

PRIOLO BRAND MANUAL

Priolo Brand (see Annex I) is a trademark registered by the Regional Government of Azores. This brand was created in within the actions of the LIFE Sustainable Laurel Forest project aiming to be a quality seal for those companies that establish a partnership with the São Miguel Island Natural Park in order to contribute to the conservation of the protected areas in the counties of Nordeste and Povoação (Priolo Lands). This trademark aims, as well, to promote a sustainable tourism activity in these two counties, according to the objectives contained in the Strategy of the European Charter of Sustainable Tourism (ECTS) in the Lands of Priolo.

The success of the application of this trademark will depend on the collaboration of all the entities involved. For this reason the writing of this manual was undertaken as a participative process involving most relevant institutions in the area, as well as company members.

The present document is the final result of this process and defines the criteria and process for admission of membership to the Priolo Brand and renewal and also the obligations and advantages of Priolo Brand members.

Criteria for admission to Priolo Brand:

- Companies must be legally established
- Companies must develop their activity in the councils of Nordeste and Povoação, no matter where their business is located.
- Companies must develop a tourist related activity such as: restoration, accommodation handcrafting, agricultural products and derivate, rural tourism, guiding and active tourism. Priolo Brand will also be used by entities involved in its development.
- Companies willing to be members of Priolo Brand shall fit into the classification of Eco touristic activities, not being accepted activities that can harm the environmental equilibrium of the territory. Legal framework for defining these activities will be regional and national law referring Nature Tourism.

Obligations of Priolo Brand Members:

- To participate in ECST Permanent Forum in person or by email contributions.
- To establish a little disclosure space for the Lands of Priolo in their establishment. Type and dimensions of this space shall vary depending on type of company.

- To provide tourists with information about the Protected Areas and about other member companies of Priolo Brand.
- To promote participation of their staff in, at least, one training action promoted or suggested by the Regional Directorate of Environment during the three years period.
- To provide to the Regional Directorate of Environment and Regional Directorate of Tourism with information about received tourists and activities developed in the protected areas. In cases that the company has its own survey of tourist satisfaction, some questions shall be added to it.
- To apply for the “Partner for Sustainable Development” Program and accept the necessary action to fulfill this program requirements
- To choose three improvement actions (see annex III) to be accomplished in the following three years.

Advantages of Priolo Brand Members:

- **Priolo Brand Networking**

Priolo brand will work as a network with all member companies, allowing them to promote each other, and get a wider disclosure due to collaboration of all companies and also by partner entities of the ECTS. Some of this disclosure advantages will be:

- Lands of Priolo ECTS website with highlighting of member companies and link to their websites.
- Provision of all produced materials about the territory and the protected areas for visitors developed by the ECTS partners.
- Touristic guide of the Lands of Priolo with clear reference of the companies that are members of the Priolo Brand.
- Participation on decision making about sustainable tourism and development of the Lands of Priolo and regular information about the developments of the ECTS process and activities conducted in the territory.
- Use of Priolo Brand.

- **Other advantages provided by ECTS partner entities**

- Disclosure of Priolo Brand and member companies in tourism fairs in which the partner entities participate.

- Information on strategies to improve sustainability of companies.
- Information of available funds for improving sustainability or economic activity of the companies.
- Use of “Partner for Sustainable Development” Brand by the Island Natural Park of S. Miguel.

Procedure for membership and renewal of Priolo Brand

1. Several calls for applications will be open by the secretariat of the ECST every year. Calls will be open for a month.
2. Companies shall fill a membership form (see annex II) in order to apply for the Priolo Brand and send it to the secretariat (gabinetecetspnism@azores.gov.pt) within the call period.
3. After receiving the form, the secretariat will contact company managers and discuss with them the actions to associate to the application (these three actions shall be accomplished by the end of the initial three years of membership).
4. After defining the three actions, all applications will be evaluated by the ECST partners (DRA, DRT, DRRF, CMN, ASDEPR, SPEA). Applications can be directly approved or changes to actions can be suggested.
5. Decision will be communicated to the company at maximum one month after the closing of the call.
6. A commitment letter will be sign between the Regional Directorate of Environment (in representation of all ECST partners) and the company.
7. Three years after, the company shall renew their membership by demonstrating to have accomplished all required actions and proposing new actions to be developed in the future.

