

FRENCH CITIES TURN INTO INNOVATIVE AND SUSTAINABLE DESTINATIONS



They fight against waste, promote responsible consumption and protect their local heritage: five French cities are the first to obtain a label rewarding their actions in favor of sustainable tourism. Many other cities in the country are expected to follow.

Bordeaux, Deauville, Marseille, Nancy and Rennes: are the first five cities to be designated "Innovative and Sustainable Destinations". **This new label, created by the France Congrès et Évènements network, rewards cities that commit to sustainable tourism.** These actions must be carried out and contracted with local tourism stakeholders: restaurateurs, hoteliers and even... tourists!

To obtain this label, a candidate city must first obtain the international standard "ISO 20121" (events for sustainable development). It must then respect eight predefined challenges: deploying open and transparent governance; reinforcing sustainable mobility; encouraging responsible consumption and fighting against waste; making tourism a driver of inclusion; enhancing the value of the local economy and heritage; mobilizing its resources to encourage sustainable innovation in the tourism sector; involving tourists, professionals and event organizers in the sustainable dynamic; and finally paying specific attention to public safety.

France Congrès et Évènements then listed twenty-six concrete actions that tick off each of these issues. Among them, are **the implementation of a sustainable transport offer for tourists, the purchase of environmentally friendly products or the reinforcement of accessibility for disabled visitors.**

In addition to the five cities that have already been awarded the label, four are awaiting evaluation: Biarritz, Cannes, Metz and Nantes. The number of "Innovative and Sustainable Destinations" should be increased to twenty-five within the next three years.

Date: 2022-04-24

Article link:

<https://www.tourism-review.com/5-french-cities-awarded-sustainable-destinations-news12503>