
REQUEST FOR PROPOSALS

Development and execution of a promotional campaign involving US tour operators and focusing on sustainable travel in The Nordics

Award entity	European Travel Commission
Issuance date	24/04/2024
Deadline for applications	20/05/2024
Estimated starting date	06/2024
Estimated duration	6 months

TABLE OF CONTENTS

1. INTRODUCTION	3
1.1. About the European Travel Commission (ETC)	3
2. INFORMATION ABOUT THE PROJECT	3
2.1. Short description	3
2.2. Geographical scope of the promotional activities	4
2.3. Objectives	4
2.4. Target groups	5
3. REQUIREMENTS AND DELIVERABLES	7
3.1. Marketing plan	8
3.2. Landing page	8
3.3. Promotional activities	9
3.3.1. Digital activities	9
3.3.2. Print	10
3.3.3. Webinars and in-person events	10
3.4. Trip introduction	10
3.5. Reporting	11
3.6. Project management team	11
3.7. Technical requirements	11
3.8. Implementation period	13
4. BUDGET AND TERMS OF PAYMENT	13
5. SUBMISSION OF PROPOSALS	13
5.1. Submission modalities and deadline	15
5.2. Questions and Answers	15
6. AWARD CRITERIA	15
6.1. Quality criteria	16
7. FINAL PROVISIONS	17
8. ACCOMPANYING DOCUMENTATION	17
Annex 1 – Sustainability for The Nordics	17
Annex 2 – Reference form	23

1. INTRODUCTION

This Request for Proposal (RfP) is launched in the framework of an ad-hoc grant of the European Union (EU) to the European Travel Commission (ETC) with the aim to support the promotion of thematic trans-European tourism products in third countries.

The present document is intended as a guideline based on ETC's goals and requirements. A clear understanding of these goals and requirements should be reflected in the proposal. Applicants are asked to interpret all aspects of this document carefully yet creatively, using their business intelligence, market experience and expertise to propose the best possible solution for the project. Additional ideas and suggestions that contribute to achieving the objectives of the project are welcome and should be clearly outlined in the proposal.

CONFIDENTIAL: The information in this document may not be used for any purpose other than to respond to this Request for Proposal. This document is and will remain at all times, the property of ETC.

1.1. About the European Travel Commission (ETC)

The European Travel Commission is an international non-profit making association of official National Tourism Organisations (NTOs) in Europe. The organisation was established in 1948 and is headquartered in Brussels, Belgium.

ETC's mission is to support the promotion of Europe as a tourist destination in major long-haul markets. For its member NTOs, ETC also provides a broad portfolio of market intelligence services and encourages the sharing of best practices. ETC is established as a private body (AISBL) under the law of Belgium.

Moreover, within the scope of its mission, ETC works regularly with the European Commission on a series of initiatives aimed at maintaining Europe's position as the world's leading travel destination.

Further information about ETC can be found on the website www.etc-corporate.org.

2. INFORMATION ABOUT THE PROJECT

2.1. Short description

ETC intends to commission an agency (hereinafter referred to as the contractor) to plan, execute and evaluate a promotional campaign involving US tour operators and focusing on sustainable travel in The Nordics. The campaign will specifically target the US market, with a focus on the US travel trade. The campaign is part of the wider **Reboot Nordic Tourism**

Project in the US (also referred to as the Project) consisting of multiple campaigns and involving diverse communication channels, including digital, in-person and print.

The intent of the project is to increase awareness of The Nordics as a sustainable travel destination for US travellers. The campaign aims to ensure that relevant consumer and sales-links are kept informed about the value of travelling to the Nordics from the US. The knowledge of The Nordics as a travel destination for US travellers can still be relatively low, and therefore it is important to implement strategic marketing projects to raise awareness.

The Project started as a strategic collaboration to entice US travellers to visit The Nordics again post-pandemic. As new travel patterns emerged, The Nordics found it strategically important to support sustainable travel throughout the region. As the project was found to be successful and relevant, The Nordics are continuing the project in 2024.

