



TOOLKIT FOR TOURISM BUSINESSES IN A UNESCO BIOSPHERE RESERVE

ABOUT THIS TOOLKIT

The purpose of this toolkit is to provide useful information and advice to tourism businesses located in a UNESCO Biosphere Reserve. It is designed to help you understand what a Biosphere Reserve is, its concepts and values. For tourism businesses who want to become involved, you will also find ways in which you can do so here.

THE BCHT PROJECT - BIO-CULTURAL HERITAGE TOURISM

The BCHT project is the result of a partnership of 8 partners based in the north of France, in Brittany and in the South East and South West of England. These Biosphere Reserves collaborated in order to share their experiences, good practice on the subject and to promote these reserves while respecting the UNESCO Biosphere values.

This project aims to allow tourism companies to better understand the effects of the designation "Biosphere Reserve" has on their activities, in order to develop an offer of products and services that correspond to the values of a Biosphere Reserve.

This toolkit was created as part of the European BCHT project which benefited from ERDF funding, within the framework of the INTERREG V France Manche England program.



BCHT – BioCultural Heritage Tourism

European Regional Development Fund



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INTRODUCTION

Worldwide in 2020 there are 701 Biosphere Reserves distributed in 124 countries including 21 cross-border sites. In France, there are 14 and in the UK there are 7.

Figure 1. Map of Biosphere Reserves in France (MAB France)



INTRODUCTION

Figure 2. Map of Biosphere Reserves in England



There are 4 Biosphere reserves in the BCHT Interreg Project :

- La Réserve de biosphère du marais Audomarois (RBMA)
- La Réserve de biosphère des îles et mer d'Iroise (RBIMI)
- Brighton and Lewes Down Biosphere Reserve (BLDBR) – also called “The Living Coast”
- North Devon Biosphere Reserve (NDBR)

WHAT IS A BIOSPHERE RESERVE

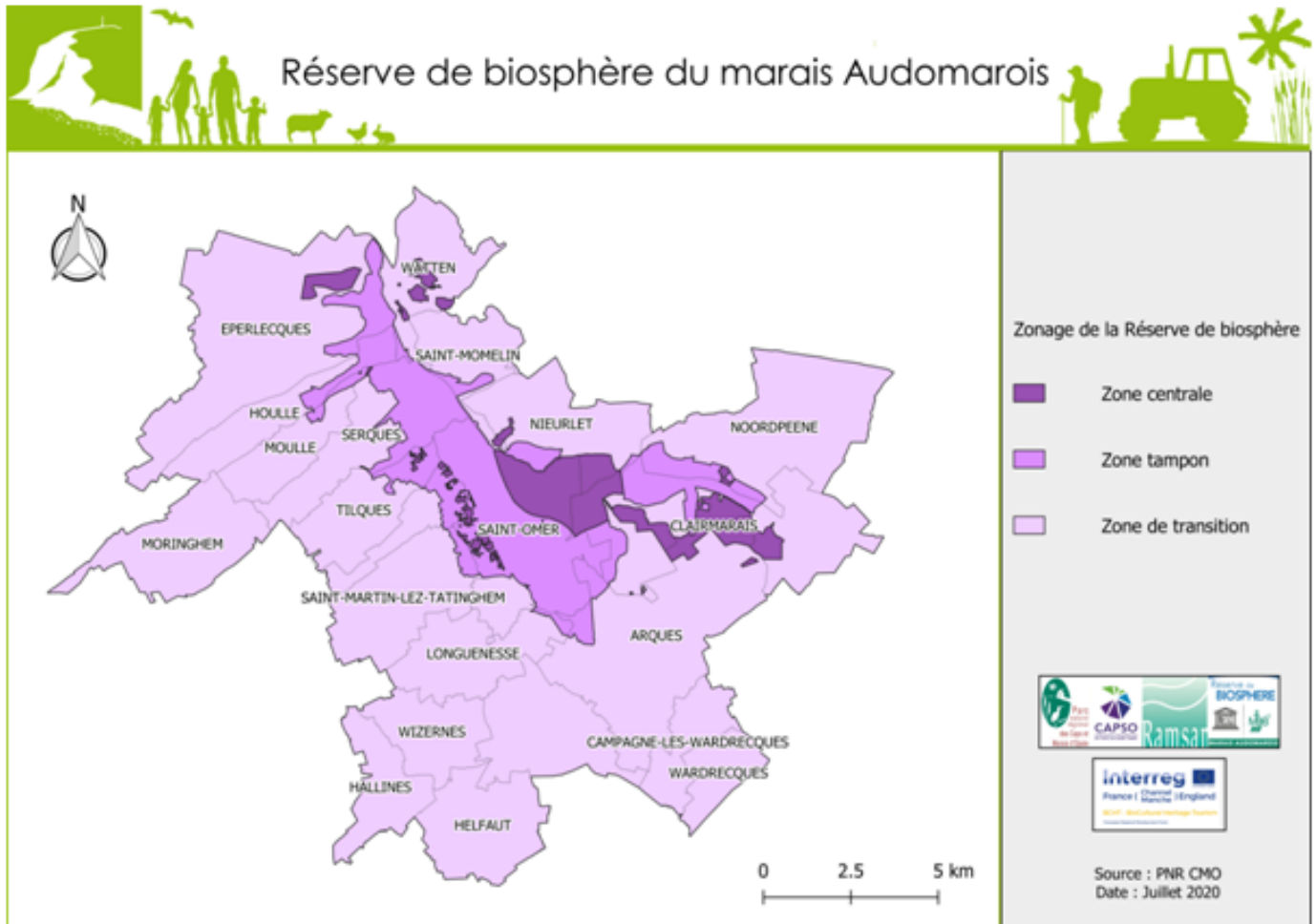
A Biosphere Reserve (BR) is a special designation awarded by the United Nations Educational, Scientific and Cultural Organisation (UNESCO), through its “Man and Biosphere (MAB)” program, to an area that has been recognised for its unique mix of biodiversity, culture and heritage, valued environment and sustainable way of life of the people who live and work there.

Scientific research and monitoring, training, education and awareness-raising support the territory's projects. These are experimental areas for the implementation of the Sustainable Development Goals (SDGs) to which the United Nations has committed to by 2030 (Annexes: SDG sheets). The World Network of Biosphere Reserves is enriched each year with new sites. Belonging to the global network facilitates networking, the organisation of exchanges in different forms and the promotion of good practices, the distribution of documents, teaching materials or films. Conferences and training are also supported by UNESCO. The Biosphere Reserves are great living libraries of experience in all areas of sustainable development. They promote a balanced relationship between people and nature, therefore it is vital that everyone plays their part.



BIOSPHERE RESERVES IN BCHT

LA RESERVE DE BIOSPHERE DU MARAIS AUDOMAROIS



Situated between the departments of Pas-de-Calais and Nord, the Marais Audomarois Biosphere Reserve was designated in 2013. It includes 22 cities, more than 70,000 inhabitants and covers 22,539 hectares.

The specificity of this territory lies in the presence of a 3,726-hectare marsh, the last cultivated marsh in France and a Ramsar site. With 700 kilometres of canals, picturesque landscapes, 300 species of plants, 40 of which are legally protected, more than 200 species of birds and 26 species of fish, it is truly a privileged site.

The 22 cities of the Reserve : Arques, Blendecques, Campagne-les-Wardrecques, Clairmarais, Eperlecques, Hallines, Houille, Helfaut, Longuenesse, Moringhem, Moule, Nieurlet, Noordpeene, Saint-Momelin, Saint-Omer, Salperwick, Serques, Saint-Martin-lez-Tatinghem, Tilques, Wardrecques, Watten, Wizernes.

BIOSPHERE RESERVES IN BCHT

The local stakeholders felt that it was their duty to take charge of the future of this exceptional space to ensure its safeguarding and to pass it on to future generations in good conditions.

For more than 10 years, their commitment has been illustrated by concrete actions of restoration, enhancement and education. In particular, the increasing involvement of local associations, partners and inhabitants, as well as recognition beyond borders, such as the Ramsar and Biosphere Reserve designations, are strong distinctions and recognition of the particularities of the territory and of this long-term work.

The coordination structures of the Audomarois Marshland Biosphere Reserve are the Syndicat mixte du Parc naturel régional des Caps et Marais d'Opale (PNRCMO) and the Communauté d'Agglomération du Pays de Saint-Omer (CAPSO).

Values and objectives of the Biosphere

The values on which the Marais Audomarois Biosphere Reserve is based are as follows:

- the conservation of its natural and landscape heritage,
- the development of human activities linked to the presence of water,
- the preservation of its cultural and historical heritage linked to more than 12 centuries of history.



