

**Interreg**



Co-funded by  
the European Union

**Italy – Croatia**

---

 **IN4BLUE**



Social impact INcubators FOR strengthening the capacity of  
Adriatic region to support the sustainable industry  
transformation of the BLUE economy sector  
**IN4BLUE**

**Sustainable practice communication in the Tourism Sector  
in Croatia, 26.02.2026., Ustanova za razvoj kompetencija,  
inovacija i specijalizacije Zadarske županije - INOVAcija**

**Interreg**



Co-funded by  
the European Union

Italy – Croatia

---



# Sustainability Communication

- **What is it?**

Communication of a company's sustainability commitments, practices and achievements towards customers, employees and other stakeholders.



**Interreg**



Co-funded by  
the European Union

Italy – Croatia



# Sustainability Communication

- **Main Objectives:**

- **Inform** – Share knowledge about sustainability practices and compliance with sustainability criteria.
- **Motivate** – Encourage stakeholders to make more sustainable choices.
- **Engage** – Invite stakeholders to collaborate and co-create sustainability improvements.

Interreg



Co-funded by  
the European Union

Italy – Croatia



# Sustainability Communication

- **Strategic Alignment:**
  - Must be embedded in the overall sustainability strategy
  - Sustainability strategy should be integrated into core business strategy
  - Strong integration reduces the risk of **greenwashing**

# Greenwashing vs Greenhushing: The Two Opposite Risks in Green Communication

Posted on February 22, 2026 by Aadil Mouhamed



<https://ecobnb.com/blog/2026/02/greenwashing-vs-greenhushing/>

## Greenwashing



A company **talks too much** about its sustainability results, often exaggerating or misleading.

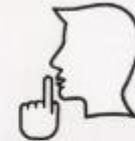
**Objective:** improve public image, attract customers, often at the expense of the truth.

**Risk:** legal penalties, loss of credibility, consumer skepticism.

**Examples:** large companies promoting themselves with misleading green advertising.

**Examples:** large companies promoting themselves with misleading green advertising.

## Greenhushing



A company **does not talk** about its sustainability results, even if they are real.

**Objective:** avoid criticism, public doubts, or high expectations.

**Risk:** customers do not recognize the progress, real achievements go unnoticed.

**Examples:** typical among small companies gradually advancing toward sustainability

Typical among small companies gradually advancing toward sustainability without sharing everything.

Interreg



Co-funded by  
the European Union

Italy – Croatia



# Sustainability Communication

- **Credibility is Essential:**
  - Sustainability claims must be evidence-based
  - **EU Green Claims Directive** (March 2024)  
requires proof before communicating  
sustainability claims

# Parliament wants to improve consumer protection against misleading claims

Press Releases [PLENARY SESSION](#) [IMCO](#) 12-03-2024 - 13:57



- Companies should submit environmental marketing claims like “biodegradable” or “less polluting” for verification before being allowed to use them
- Simpler and common types of claims should benefit from easier or faster verification
- Penalties include exclusion from procurement processes, confiscation of revenues, and a fine of at least 4% of annual turnover

**Parliament has adopted its position on establishing a verification and pre-approval system for environmental marketing claims to protect citizens from misleading ads.**

The green claims directive would oblige companies to submit evidence about their environmental marketing claims before advertising products as “biodegradable”, “less polluting”, “water saving” or having “bio based content”. EU countries would have to assign verifiers to pre-approve the use of such claims, to protect buyers from unfounded and ambiguous advertising.

## Further information

[> Procedure file](#)

[> Recording of the plenary debate \(11.03.2024\)](#)

[> Adopted text \(12.03.2024\)](#)

[> Rapporteur Andrus Ansip \(Renew, EE\)](#)

[> Rapporteur Cyrus Engerer \(S&D, MT\)](#)

➤ <https://www.europarl.europa.eu/news/en/press-room/20240308IPR19001/parliament-wants-to-improve-consumer-protection-against-misleading-claims>



<https://op.europa.eu/en/publication-detail/-/publication/f7c4cb8b-f877-11ea-a251-01aa75ed71a1/language-en>

Interreg



Co-funded by  
the European Union

Italy – Croatia



# Sustainability Communication

- First of all, sustainability **must be real**.
- Secondly, results **should be communicated clearly and transparently**.



# How to Communicate Sustainability Credibly



**Interreg**



Co-funded by  
the European Union

Italy – Croatia



# Corporate Sustainability Reporting

- **Example: Annual Sustainability Report**
  - Carbon footprint reduction targets
  - Renewable energy usage data
  - Diversity & inclusion metrics
  - Supply chain transparency
- **Goal:** Demonstrate measurable impact and accountability.

Interreg



Co-funded by  
the European Union

Italy – Croatia



# Social Media Campaigns

- **Example: Recycling Awareness Campaign**
  - Educational infographics
  - Hashtag campaigns (#ActForClimate)
  - Short sustainability tips
  - Community challenges
- **Goal:** Encourage behavior change and public engagement.

Interreg



Co-funded by  
the European Union

Italy – Croatia



## Effective green communication

- Show **verifiable data**.
- Communicate **gradual progress**, not “miracle” results.
- **Avoid** exaggerations or unrealistic promises.
- Support **official reports** with simple and clear messaging.

