

15 April 2009

For the attention of the Secretariat of ISO TC 228
And all participants in the work of ISO TC 228

HOTREC position on the Turkish proposal
Environmentally friendly accommodation establishments (N 215)
of the agenda for the ISO TC 228 meeting in Cappadocia
20-21 April 2009

Although HOTREC* enjoys only a liaison status with ISO Technical Committee 228, without voting right, we would like to express our views on the following point of the agenda:

Turkish proposal - Environmentally friendly accommodation establishments (N 215)

1. General remarks

There is currently no support from the European hospitality industry for the development of any international standard that would touch upon the services provided by its enterprises. HOTREC reminds ISO TC 228 of the 2006 HOTREC Resolution, embodied in ISO N 38, signed by 30 hospitality associations of 21 European countries.

Since years, HOTREC has been repeating over and over that standardisation in relation to hospitality services should remain fully market-driven and that official standardisation bodies should not take any initiatives which are not fully supported by the users and the industry concerned. Therefore any standard directly applicable by hospitality services should only be put forward if widely supported by the industry itself. It should not be proposed unilaterally by other stakeholders.

* HOTREC represents the hotel, restaurant and café industry at European level. It counts 1.6 million businesses, with 92% of them being micro enterprises employing less than 10 people. The micro and small enterprises (having less than 50 employees) in the hospitality industry representing 99% of businesses make up some 62% of value added. The industry provides some 9 million jobs in the EU alone. HOTREC brings together 40 National Associations representing the interest of the industry in 25 different European countries.

In this respect, we refer to the TC 228 business plan:

“It is also a strategic principle of ISO/TC 228 to follow Resolution 14/2007 adopted by the ISO body governing the Technical Committees’ work, the ISO/TMB, that requests that the initial Business Plan covering the period to 2010 comprises only those work items where there is a known support among the stakeholders”.

2. Specific remarks:

The Turkish proposal refers directly the European Commission Decision 2003/287/EC of 14 April 2003 establishing the ecological criteria for the award of the Community eco-label to tourism accommodation services.

HOTREC never supported the development of the EU flower for accommodation services, as explained in the extract below of a letter to the European Commission:

“HOTREC participated in the drafting process of the current scheme. Already at that time, various ecolabels existed at national and regional level in most EU Member States. HOTREC has always advocated that, if the idea of an EU-wide Ecolabel was to be pursued, consideration should be given to a scheme whereby national and regional labels - fulfilling a certain number and type of criteria - would be automatically recognised as an EU Ecolabel.

Within the current system as well as within the revised proposal, the fact of having already been awarded national or regional Ecolabel only warrants 3 points out the total of 16.5 points to be met in relation to the optional criteria.

HOTREC continues to believe that the current EU Ecolabel approach is not the most appropriate and efficient. An “umbrella” approach, as described above, would much better serve the protection of the environment as it would engage many more stakeholders in the hospitality industry.”

It would be totally irrational if HOTREC were now to support the integration of the EU eco-label scheme into an international standard.

3. Conclusions

In the light of the above mentioned considerations, HOTREC invites the members of TC 228 to consider the adoption of the following resolution on the occasion of its 4th plenary meeting in Cappadocia:

Resolution XX/2009 on the Turkish proposal

The members of TC 228:

- Thank the secretariat for having informed the participants of the project “Environmentally friendly accommodation establishments” (N 215)
- Take note of the lack of support by the vast majority of the accommodation industry (hotels as well as camping sites) to the development of such a project;

- Invite the secretariat not to give further consideration to the Turkish proposal within TC 228;
- Invite TC 228 to fully respect the TMB Resolution 14/2007 that “*requests that the initial Business Plan covering the period to 2010 comprises only those work items where there is a known support among the stakeholders*”.

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We would appreciate if the position of HOTREC could be circulated to all participants in the work of ISO TC 228.

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