



ATRE
ACT FOR A
RESPONSIBLE
EUROPEAN
TOURISM

Ambassador's Charter

ATRE - Low Carbon Travel

The ambassadors of the ATRE - Low Carbon Travel project commit themselves to act in the best possible way on the following 8 points. In return, they receive the ATRE Low Carbon Travel Ambassador Badge, participate in the development of the project and are promoted in its communication.

1

I follow the evolution of the project and continue to do so once the tools are finalized.

2

I take into consideration the carbon footprint measurement instruments provided in the project tools and do my best to reduce my emissions.

3

I promote the ATRE project and low carbon travel to my entourage.

4

I relay as well as possible the communication made around the project on the social networks, in the media etc.

5

I mobilize new people interested in the project to become part of the third circle of ambassadors.

6

I share when possible the information that I find interesting for the Low Carbon Travel Resource Center.

7

Once the project is finalized, I use the animation kit provided and I disseminate as well as possible the educational tools created to raise awareness among my clients and providers.

8

I apply as well as possible the best practices of low-carbon travel disseminated through the educational tools of the project in my personal and professional life.

Signature of the ATRE partner

Signature of the ATRE Ambassador