# green communication

- **Greenwashing** = talking too much in a misleading way.
- **Greenhushing** = not talking at all about sustainability achievements.
- **Greencrowding** = overwhelming the brand with excessive information to hide weak environmental actions.
- **Greenlighting** = emphasizing a single positive achievement while ignoring negative aspects.
- **Greenwishing** = making sustainability claims without realistic means to achieve them, risking the opposite effect.

Interreg



Co-funded by  
the European Union

Italy – Croatia



## Product-level Communication

- **Example: Eco-Friendly Packaging**
  - “100% Recyclable” labels
  - Carbon-neutral certification
  - QR code linking to sustainability story
- **Goal:** Help consumers make informed, responsible choices.

Interreg



Co-funded by  
the European Union

Italy – Croatia

 IN4BLUE

## Context: Tourism & Sustainability

- Tourism is **one of the main drivers of EU economy that contributes about 10 % of total GDP** and brings together numerous small and medium-sized enterprises.
- The European Commission, in cooperation with Member States and stakeholders, has drafted a document called **Transition pathway for tourism (TPT)** that will be the backbone of the **European Tourism Agenda until 2030 and 2050** (Agenda 2030/2050)..

Interreg



Co-funded by  
the European Union

Italy – Croatia



## Context: Tourism & Sustainability

- The TPT document is structured in five topic areas: *regulation and public governance; **green and digital transition**; resilience, investments and finances.*
- Each of these units addresses one or more building blocks that cover key aspects of twin transition and desirable steps that lead to greater resilience.

**Interreg**



Co-funded by  
the European Union

Italy – Croatia



# Sustainable Tourism

**Sustainable tourism** is tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.



Interreg



Co-funded by  
the European Union

Italy – Croatia



# Sustainable Tourism

- The European Destinations of Excellence (EDEN) is an initiative started in 2007 that aims to encourage, award and promote best **achievements in sustainable tourism and green transition in less known tourist destinations**

Interreg



Co-funded by  
the European Union

Italy – Croatia

 IN4BLUE

## European Capital of Smart Tourism

- The European Commission is implementing an initiative called **European Capital of Smart Tourism** that recognises four categories of exceptional achievements of cities in their role as tourist destinations: **sustainability**, accessibility, digitalization, cultural heritage and creativity.

**Interreg**



Co-funded by  
the European Union

Italy – Croatia



# European Capital of Smart Tourism

European Commission

## EUROPEAN CAPITAL & GREEN PIONEER OF SMART TOURISM

An initiative to reward smart and  
sustainable tourism practices in  
European cities



Interreg



Co-funded by  
the European Union

Italy – Croatia



# Tourism in United Nations' policies

Tampere (Finland) is the 2026 European Capital of Smart Tourism and Dubrovnik (Croatia) is the 2026 European Green Pioneer of Smart Tourism



Tampere: European Capital of Smart Tourism



Dubrovnik: European Green Pioneer of Smart Tourism



# Driving and sharing circular solutions to reduce plastic waste

Plastic Smart Cities support urban centres, coastal areas, and tourism hotspots to co-create solutions that prevent plastic from leaking into nature—delivering real change through circular systems and inclusive action. Since 2018, we've championed pilot solutions and provided resources to help take bold action to stop plastic pollution.

<https://plasticsmartcities.org/>

# Plastic Smart City Dubrovnik



About Us ▾

Where We Work ▾

Knowledge Resources ▾

Latest Updates

 English ▾

In order to achieve the goals of the City Action Plan, the City of Dubrovnik commits to fully embrace the models of a circular economy. The City Action Plan proposes measures and activities to reduce the use of unnecessary single-use plastics, promotes alternatives to plastic products, designs activities and ensures the implementation of improvements in plastic waste management processes.

The City Action Plan consists of three thematic units:

Reducing the total amount of produced and disposed plastic waste, establishing a system that supports circular economy and remediation of existing pollution – prescribing the objectives and activities to be carried out at the City level in order to reduce waste volumes to minimum legally determined rates

Creating examples of good practice in reducing waste generation and its reuse – defining the goals and activities that need to be implemented within the City of Dubrovnik and its institutions to become fully plastic free, thus being an example of good practice not only in the Republic of Croatia, but also in a wider region

Education and communication with the public – an activity that fully supports the implementation of the previous two units, with the aim of increasing the environmental awareness of citizens and ensuring long-term support for the Action Plan to Reduce Plastic Pollution in the City of Dubrovnik 2021 – 2026.

<https://plasticsmartcities.org/dubrovnik/>

Interreg



Co-funded by  
the European Union

Italy – Croatia



# 17 Sustainable Development Goals

## SUSTAINABLE DEVELOPMENT GOALS



Interreg



Co-funded by  
the European Union

Italy – Croatia



## Sustainable Tourism

- Guests in 2025 like sustainability when it seems **intentional, apparent, and totally integrated into their stay.**
- The most appreciated amenities are those that **combine comfort, authenticity, and environmental responsibility.**
- By investing in these meaningful features, accommodations can meet evolving guest expectations while building long-term resilience and a more sustainable future for tourism.



