

LYON, DMKF PHOTOGRAPHERS

# MANIFESTO

LET'S WORK TOGETHER  
TOWARDS A MORE  
SUSTAINABLE TOURISM

ONLY LYON

LYON TOURISM AND CONVENTIONS





## What does a more sustainable type of tourism look like for Lyon and the metropolitan region?

Beside from taking care of the environment, which is of course essential, it is also about working towards improving resident and visitor **wellbeing** and **accessibility** for all, as well as making the experience more **authentic** by bringing people together.

It also means allowing everyone to benefit from this practice in **a virtuous circle** that brings business, meaning for all the parties involved and pride for residents, **however long they have lived here.**

A more sustainable trip means not being afraid to slow down, allowing ourselves to stop and think, try things out, start down a new path and participate in the change.

FOR MORE SUSTAINABLE TOURISM



## EDITORIAL

**ROBERT REVAT**  
ONLYLYON Tourism and Convention Chairman

**LET'S WORK TOGETHER** towards a more sustainable type of tourism that respects the planet and its people.

So that tourism can contribute to the smooth development of our planet, our region, its residents and its businesses, the tourist office is working towards a different, more sustainable type of tourism. A type of tourism which is aware of the changes happening in our world and its new priorities, and which is prepared to adapt and to reinvent itself.

More than just words, we want to see sustainability, concrete actions and values blossom in Lyon and the surrounding area when it comes to tourism. We provide support to any businesses that want it in the development of more environmentally-friendly practices and in human-centred commitments to making the organisation of trips and events more sustainable.

It is vital for all of our stakeholders to be involved if our destination strategy is to benefit all and progress in the right direction.

Please, let's take on this challenge and move towards a form of tourism that will bring the right values and development.

Let's go from a throw-away society to a sustainable society, taking action together, consuming, not wasting, and recycling, not throwing out. Step by step, let's strive for a more sustainable type of tourism we can all be proud of!

## Our Commitments

### Our Corporate Social Responsibility Policy

#### 01 Making a commitment, leading the way by setting the right example

Following the same principle as the tourism accommodation environmental rating system introduced in France in 2017, the tourist office analysed the environmental impact of its own activities in 2019-2020 and finalised **a carbon accounting assessment**. A first in France for a tourist office, and an internal commitment to reduce its impact.

ONLYLYON Tourism and Conventions chose to establish a CSR policy within the organisation. The **LUCIE 26000** certification seemed an essential tool for a complete commitment, based around the **ISO26000** international standard.

The ONLYLYON Tourism and Conventions' **CSR policy** is in line

with the mission and values of the organisation, which is committed to following the four basic principles of sustainable development – the duty of vigilance, the duty of inclusion, the duty of integrity and the duty of transparency – and to upholding the principle of accessibility for all.

The tourist office consulted internal and external stakeholders, looking at the seven main areas of social responsibility for companies and organisations and the 25 principles of social, economic and environmental action, and set out its priority action plan for the next three years.

#### CRS Priorities

- **Integrate** CSR into the organisation's overall strategy
- **Protect** stakeholders' personal and confidential data
- **Boost** quality of life at work
- **Protect** employee health and safety
- **Design** eco-friendly products, activities and services
- **Act** in a way that promotes suppliers' social responsibility
- **Ensure** the quality of products and services and client satisfaction
- **Contribute** to the socio-economic development of the areas where we are active
- **Participate** in public interest initiatives

#### 02 Supporting the destination and its professionals

**Develop a long-term strategy** through extensive consultation of tourism industry players in the destination and the local population, approved by ONLYLYON Tourism and Conventions' Green Committee.

**Plan concrete actions** that are achievable in the short, medium or long term, taking into account the advantages and obstacles at play for each stakeholder.

**Integrate the responsible strategy** into all our actions and our tourism development model. .

**Obtain quantifiable and qualifiable results.** .

**Communicate** our commitment and our results in terms of continuous improvement to tourism industry players, visitors and residents.

## Our First Actions for the Destination

### In keeping with the Sustainable Development Goals published by the UN and Greater Lyon Metropole's Responsible Tourism Development Scheme

**Working together with all stakeholders to build a more sustainable type of tourism in Lyon and the Lyon region:** local authorities, businesses, associations, residents and visitors.



**Supporting the accessibility of services for all:** sustainable modes of transport, the "Tourism and Disability" certification, various offers, special offers for local residents and visitors, etc



**Developing the local economy and jobs in the area:** spreading out and regulating visitor numbers, developing tourism activity and jobs, promoting the local and circular economy, etc.



**Taking care of the environment by working to improve our impact, and slow down the effects of climate change:** carbon accounting, environmental labels and certifications, the 'Accueil Vélo' cyclist-friendly certification, etc.



**Ensuring the authenticity of the experience by promoting friendly interaction between people:** Greeters, ONLYLYON-certified reception points, the Bouchons Lyonnais certification, etc.



**Contributing to individuals' health and wellbeing:** client experience, Peace of Mind Charter, CSR policy, client relationship monitoring, client feedback, citizen consultation, continuous improvement.



**Encouraging responsible local consumption:** waste reduction, local distribution channels, connecting local businesses and producers, food donation.



10 sustainable development goals:



*" Our path to a more sustainable type of tourism  
is being built each day in a drive for continuous improvement  
intended to be inclusive and to evolve over time.  
Your expectations and goals will lead us to new commitments  
that we can't wait to build with you!  
Alone we go faster, together we'll go further... "*



## **To successfully carry out these actions:**

→ **A Green Committee** within the ONLYLYON Tourism and Conventions' board of directors to approve the strategies and action plans for the years to come and measure their impact regularly.

→ **CRS teams** in each tourist office department

→ **A dedicated position:**

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