In case a company fails to accomplish its obligations as member of the Priolo Brand, all reference of this company will be erased in the website and other digital media of disclosure of the Brand, until this situation is solved.

In case this situation continues, the company will lose membership; having to do a new application.

PRIOLO BRAND OFFICE:

CONTACTS

Gabinete da Carta Europeia de Turismo Sustentável nas Terras do Priolo

E-mail: gabinetecetspnism@azores.gov.pt

Telefones: 296206700 | 296584736

ATTENDANCE TIMETABLE: (We suggest contacting before)

Monitoring and Investigation Center of Furnas

Rua da Lagoa das Furnas, 1489

9675-090 Furnas

Wednesdays and Thursdays from 9.30 am to 4.30 pm

Priolo Environmental Center (Lomba da Fazenda Office)

Rua do Polidesportivo, s/n. Lomba da Fazenda

Monday and Tuesday from 10.00 am to 12.00 pm and 1.00 pm to 5.00 pm

Annex I. Priolo Brand

MARCA PRIOLO

Symbol:



Brand:



Slogan: "O Priolo agradece" (Priolo thanks you)

Activities that can apply for the Priolo Brand:

- Handcraft
- Agricultural products and derivate
- Tourism companies
- Public entities

Objectives of Priolo Brand:

Priolo Brand can be used by companies or individuals developing activities of handcraft, agricultural production and derivate, tourism companies and public entities. Those companies shall accomplish sustainability criteria gathered in Priolo Brand Use Manual.

Annex II Application Form

Application form for Priolo Brand membership

Company:

Legal registry number:

Type of company: Escolha um item.

Address:

Postal code:

Locality:

Website:

E-mail:

Phone number:

Companies manager*:

Phone number:

E-mail:

* This will be the contact person for the Secretariat



Annex III. List of suggested good practices

Please note:

- These are only suggested actions, any suggestion from you could be accepted if it contributes to the objectives contained in the Strategy for the ECST in the Lands of Priolo.
- If your company hold any sustainability award/seal or similar the maintenance of it can be considered as an action.
- At least one of the actions shall include a social component.

1 Support for conservation and visitation of Protected Areas

- 1.1 Production of dissemination material about the Protected Area. Support to the volunteer environmental actions in the Protected Areas.
- 1.2 Support for research in the Protected Areas.
- 1.3 Environmental Monitoring.

2 Support for maintenance of touristic infrastructures

- 2.1 Support for installation/ maintenance of touristic infrastructures.
- 2.2 Support for surveillance of walking trails including reporting to competent authority the needs of recovery the trail.

3 Support of information on the Lands of Priolo

- 3.1 Production of publications relating the natural and cultural values of the territory.

4 Support or promotion of disclosure activities

- 4.1 Promotion of disclosure/ environmental education activities for local population on nature conservation or sustainability issues, at least one annual activity should be promoted.
- 4.2 Support an ECST partner activity for environmental education in the territory. At least one annual activity shall be supported.

5 Water reduction actions

- 5.1 Reduction of water consumption in at least 10% in three years.

6 Garbage reduction actions

- 6.1 Garbage volume reduction. Company shall identify the type of residue to be reduced and how.
- 6.2 Adequate treatment of dangerous residues, for example oil. Should be demonstrated by transport guides.

7 Energy reduction actions

- 7.1 Progressive substitutions of used lamps with low consumption lamps.
- 7.2 Reduction on energy consumption of the establishment in at least 10%.