# 71 PERCENT OF TRAVELERS

*want to travel more sustainably this year*

# Sustainability Communication in Tourism – Why it is Important and What it Can Look Like?



Meet us

Newsroom

Blog

Register Accommodation

HOTELS

VACATION RENTALS

BUSINESS HOTELS

DESTINATIONS

PROJECTS

SUSTAINABLE PRODUCTS



<https://www.greenpearls.com/>



**Interreg**



Co-funded by  
the European Union

**Italy – Croatia**

---

 **IN4BLUE**

# Croatian tourism in numbers

- Croatia is one of Europe's most tourism-intensive destinations, with tourism playing a crucial role in GDP, employment, exports, and regional development.





**Dolasci turista, 2024.**

**20,2 mil.**

**Noćenja turista, 2024.**

**93,7 mil.**

Interreg



Co-funded by  
the European Union

Italy – Croatia

 IN4BLUE

# Croatian tourism in numbers

- **2023 (record-level recovery year)**
- **In 2024:**
- **20.2 million tourist arrivals**
- **93,7 million overnight stays**
- **~92% of arrivals were foreign tourists**
- Main markets: Germany, Slovenia, Austria, Poland, Czech Republic, Italy
- Croatia has exceeded pre-pandemic (2019) results in overnight stays.

Interreg



Co-funded by  
the European Union

Italy – Croatia

 IN4BLUE

# Tourism Intensity

- Croatia has one of the highest tourism intensity rates in Europe.
- ~5 tourists per resident annually
- Coastal counties (e.g., Istria, Split-Dalmatia, Dubrovnik-Neretva) experience extreme seasonal concentration
- August alone accounts for ~25% of annual overnight stays
- Seasonality remains one of the biggest structural challenges.

Interreg



Co-funded by  
the European Union

Italy – Croatia



# Nautical and Cruise Tourism

- 450,000 cruise passengers annually (Dubrovnik dominant port)
- Nautical tourism revenues exceed €1 billion
- Croatia has one of the densest marina networks in the Mediterranean



<https://web.dzs.hr/hub25/turizam.html>

Interreg



Co-funded by  
the European Union

Italy – Croatia



Sustainability  
&

Green Transition Indicators

- Growing trends include:
  - Increase in eco-certified accommodations
  - Investment in energy-efficient hotels
  - Development of sustainable destination management plans
  - Strong EU-funded decarbonisation initiatives
- However:
  - High seasonality
  - Coastal over-tourism
  - Infrastructure pressure remain key sustainability challenges

# The symbol of sustainability of Croatian tourism



<https://mint.gov.hr/odrziviturizam/en/sustainable-tourism/23096>



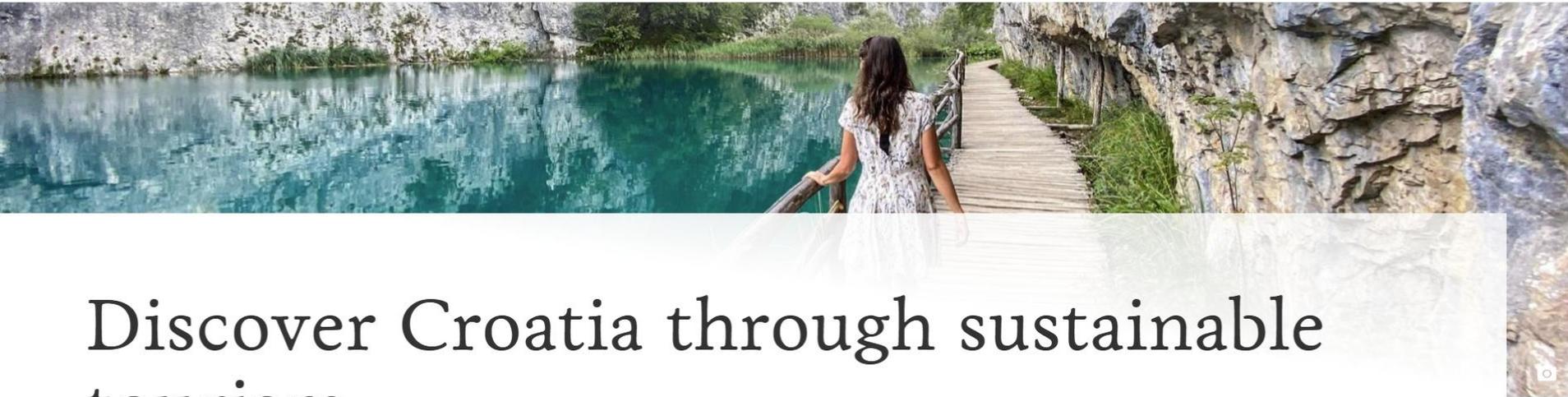
Where to go ▾

What to do ▾

Travel info ▾



Language: EN ▾



# Discover Croatia through sustainable tourism

Croatia.hr - Where to go - Attractions - Nature - **Discover Croatia through sustainable tourism**



SHARE



ADD TO MY WISHLIST

<https://croatia.hr/en-gb/nature/discover-croatia-through-sustainable-tourism>

Interreg



Co-funded by  
the European Union

Italy – Croatia



# Sustainability Initiatives

- Most sustainability initiatives in tourism focus on:
  - **Technical solutions** (waste systems, energy efficiency)
  - **Infrastructure investments** (green buildings, water treatment systems, transport improvements)
  - **Certification schemes** (eco-labels, environmental standards)

Interreg



Co-funded by  
the European Union

Italy – Croatia



EU Ecolabel

- The EU Ecolabel promotes goods and services with a guaranteed reduced environmental impact throughout their entire life cycle.
- It helps consumers, retailers, business and procurers to make truly sustainable choices.