The project is implemented by ETC in partnership with the following organisations:

- **VisitDenmark**, which markets Denmark as a tourism destination for international tourists (leisure and business tourists).
- **VisitFinland**, which works to develop Finland's travel destination brand, markets Finland to travellers abroad, and helps companies in the travel industry go global.
- **VisitSweden**, which is the Swedish government's and Swedish tourism industry's marketing company.
- **Innovation Norway**, which is the Norwegian government body responsible for the development and marketing of Norway as a tourist destination.
- **VisitIceland**, which is the government body responsible for the development and marketing of Iceland as a tourist destination.

The activities subject of this Project Brief are co-financed by the European Union.

2.2. Geographical scope of the promotional activities

The geographical scope of the promotional activities encompasses five partners of The Nordics Consortium and the related destinations: Denmark, Finland, Sweden, Norway and Iceland.

2.3. Objectives

The overall objectives of the Reboot Nordic Tourism project are to:

- Increase the awareness of the Nordic countries as sustainable travel destinations in the US.
- Combine creating awareness with call-to-action campaigns to entice the High spending free independent Explorer travellers (HsFIT) segment to visit The Nordics.
- Educate relevant tour operators and travel advisors about The Nordics in order to expand the sales network to relevant travellers in the US.

- Support the increasing interest in travelling the less travelled routes and exploring off-season experiences.
- Inspire new, sustainable, travel routes throughout The Nordics.

Long-term goals:

- To ensure long-term sustainable growth in tourism income from tourists coming from the US, measured both for the Nordic region as a whole, for each individual Nordic country, and for the local destinations.
- To raise long-term awareness of the Nordic Region as an attractive and sustainable tourist region for US travellers. Both business-to-business (B2B) and business-to-consumer (B2C) awareness should be measured. This can be done via campaign performance reporting.
- To constantly keep up with international competition in terms of market share - for Europe, the Nordics region and the individual countries.
- To support market interest from US travellers in exploring unique, high-quality, authentic and sustainable travel experiences in The Nordics.
- Increase the product range of The Nordics tours in the US, specifically sustainable products.

2.4. Target groups

The Reboot Nordic Tourism project is targeted towards “High spending free independent Explorer travellers” in the US.

As defined by the project’s strategy, “Explorers” are travellers with the following characteristics: when travelling they want to clear or broaden the mind and bring home new perspectives on ways of living, eating and creating. When they travel the “Explorers” want to connect to the local culture, spend time in nature, they want to meet locals, eat local food and face local traditions. Finally, nature is an important element in their lives, and embracing a sustainable life is important for them.

The “Free Independent Traveller” or “Fully Independent Traveller” (FITs) represents all forms of tours for a fixed group of people (or a single traveller) who travel with or without the partial or complete help of tour operators or travel agents (including customised tours organised by tour operators).

The profile of this target group is:

- Willing to pay extra for travel services.
- Interest in novelty – interested in experiencing new activities, hotels and areas.
- Willing to stay longer at one or more destinations in The Nordics region.
- Not just shopping – shopping is not included as a required element.

- Go local – will rather spend on local services and local special goods.

These travellers seek a meaningful experience, they wish to engage with the locals and really get to know the destination. The project group have been discussing the relevant experience within the countries and there was broad agreement that the project needs to focus on both urban and rural experiences. Outdoor was mentioned for most of the destinations alongside gastronomy and lifestyle. The group also talked about glamping and camping as well as extending the travel season. The Nordic countries are relevant as vacation destinations during both the summer and the winter seasons. In the discussions, it was apparent that the level of knowledge in the US varies depending on the season, the country, and the type of vacation. This means that some countries might be well-known as a winter break, even though the destination is also a relevant summer break. Some countries might be well-known as city break destinations, even though they are also relevant as outdoor destinations. Therefore, it is important that the contractor has knowledge about the Nordic countries and can work with both well-known and lesser-known experiences and travel routes in the Nordics.

The Nordics consortium needs to challenge the existing perceptions of the Nordic countries as travel destinations. There are new/lesser-known routes to be explored, new/lesser-known hotels to stay at, new/lesser-known activities to join, etc. The contractor needs to have an interest in bringing the lesser-known paths to light to a relevant audience. The audience can be reached through vetted tour operators, travel advisors and selected B2C marketing communications. If the contractor works with incoming agencies, then it is important to have an interest in talking product development with them.

