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Normandy and Bagnoles de l'Orne awarded by Green Destinations

Normandy, through two distinctions, is the only French destination rewarded during the annual Congress of the international organisation Green Destinations. A well-recognized congress in the field of sustainable tourism, which took place in September. Normandy is committed to a responsible destination management on an ongoing and sustainable basis. The region has seen its efforts granted sustainable tourism labels that propose a range of guarantees, based on socially- and environmentally-focused criteria.

- The region of Normandy was shortlisted within the “Top 100 stories” for its support to the Normandy Tourist Offices towards achieving a more sustainable and responsible tourism.
- Bagnoles de l'Orne received the gold level of the Green destinations label

This double distinction recognises and establishes Normandy's position as a sustainable destination. It is a strong marker for French and foreign tourists, who can be sure to discover a region that is committed to the preservation of its environmental, social and economic resources.

About Green Destinations

Each year, the international “Green Destinations Top 100 Stories” competition collects the best practices in sustainable tourism from destinations around the world. Which are shared as inspiring examples to tourism professionals and traveller. Green Destinations is an organisation based in the Netherlands that works on assessment, capacity building and certification of destinations and businesses committed to sustainable tourism.

Bagnoles-de-l'Orne, 1st French destination to receive the "Green Destinations" label

Thanks to this title, the destination Bagnoles-de-l'Orne is recognised for the actions it has been taking over the years, for the quality of its strategy and management, in order to guarantee responsible tourism with a positive impact.

Including preservation of the environment and heritage, of the local economy, promotion of key stakeholders as well as measuring its environmental impact. Over the years, Bagnoles de l'Orne Tourisme has set up numerous concrete actions to meet a hundred or so criteria, which have now been rewarded. The Green Destinations award offers local and regional authorities international recognition for the implementation of responsible tourism, the management of their heritage, environment and climate, and the quality of their tourism offer.

Normandy is a multi-faceted destination. By discovering the region, one can be surprised by its long beaches and cliffs, its emblematic and preserved countryside, its rich history and varied heritage, whether cultural, natural, architectural or gastronomic. Tourists are getting more sensitive to the impacts that travelling can generate and want to travel in a more sustainable manner. Many territories in Normandy have understood these challenges and have committed themselves to sustainable tourism.

OTHER GREEN NEWS

Barneville-Carteret is the town first to obtain the "Protection des Oceans" label

The town of Barneville-Carteret (Manche) officially becomes the first commune in the department to obtain the "Protection des Oceans" label awarded by the Paris-based association Protection des Océans. There are a number of different practises required to obtain this label. These include; installing water fountains in the city allowing everyone to drink without having to buy a bottle of water; limiting the use of single-use plastic in public spaces and therefore support biodegradable packaging and installing ashtrays in public spaces; supporting associations that organize volunteer pick-ups of all litter. As well as prohibiting single-use plastic objects and packaging for public orders; developing soft mobility, buying from local producers for the canteens as well as adopting anti-pesticide laws. This label is awarded for a duration of six years.

Museum Juno Beach commits to a Sustainable Development approach

The Juno Beach Centre in Courseulles-sur-Mer is the first museum in Normandy to be committed to a global strategy of decarbonisation and sustainable development. Located by the sea, the Juno Beach Centre is also adjacent to the Seulles River and the port of Courseulles, and is therefore very sensitive to the consequences of global warming for its own future.

The museum is aware of the need to make a transition to reconcile the need to attract more visitors in order to maintain the museum and to fight for the protection and restoration of the environment. In line with the UN's Sustainable Development Goals to transform the world by 2030 and the commitments made by France to contribute to the International Paris Agreement, the Juno Beach Centre is committed to an annual reduction target of 5% of its carbon footprint by 2050.

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