© La Réserve de Biosphère du Marais Audomarois



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BIOSPHERE RESERVES IN BCHT

The UNESCO designation is recognition of the amazing range of landscapes, wildlife and cultural heritage we have.

The North Devon Biosphere was the first Biosphere Reserve to be designated within the UK in 2002. The Reserve is managed and guided by a Partnership Board, made up of businesses, communities, NGO's, local authorities and government agencies within the region.

Our outstanding natural habitats, combined with a strong cultural offer and rich heritage, have helped to create a thriving visitor economy that forms a significant part of our local economy. At least 80% of visitors come to North Devon for these special qualities. If these assets are not protected appropriately, we run the risk of losing them for future generations to enjoy.

Values and objectives of the Biosphere

Conservation and Caretaking - promoting the preservation of not only our nature and wildlife, but also our culture, heritage and communities.

Sustainable development - maintaining and improving our infrastructure and economy to work in harmony with our environment.

Learning & Research - helping people understand what makes our area unique and encourage active involvement in its preservation.



© The North Devon Biosphere Reserve



BIOSPHERE RESERVES IN BCHT

LA RESERVE DE BIOSPHERE DES ILES ET DE LA MER D'IROISE



Designated by UNESCO in 1988, La Réserve de biosphère des îles et de la mer d'Iroise includes the islands of Ouessant, Molène and Sein and the surrounding Iroise Sea.



© Réserve de Biosphère des îles et de la mer d'Iroise

BIOSPHERE RESERVES IN BCHT

Natural heritage

The Biosphere Reserve of the Islands and the Iroise Sea is the only biosphere reserve in the great west of France. With a surface area of almost 100,000 hectares, 98% of it is made up of marine area. It is the smallest biosphere reserve in France in terms of number of inhabitants, with 1,218 inhabitants counted in 2018 on the three islands. The Biosphere Reserve is jointly coordinated by the Armorique Regional Natural Park and the Iroise Marine Natural Park.

The biodiversity of the islands of Ouessant, Molène and Sein is rich and original. Certain coastal habitats are recognised as being of community interest (moors and coastal meadows).

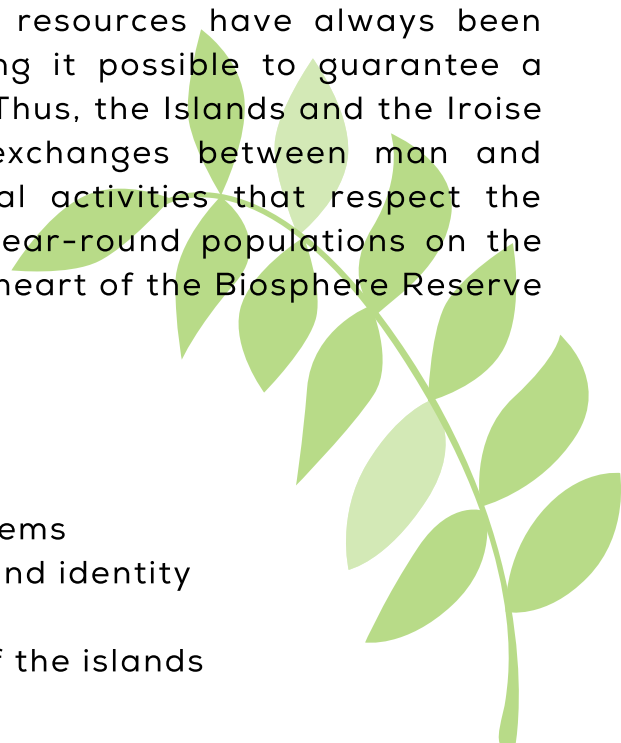
On the land side, animal and plant species of high heritage value are present on the islands, such as the reed harrier, the pitchou warbler, the red-billed crab, the spiny isoe or the Portuguese ophioglossus. The biodiversity of the marine flora and fauna is also extremely generous. The seabed is home to remarkable habitats such as seaweed fields, boulder fields, eelgrass beds and maerl beds. Bottlenose dolphins and grey seals also make their home in the Molène archipelago.

Human and Nature Connection

On land as well as at sea, human activities and resources have always been closely linked (agriculture, fishing, tourism), making it possible to guarantee a dynamic living space all year round on the islands. Thus, the Islands and the Iroise Sea Biosphere Reserve aspires to perpetuate exchanges between man and nature. This is why the development of perennial activities that respect the environment and resources, the maintenance of year-round populations on the islands and the transmission of heritage are at the heart of the Biosphere Reserve project.

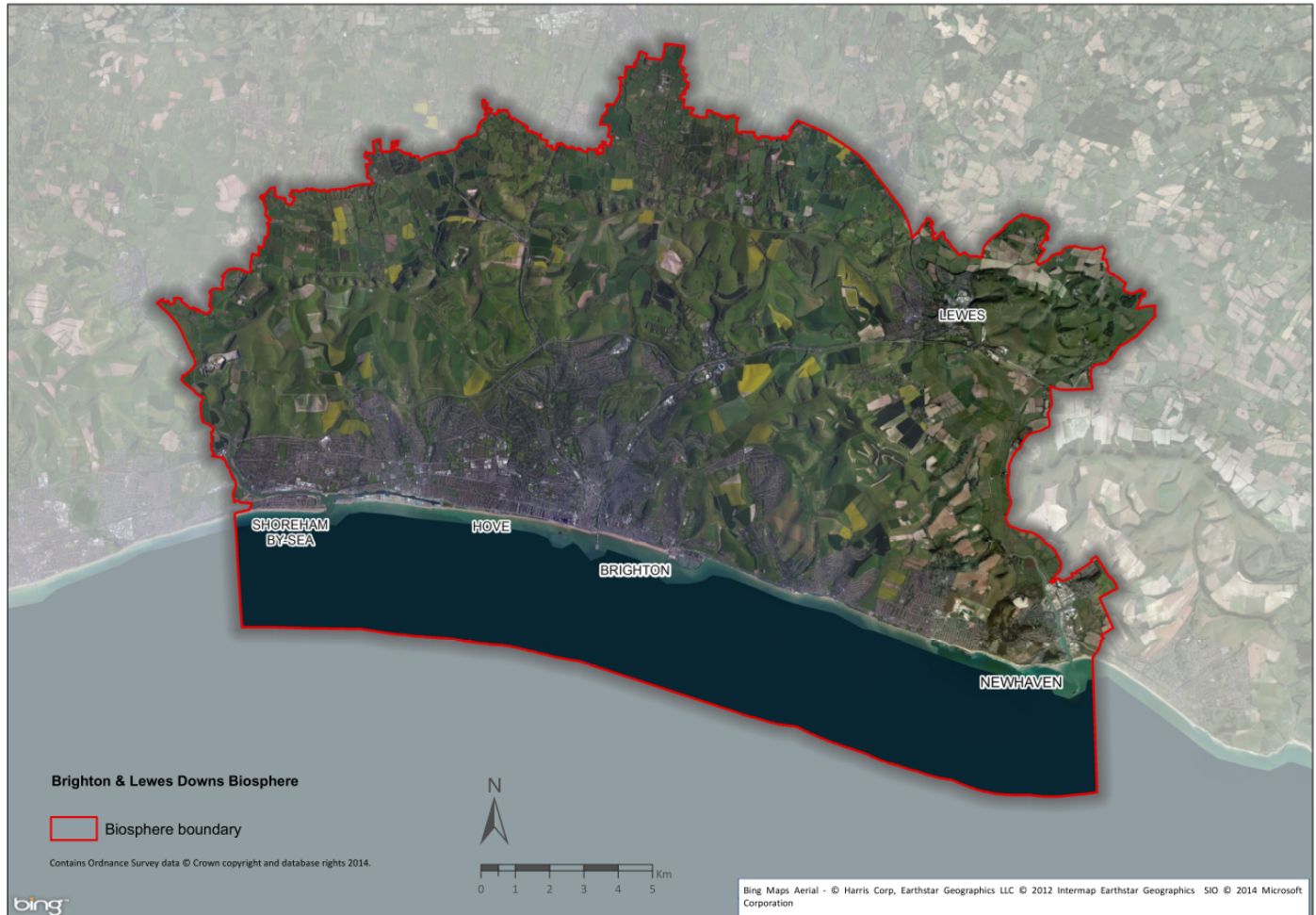
Values and objectives of the Biosphere

- the preservation of terrestrial and marine ecosystems
- the conservation of the island's cultural heritage and identity
- the development of sustainable tourism practices
- the restoration of the emblematic environments of the islands
- the development of responsible fisheries
- the valorisation of local productions.



