

Action 4. TURISMO DE PORTUGAL, IP

Title: Clean & Safe Stamp

Focus area: *Focus area 3) Enhance ecosystems and ecosystem services as part of ecological infrastructure; Focus area 4) Shift consumer behaviours towards sustainable consumption patterns; 8) improve access to services, healthy living and well-being*

Description of action: Implementing Clean & Safe Stamp who intends to act as a support tool for companies in crisis management, enabling them to implement Action Plans through free training and provision of draft of these plans in the following areas:

- Public health - pandemics (COVID-19 and others), heat waves
- Extreme phenomena and collective risks - rural fires, earthquakes, tsunamis and floods
- International constraints - cybersecurity and refugees

Type of action: legal, regulatory and policy instruments; economy and fiscal instruments; and information, education-based, capacity-building and voluntary instruments.

Economic sectors: sectors including cities; tourism; health; energy

Reference instruments and sources, as appropriate: **The Reactivate Tourism | Build the Future Action Plan**, approved by the **Resolution of the Council of Ministers on 21 May 2021**, aims to encourage the recovery of the national tourism sector. The plan aims to be a guiding script for the tourism sector, public and private, which actions are fully integrated with the objectives of the Recovery and Resilience Plan and the Portugal 2030 Strategy, thus ensuring a concerted strategy for the recovery of the national economy.

Expected co-benefits and impact of the outcome:

- 1) Support companies - Immediately, companies at financial level (through flexible instruments adapted to the demands of the moment) and at operational strategy level, keeping the value chain available and ready to resume activity;
- 2) Promote security and safety - On two sides of the tourist activity: companies and tourists. It is necessary to know the (new) needs of tourists and prepare companies for them, stimulating safety behaviour, both in the activity and in the behaviour of those who work in the sector;
- 3) Generate business - In the short or medium/long-term, stimulating markets, restoring connectivity, facilitating purchases, informing consumers;
- 4) Build the future - Through projects that accelerate the construction of the tourism of the future, which is intended to be more intelligent, more responsible and more sustainable. In fact, sustainability (social, environmental or economic) of the sector is a transversal value that permeates the entire Action Plan.

SDGs target(s) that the action may contribute to implement:

Goal 3. Ensure healthy lives and promote well-being for all at all ages

Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all;

Goal 11 Sustainable cities and communities;

Goal 13. Take urgent action to combat climate change and its impacts;

Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss;

Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build

Implementation of Environmental Performance Review (EPR) Recommendations, as appropriate: NA

Objectively verifiable indicators, as appropriate: 25,000 adherents, 30,000 trained and 1,000 audited by 2023

Partners: Tourism stakeholders; energy sector decision makers; public administration entities.

Contact point:

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