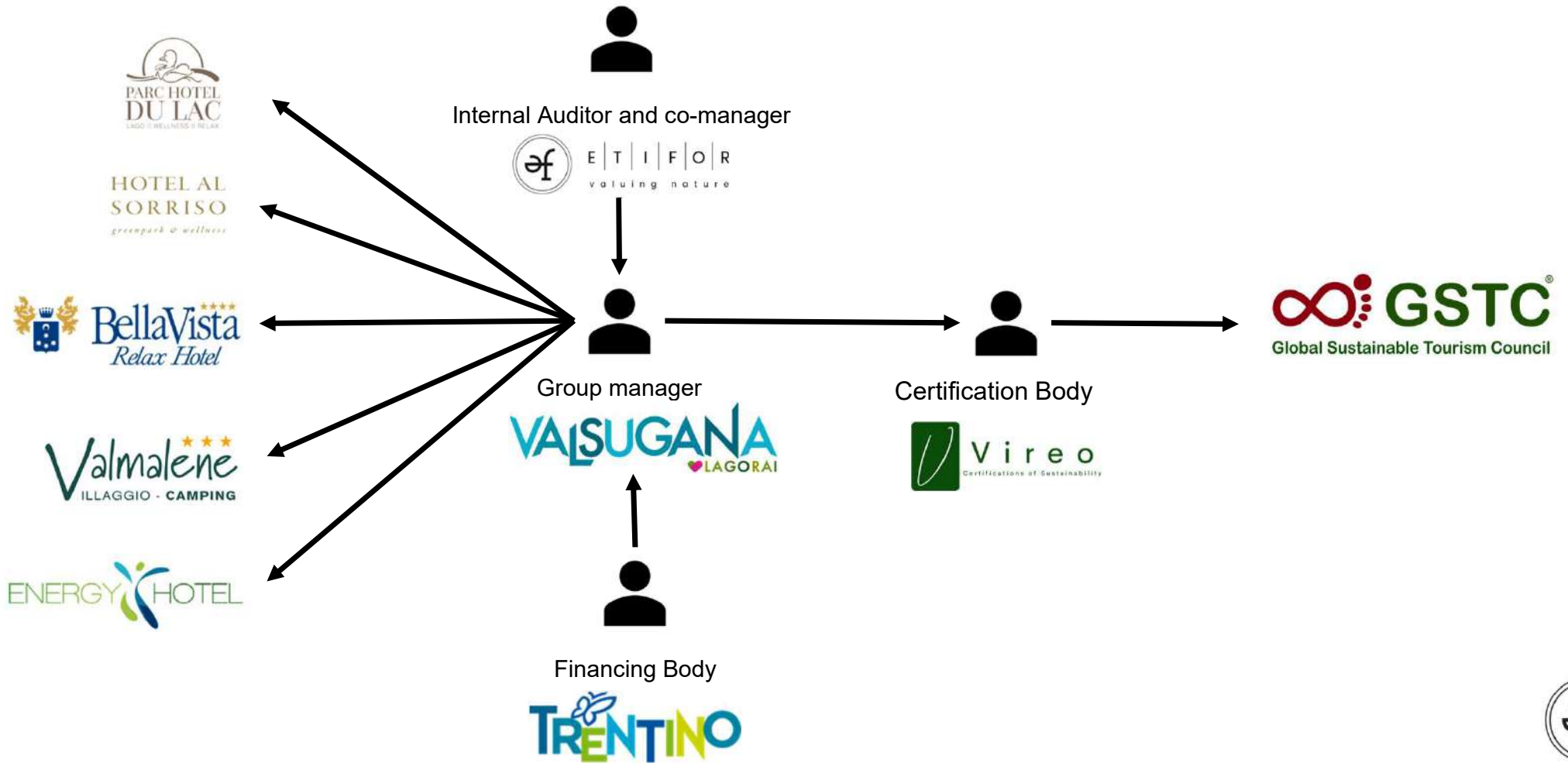
# GROUP CERTIFICATION MODEL



Source: Accreditation Manual for certification of Hotel/Accommodation & Tour Operators (v. 3.1). GSTC, 2023

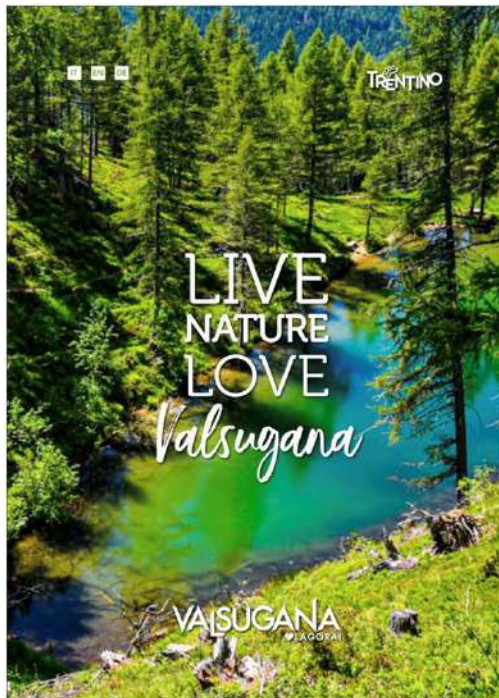


# GROUP CERTIFICATION APPLICATION





# SYNERGIES BETWEEN THE DESTINATION AND GROUP MEMBERS



COMMUNICATION



PROJECTS

A	B
<b>INSERIRE I DATI NELLA CASELLE GI</b>	
	<b>Fonte</b>
<b>Dati struttura</b>	
Presenze	Gestionale
Arrivi	Gestionale
Tasso di occupazione delle camere	Gestionale
Giorni di apertura	Bolletta
<b>Consumo di energia elettrica</b>	
Elettricità acquistata dalla rete	Bolletta
Produzione di energia rinnovabile	Bolletta
<b>Consumo di combustibili</b>	
Consumo di gas metano	Fatture
Consumo di gasolio	Fatture
Consumo di legna	Fatture
Consumo di pellet/cippato	Fatture
<b>Acqua</b>	
Consumo di acqua	Gestionale
<b>Rifiuti</b>	
<b>Carta e cartone</b>	
Tipologia di bidone	Grande
Numero svuotamenti (mensili)	Misurazione
<b>Plastica e lattine</b>	
Volume bidone	Piccolo
Numero svuotamenti (mensili)	Misurazione
<b>Vetro</b>	
Volume bidone	Piccolo
Numero svuotamenti (mensili)	Misurazione

MONITORING





## MEASURES TO MAINTAIN A HIGH LEVEL OF ASSURANCE



**Sanctions** can be issued by the CB against the Group Manager and the Group



The Group Manager can issue sanctions against the Members, including **exclusion**



Depending on the CB **Audit Risk Assessment** the sample of audited members can increase



## SUGGESTIONS FOR CONTINUOUS IMPROVEMENT

- Define a **simplified GSTC standard** for Small and Low Risk Enterprises
- Common guidelines to define **Audit Risk**
- Common guidelines to define **sanctions**
- The certificate **withdrawal** should happen only in extreme cases





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