

## Action 1. Tourism of Portugal, Public Institute

**Title:** Implementing the + Sustainable Tourism Plan 20-23

**Focus area:** *Focus area 2) Promote the internalization of negative externalities and the sustainable use of natural capital; Focus area 3) Enhance ecosystems and ecosystem services as part of ecological infrastructure; Focus area 4) Shift consumer behaviours towards sustainable consumption patterns; Focus area 7) Increase green and decent jobs, while developing the necessary human capital.*

**Description of action:** Implementing the + Sustainable Tourism Plan 20-23, which aims to position Portugal as one of the most sustainable, competitive and safe tourist destinations in the world, through the sustainable planning and development of tourism activities, from an economic, social and environmental point of view, throughout the territory and in line with the Tourism Strategy 2027 and respective economic, social and environmental sustainability goals

**Type of action:** Legal/Regulatory/Policy/Economic

**Economic sectors:** sectors including tourism; energy; transport; water resources; waste management

**Reference instruments and sources:** The +Sustainable Tourism Plan 20-23, through various actions and aligned with the 2027 Tourism Strategy, aims to contribute to stimulating the circular economy in tourism, fostering the transition to an economic model based on prevention, reduction, reuse, recovery and recycling of materials, water and energy, thus strengthening the Agenda for Circular Economy in the Tourism Sector and placing the tourism ecosystem at the forefront of the climate transition towards a new green and inclusive economy.

This Plan is also one of the measures of the Reactivate Tourism | Build the Future Plan, recently approved by the Government. The +Sustainable Tourism Plan 20-23 is one of the main measures of its Pillar 4 - "Build the Future - Sustainability in companies and destinations", contributing to strengthen the positioning and competitiveness of Portugal as a sustainable and safe tourism destination, also managing to accommodate the requirements of new guidelines at national and European level that will occur in the short and medium term, within the circular economy and environmental sustainability.

### **Expected co-benefits and impact of the outcome:**

Reaching by 2023:

- 75% of tourist resorts with energy, water and waste management efficiency systems
- 75% of tourist enterprises that do not use Single-Use Plastics
- Clean & Safe Seal: 25,000 adherents, 30,000 trained and 1,000 audited
- 50 000 professionals with training in the areas of sustainability
- 200 international references about Portugal, associated with sustainability

### **SDGs target(s) that the action may contribute to implement:**

Tourism has shown to gather the potential to contribute directly and indirectly to all SDGs, being directly referenced in the goals of sustainable economic growth, sustainable consumption and production as well as in the sustainable use of oceans and marine resources. Today, Tourism activity and its stakeholders are committed to sustainable development on a global scale. This plan addresses, namely, the following SDGs:

Goal 6. Ensure availability and sustainable management of water and sanitation for all;  
Goal 7 Ensure access to affordable, reliable, sustainable and modern energy for all;  
Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all;  
Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation;  
Goal 11 Sustainable cities and communities;  
Goal 13. Take urgent action to combat climate change and its impacts;  
Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development;  
Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss  
Goal 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

**Implementation of Environmental Performance Review (EPR) Recommendations, as appropriate:** NA

**Objectively verifiable indicators, as appropriate:** The Plan includes **119 actions**, each one with specific indicators and calendar, distributed by the 4 axes of action: AXIS I - STRUCTURE an increasingly sustainable supply; AXIS II - QUALIFY tourism professionals; AXIS III - PROMOTE Portugal as a sustainable destination; AXIS IV - MONITOR sustainability metrics in Tourism. The IV AXIS aims to ensure continuous monitoring of sustainability metrics through a broad and stable framework of indicators and ensure the dissemination of results

**Partners:** Tourism stakeholders; energy sector decision makers; public administration entities.

**Contact point:**

Turismo de Portugal, I.P.

Email: [info@tourismodeportugal.pt](mailto:info@tourismodeportugal.pt)

## Action 2. Tourism of Portugal, Public Institute

**Title:** Developing Good Practice Guides

**Focus area:** *Focus area 2) Promote the internalization of negative externalities and the sustainable use of natural capital; Focus area 3) Enhance ecosystems and ecosystem services as part of ecological infrastructure; Focus area 4) Shift consumer behaviours towards sustainable consumption patterns*

**Description of action:** Developing Good Practice Guides for structuring and increasing a more sustainable tourist offer by 2023

**Type of action:** Legal/Regulatory/Policy/Economic; Information, education-based, capacity-building and voluntary instruments

**Economic sectors:** sectors including tourism; energy; transport; water resources; waste management; buildings and construction

### **Expected co-benefits and impact of the outcome:**

Publishing guidelines on

- Circular Economy - Restaurants and Accommodation
- Sustainable Construction - Accommodation
- Carbon Neutrality - Accommodation
- Single-Use Plastics - Accommodation and Tour Operators
- Water Efficiency - Golf Courses

### **SDGs target(s) that the action may contribute to implement:**

Goal 6. Ensure availability and sustainable management of water and sanitation for all;

Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all;

Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all;

Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation;

Goal 11. Sustainable cities and communities;

Goal 12. Ensure sustainable consumption and production patterns;

Goal 13. Take urgent action to combat climate change and its impacts;

Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

Goal 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

**Implementation of Environmental Performance Review (EPR) Recommendations, as appropriate:** NA

**Objectively verifiable indicators, as appropriate:** number of guidelines publication and dissemination on business

**Partners:** Tourism stakeholders; public administration entities.

**Contact point:**

Turismo de Portugal, I.P.  
Email: [info@tourismodeportugal.pt](mailto:info@tourismodeportugal.pt)

### Action 3: Mobility and Transport Institute

Title: Growing Transport System Efficiency - Promotion of modal shift from individual transport to public transport

Focus area 4,5 and 8: Shift consumer behaviours towards more sustainable consumption patterns; Develop clean physical capital for sustainable production patterns; Improve access to services, healthy living and well-being

Description: Measures to improve quality of public transport services and measures to reduce the use of individual motorized transport ("Push and Pull" Strategy); Better public transport offers, modal integration (intermodality); incentives to public transport and soft modes utilisation; new mobility services (carsharing, bikesharing); Raise awareness of companies and big mobility generators; Parking price management and more areas free of vehicles in urban sectors. New legal framework for public transport services transferring responsibilities of the organisation of transport services to local and regional authorities.

Action's timeframe/milestones, as appropriate: Renovate the public transport fleet, replacing 500 current buses with cleaner alternatives, such as GNL and Electric vehicles, until 2020.

Number of bicycles available on public sharing schemes. 6000 bicycles until 2020.

Type of action: Legal/Regulatory, Economic, Fiscal, Information

Economic sectors: Transport Sector

Reference instruments and sources, as appropriate: New legal framework for public passengers' transport services and National Reforms Program (PNR), 30th April 2016. ECE/BATUMI.CONF/2016/13

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Expected co-benefits and impact of the outcome: Energy saving, decarbonising transport, air quality and well-being improvement.

SDGs target(s) that the action may contribute to implement: 11 (Sustainable cities and communities), 13 (Climate action), 3 (Good health and well-being) and 12 (Responsible consumption and production).

Implementation of Environmental Performance Review (EPR) Recommendations, as appropriate: NA

Objectively verifiable indicators, as appropriate: Passengers .quilometers (p.km) in public transport.

Partners: Regional transport authorities, transport operators and public and private employers, municipalities.

Contact point:

Mr. Helder Ribeiro Cristóvão

Email: [hcristovao@imt-ip.pt](mailto:hcristovao@imt-ip.pt)

Copy to Ms. Maria Isabel Seabra

Email: [icseabra@imt-ip.pt](mailto:icseabra@imt-ip.pt)

[dseap.secretariado@imt-ip.p](mailto:dseap.secretariado@imt-ip.p)

#### Action 4. TURISMO DE PORTUGAL, IP

**Title:** Clean & Safe Stamp

**Focus area:** *Focus area 3) Enhance ecosystems and ecosystem services as part of ecological infrastructure; Focus area 4) Shift consumer behaviours towards sustainable consumption patterns; 8) improve access to services, healthy living and well-being*

**Description of action:** Implementing Clean & Safe Stamp who intends to act as a support tool for companies in crisis management, enabling them to implement Action Plans through free training and provision of draft of these plans in the following areas:

- Public health - pandemics (COVID-19 and others), heat waves
- Extreme phenomena and collective risks - rural fires, earthquakes, tsunamis and floods
- International constraints - cyberscurity and refugees

**Type of action:** legal, regulatory and policy instruments; economy and fiscal instruments; and information, education-based, capacity-building and voluntary instruments.

**Economic sectors:** sectors including cities; tourism; health; energy

**Reference instruments and sources, as appropriate:** **The Reactivate Tourism | Build the Future Action Plan**, approved by the **Resolution of the Council of Ministers on 21 May 2021**, aims to encourage the recovery of the national tourism sector. The plan aims to be a guiding script for the tourism sector, public and private, which actions are fully integrated with the objectives of the Recovery and Resilience Plan and the Portugal 2030 Strategy, thus ensuring a concerted strategy for the recovery of the national economy.

**Expected co-benefits and impact of the outcome:**

- 1) Support companies - Immediately, companies at financial level (through flexible instruments adapted to the demands of the moment) and at operational strategy level, keeping the value chain available and ready to resume activity;
- 2) Promote security and safety - On two sides of the tourist activity: companies and tourists. It is necessary to know the (new) needs of tourists and prepare companies for them, stimulating safety behaviour, both in the activity and in the behaviour of those who work in the sector;
- 3) Generate business - In the short or medium/long-term, stimulating markets, restoring connectivity, facilitating purchases, informing consumers;
- 4) Build the future - Through projects that accelerate the construction of the tourism of the future, which is intended to be more intelligent, more responsible and more sustainable. In fact, sustainability (social, environmental or economic) of the sector is a transversal value that permeates the entire Action Plan.

**SDGs target(s) that the action may contribute to implement:**

Goal 3. Ensure healthy lives and promote well-being for all at all ages

Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all;

Goal 11 Sustainable cities and communities;

Goal 13. Take urgent action to combat climate change and its impacts;

Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss;

Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build

**Implementation of Environmental Performance Review (EPR) Recommendations, as appropriate:** NA

**Objectively verifiable indicators, as appropriate:** 25,000 adherents, 30,000 trained and 1,000 audited by 2023

**Partners:** Tourism stakeholders; energy sector decision makers; public administration entities.

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