BIOSPHERE RESERVES IN BCHT

The Living Coast (Brighton & Lewes Downs Biosphere Reserve)



The Living Coast is the name of the Brighton & Lewes Downs UNESCO World Biosphere Reserve and received designation from UNESCO in 2014. It is a place of bustling towns, rolling Downs and rich coast, where local people and organisations live and work alongside nature, to support a strong and resilient natural environment that enables sustainable social prosperity.

The Living Coast is a spatial designation, recognising our important natural habitats and heritage, but also how people live, work and learn sustainably in the area. The Living Coast is based upon the chalk block of the South Downs in the UK, between the River Adur in the west and the River Ouse in the east. It covers approximately 390 km², stretching North over the South Downs to the village of Ditchling and also extending 2 miles offshore.

BIOSPHERE RESERVES IN BCHT

The Living Coast is proud to be the UK's only urban Biosphere. Our unique natural environment is home to more than a third of a million people and provides our water, local food, open space for recreation, health, wellbeing and natural inspiration.

We share our Biosphere with a wealth of wildlife, particularly across the species rich chalk grassland priority habitats of the South Downs and amongst the intertidal and off shore chalk reef. These include rare species like the beautiful Adonis Blue butterfly and the Short-snouted Seahorse.

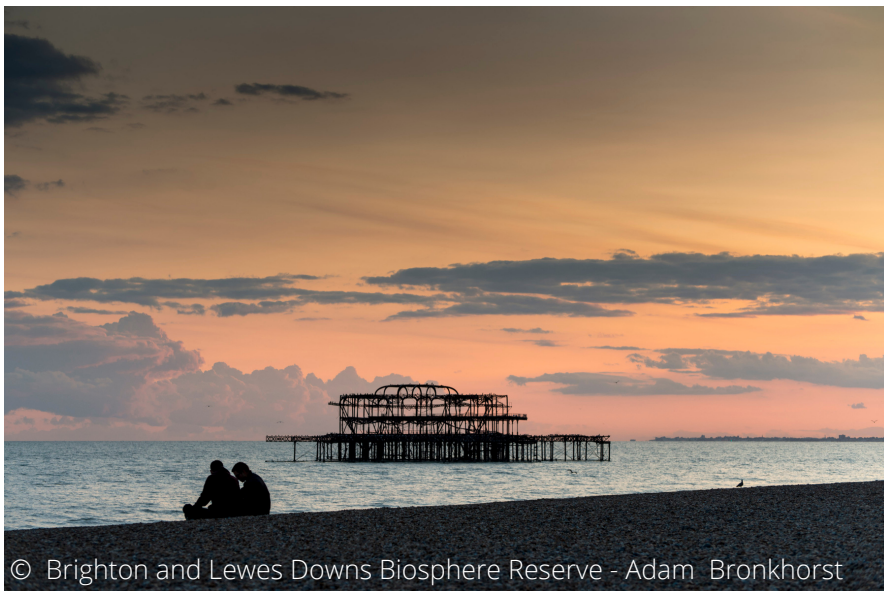
These natural assets, combined with a strong cultural offer, have helped to create a thriving visitor economy that forms a significant part of our local economy. If these assets are not protected appropriately, we run the risk of losing them for future generations to enjoy.

Values and objectives of the Biosphere:

Conservation of Nature and Culture – promoting the preservation of not only our nature and wildlife, but also our culture, heritage and communities

Sustainable Development – maintaining and improving our infrastructure and economy to work in harmony with our environment

Learning, Awareness & Engagement – helping people understand what makes our area unique and encourage active involvement in its preservation



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# PART 1

## GETTING STARTED

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GETTING STARTED

Analysing your business

Looking strategically at what you do

An important aspect of starting or developing any business is to gain a wider understanding of both the environment you are intending to operate in and, if you are already trading, how you are performing so far.

“Strategic Analysis” can seem daunting at first, but essentially it boils down to looking at your business objectively and drawing conclusions and recommendations from a comprehensive look at your operating environment.

SWOT Analysis

A S.W.O.T. analysis is an easy way of analysing your business and is simply an organised list of your business’s greatest strengths and weaknesses, as well as the opportunities and threats it faces in the marketplace. The simplest and most useful method of compiling a SWOT is in a 2x2 table with a specific cell assigned to each element:

Strengths Internal positive attributes (both tangible and Intangible) within your control	Weaknesses Internal negative factors that detract from the value you offer or put you at competitive disadvantage
Opportunities External positive factors that represent future reasons your business is likely to prosper.	Threats External negative factors beyond your control that could place your strategy, or the business itself, at risk.



GETTING STARTED

Use the questions in the template below to refine your thoughts and complete a SWOT for your business:

Strengths	Weaknesses
<i>Are you based in a prime location? Do you have a team with relevant skills, knowledge and experience? Do you have a well established network of suppliers, support and contacts? Do you have a well established reputation? Do you have significant capital in the business? Do you have an established customer base? Do you have effective distribution or communication channels (e.g. website) What advantages do you have over your competition?</i>	<i>What areas need improvement to accomplish your objectives or compete with your strongest competitor? Is your business in a poor location? Does your team lack essential expertise/skills? Does your business operate as efficiently as it could (think technology)? Does your business have limited resources? Does seasonality affect your business model? Is access to your business difficult without private transport?</i>

Opportunities	Threats
<i>What opportunities exist in your market or the environment that you can benefit from? Is the perception of your business or market segment positive? Has there been any recent market growth or other changes that create an opportunity? Has there been effective marketing and/or development within your wider destination? Have there been wider trends or interest in society or the media for your specific sector? Have there been any legislation changes that encourage favourable operating conditions?</i>	<i>Who are your existing or potential competitors? Are there challenges created by an unfavourable trend or development? What situations might threaten your marketing efforts? Has there been a significant change in supplier prices? Could there be shifts in consumer behaviour, the economy, or legislation that could reduce sales? Could any new product, technology or trend make your products or services obsolete? Is your customer base sustainable?</i>

Using a SWOT

You can use the SWOT to develop specific plans and strategies for your business by maximising the positive influences and minimising the negative ones.

GETTING STARTED

Simple tips to get the most from a SWOT

1

Apply common sense and tailor the SWOT to your business, some things generally held as a weakness may actually be a strength for you.

2

Be honest and critical, make sure to properly address your weaknesses as well as the external threats.

3

Make it clear why you have included certain points - why they matter to your business and provide the evidence they are based on.

4

Prioritise the elements within the SWOT with most important first

5

Include all those within your business in creating the SWOT - different perspectives can contribute valuable insight.



GETTING STARTED

Researching your market

Understanding your Environment

The purpose of market research is to provide relevant data to help pre-empt problems or inform strategies within a business. It provides an important backdrop and context to all your decisions.

Research

At this stage, secondary research (information and data sourced from others) is vital as it saves both time and money, and often offers a wider perspective. Make sure to check the following sources:

- www.visitengland.org/insight-statistics/
- Localised tourism data held by Destination Management Organisations (DMOs), Local Authorities or Protected Landscapes
- Business groups (e.g. The Federation of Small Businesses)
- Trade associations in your specific sector
- Educational establishments

Be sure to look for the following kinds of information:

Size and scale of the market	<input type="checkbox"/>
Recent growth (or otherwise) trends of the market	<input type="checkbox"/>
Particular barriers to entering the market	<input type="checkbox"/>
Forthcoming opportunities that could help the market grow	<input type="checkbox"/>
Issues and potential threats to the market	<input type="checkbox"/>

GETTING STARTED

Competition analysis

A key element of research for any business includes looking at the competitors operating in that specific market. The first step is to identify who your competitors actually are, this may not mean those closest to you in terms of location, rather look for businesses who are:

- Offering a comparable product
- Operating at a similar price point
- Offering an experience of comparable quality
- Operating in a similar location in relation to their customer base.

To get started; find three businesses that fulfil the above criteria and assess them using the profiling tool below:



Product

What are they offering (core service & added value services)? What capacity (rooms/covers etc) do they have? When are they open (hours/days/seasonally)?



Price

How much do they charge for a comparable product/service? How much do they charge for added value services? Do they offer discounts or other incentive offers?

GETTING STARTED



Marketing

Who specifically are their customers? What channels do they use to communicate with them? How successful are each of those channels?



Reception

What do their customers say about them? How loyal are their customers (do they get repeat business or recommendations)? Are they proactively interacting with them to promote loyalty?



Resources

How many staff/team members do they employ? Do they contract any external experts? Do they use any specific technology or innovation?

