Nationalpark-Zentrum
Königsstuhl
Restaurant **CASPARS**

Ecological and regional food

[Image of people dining outdoors]

[Image of people dining indoors]

[Logo for Viabono]
Restaurant  

- The name originates from the romantic painter Caspar David Friedrich

- „Enjoy: Regional, Ecological, Biological“

- Nature and a relaxing and healthy atmosphere
Eco-labeling

- Eco-labeling has effects on 3 different levels:
  - On the company level
  - On the consumer level
  - Effects on sustainable tourism
Level 1: Company

- Enhancing the environmental management
- Reducing environmental impact
- Enhancing the image of the company
- Enhancing the service
Level 2: Consumer

- Ecological orientation for tourists
- Enhancing sensibility for environmental themes
- Enhancing environmental acknowledgement
Level 3: Sustainable tourism

• Standardizing of environmental demands and needs
• Reducing the use of resources
• Enhancing environmental quality
• Implementation of sophisticated environmental standards
The history of Viabono – A short survey

- 1998 – about 44 different eco-labels for the tourist sector (from rotten apples to good-practice examples)

- The only reliable step to a new approach for a standardized eco-label could have been taken by the Fed. Ministry of Environment, Nature Conservation and Nuclear Safety

- Advantage: a potentially high common acceptance
The history of Viabono – A short survey 2

The Viabono bearers association:

• Viabono was founded in 2002 by 12 members (today 17 members such as Government Institutions, environmental associations, tourism suppliers and outdoor sport organizations)

• Full holder of Viabono Ltd.
Advantages of Viabono

Viabono is an environmental umbrella brand name and tries to cover all aspects of eco-labeling for the tourist sector.

- There are crucial differences between Viabono as an environmental umbrella brand name and seals of environmental approve for the tourism sector.
Differences between Viabono and other Eco-labels for the tourism sector

Viabono as an environmental umbrella brand name

• Covers all aspects of sustainable tourism
• Covers the whole touristy service branch (restaurants, hotels, camping..)

Seals of approve for the tourism sector

• Only product-related scope
• Only single aspects are covered, e.g. green power, regional food

Advantages of Viabono Continuation
Advantages of Viabono

- Very high consumer orientation
- Wellbeing of the guests
- Natural enjoyment
- Taking the whole impression of the licensee into account
Advantages of Viabono

• Viabono – “on a good way” (Latin)
• Clear and strong criteria
• Modern and active communication
• Strong partners (e.g. Fed. Ministry of Environment, Nature Conservation and Nuclear Safety; German Federal Agency for Nature Conservation; ADAC, VCD…)

Advantages of Viabono Continuation
How to become a Viabono Partner?

• A prospective licensee must prove its suitability
• A criteria catalogue the licensee has to fill out on its own
• Viabono reserves the right to visit the licensee to check the criteria
• The licensee gets a license for three years
• The licensee is entitled to use the brand “Viabono”
• Participating at the internet portal (www.viabono.de)
• Automatic participation on all Viabono`s marketing activities
The licensing and control procedures

- The licensee have to fulfill a lot of different criteria
- Fulfillment of the criteria with at least 2/3 of the points

• Control with a on side visit (license will be disbarred and a penalty will be imposed)
• Complaint management via internet portal
The admission criteria:

- Nature & Landscape
- Architecture and Settlements
- Information
- Well-being of guests
- Use of local goods and services
- Environmental management
- Waste
- Energy
- Water
- Noise
- Mobility
Admission criteria fulfillment 1 - Caspar's

Ecological building, Nature & Landscape Architecture & Settlements
Admission criteria fulfillment 2 – CASPAR’s

- Energy
- Water
- Noise
- Waste and environmental management

- The house is a low-power and zero-emissions house
- Plant-sewage plant
- Water-saving vacuum toilets
Admission criteria fulfillment 3 –

- Mobility
- Information
- Well-being of guests
- Use of local goods & services

- Use of local traffic busses
- Websites, flyer…
- Relaxing atmosphere, non-smoking rooms
- Regional and ecological food
Experiences

• Very good experience with the complaint management via internet portal
• Flyer, catalogue and postcards of Viabono
• Another unique selling point
• One of the best alternatives to communicate with prospective visitors
• The only alternative to “certify” the Centre
• Good communication prepositions with regard to Co-operation partners, e.g. the Steigenberger Resort Hotel Rügen, “National Park – friendly Hotel” (certified by Europarc Germany)