## EU Ecolabel

The official European Union voluntary  
label for environmental excellence



Interreg



Co-funded by  
the European Union

Italy – Croatia



# The Problem

- But often overlooked:
  - **Communication strategies**
  - **Stakeholder engagement**
  - **Behavioural change mechanisms**

**Interreg**



Co-funded by  
the European Union

Italy – Croatia

---

 IN4BLUE

**Core Question**

**How can communication drive  
sustainable transformation in  
tourism?**



Interreg



Co-funded by  
the European Union

Italy – Croatia



# Why Communication Matters?

- Effective communication can:
  - Increase awareness
  - Reduce greenwashing perceptions
  - Build trust and transparency
  - Encourage responsible tourist behaviour
  - Strengthen internal organizational culture

**Interreg**



Co-funded by  
the European Union

Italy – Croatia

---

 IN4BLUE

# Why Communication Matters?

**Without communication →  
sustainability remains invisible.**



# How to effectively communicate the sustainability of your hotel

Posted on January 18, 2021 by Chiara Marras



<https://ecobnb.com/blog/2021/01/effectively-communicate-sustainability-hotel/>



[Blog](#) [Offers](#) [Reconnect](#)

[English](#) ▼

[Gift Card](#)

[Host? List your place!](#)

[Login/Register](#)

# Find your Sustainable Accommodation

discover the authenticity of travelling with nature at heart



<https://ecobnb.com/>

# Welcome to Ecobnb

Ecobnb is a journey undertaken to change the way we travel. To nurture a network that will thrive on the kind of tourism that respects nature, the economy and the local communities

[Are you a sustainable host? Get in touch!](#)

LEARN WHAT



IS ALL ABOUT

RECONNECT



## The greener you travel the more you win

Discover Reconnect, the Ecobnb program that rewards you

[Enter into Reconnect](#)

### How do you save the Planet traveling with Ecobnb?



8 kg of CO2  
Avoided every Day



295 Trees  
Saved every Day



302 liters of water  
Saved every Day

### Our 10 main Sustainability criteria



100%  
Renewable  
Energy



Organic or  
Local Food



Water flow  
reducers



Ecological  
cleaning  
products



More than  
80% waste  
recycling



Recovery &  
reuse of  
rainwater



Energy saving  
lights



Solar thermal  
panels for hot  
water



Car-free  
accessibility



Green building

**Interreg**



Co-funded by  
the European Union

**Italy – Croatia**

---



## Examples from Croatia

- Hotels communicating energy-saving programs
- Farm-to-table gastronomy storytelling
- Plastic reduction campaigns
- Transparent reporting practices



# Farm-to-table gastronomy storytelling

## Regenerative Travel in Croatia: Top 4 Farm-To-Table Experiences

*Posted on March 10, 2021 by Davide Fava*



<https://ecobnb.com/blog/2021/03/regenerative-travel-croatia-farm-to-table-experiences/>



Boutique Hotel Villa Dvor, eco-friendly Hotel in Omiš, Croatia

# Ravni Kotari

Join us for a journey of discovery through this unique area and experience something different and unparalleled, something completely new!

Interreg



Co-funded by  
the European Union

Italy – Croatia

 IN4BLUE

Ravni kotari

- **Ravni Kotari** is a fertile agricultural plain in northern Dalmatia, near Zadar, Croatia. The region is known for olives, vineyards, fig and cherry orchards, vegetable production, small-scale livestock farming
- Organic Agriculture, Olive Oil & Wine Beanding, Rural Tourism (traditional stone houses), local food culture

# Ravni Kotari

Join us for a journey of discovery through this unique area and experience something different and unparalleled, something completely new!