Where to find the information

You can obtain this information from numerous sources but don't forget to include:

- Their own websites - a wealth of information on what a business is/does and how it presents itself, including prices and how they market themselves.
- TripAdvisor - useful resource for understanding who a business's customers are and their thoughts and feelings.
- Social Media - Channels like Facebook and Twitter can give real insight into additional services, special offers, personnel and methods of communicating
- Personal visit - For a true experience of a business, go as a customer yourself!

GETTING STARTED

Understanding your existing customers

In order to develop an appealing product or service you need to know something about the target audience you're trying to attract. Your existing customers represent your current success, these are the people who understand your business and have chosen you to spend their time and money with. It's important to understand who they are in more depth. The following elements will help you to create "personas" of your customers

Profiling

Use the information you already have about them (factual or anecdotal) to answer the questions below for your current customers:

How old are they?	
Male or Female?	
Are they family groups, singles, retired people, groups of friends etc?	
Do they live close by or are they coming from farther away?	
How much do they spend with you on average per visit?	
What do they do when they're in your area (visit friends and family, natural visits, just passing through etc)?	
What do they say they like about your product or service?	
Do you get repeat business from them? If so, how often?	

GETTING STARTED

Finding new audiences

Your existing customers are a great place to start but you might also decide you need to grow your appeal and attract other audiences. It may not be obvious who these audiences might be so use the following tools to help.

Understand who you want

Firstly answer the key questions below to create the base criteria for your business:



What do I offer?

This should be a combination of your product and the benefits it provides, e.g. "we offer high quality, rural accommodation to customers looking to escape the hustle and bustle of modern life"



What I am looking to achieve?

This should be an honest distillation of your business objectives e.g. "encourage more out of season visitors" or "increase the average spend of current visitors"

These criteria are the lens you should view all the potential audiences with as you are looking for people who will respond to your offer and meet your objectives.

BUT, bear in mind that unless you are fundamentally changing what your business offers, new customers are unlikely to be significantly different from your current customers.

GETTING STARTED

Researching potential audiences

Forearmed with your criteria, the next step is to research and look into who the potential audiences could be. Below are some suggested sources and ideas to explore.

<ul style="list-style-type: none">→ Visit Local Authority or DMO websites for reports, statistics and insights. Make sure to look as local as you can rather than at a national level.→ Contact your local business group, Chamber of Commerce or tourism association to see if they have similar research to share.→ Look into audience segmentation tools and models available concerning the visitor economy. e.g. The Ark Leisure model from Arkenford (GB visitor market) or review sites like VisitBritain and VisitEngland for larger trends→ Simple footfall analysis to assess who is visiting your area, when and what they're doing	<ul style="list-style-type: none">→ Contact membership and interest groups like the Ramblers Association. They can help you understand more about their members interests and profiles.→ Hold focus groups with people representative of potential customer groups→ Design and send an online questionnaire asking for opinions from potential audiences.→ Conduct face to face interviews in your local high street or at local visitor attractions
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GETTING STARTED

Prioritising your target audiences

If you've got this far you probably have a good number of audiences (both existing and new) to choose from. However, unless you have huge budgets and lots of resources, you're unlikely to be able to focus on all of them simultaneously.

The next task, therefore, is to prioritise the audiences and funnel your energies where you can make the most difference. Use these questions to help you prioritise a maximum of three or four target audiences.

1

Who is easiest to communicate with? Can you get a contact database easily? Do they all have a shared interest that you could use to talk to them altogether?

2

Who has the most money to spend? You need to target groups that have the desire PLUS the cash to make your efforts worthwhile.

3

Who will be interested in your offers all-year-round? Is there a group that will be keen to spend time and money irrespective of the season?

4

Who will be drawn to your place as well as your business? When used as an integral part of your marketing, your location can make your offer even more attractive.

5

Who will find your case studies and testimonials most relevant and appealing? What other customers say about you is very powerful so who will be most impressed?

6

Who is already coming to businesses locally? If people already visit your area you can develop referral opportunities - a cheaper source of business.

7

Who is most likely to recommend you? A technically savvy audience will use review sites like TripAdvisor, so it never hurts to consider who will drive word of mouth for you.

GETTING STARTED

Building an audience map

Now you have an idea of who your priority audiences are, it's useful to keep all the information in one place for quick reference. Thinking even further ahead, it's important that we can articulate for each audience:

→ Their key characteristics

→ Their most important wants and needs - the things they want from a business like yours

→ Their key triggers - the tangible things that you have that make them respond to your offer

→ The emotional benefits you can offer them - how they feel when spending time in your place and your business. These are really powerful motivators in terms of decision-making beyond basic price and physical descriptions

Once you have developed these, you can create core messages that can be used in your marketing and conversations with the audiences to tie all of these points together.

Thanks to the preceding elements you have the tools to establish a cartography of your target clientele (empathy map and persona map). You can also use the document "BCHT Persona" where we have included examples of biosphere reserve client profiles developed in the BCHT project.



A yellow cable car, labeled 'CAR 7', is shown on a track. A man in a green polo shirt stands at the controls, while two other men in white shirts are seated inside. The car has 'NO SMOKING' signs and a 'V7R' logo. The track is elevated on a hillside with some vegetation.

PART 2

KNOW HOW TO USE THE ASSESTS OF
YOUR DESTINATION

KNOW HOW TO USE THE ASSETS OF YOUR DESTINATION

Local distinctiveness

Local distinctiveness is what makes one place different from another. It's the composite of a place's assets; the landmarks and sights, the landscape, wildlife, built heritage, traditions, food, festivals, myths and language.

Why local distinctiveness matters to visitors

Visitors increasingly want the 'local' experience, to really experience places, meet 'real' people, 'do' as well as 'see' and not just be 'tourists'. They want to understand and appreciate the essential character of a place, learn something and, importantly, have something to share with others when they return home.

Understanding your place

What you should be looking for :

It goes without saying you should work with what is within your local area. However, you should be focusing on what you can effectively use as part of your business. It's also important to view the assets through the perspective of a visitor. What may seem everyday and mundane to you could be the trigger that makes them visit, stay longer or return.

Researching your local area

Too often we overlook what's right on our doorstep or focus on the obvious. For businesses this is missing a trick, as knowing your place intimately is vital to be able to understand local distinctiveness and use it effectively as a tool.

1. Define your area

Define the extent of the area you intend to focus on. You are looking for a boundary that will make sense to your visitor, but it does not necessarily have to have any hard rules. It could include:

- Administrative - county / district / parish / town boundary
- Landscape distinction - National Park / AONB
- Geography - specific portion of coastline, range of hills etc
- Distance - everything within 10 miles for example

KNOW HOW TO USE THE ASSETS OF YOUR

2. Define your parameters

It's entirely possible at this stage that you simply investigate everything of relevance in that area. However, to keep things focused, it's best to define some parameters as to what you are looking for. You should include:

- Tourism provision : accommodation & places to stay, places to eat and drink, activities (both organised and self guided), attractions & places of interest (paying and free), events & festivities ...
- Vital information: transport, opening hours, local information points, key local websites or publications ...
- Other elements: pre-booked courses and learning experiences, history, tradition, culture, legends, local products and producers, local or independent retailers ...

Plan your research : third-party research

Before you do lots of original work it's always worth contacting local organisations and reviewing what they have already compiled:

- Local authorities, Destination Management, Organisations (DMOs) and Protected Landscapes (National Parks & AONB's) will all have information relevant to your area. They may also have itineraries or themed packages outlining experiences, as well as being a fantastic point of contact for advice and networking guidance.
- Trade bodies or sector-specific promotional or awareness-raising groups e.g. CAMRA - The Campaign for Real Ale or Sustrans. These organisations can put you in touch with members in a given area and may have specific guidance and information.
- Specific interest groups or organisations like The Ramblers, local historical societies, Wildlife Trusts, cycling groups, community partnerships etc. These are all experts in their fields.

KNOW HOW TO USE THE ASSETS OF YOUR DESTINATION

Defining what's special

Bringing the destination to life for visitors

Making local distinctiveness relevant for visitors is no easy challenge. They need to be able to grasp and understand the key ideas and headlines, which need to be presented in a succinct and easy-to-digest manner for it to resonate with and entice them.

Don't reinvent the wheel!

The challenge of making sense of a place is one faced by plenty of organisations bigger than you. Therefore, before starting look and see what is already available - National Parks, DMO's, local authorities and other tourism management organisations will likely have guidance on what is special about a place and how this should be communicated and developed for the visitor audience.

It may be that no work of this kind has been undertaken for your area, or that you are focusing very locally, or perhaps you overlap several areas and need to make sense of it. If so there are actually quite simple steps to take:

1. Bring your evidence base together

You will need to have a solid picture of what's available and important to your local area before starting.

