



## **Memorandum of Understanding (MoU) between**

### **EARTH (European Alliance for Responsible Tourism and Hospitality)**

**And**

### **The European Network for Accessible Tourism (ENAT)**

In order to increase the activities and the knowledge of both networks, this Memorandum of Understanding is realised to provide a framework for possible joint initiatives, with the purpose of supporting the common goals of both parties, enabling collaborative actions to be planned and implemented, and making effective use of the complementary strengths of both organisations.

The **European Network on Accessible Tourism (ENAT)** is a non-governmental association under Belgian law, created for an unlimited period with the aim of promoting **accessible tourism** on a non-profit basis. The purpose of ENAT is to further the development of accessible tourism at an international level, meaning to make tourism everywhere possible, safe and comfortable for all people, including elderly travellers, families with small children and people with disabilities. This improves the quality of the tourism offer and leads to greater social inclusion and socially sustainable tourism. ENAT's mission is to make European tourism destinations, products and services accessible to all visitors and to help promote Accessible Tourism around the world.

The network **EARTH (European Alliance For Responsible Tourism and Hospitality)** is also a non-governmental association under Belgian law, aiming to promote **responsible and sustainable tourism** in Europe. Launched in Brussels in October 2008, EARTH is the first European Network created by experts on responsible tourism. The organisation is composed of private organizations based in European countries.

EARTH has one main goal: to transform and unite Europe in "One Europe for Responsible Tourism". The network brings to life the principles of sustainability, fairness and solidarity in the tourism field, by promoting the exchange of good practices, experience and knowledge among its members.

The collaboration between both organisations is based on the common values such as their involvements in the sustainability, responsibility and accessibility fields applied at the tourism sector.

**Responsible Tourism** includes and cares about everyone, because every single person is a potential responsible traveller. Responsible tourism believes that each person deserves a break, no matter his or her physical and mental condition as leisure time is a fundamental right for the wellness of human beings. Taking inspiration from the experience in social cooperatives,

responsible tourism is promoting the integration of the persons who are victims of social exclusion (ex-detainees, ex-drug addicts, single women...). In this sense, responsible tourism promotes the accessibility to the work in the tourism organisations especially for those wishing to improve their corporate social responsibility.

**Accessible Tourism** supports responsible behaviour of tourism policymakers, tourism providers and stakeholders by informing them about the rights of persons with disabilities to participate in travel, sport and leisure, as defined by the UN Convention on the Rights of Persons with Disabilities, 2007, and by offering concrete guidance and good practices to show how tourism services can be made accessible for all. By working together as a network, ENAT members are contributing to widening the tourism market to all persons, regardless of age, health condition or ability.

Finally, the value of **solidarity** represents a strong part of our identity and constitutes one of the common strongest values.

Meanwhile, ENAT would like to integrate more the aspects linked with the sustainability and responsibility while EARTH needs to learn from the great experience of accessible tourism. Both sectors have the will to share their mutual knowledge, expertise and experience of the good practices in tourism.

**Fields of cooperation shall be as follows:**

- Promote collaboration between the respective members of the two parties at National, and European levels;
- Collaborate on issues of common interest in policy development fora of the European Union and Council of Europe, where our respective organisations have access;
- Promote and implement projects addressing accessibility, sustainability and services for people with disabilities as part of tourism destination planning and management;
- Provide advice and expertise on the specific fields of sustainability, responsibility (EARTH) and accessibility (ENAT) in tourism;
- Disseminate knowledge and build capabilities through websites, publications, collaborative training programmes, workshops and other means.

**In order to realise this cooperation, ENAT and EARTH will collaborate in a number of respects, including but not limited to the following:**

- Dissemination of information about each organisation to both parties' extensive networks of members and stakeholders to increase awareness of accessibility and services for people with disabilities in tourism destinations and in communities and on responsible and sustainable tourism;
- Working together to strengthen policy and practices on accessible tourism and services for people with disabilities and on responsibility and sustainability of tourism of the EU and the Council of Europe;
- Identification and development of joint researches and development projects, including joint bids in Calls for Proposals;
- Collaboration in European and international standards work aimed at the tourism and service delivery sectors
- Joint marketing and promotional activities
- Presentation of each other's logos on the parties' respective websites
- Inclusion of news and events, where relevant, in each other's Newsletters and e-Bulletins
- Collaboration in conferences, workshops, (e.g. webinars, events and training programmes), including jointly organised events, where appropriate.

EARTH and ENAT may act as **collaborating partners** in a number of areas related to **tourism, accessible services and standards and the implementation of responsible and sustainable tourism**, given that they have complementary aims, interests and, together, both European and global networks of members and contacts.

ENAT and EARTH will each appoint a Contact Person, under the direction of the respective Boards, whose duties will be to work together to develop the plans and practical modalities for implementation of this MoU and to make a Joint Annual Report on the results and progress achieved under the MoU.

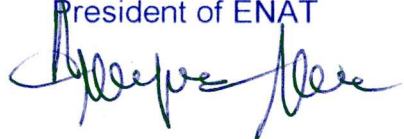
This Memorandum of Understanding will be reviewed by both parties every two years.

Signatures


Date and place:

16 July 2014 Rome

Annagrazia Laura  
President of ENAT

A handwritten signature in blue ink, appearing to read 'Annagrazia Laura', written over the printed name and title.

Maurizio Davolio  
President of EARTH

A handwritten signature in blue ink, appearing to read 'Maurizio Davolio', written over the printed name and title.