# Sustainable Reporting

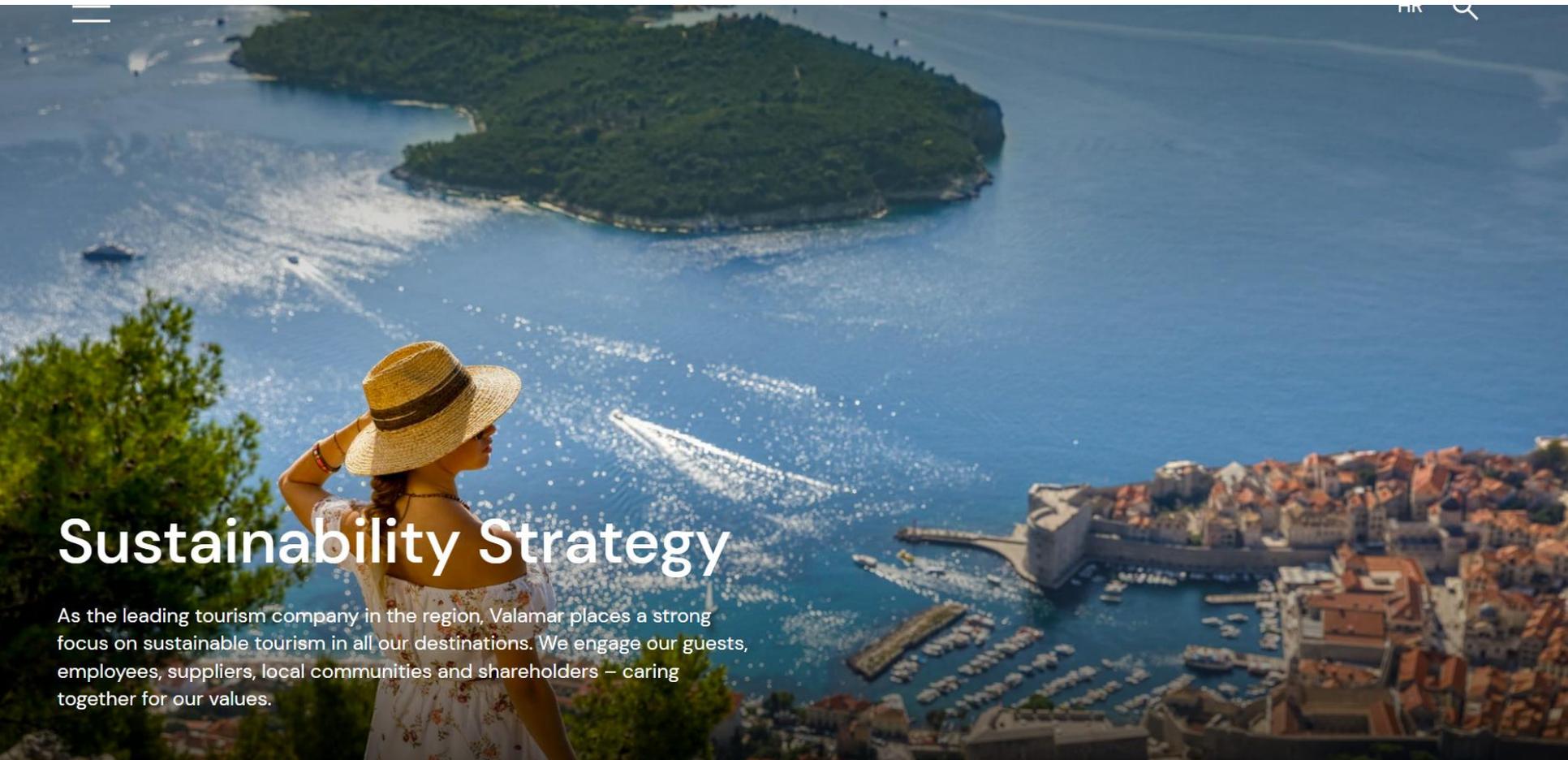
- The European Commission, on July 31, 2023, officially adopted the European Sustainability Reporting Standards (ESRS).
- These standards are of paramount relevance to the tourism industry within the European Union.
- They apply comprehensively to all companies operating in the tourism sector, aligning with the Corporate Sustainability Reporting Directive (CSRD), a pivotal directive for sustainability reporting ratified in November 2022.

# Sustainable Reporting

- ESRS 1: General Requirements
- ESRS 2: General Disclosures
- ESRS E1: Climate Change
- ESRS E2: Pollution
- ESRS E3: Water and Marine Resources
- ESRS E4: Biodiversity and Ecosystems
- ESRS E5: Resources and Circular Economy
- ESRS S1: Own Workforce
- ESRS S2: Workers in the Value Chain
- ESRS S3: Affected Communities

# Sustainable Reporting

- ESRS S4: Consumers and End Users
- ESRS G1: Business Conduct
- **Dual Materiality** - Companies must assess both how they impact ESG factors and how ESG factors affect their financial performance.
- **Value Chain Impacts, Risks, and Opportunities** - Requires identification and reporting of sustainability impacts and risks across the entire tourism value chain.
- **Policy, Action Plans & Targets Transparency** - Companies must disclose clear sustainability policies, measurable objectives, and action plans.



# Sustainability Strategy

As the leading tourism company in the region, Valamar places a strong focus on sustainable tourism in all our destinations. We engage our guests, employees, suppliers, local communities and shareholders – caring together for our values.



*Our ESG goals follow the Valamar Sustainability Strategy and are specified for the period until 2026 to ensure that Valamar is accountable for clear short-to-medium term results and that impact of business activities and initiatives is measurable, transparent and accountable.*



*We defined twelve key ESG targets, seven for Environment, three for Social and two for Governance.*



## ENVIRONMENT



## SOCIAL



## GOVERNANCE



1.

**DECARBONISATION  
IN SCOPE 1 AND  
2 BY 2026**

(75% REDUCTION IN  
EMISSIONS PER  
OCCUPIED ROOM VS.  
2015).