2. Think from a visitor perspective

Set out the important attributes and assets your place has on the following framework:

Tangible assets	Immaterial assets
Physical things your place has e.g. <i>Built heritage</i> <i>Retail offer</i> <i>Landscape & wildlife</i> <i>Events & Festivals</i> <i>Food & Produce</i> <i>Visitor Attractions</i> <i>Activities</i>	Emotional or non-physical things e.g. <i>Welcome & helpfulness</i> <i>Safety Ease & lack of stress</i> <i>Providing inspiration</i> <i>Peace & tranquillity</i> <i>Sense of community</i> <i>Sense of discovery and exploration</i>

KNOW HOW TO USE THE ASSETS OF YOUR DESTINATION

Be as specific as you can and apply the following criteria before you write them down:

- Would/could your key audience be interested in this?
- Is it something visitors can actually experience?
- Is it realistic and practical to utilise for visitors?

3. Focus on the key elements

Once you have laid these out then go back over them and mark those that are most important to get across and group together similar assets.

By doing so you should start to see certain key themes emerging. These will be generic e.g. 'opportunities for outdoor activities', or 'delicious local food and drink', but that's the point.

Ideally aim for no more than four or five to keep things manageable.

4. Pull the structure together

At this point you have almost all the ingredients so it's a case of putting them together in a structured format under each theme. The simple format is:

Theme (digestible and distilled overview)	Detail and story of the overall experience (annotation and evidence that makes the theme relevant to this place)	Businesses where experience takes place (specific examples of how the theme can be experienced)
<i>Delicious local food & drink</i>	<i>23 local cheeses Some of the best orchards in the country</i>	<i>The White Horse Pub Marsh Farm Cidery</i>
<i>Great outdoor activities for those of all abilities</i>	<i>150 miles of footpaths Extreme sport options</i>	<i>Northcoast Way Trail Mountain biking</i>
<i>Accessible history and heritage for all</i>	<i>Visible Roman remains Traditional dishes always on the menu</i>	<i>Vinordunum Village Museum The White Horse Pub</i>

Once you have this, write it down clearly and keep it to hand. This is the ultimate framework of what makes your place special and should be kept in mind as you work through how to use it.

KNOW HOW TO USE THE ASSETS OF YOUR DESTINATION

Choosing how best to use it...

If you already know why your area is special and have the evidence base of experiences and assets to back that up, the big question becomes 'how do I use this for my business?'

1. Informational or promotional use

The simplest use of this information is as context in your communications activity: by tying your business to the surrounding offer, you give more impact to your existing communications and potentially open doors to a wider audience of interest.

- Using it as contextual copy or inspiration on your website
- Using it as inspiration or subject matter for social media posts
- Using it to form the basis of articles on e-newsletters and updates
- Using it for PR taglines to gain attention or as leverage for articles into new publications
- Featuring information and images in print or in-situ for your visitors once they arrive

2. As the basis for working with others in the locality

Another way of utilising this information is proactively making connections with others to either:

- Consistently promote the wider offer, thereby shouting with a louder voice
e.g. develop a consistent bank or image library to use
- Develop joint services to make it easier for visitors to experience the special qualities
e.g. transfer services, staggered opening times etc
- Develop specific joint promotions between you
e.g. discounts for referrals or 2-for-1 incentives



KNOW HOW TO USE THE ASSETS OF YOUR DESTINATION

Making the most of flora & fauna

Wildlife can be a big draw for visitors, particularly with the interest generated by television programmes and the wider awareness of conservation. However, viewing wildlife generally requires specific guidance on where to look and indeed how to recognise what you are looking at. It is also one of the most fragile elements of any landscape and therefore requires careful handling and education of the visitor audience.

Getting started

It always pays to get in touch with experts in the field before starting, try reaching:

- National Park Teams - www.nationalparks.uk
- Areas of Outstanding Natural Beauty (AONB) - www.landscapesforlife.org.uk
- The Wildlife Trusts - www.wildlifetrusts.org
- RSPB (Royal Society for the Protection of Birds) - www.rspb.org.uk

Ideas to consider

<ul style="list-style-type: none">→ Providing spotters / identification guides on site for your guests→ Creating or providing dedicated on-site observation areas (could be simple or complex)→ Habitat building on site→ Providing conservation or educational information for visitors→ Providing wildlife web-cams or spotter updates through your website→ Incorporating wildlife spotter updates into e-newsletters or updates to previous customers	<ul style="list-style-type: none">→ Train yourself or your staff to be experts in the local wildlife→ Provide guided walks, safaris or experiences from your business (make the most of seasonal opportunities and experiences at different times of day for greater impact e.g. bat walks)→ Provide signposting to local experts providing experiences (e.g. guided walks, photography courses, talks, etc)→ A 'Visitor Giving' scheme to support wildlife projects on site or to support local causes→ Sponsor or get involved with local wildlife causes to showcase your credibility on the subject
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KNOW HOW TO USE THE ASSETS OF YOUR DESTINATION

Local products: helping visitors uncover specialities

Local products, in particular local food, have seen a massive rise in popularity recently, so much so that they can be the sole draw for a visit by themselves. Seasonal food, with the attributes of low food miles, bring freshly picked and grown traditionally, will attract visitors and enhance a business's offer.

But think wider than just food & drink: there are plenty of great examples of other local products, including arts and crafts, that can also contribute to the character of an area.

Getting started

It always pays to get in touch with experts in the field before starting, try reaching:

- [Local food Britain](#)
- [Farming UK](#)

Ideas to consider

<ul style="list-style-type: none">→ Leading by example by sourcing and buying local within your business and promoting the usage of products to your customers→ Offering products from the local area for sale to your visitors→ Providing local directories of producers and outlets→ Listing local markets and offering dedicated trips to visit them→ Offering tasting and try-before-you buy evenings, events or festivals→ Using local materials on site and providing interpretation→ Growing or cultivating your own products→ Showcasing local crafts	<ul style="list-style-type: none">→ Creating self-guided food trails for the local area→ Organising guided tours, walks and experiences for your customers→ Volunteer opportunities to help grow and cultivate produce on site→ Courses and learning experiences (e.g. bee keeping, brewing, coppicing or scything)→ Bringing in experts for demonstrations (e.g. green wood working, traditional cookery)→ Offering bushcraft and foraging courses→ Considering local loyalty schemes to promote purchases of local produce
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KNOW HOW TO USE THE ASSETS OF YOUR DESTINATION

Local heritage

Sharing and preserving the past Understanding, learning and interacting with the past, and seeing how it influences the present is a core part of any local identity. However, although it forms a key part of almost every experience a visitor will have in your area, heritage is varied and can encompass many different things, depending on your locality.

Getting started

Do bear in mind that heritage may be fragile and could be impacted by excessive interest from visitors. If in doubt seek expert help in your locality for advice before embarking on any idea.

- [English Heritage](#)
- Local Authority planning, conservation or environment teams

Ideas to consider

<ul style="list-style-type: none">→ Providing information/interpretation on heritage features within the local area→ Organising guided walks, talks and experiences from your business→ Arranging expert talks and visits→ Providing advice and information for genealogical research→ Document and collect local information and stories on particular subjects and present to your customers (or encourage them to contribute)→ Create or contribute to a 'Visitor Giving' scheme to support heritage conservation locally→ Sponsor local heritage causes to showcase your credibility on the subject	<ul style="list-style-type: none">→ Volunteer opportunities for conservation or preservation activities→ Signposting to local experts and interest groups→ Opportunities to try traditional crafts, techniques or activities at events on site→ Performance based events (poetry / dance / song / plays etc).→ Utilise digital tools to provide heritage experiences (e.g. geo-locating old photos on Flickr)→ Arrange traditional or historical meals→ Provide sales of gifts / products / cookery books / how-to-guides that reflect the heritage→ Support local events and festivals (help your visitors to attend as well)
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DEVELOPP YOUR BUSINESS AND CREATE NEW IDEAS

EXPAND YOUR BUSINESS BY CREATING NEW PRODUCTS

For today's visitors it is important to offer a tourist experience, not so much to "do" or "see" something but to feel that they are truly immersed in a place or activity. The visitor's experience takes into consideration a combination of factors: the place, the products and services offered, the people they meet and the stories they are told.

One of the best ways to develop these unique experiences is to use the assets of your territory and include them in your activity. Studies of the target clients (persona) will also make it possible to offer the right product, to the right customer and at the right time. Developing a new service or product represents a significant investment of time, effort and investment. It therefore makes sense to evaluate each new idea before launching it.