All countries in the Nordic region want their visitors to stay longer, to be interested in the culture of the destination and to spend more. In order to achieve sustainable growth in the long-haul markets where all the Nordic countries have a common interest, it's crucial to select a target audience carefully and communicate effectively in the market. This will help The Nordics attract the most sustainable segments and achieve their growth.

Another common goal is reducing seasonality by spreading the visits throughout the year and to the entire Nordic region. Thus, sustainability (as defined in Annex 1) should be taken into account on all levels (economic, environmental and sociocultural) for all NTOs, DMOs and companies in the Nordic region. Environmental and sociocultural sustainability is important.

The contractor must have the skills to bring these aspects to the forefront when planning the various elements of the project.

In relation to the communication towards the target group, it is important to mention the overall brand promise of the Reboot Nordic Tourism Project. The NTO marketing

group decided to elaborate a common Nordic tourism brand & communication platform¹ aimed at communication towards long haul markets. The brand platform is aligned with the “Nordics Brand Platform” initiated by the Nordic Council of Ministers and focuses on the following values: *Open, Creative, Natural and Sustainable*. The Nordic brand promise is *“Human Nature Moments inspired by the Nordic Lifestyle”*.

3. REQUIREMENTS AND DELIVERABLES

The contractor is required to deliver the minimum requirements described in the sections below. Any item that is essential for the smooth running of the project even though not specified, shall be read as included in the list of requirements.

A proposal not compliant with these requirements will be excluded from further evaluation.

The contractor is expected to plan, implement, and evaluate a promotional campaign in the US market involving two or more tour operators focusing on sustainable travel in The Nordics for 2024 (targeting the HsFIT segment).

The campaign should run for the entire duration of 2024. The contractor must have prior experience in engaging with the North American source market, particularly focusing on sustainable and responsible travel.

The campaign objective is to raise awareness through two or more US tour operators, with the ultimate aim of generating bookings. The contractor must present a viable plan for achieving this. Notwithstanding some bookings will not be fully converted by the end of the campaign period, the contractor should be able to showcase an increased interest and/or increased intent to book travel to The Nordics.

The contractor must prioritise sustainable travel in the campaign and demonstrate how they will effectively reach the target audience. Moreover, the contractor must be knowledgeable of the tourist offerings in the Nordic region.

The proposal should be a strategic overview of how to run multiple campaigns with multiple tour operators (minimum two) who can create awareness and ultimately convert bookings via various marketing tactics throughout 2024.

¹ See Nordic Tourism Brand & Communications Platform:

https://www.visitdenmark.dk/sites/visitdenmark.com/files/2020-12/2020_nordic-tourism-communication-platform.pdf

The proposal must include the selection of tour operators – and related companies’ details – that will be part of the campaign strategy. Selected tour operators must fulfil the scope and objectives of the campaign when implementing the activities.

The chosen tour operators are required to deliver outputs and meet established KPIs in their activities with a value that equals twice the contribution made by the contractor.

Please note that all investments made by tour operators in the campaign should exclusively target the US audience.

The proposal should clearly indicate the methodology describing how The Nordics can be marketed to the selected target group.

The campaign should ultimately entice US travellers to think about new /lesser-known ways to explore The Nordics. This could be travel routes, experiences, travel themes, seasons, etc. The experiences should match the HsFIT segment and always have sustainability top of mind. The contractor is expected to plan a good media mix and implement creative modalities to market The Nordics in the USA.

If the contractor has worked with The Nordics before, the plan can include ideas to build on existing material, adding extra value from the outset of the campaign.

3.1. Marketing plan

The contractor needs to produce a marketing plan specifying the tactics, outputs, KPIs and timeline for each of the activities foreseen, following the structure and including the information and parameters listed in section *3.3 Promotional activities*.

It is important the contractor can measure the effectiveness of the campaign. The KPIs should meet industry standards. If the contractor foresees changing any activities throughout the campaign period, the consortium and ETC will need to be notified and approve the change before the contractor proceeds with the implementation.

3.2. Landing page

The campaign must include a landing page specifically depicting The Nordics as a sustainable travel destination, with the aim of directing traffic to it. This page should include information on how to adopt responsible behaviours when travelling across The Nordics and inspire new travel patterns. The contractor should develop a creative modality to design, develop and promote this page.

