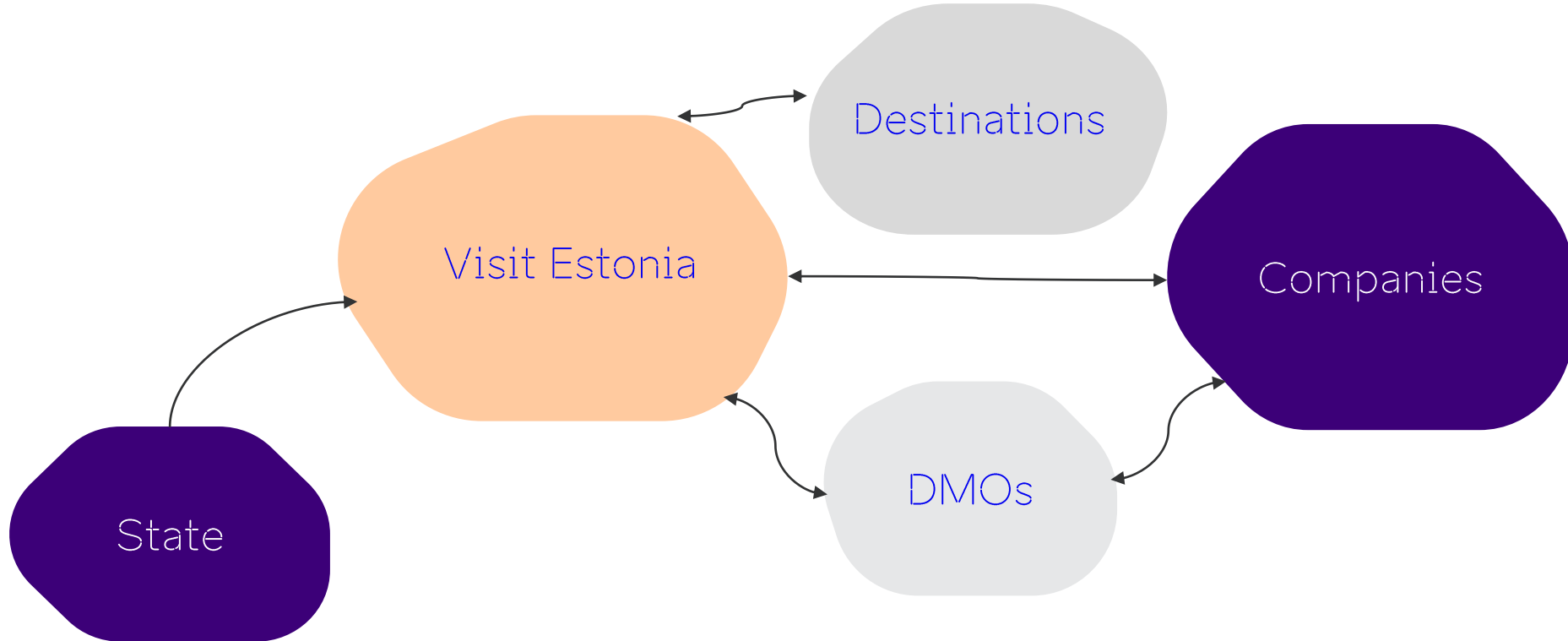


A scenic sunset over a lake. In the foreground, a wooden boat is beached on a grassy shore next to a rocky bank. A white wooden house is visible in the background, partially obscured by tall pine trees. The sky is a mix of orange, yellow, and blue, reflecting on the calm water. A small boat is visible in the distance on the lake.

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Estonian approach –  
nature is in our nature

# Estonian model



# Estonian sustainability scheme

## 1 NEEDS

OPPORTUNITIES,  
CHALLENGES

- HOLISTIC VIEW ON SUSTAINABILITY
- EMPOWERMENT OF DESTINATIONS
- AWARENESS
- TOOLKIT



## 2 CERTIFICATION

PROGRAM  
FRAMEWORK

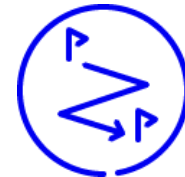
- ADOPTATION OF EXISTING CERTIFICATION PROGRAMS
- PILOTING 7 DESTINATIONS
- ESTONIAN AUDITORS



## 3 MANAGEMENT

STRUCTURE  
AND BRANDING

- NATIONAL LEVEL GREEN PROGRAM
- TRAINERS
- PRODUCT DEVELOPEMENT
- JOINT BRAND
- MANUAL & RULES OF OPERATION



# Sustainability phases

## PHASE 1

### DESTINATIONS

Year 1: 2020  
30 criteria



## PHASE 2

### DESTINATIONS

Year 1-2: 2020-2021  
Full standard



## PHASE 3

### DESTINATIONS & NATIONAL PROGRAMME

Year 3-4: 2022-2024  
National Programme



### SUPPORTED by



### SUPPORTED by



FACTORY OF SUSTAINABLE TOURISM TOVARNA TRAJNOSTNEGA TURIZMA



### SERVICE PROVIDERS & NEW DESTINATIONS





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RAKVERE





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# PÄRNUMAA





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TARTU







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# SAAREMAA





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HIIUMAA





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# JÄRVAMAA







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LAHEMAA



# LESSONS LEARNED

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## 1 STEP by STEP

- GD STANDARD IS ONE STEP ON A LONG JORNEY
- SUSTAINABILITY AWARENESS
- TOOLKIT & SUPPORT

## 2 MORE THAN TOURISM

- DEVELOPMENT OF SUSTAINABLE LIVING ENVIRONEMENT
- CREATING CROSS-SECTORAL CO-OPERATION

## 3 TEAMWORK

- GD & GOODPLACE SUPPORT
- SLOVENIAN EXAMPLE
- NETWORKING & TEAMBUILDING



The right gym







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THANK YOU!

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