Ideas to consider :

Does it reflect an important aspect of your local area? <i>If it doesn't, could the idea be amended so it does? Great ideas shouldn't be ignored.</i>	<input type="checkbox"/>
Will the activity significantly impact on the asset in your locality? <i>If yes, then do not pursue this idea.</i>	<input type="checkbox"/>
Does it complement your existing business? <i>If not, remember you will have to work harder to help customers associate it with you</i>	<input type="checkbox"/>
Do you know if your current customers will see it as valuable? <i>If no, you will potentially need to target a new audience or develop taster/pilot ideas first</i>	<input type="checkbox"/>
Do you have the resources currently to put this into action? <i>If no, then tread carefully and consider working with others or piloting first</i>	<input type="checkbox"/>
Can you sustain it once implemented? <i>If not, think carefully if it's worthwhile or make sure you manage customer expectations</i>	<input type="checkbox"/>
Have you got the necessary channels / expertise to promote it? <i>If this is a new area, factor in time/cost and a dedicated plan to raise awareness of it</i>	<input type="checkbox"/>
Can you easily track how effective/useful it will be? <i>Knowing the impact it has made is vital in future planning</i>	<input type="checkbox"/>

On the following pages you will find examples of products and prototypes developed within the framework of the BCHT project.

BCHT TOURISM PRODUCTS

LES VISAGES DU MARAIS spécial été 2020

PAYS DE
Saint-Omer

le
Marais
audomarois



RESERVE DE BIOSPHERE DU MARAIS AUDOMAROIS

The tourism SMEs and eco-actors of the Marais Audomarois have proposed a programme of special offers and new events for the summer of 2020: discovery of the marsh at dusk, morning strolls and photography, lunch on the water and a market garden picnic, a market on the water, discovery of the birds and the biodiversity of the marsh, a marsh cleaning operation...



© Philippe Hudelle

The special offer of the boatmen - the marsh pass

Creation and launch of a package of offers deal (several services included), in the form of a Pass to discover the inland waterway activities in the Marais (Au Bon Accueil in Salperwick, Le Brouckailier in Nieurlet, Ô Marais by Isnor in Clairmarais and Les Faiseurs de Bateaux in St Omer).

DISCOVER THESE
OFFERS IN DETAIL:

L'OFFICE DE
TOURISME ET DES
CONGRÈS DU PAYS DE
SAINT-OMER

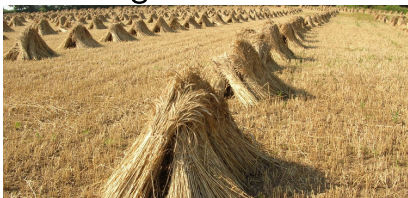
BCHT TOURISM PRODUCTS



NORTH DEVON BIOSPHERE RESERVE

Rural Skills Workshops

Traditional rural skills are gaining a resurgence as people want to maintain these traditions. The BCHT visitor survey evidenced a market for these and showed people are willing to pay a premium for the course. Rural skills that could be included are: Drystone walling, Basket Weaving from willow Hedgerow Management, Woodland management/coppicing, Wool spinning/weaving, Farm skills – animal husbandry/vegetable growing/fruit tree grafting... The parks will benefit by having an improved site at the end of the activity (more hedgerow, repaired drystone walls etc.) and hopefully increasing their bookings.



Beekeeping Workshop

Beekeeping courses are witnessing a resurgence in popularity. This idea would be aimed at keen beekeepers and should be considered a “masterclass” rather than an introductory “taster session”. This experience would be a multi-day course, packaged with holiday accommodation. Many holiday parks have access to land and are rich in natural capital. The local honey farm is looking for land to host their beehives within a 20 mile radius. The experience would be a 2 day course with an expert Beekeeper, where participants get to stay in high quality holiday accommodation at the same site.



BCHT TOURISM PRODUCTS



RESERVE DE BIOSPHERE DES ILES ET DE LA MER D'IROISE

Creation of tools

Communication tools will be created and deployed among eco-actors and visitors, in order to make them aware of the natural and cultural heritage of the Iroise Biosphere Reserve. These tools will be deployed throughout the year, notably by the shipping company Penn ar Bed, which provides links between the mainland and the islands. For example, QR codes on boat tickets will enable visitors to access audio, video and image content during their crossing.



"Bio-cultural" trip

Proposal of a package offer over several days in Molène that will allow visitors to live the island experience to the full. Housed in the Lédénez refuges and gîtes, visitors will participate in the preservation of the island's natural and cultural heritage (restoration of dry stone walls, work to combat invasive plants, etc.). They will meet islanders with different stories, all of them endearing and in love with Molène. Several themes may be proposed, such as nature, art (painting, photography), well-being (yoga, meditation), etc. For example, visitors will be able to learn about environmentally friendly market gardening techniques from the island's only farmer, Vincent Pichon. Or go out to sea aboard the last active fishing boat to discover local fishing and maritime heritage.



BCHT TOURISM PRODUCTS



© Rich Howorth



© Adam Bronkhorst



BRIGHTON & LEWES DOWNS BIOSPHERE RESERVE

Harbour Hotel which is located on Brighton seafront offers several 'experiences' to their guests which really gives them a taste of the locality. These include simple information sheets that have been created by staff and are available from Reception such as, the best cycle/walking routes for exploring the area, details of their favourite food & drink suppliers where they can sample some local produce, recommended spots for painting. The hotel also offers equipment that guests may need, such as complimentary use of hotel bikes or art equipment. This is a very simple yet effective way of engaging visitors in what there is to see and do in the area.

DISCOVER THESE
OFFERS IN DETAIL:

HARBOURS HOTEL



PART THREE

WORKING TOGETHER

WORKING TOGETHER

Managing an establishment requires skills in many areas: finance, IT, personnel management, market research, sales, marketing... no one can master all these aspects perfectly! This is where networking comes into play. Working together will allow you to learn from each other's experiences and develop your business through new opportunities.

Different types of partnerships

Networking can take different forms: from "informal" relationships to "formal" groupings and partnerships functioning as associations. Similarly, the type of activities can vary: it can range from simple networking to the pooling of resources.

Keys to successful networking

Networking is essentially based on making contacts and establishing lasting relationships with people who can help you develop your business. Identify those who can help you

Your time and resources are limited!

Networking can help you share costs and save time. Many partners can potentially help you. How do you know who to choose? Who will be of greater help in achieving the goals you have set?

Networking in a Biosphere Reserve :

There are several methods for networking stakeholders in a biosphere reserve. Below we present the methods implemented in the reserves of the BCHT project.

BCHT ECO-CHARTER

The Biosphere eco-charter

The aim of the charter is to build loyalty among businesses; to encourage them to stick to BR values and aims; and to promote the destination.

Valuing and promoting the local environment and cultural heritage

The Biosphere Reserves' mission is: to protect and promote the environmental and cultural heritage of the Reserves, to increase the environmental sustainability of the businesses and communities in the Reserves and to support the cohesion and well-being of the local communities and economy.

What is an eco-actor network?

The signatories of the Biosphere Reserves' charters of commitment are called eco-actors. They may be individuals or legal entities who wish to have their involvement in the sustainable development of their territory recognised and who therefore make commitments in this direction.







Thanks to the coordination and animation proposed by the Biosphere Reserves, these eco-actors are brought together in local networks, which themselves form a national network. As the eco-actor charters are part of a territorial and non-commercial approach, they concern all sectors of activity, in order to create a diversified network of actors that is representative of the territory and to create synergies for the ecological and social transition.

The signatories of the charter are part of a progress approach around the specific challenges of the territory and sign commitments encouraging them to participate in sustainable development, to accelerate the transformation of our societies towards a more ecological world but also to become ambassadors of the Biosphere Reserve. In this way, they join a group of stakeholders sharing the same values on which they can rely.

THE ECO-ACTORS CHARTER

WHY BECOME AN ECO-ACTOR?

As a signatory of the Biosphère charter, you will benefit from several advantages

-  You will contribute to the enhancement of the territory
-  You will have visibility as an actor in the sustainable development of the Biosphere Reserve (web, social networks, flyers and other promotional tools),
-  You will develop your offer in line with the values of the Biosphere Reserve,
-  You will benefit from the training courses and events organised by the Biosphere Reserve managers,
-  You will participate in annual meetings with your peers,
-  You will benefit from free advice/coaching on your marketing activities.

Focus on the animation of the network of eco-actors

Once you have signed the charter, you will join a network of people who, through their professional or associative activities, demonstrate their attachment to a territory and contribute to the protection and enhancement of its heritage.

The Biosphere Reserve's leadership of the network helps to perpetuate and maximise this mobilisation: the eco-actors meet regularly, which creates synergies for the territory. They are trained in the Biosphere Reserve concept and understand its objectives and challenges.

They then become ambassadors of the values of the Man and Biosphere programme and the network can become a communication tool for the Biosphere Reserve.