The landing page must be kept alive at least six months after the completion of the project.

3.3. Promotional activities

The contractor is expected to select the digital marketing tactics they deem relevant from those listed below. The activities below are not all obliged to be in the proposal. The contractor can add other tactics they deem relevant – provided that the scope and objectives of the campaign are respected.

The contractor's campaign proposal must outline detailed KPIs and results, taking into account the overall outputs generated by the selected tour operators. The results will be considered as guaranteed. When the typology of activity (e.g. email marketing, paid social media) is foreseen to be delivered through different platforms, each KPI from the same typology of activity can present aggregated guaranteed results for the overall campaign.

To deploy the digital marketing activities, the contractor is required to deliver the following services:

- Produce any creative work (e.g. graphics, copy, videos, images) necessary for the promotion. At the time of publishing this Request for Proposals, The Nordics does not have a joint website to be used as a landing page and marketing collaterals are not yet prepared. Therefore, the contractor needs to be able to design banners and create other marketing collaterals, with respect to the Nordics branding and the logos relevant to the project (see *Publicity guidelines* in *3.6 Technical requirements*). The materials must be approved by the consortium and ETC prior to publication and distribution. If the contractor is unable to provide the marketing collaterals, the consortium must pre-approve any campaign production timelines. This is necessary as the consortium will require time to design the collateral externally.
- Distribute the marketing outputs to reach the target audience efficiently.

3.3.1. Digital activities

For the promotion of the landing page, the contractor can use the digital marketing activities listed below.

- Dedicated landing page (i.e. *3.2 Landing page*)
 - Output: link and screenshot of the created landing page
 - KPIs: page views (min. 30,000, with min. 60 % US visitors)
- Email marketing
 - Output: email showcasing the agreed theme in line with the campaign
 - KPIs: average CTR (min. 2,5 %), average open rate (min. 30 %)
- Ads banners
 - Outputs: creatives, screenshots of websites where the banner was shown
 - KPIs: impressions (min. 300,000), clicks (min. 300), average CTR (min. 0.05%)

- Paid social media
 - Outputs: creatives, screenshots of the ads online
 - KPIs: impressions (min. 13,000), average CTR (min. 0,5%)
- Organic social media
 - Outputs: links and screenshots of the social media posts
 - KPIs: impressions (average for all posts min. 800)
- Blogs
 - Outputs: links and screenshots of the blog posts
 - KPIs: page views (min. 3,000, with min. 30 % US visitors)

3.3.2. Print

As part of the campaign, offline print activities can be foreseen to promote the destinations.

- Magazines or similar
 - Outputs: printed copy and/or picture of the printed material
 - KPIs: number of copies distributed (min. 30,000)

3.3.3. Webinars and in-person events

As part of the campaign, webinars and in-person events can be foreseen to promote the destinations.

- Webinars
 - Outputs: recording of the webinar and presentations used
 - KPIs: attendance (min. 40), overall satisfaction of attendees (min. 8/10)
 - Minimum sign-up for a webinar: 100.
- In-person events
 - Output: promotional materials used
 - List of relevant operators, travel agents and prospect travellers met (including full name, company, market, contacts, relevant notes about the meeting - if any)

3.4. Trip introduction

The contractor is required to introduce at least one new trip or make a new modification to an existing trip in the Nordic region for each tour operator involved by the end of the contract. The contractor needs to consider relevant sustainable travel options instead of solely concentrating on current market demand. It will be given preference to proposals that include an educational component about the Nordic region, whether it's aimed at sales staff, end-customers, or travel advisors.

3.5. Reporting

Regular written progress reports must be provided to ETC. The contractor should estimate monthly reporting to keep ETC informed on the delivery process.

The contractor is required to produce a minimum of two detailed performance and analytic reports: a mid-campaign report when the campaign has started and the first results can be measured and a final report within 30 days after the completion of the campaign. The scope of the report includes but is not limited to the following:

- Results for set KPIs of the promotional activities (respecting the pattern in [3.3 Promotional activities](#)).
- Channels used.
- Outputs, KPIs, and results delivered by tour operators.
- Outputs (respecting the pattern in [3.3 Promotional activities](#)) with supporting documentation and proof of run (e.g. raw data from social media analytics and surveys, relevant links to and screenshots of digital content published online or sent out electronically, pictures of offline marketing materials).
- Overall evaluation of the effectiveness of the marketing activities in relation to the objective of raising awareness of sustainable travel offerings in the Nordics towards the target audience.

