

## Let the EU Ecolabel guide your steps in Piedmont!

If you are planning a trip to the Italian region of Piedmont this summer, let the EU Ecolabel help you in your search for accommodation. The EcolaBELPIEMONTE guide, developed by Turin's Centro Studi Ambientali and promoted by the Piedmont Region Environment Council, provides a list of all EU ecolabelled tourist accommodation services available in the area.

Indeed, the region of Piedmont is recognised as one of the most active in Italy in promoting 'green tourism'. With 20 certifications, it has the second highest number of EU ecolabelled tourist accommodation services in Italy and in Europe. Travellers have the opportunity to choose between different types of tourist accommodation options such as B&Bs, cabins, farm holiday centres and hotels, fifteen of which are located in nature park areas.

The guide introduces the reader to the EU Ecolabel certification and the environmental criteria for the tourist accommodation product group. Each accommodation service has its own page with a description of the site, the number of rooms and beds, the services offered as well as practical information. With its handy pocket-size and colourful design, this printed guide is enjoyable to read and easy to carry around.

The booklet was developed to promote sustainable tourism in Piedmont, to help accommodation structures save resources while fully respecting the natural surroundings and to increase tourists' awareness. The project EcolaBELPIEMONTE is directed to all accommodation structures in the region which are interested in achieving high environmental standards with the EU Ecolabel. Turin's Centro Studi Ambientali offers various services: technical assistance for candidate and already ecolabelled structures, an information counter, assistance in monitoring environmental performance, resources for the creation of a database of consumption of energy/water and promotion of the certified structures at national and European levels (with marketing tools such as the EcolaBELPIEMONTE guide, brochures, press releases, etc.).

Available in Italian and French, the guide is distributed for free in universities, public administration buildings, accommodation structures, parks and tourist information offices in the municipalities of Piedmont.



*Cover of the guide EcolaBELPIEMONTE*

For further information, please visit [Turin's Centro Studi Ambientali website](#) and the [Piedmont region website](#). You can also find all the EU ecolabelled tourist accommodation services listed in this guide on the EU Ecolabel [Green Store](#).