

ECOTRANS e.V. Futterstrasse 17 - 19, D-66111 Saarbrücken

To the attention of:

Mr. Paulino Rivero Baute,  
Presidente del Gobierno de las Islas CanariasMr. José Miguel Pérez García,  
Consejero de Medio Ambiente de las Islas CanariasSaarbrücken, 08<sup>th</sup> May 2013**Subject: Support of the Implementation of the Deposit System in the Canary Islands, Spain**

Dear Mr. Paulino Rivero Baute and Mr. José Miguel Pérez García,

The European Network for Sustainable Tourism Development ECOTRANS ([www.ecotrans.org](http://www.ecotrans.org)) has been founded in 1993 to help the tourism sector making tourism more sustainable through the sharing of experience and know-how, global networking, supporting and contributing to joint projects, and via the public DestiNet portal (<http://destinet.eu>). ECOTRANS is co-founder of the Global Sustainable Tourism Council and of the Global Partnership for Sustainable Tourism.

Since the 90ies we have followed with high interest the development on the Canary Islands: we remember well the first World Conference on Sustainable Tourism on Lanzarote in 1995 with its declaration as a global milestone, we have collaborated with great pleasure with various islands on European innovation projects for making tourism more competitive and sustainable (e.g. FAST-LAIN project: [La Palma Tourism Cluster](#)), and we are supporting the promotion of Sustainable Tourism on the DestiNet Market Place to tour operators, travel agencies and travelers.

It is from these experiences that we would like to draw your attention to the high importance of sustainability and environmental aspects for holiday makers. A sound environmental management in the destinations are key for the credibility of "sustainable tourism". For example the TUI survey on the opinions of 4.000 persons in 8 European countries is showing following results:

- What do holidaymakers associate with Sustainability the most?  
= 70 % Protection of natural resources
- Which are the most interesting Sustainability issues for holidaymakers?  
= 71 % Pollution issues
- Green' behaviours in everyday life?  
55% = always separate my waste for recycling
- Which areas should we (= holiday makers) focus on?  
70% = preserving nature and natural habitats at the holiday destinations

**ECOTRANS would very much welcome the implementation of a Return and Deposit System on the Canary Islands.**

We do hope that the Government of the Canary Islands follows the petition of the Canary Islands Parliament and gets the process started. This would be good news and an excellent contribution to sustainable tourism in Europe.

**ECOTRANS**

Kind regards,

A handwritten signature in blue ink, appearing to read 'Herbert Hamele', written in a cursive style.

Herbert Hamele  
(president)