3.6. Project management team

The contractor must have a professional project management and technical team that is able to provide adequate staffing over the duration of the entire campaign period. The contractor should designate at least one staff member to manage the account and all project-related communication, including regular updates to ETC and its partners on the project implementation.

The contractor must have specialised and thorough experience and expertise in marketing campaign deployment. Specific experience in marketing activities for sustainable travel destinations is an asset.

3.7. Technical requirements

The aforementioned deliverables should adhere to the following technical requirements:

Publicity

The campaign must clearly acknowledge ETC's and the European Union's financial contribution. In this respect, the contractor will be required to give prominence to the

following logos on communication materials (landing page, press releases, emails, videos, posters, publications, etc) produced in the framework of the co-branded campaign:

Logo of Europe-visiteurope.com



Name and emblem of the European Union



**Co-funded by
the European Union**

The guidelines for the use of the Europe-visiteurope.com logo and the EU emblem as well as the respective graphic files are available for download at the following link: <https://etc-corporate.org/publicity-guidelines/>.

The campaigns must clearly showcase the following logo from The Nordics consortium:

Logo of The Nordics



The Nordics consortium will send the contractor a high-res logo after the kick-off meeting.

Style

All deliverables need to be in line with the style guidelines provided by ETC and its partners.

The contractor must ensure that sustainability is an integrated part of the project and that the Nordic Brand Platform is respected when communicating with journalists and media in all marketing activities.

Assignment of rights

The contractor shall explicitly provide ETC and its partners with a worldwide, royalty-free, non-exclusive, perpetual (for the duration of the applicable copyright) license to exercise the Intellectual Property Rights in the Campaign Material (created for or in the course of the campaign) as stated below:

- a) to reproduce the Campaign Material or incorporate the Campaign Material into other material, and to reproduce the Campaign Material as incorporated in such other material;
- b) to create and reproduce derivative works from the Campaign Material;

c) to distribute copies and display publicly the Campaign Material, whether independently or as part of other material;

d) to distribute copies and display publicly derivative works from the Campaign Material

3.8. Implementation period

The implementation period of the project is expected to start in **06/2024** and shall not extend beyond **31/12/2024**.

4. BUDGET AND TERMS OF PAYMENT

The maximum available budget for this project is **64,000 EUR** (sixty-four thousand euros) including all taxes and costs.

Invoicing will be done in a maximum of two instalments after submission of the corresponding deliverables and related reports. ETC will first approve that the deliverables are correct and then ask the contractor to submit the corresponding invoice.

The Supplier shall submit a detailed breakdown report of the actual expenses and purchase orders incurred on behalf of ETC (including but not limited to all expenses, fees and applicable taxes) and duly justified based on supporting documents (e.g., invoices and reports from third parties; proof of run, breakdown of KPIs reach from the contractor and third parties). **ETC reserves the right to ask for further explanations and supporting documents.**

The payment from ETC to the contractor may be subject to reduction in the event of any breach of the contractor's obligations. Breaches may include but are not limited to failure to deliver the required deliverables, not meeting the established Key Performance Indicators (KPIs), or incorrect use of the Europe-visiteurope.com logo and the European Union emblem.

5. SUBMISSION OF PROPOSALS

Proposals must be **clear, concise** (not exceeding 15 pages in total²) and **written in English**, so there can be no doubt as to word meaning and figures.

Proposals should include:

- 1) Brief **company profile**.

² Annexes and other supporting documents do not count towards the page limit.