2.

**15% SOLAR  
ELECTRICITY**

PRODUCED IN  
VALAMAR PROPERTIES  
AND VIA LONG-TERM  
PARTNERSHIPS

3.

**HIGHEST SEA  
WATER  
QUALITY**  
IN OUR DESTINATIONS

4.

**REFORESTATION  
AND 80,000  
TREES**  
PROGRAM  
MANAGEMENT

5.

**WASTE  
RECYCLING**

RATE BETTER THAN EU  
AVERAGE

6.

**LOW WATER  
WITHDRAWAL**

INTENSITY (0.55  
M<sup>3</sup>/OCC. ROOM)

7.

**ZERO SINGLE-  
USE PLASTICS**

8.

**DOMESTIC  
EMPLOYEES**  
SHARE  
**70%**

9.

**LOCAL FOOD**  
SHARE  
**80%**

10.

**EUR 50**  
**MILLION**  
**INVESTED IN**  
**ESG**

11.

**RESPONSIBLE**  
**SUPPLIERS'**  
VALUE SHARE  
**80%**

12.

**100%**  
OF PROPERTIES WITH  
**SUSTAINABILITY**  
**CERTIFICATES**



# Valamar 2026 Goals

All carbon and greenhouse gas emissions as well as 2026 goals refer to Scope 1 & 2.

*Our mission is to reach decarbonisation by 2026 and invest EUR 50 million into our destinations and social impact.*

# Sustainability Reporting



English Hrvatski Italiano

*Cromaris is the first company in the Mediterranean fish farming industry to publish an annual Sustainability Report, and this year its fifth edition was released*

About Us

Consumer

Customer

Sustainability

R&D

Business

<https://cromaris.com/en/>

# Farm locations



[About Us](#)

[Consumer](#)

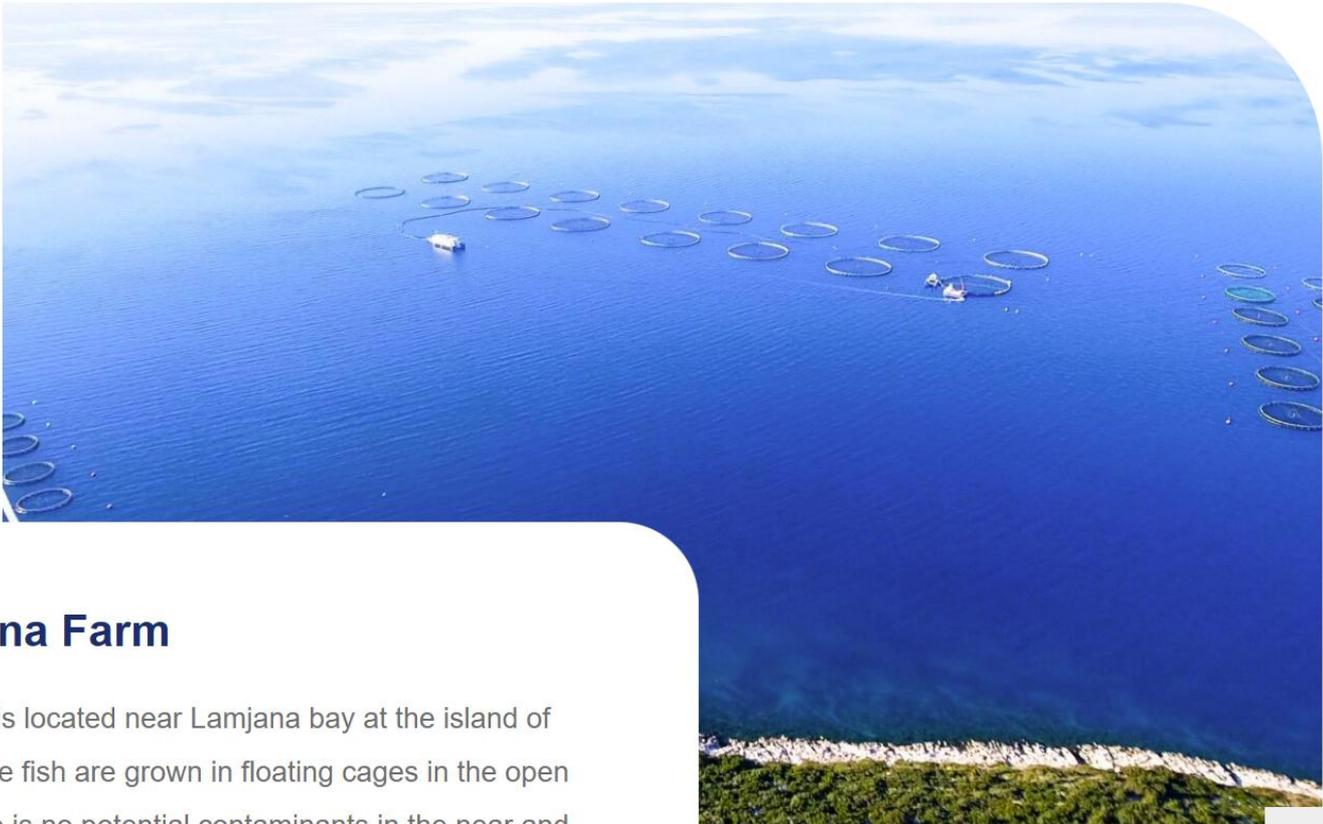
[Customer](#)