THE ECO-ACTORS CHARTER

Pour connaître les conditions d'adhésion aux réseaux développés dans votre réserve de biosphère, utilisez les liens et contact ci-dessous.



La Réserve de Biosphère du Marais Audomarois

<http://www.parc-opale.fr>



maraisaudomarois@parc-opale.fr



La Réserve de Biosphère des Îles et de la Mer d'Iroise

<https://biosphere-iroise.pnr-armorique.fr>



biosphere-iroise@mab-france.org



Brighton & Lewes Downs
UNESCO World Biosphere Region

Brighton and Lewes Downs Biosphere Reserve

www.thelivingcoast.org.uk



info@thelivingcoast.org.uk



North Devon Biosphere Reserve

www.biosphere.org.uk/business-partners/about



PART 4

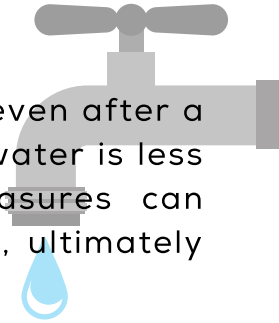
SUSTAINABILITY

GENERAL ADVICE ON HOW TO MAKE
YOUR BUSINESS MORE
SUSTAINABLE

MAKING SAVINGS ON WATER

Conserving the stuff of life

There is a tremendous amount of pressure on our water supplies and even after a wet winter, we can still be in 'water deficit' – i.e. where the available water is less than the region's demand. Implementing water conservation measures can encourage you to better manage how and when water is being used, ultimately leading to cost savings.



Ideas to consider

<ul style="list-style-type: none">→ Remind employees and visitors to save water (posters/pictures/signs above taps etc).→ Regularly check for leaks and dripping taps – and fix immediately!→ Fit water-saving devices. These devices can include flow restrictors, aerators, percussion (push) taps or limiters on water pipes.→ Install energy-saving taps (e.g. mixer taps) which deliver water at the temperature required.→ Install water-saving devices in your toilets or install low-flush versions or waterless urinals.→ Consider a rainwater harvesting system which collects rainwater for use in washing machines, to flush toilets etc.→ Use untreated bath and shower water for the garden, but consider the type of detergents used by you and your guests, and never use it on edible plants.	<ul style="list-style-type: none">→ For the garden, install water butts to collect rainwater from the roofs and guttering. You can also install an irrigation system which could have any of the following features:<ul style="list-style-type: none">- Use treated waste water- Timing devices fitted to minimise operating times- Moisture sensors fitted to ensure they water on demand- A system that delivers water to plants below soil level→ Consider grey-water recycling, a system which treats bath, shower or laundry water which can then be used to flush toilets, water the garden etc. (www.energysavingcommunity.co.uk/grey-water-recycling-systems.html)→ If you dispose of waste water into septic tanks use eco-friendly household cleaning materials and detergents to improve their efficiency.→ Use water-efficient washing machines and dish washers – e.g. A-rated or better.
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MAKING SAVING ON ENERGY

Sustainable savings on your utilities

Energy use – heating, lighting, running electrical appliances and running your vehicle/s – is probably one of your greatest areas of expenditure and it will continue to account for a growing proportion of your overhead. But with energy prices rising and our increasing impact on the environment, it really is the responsibility of us all to reduce usage. As well as cutting your running costs there is the additional benefit of conserving resources and reducing carbon emissions.

Ideas to consider

<ul style="list-style-type: none">→ Don't leave appliances on standby – they'll still be using up to 85% of running energy→ Switch off appliances and lights when not in use→ Use sensors or timers to control lighting→ Limit the use of tumble dryers – one of the biggest users of energy. Line dry instead→ Use A-rated energy-efficient appliances and boilers→ Remind visitors that they must save energy (posters / instructions for the rational use of household appliances in the welcome booklet, etc.).→ Replace all your lightbulbs with energy saving bulbs.→ Install presence detectors or timers to control lighting.→ Limit the use of washing machines and tumble dryers, which is very energy intensive. Prefer to dry your laundry in the open air.→ When buying new equipment, choose the best rated on the energy label (from A to A+++).	<ul style="list-style-type: none">→ Install individual room heating (and cooling) controls→ Provide small kettles in bedrooms – where visitors can make drinks for one/two people→ Invest in an energy monitor enabling you to identify sources of highest energy use.→ Compare your bills year on year to see savings achieved throughout the seasons.→ Install climate control in each room.→ Regarding refrigerators and freezers: do not put any hot food in them, dust the rear grids of these appliances, defrost as soon as the layer of frost exceeds 3 mm, clean the door gaskets and change them if necessary, do not place these devices near a heat source (an oven or sunny window for example).→ Compare your bills every year to monitor the savings made, and take a reading of your meters each month in order to know your consumption.→ Invest in an energy consumption monitor that will allow you to analyse your power consumption and determine which devices are the most energy intensive.
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MAKING SAVINGS ON ENERGY

Further help & advice

There's obviously much more you can do, from draught proofing to installing cavity-wall and loft insulation. We recommend that you get advice on this – especially if you're in an old building – and fortunately there's plenty of advice available.

→ Local authorities: Many local authorities provide advice on energy saving and also provide information on any grant schemes and possible collective switching schemes.

→ Energy Savings Trust: www.energysavingtrust.org.uk Provides useful guidance on how you can change your energy using habits room by room & also busts a number of energy-saving myths

→ Green Tourism Business Scheme: www.green-tourism.com An extensive source of energy saving ideas is part of the criteria for the scheme and provides a really useful framework within which you can put in motion your energy-saving plan.

Renewable energy

Simply put, renewable energy comes from sources that are not going to run out, such as the sun and wind. It is clean energy which does not produce harmful greenhouse gases which contribute to adverse climate change. Generating your own renewable energy is a great way to reduce your emissions and energy costs. It also makes your energy supply more secure and gives you some protection from price changes.

Renewable energy systems can be installed to serve individual homes and businesses as well as community sites and districts (or 'clusters'). The Domestic Renewable Heat Incentive is a government financial incentive that has two streams of funding – one for households and one for commercial premises, including small and large businesses and organisations with district heating schemes.

You really should give a lot of thought as to which renewable energy system is most relevant to your site; think about:

- Your budget and resources (grants may be available to help)
- The aspect and positioning of your premises
- Your landscape and surroundings

Bear in mind that if you are located within a National Park or Area of Outstanding Natural Beauty, this may influence your choice of technology. For example, some protected landscapes have policies on wind turbines.

MAKING SAVINGS ON WASTE

Prevent, Reduce, Re-use and Recycle

Waste is a major concern, both in terms of cost and environmental impact. We need to take the life cycle approach to managing waste which starts with how we source and buy products (how are they made and how are they distributed?), how we use them, through to how we dispose of it.

Preventing waste will ultimately reduce the need for materials and limit the amount of greenhouse gases released throughout its life cycle. Minimising the amount of waste that ends up in landfill sites will help reduce negative environmental impacts.

Sources of waste

Within the tourism industry the biggest areas of waste to consider are:

- Food waste – from preparation and spoilage through to plate waste
- Packaging – from food and drink, cleaning materials and other products
- Water – from cleaning and grey-water waste
- Expended resources – batteries, textiles and electrical/IT equipment

Managing Waste

We can only manage waste effectively if we know what we are producing and why, so putting an effective waste management system in place should involve:

1. Measuring and monitoring the waste produced as a result of your business operations
2. Understanding and evaluating the costs attached to operating your venture
3. Developing and implementing an action plan to deal with your waste and sharing it with your employees and suppliers
4. Undertaking ongoing measurement and monitoring (e.g. each quarter or year on year)

MAKING SAVINGS ON WASTE

Ideas to consider

<ul style="list-style-type: none">→ Sort recyclable waste (glass, plastic, paper, metal).→ Sort all your hazardous waste (oils, batteries, light bulbs, ink cartridges, old electrical equipment, etc.). Many collection points exist for this type of waste.→ Make compost using your green and / or fermentable waste (vegetable peelings, leftover meals, grass clippings, dead leaves, etc.).→ Eliminate all individually packaged products, disposable tableware or single-use plastics (small shampoo bottles in hotels for example)	<ul style="list-style-type: none">→ Limit the use of printed brochures and paper documents as much as possible. Instead, favour correspondence by phone or e-mail and use digital marketing.→ Use rechargeable batteries.→ If you buy new equipment give away, sell or recycle the old equipment rather than throwing it away (appliances, computer, working TV, furniture, etc.)→ If one of your devices breaks, see if it is repairable before buying new equipment→ Inform your customers about separating waste (poster, booklet, guide, etc.).
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Further help and advice :

- Local Authorities will give you details of collections, recycling centres and schemes, including garden and business waste.
- WRAP has produced a series of useful information sheets for the hospitality industry, which give a step-by-step guide on taking action on waste.
- Recylenow provides information on every type of waste you might produce and ideas on what to do with it.
- Environment Agency provides details of the regulations concerning waste



PRESERVE BIODIVERSITY

Biodiversity: A worrying state of affairs

Biodiversity is the living fabric of our planet. It covers all natural environments and forms of life (plants, animals, fungi, bacteria, viruses, etc.) as well as all the relationships and interactions that exist, both between living organisms themselves, and between organisms and their living environments. The scientific community estimates that half of all known living species could disappear within a century! Their main concerns are the destruction of natural environments, the overexploitation of wild species, pollution and anthropogenic climate change.