[Sustainability](#)

[R&D](#)

[Business](#)

[en](#)



## Lamjana Farm

This farm is located near Lamjana bay at the island of Ugljan. The fish are grown in floating cages in the open sea. There is no potential contaminants in the near and



QUICK BOOKING



# OUR ESG COMMITMENT

Sustainable Marinas for Today's and Future Generations

<https://www.d-marin.com/en/our-esg-commitment/>

# SAILORS NAME ZADAR'S D-MARIN BORIK THE BEST MARINA IN THE ADRIATIC

02 December 2025 · Read in 1 minute

A key differentiator for D-Marin Borik is its **commitment to sustainability** and **digital transformation**.

The installation of **solar panels** has enabled the marina to generate part of its electricity from renewable sources, significantly reducing its environmental footprint.

Its digital upgrade includes smart pedestals and innovative digital systems that offer guests intuitive control of their connections and services throughout their stay.

*D Marin*

Marinas

Unique Features

Offers

Events

Company

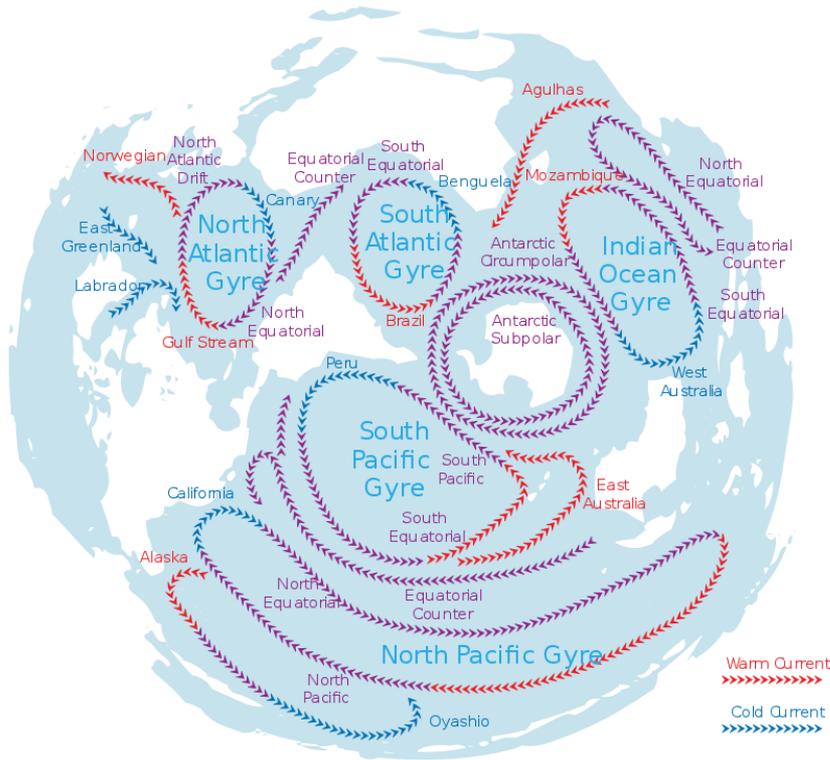
*Croatia*

# Marina Borik

- ★ Top-of-the-line boutique marina in Croatia
- ★ An ideal base for exploring the stunning Adriatic Sea and the numerous islands of the Zadar archipelago
- ★ Boatyard Featuring Dry Dock Capacity and 5t Lift Console Crane

<https://www.d-marin.com/en/marinas/borik/>

# Plastic reduction campaigns



- Originally designed as a durable material, plastic is now mostly single-use, creating major environmental challenges
- OECD data: annual plastic waste per capita — USA: 221 kg; OECD Europe average: 114 kg
- EU average (2021): 36.1 kg of plastic packaging waste per person
- Croatia generates ~96 kg of plastic waste per person annually
- Europe is the second-largest plastic producer globally; 70–80% of plastic waste ends up in marine environments
- An estimated 300 million tons of plastic waste are floating in the world's oceans

[https://www.oceansplasticcleanup.com/Gyres\\_Oceans\\_Plastics\\_Marine/Pacific\\_North\\_Gyres\\_Oceans\\_Marine\\_Plastic\\_Cleanup\\_Projects.html](https://www.oceansplasticcleanup.com/Gyres_Oceans_Plastics_Marine/Pacific_North_Gyres_Oceans_Marine_Plastic_Cleanup_Projects.html)

Interreg



Co-funded by  
the European Union

Italy – Croatia



# Plastic free Zlarin

- First Croatian island to eliminate single-use plastics (since 2019)
- Local businesses and institutions signed a charter banning plastic bags, cups, straws, and cutlery
- Focus on reusable alternatives (cloth bags, glass bottles, tap water)
- Strong tourist communication: visitors are informed and encouraged to follow plastic-free practices

# #arhipelagbezplastike



<https://www.bezplastike.eu/>



**Dalmacija  
Zlarin**

Interreg



Co-funded by  
the European Union

Italy – Croatia



# Sea Star Hero

- Beach clean-up initiative in Poreč where visitors collect marine waste
- Participants receive equipment and earn rewards (badge, T-shirt, “SeaStar Hero” title for 15+ items collected)
- Cleaning activity turned into a gamified tourist experience with partner discounts
- Supported by the City of Poreč, Valamar, WWF Adria, environmental funds, and local businesses



About Destinations

EN HR IT DE



EN HR IT DE

BECOME A  
SEA STAR  
HERO!

<https://www.seastarhero.com/>

# Hotels communicating energy-saving programs

- Hotels in Croatia are actively adopting and communicating energy-saving programs to align with EU sustainability standards, often focusing on ISO 50001, Travelife, and the Sustainable Hotel Certificate.
- Key initiatives include LED lighting, smart room controls, water-saving sensors, and renewable energy, with major groups like Valamar, Bluesun, and Adriatic Luxury Hotels leading in reporting on energy consumption reductions.



the goal of protecting the environment and balancing social and economic needs. By applying this standard, Valamar's actions increase positive environmental impacts and prevent adverse impacts on the environment and on guests and employees.



ISO 50001 is an international standard that specifies the requirements for an Energy Management System. Valamar has been applying the ISO 50001 standard since 2016 with the aim of rationally using natural resources, improving energy efficiency and reducing greenhouse gas emissions.



**Travelife Gold is a certificate awarded to a hotel for applying sustainability criteria.** Travelife certifies hotels against a GSTC-recognised Standard containing 163 criteria. 28 of our hotels are certified or in the process of certification.



**Sustainable Hotel by UPUHH (Association of Employers in Croatian Hospitality) is prestigious certificate that promote sustainability in the hospitality industry with the active management of social and environmental impacts.** By introducing this certification label, Valamar has strengthened its green business practice while achieving a balance with environmental protection in the broadest sense and social inclusion in the local community.



**EU Ecolabel is the European Commission's label of environmental excellence confirming that Valamar's products and services with this label meet environmental standards.** The aim of introducing this standard is to more effectively manage the reduction of negative impacts on the environment, health, climate, and energy and resource consumption.

**Interreg**



Co-funded by  
the European Union

Italy – Croatia

---

 **IN4BLUE**

**Sustainable Communication**

**How these initiatives were  
communicated?**



**Interreg**



Co-funded by  
the European Union

Italy – Croatia



# Internal vs External Communication

- **Internal Stakeholders**

- Employees
- Management
- Local suppliers

- **Internal communication builds:**

- Shared values
- Commitment
- Operational consistency

**Interreg**



Co-funded by  
the European Union

Italy – Croatia



# Internal Sustainability Communication

- **Example: Employee Engagement**
  - Sustainability newsletters
  - Green office initiatives
  - Training programs
  - Volunteer opportunities
- **Goal:** Build a sustainability-driven company culture.

**Interreg**



Co-funded by  
the European Union

Italy – Croatia



# Internal vs External Communication

- **External Stakeholders**

- Tourists
- Local community
- Media
- Policy-makers

- **External communication builds:**

- Trust
- Behavioural alignment
- Reputation

Interreg



Co-funded by  
the European Union

Italy – Croatia



# Messaging

- **Authenticity** (alignment between action and message)
- **Transparency** (clear reporting of efforts and limitations)
- **Simplicity** (accessible language)
- **Engagement** (interactive communication channels)
- **Consistency** (long-term messaging strategy)

**Interreg**



Co-funded by  
the European Union

Italy – Croatia

 **IN4BLUE**

## Impact on Behaviour

- Effective communication can:
  - Encourage waste reduction by tourists
  - Promote off-season travel
  - Support local product consumption
  - Increase respect for natural areas



**Interreg**



Co-funded by  
the European Union

Italy – Croatia

---

 **IN4BLUE**

**Communication shifts:**

- **From awareness → to attitude → to behaviour → to long-term sustainability communication!**



Interreg



Co-funded by  
the European Union

Italy – Croatia



## Final reflection

- Sustainable communication in tourism starts with **brand-level initiatives, grows through public policies, and becomes truly impactful through public-private collaboration.**
- When businesses and institutions work together, sustainability moves beyond messaging and becomes a shared, visible, and long-term commitment.

**Interreg**



Co-funded by  
the European Union

**Italy – Croatia**

---



**Thank you!**



**Interreg**



Co-funded by  
the European Union

**Italy – Croatia**

---



## PP5 – Ustanova za razvoj kompetencija, inovacija i specijalizacije Zadarske županije

Gđa. Martina Bušljeta

Gđa. Sanja Jerak



Put Murvice 3a, 23 000 Zadar



[martina.busljeta@inovacija-zadar.hr](mailto:martina.busljeta@inovacija-zadar.hr)

[sanja.jerak@inovacija-zadar.hr](mailto:sanja.jerak@inovacija-zadar.hr)



+385 23 411 259



[www.inovacija-zadar.hr](http://www.inovacija-zadar.hr)