An environment rich in biodiversity provides us with many beneficial 'ecosystem services'. These include producing oxygen and 'fixing' carbon dioxide, purifying water sources, pollinating our crops, managing soil structures, producing food, preventing flooding and purifying our air. It is therefore in everyone's interest to act in order to preserve biodiversity.

Ideas to consider

<ul style="list-style-type: none">→ Try to plant native species adapted to the soil and climate of the region.→ Try to keep a permeable soil (without tar, asphalt, etc.) on your business premises.→ Consider participating in collective actions to maintain the natural environment.→ List the main plant and animal species that characterise your territory, and which may possibly be visible on your site or nearby.→ Inform guests about the fragility of the natural environments. This can be done in collaboration with other organisations and businesses.	<ul style="list-style-type: none">→ Eliminate the use of chemicals: no insecticide, herbicide, disinfectant. Instead, use natural products where possible (liquid manure, organic cleaning agents, etc.).→ Encourage your customers to be respectful of nature: do not pick rare flowers, respect animals, do not litter, stay on marked paths, etc.→ Help save old and local species and varieties (by cultivating these species in a vegetable garden, obtaining them from local producers, etc.). Highlight them in order to make them known to your customers.→ Promote nature walks and talks organised by local conservation organisations to your guests.
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ENCOURAGE ECO-RESPONSIBLE BEHAVIOUR

For your business to be truly eco-responsible, your customers must also be involved in the process. To this end, disseminate information on the eco-friendly attitudes they can adopt during their stay, both in their accommodation and in the surrounding area.

This can be done, for example, in an email when they book your services, or on a poster.

On the following pages you will find awareness raising messages in multiple languages to display in your business premises.

In the toilets

Français	Anglais
Le bon fonctionnement de la station d'épuration est essentiel pour préserver la qualité de l'eau et éviter la pollution de notre belle région. Le rejet de certains produits chimiques et de déchets dans les toilettes peut perturber la station. Utilisez la poubelle. Ensemble, faisons un geste pour notre planète.	The good functioning of the wastewater treatment plant is essential to protect the quality of the water and avoid the pollution of our beautiful region. Certain chemicals and waste in toilet can perturb the station. Use the garbage can. Together, let us make an act for our planet.
Ne pas jeter de déchets dans les toilettes (français) Do not throw waste in the toilets (anglais) Keine Abfälle in den Toiletten zu werfen (allemand) No lanzar residuos en los aseos (espagnol) Não lançar desperdícios nos lavabos (portugais)	

Changing towels and linen

Français	Anglais
L'eau est une ressource naturelle précieuse qu'il convient d'économiser et de préserver, en réduisant notamment la pollution engendrée par l'usage de lessive. En utilisant votre serviette plus d'une fois, vous contribuez à la protection de l'environnement : → Serviettes posées sur le porte-serviettes signifie « Ne changez pas les serviettes, je les utilise encore un jour ». → Serviettes au sol, dans la baignoire ou dans le panier à linge signifie « Changez mes serviettes s'il vous plaît ». Ensemble, faisons un geste pour notre planète.	The water is a precious natural resource which it is advisable to save and to protect, notably by reducing the pollution engendered by the washing powder. Using your towel often, you contribute to the environmental protection: → Put on the towel on the towel rail mean "Do not change towels, I use them another day" . → Towels on the ground, in the bathtub or in the linen basket "Change my towels please" . Together, let us make an act for our planet.

ENCOURAGE ECO-RESPONSIBLE BEHAVIOUR

Heating and air conditioning

Français	Anglais
Le chauffage et la climatisation des bâtiments sont la seconde source d'émission des gaz à effet de serre en France, après les transports. De plus, seulement 10 minutes suffisent pour renouveler l'air d'une pièce. Merci de penser à couper le chauffage ou la climatisation lorsque vous ouvrez les fenêtres. Ensemble, faisons un geste pour notre planète.	The heating and the air conditioning are the second source of emission of greenhouse gases in France, after transport. Furthermore, only 10 minutes are enough for renewing the air of a room. Please think of cutting the heating or the air conditioning when you open windows. Together, let us make an act for our planet.

Turning off the lamps

Français	Anglais
Nous vous remercions de bien vouloir éteindre les lampes lorsque vous quittez la chambre. Chaque geste compte pour préserver la planète.	Thank you for switching off lamps when you leave the room. Every gesture counts to protect the planet.
Notre établissement s'engage à utiliser des ampoules écologiques. Aidez-nous à préserver les ressources naturelles en éteignant les lampes lorsque vous quittez la chambre. Ensemble, faisons un geste pour notre planète.	Our establishment makes a commitment to use ecological bulbs. Help us to protect natural resources by putting out lamps when you leave the room. Together, let us make an act for our planet.
Nous avons choisi d'installer des ampoules à basse consommation d'énergie. Merci de penser à les éteindre en quittant votre chambre.	We chose to install bulbs with low energy consumption. Please switching off them when you leaving your room.

Water savings in the bathroom

Français	Anglais
L'eau est précieuse pour la faune, la flore et les activités humaines. Notre région bénéficie de rivières de qualité. Ensemble, préservons la nature, en évitant de gaspiller l'eau et de déverser des produits dangereux. Merci également de nous prévenir de toutes fuites d'eau éventuelles.	The water is precious for the fauna, the flora and the human activities. Our region benefits from Quality Rivers. Together, let us protect the nature, by avoiding wasting the water and pouring dangerous products. Thank you also to prevent us of any possible water leaks.
Nous avons installé des appareils permettant d'optimiser le débit des douches et robinets et des toilettes. Vous pouvez participer en ne laissant pas couler l'eau inutilement et en nous alertant sans délais dans le cas où vous constateriez une fuite.	We settled product to optimize the debit of showers and faucets and toilet. You can participate by not letting pour the water pointlessly and by notifying us immediately in the case or you would notice a leak.

ENCOURAGE ECO-RESPONSIBLE BEHAVIOUR

Sorting waste in the bedroom

Français	Anglais
<p>Certains déchets sont valorisables ! Par exemple, avec 3 bouteilles en plastique on fabrique un T-shirt, avec 670 canettes en aluminium on fabrique un vélo, avec 450 flacons de lessive on fabrique un banc... Notre établissement réalise le tri des déchets. Vous pouvez participer à la protection de l'environnement :</p> <ul style="list-style-type: none">→ Les emballages recyclables : dans la corbeille jaune.→ Les ordures ménagères : dans la corbeille rouge.→ Le verre : dans la corbeille verte.→ Les papiers et les cartons : dans la corbeille bleue.→ Les piles usagées : dans le pot à la réception. <p>Ensemble, faisons un geste pour notre planète.</p>	<p>Waste could be valorized ! For example, with 3 plastic bottles we make a T-shirt, with 670 aluminum beer bottles(ducklings) we make a cycle, with 450 washing powder we make a bench... Our establishment realizes the sorting of the waste. You can participate in the environmental protection :</p> <ul style="list-style-type: none">→ The waste of packagings and recyclable : in the yellow box.→ Household refuse : in the red box.→ Glass : in the green box.→ Papers : in the blue box.→ Piles worn : in the jar in the reception. <p>Together, make an act for our planet.</p>



LINKS AND CONTACTS

BCHT PROJET



LA RÉSERVE DE BIOSPHÈRE DU MARAIS
AUDOMAROIS



NORTH DEVON BIOSPHERE RESERVE



LA RÉSERVE DE BIOSPHÈRE DES ILES ET DE
LA MER D'IROISE



BRIGHTON AND LEWES DOWNS BIOSPHERE
RESERVE



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Manche) England

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TOURISME

**NORTH
DEVON
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Devon
County Council

**THE
LIVING
COAST**
Partners: English Nature, DEFRA, North Devon District Council

**Brighton & Hove
City Council**

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CAPSO
Centre d'Accueil
du Pays de Saint-Omer

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