- 2) Detailed description of **campaign proposal** including the selection of tour operators that will participate in the campaign, foreseen activities, with their description, KPIs guaranteed results and a timeline for implementation. The proposal must clearly state how it will reach the target audience described in section 2.4, how it will include the Nordic brand platform and how sustainability will play a key role in the campaign deployment.
- 3) **References** to relevant experience in delivering comparable work as outlined in 3. Requirements and deliverables (i.e. case studies or reference list - including project goals, processes, dates and verifiable deliverables). Please use the template as part of Annex 2.
- 4) **Timeline** for the completion of the project. Please bear in mind that the launch of the campaign will occur after the signature of the Agreement between ETC and the contractor. Therefore, due to administrative endeavours, the campaign timeline should not foresee any activities (and submission of deliverables) before 17 June 2024.
- 5) Description of **team credentials**, field of expertise and roles of the people involved in the project.
- 6) **Detailed breakdown of the economic offer**, including a budget line for each of the campaign's activities part of the proposal. If there is an agency fee, then that price must be clearly mentioned. All prices should be quoted in Euro and include all taxes. Please note that any differences in pricing (e.g., exchange rate difference) between the date of the proposal and the end-of-year report are not covered by ETC and the consortium. The economic offer should include all costs following the scope of work of the project (including third-party costs if any). Any item that is essential for the smooth running of the project, as indicated within this document, even though not specified, shall be read as included in the list of requirements.

If any work for the project is to be subcontracted to a third party, the contractor must clearly specify in its proposal all tasks and deliverables that are to be outsourced. Any costs related to outsourcing shall be borne by the contractor. The contractor will be the sole responsible party for the delivery of the outsourced work.

5.1. Submission modalities and deadline

Proposals must be submitted in electronic format via the following form on the ETC's website <https://etc-corporate.org/requests-for-proposals/submission-form/>, selecting the RFP "Tour operators campaign in the US - The Nordics".

Proposals must be received by **20/05/2024** at 23:59 (CEST).

The proposals must be valid for at least six months after the submission deadline.

5.2. Questions and Answers

Questions can be sent in written form via the contact form on the ETC website (<https://etc-corporate.org/contact/>) with the subject "Questions – RFP: Tour operators campaign in the US - The Nordics" until **14/05/2024** at 14:00 (CEST).

ETC will provide the answers to all received questions on this page <https://etc-corporate.org/qa-rfp-tour-operators-campaign-us-market-nordics/> by **16/05/2024** 18:00 (CEST) at the latest.

6. AWARD CRITERIA

Proposals should elaborate on all award criteria to score as many points as possible. The mere repetition of mandatory requirements without going into details will only result in a lower score.

Proposals will be initially assessed based on the quality criteria and subsequently evaluated against the financial criteria outlined below.

The following formula will be used to calculate the final total score of the proposal:

- **Quality criteria:** 60% of the total evaluation score
- **Financial criteria:** 40% of the total evaluation score

$$\text{Final score} = [(\text{lowest price} / \text{proposal price}) \times 100 \times 0.4] + (\text{quality score} \times 0.6)$$

If two proposals receive identical scores following individual reviews, the contract will be awarded to the proposal with the lowest price.

6.1. Quality criteria

The quality of the proposal is defined as a minimum set of delivered services as described in section “**3. Requirements and deliverables**”. Each of these criteria and the relative weights assigned to them are described below.

<u>Quality criteria</u>	<u>Weight</u>
<p>Relevance of the proposed solution. The extent to which the proposed solution is appropriate to the scope of work and target groups, in particular:</p> <ul style="list-style-type: none"> • The proposed creative approach, alignment with sustainable travel and the Nordic Tourism Brand & Communications Platform and educational element. • The overall level of detail, feasibility, and practicality of the proposed solution. • The content development and distribution strategy (including the tour operators' activities) • Definition, verifiability and minimum guaranteed results for set KPIs. 	40
<p>Project management and methodology The extent to which the proposed methodology for executing and managing the work will successfully ensure high quality, timely delivery, and achievement of the project objectives and KPIs.</p>	25
<p>Cost-effectiveness The extent to which the resources are efficiently utilised to achieve the desired objectives while maximising the return on investment.</p>	15
<p>Company profile, experience, and qualifications of the project team The extent to which the degree of specialisation, experience, quality and expertise of the contractor and the proposed project team is relevant and appropriate for the project.</p>	20

Each quality criterion will be given a score in a range from 0 (zero) points to 10 (ten) points in accordance with the following scale:

0 Not available/not provided	The application fails to address the criterion or cannot be assessed due to missing or incomplete information.
1-2 Poor	The criterion is inadequately addressed, or there are serious inherent weaknesses.
3-4 Fair	The application broadly addresses the criterion, but there are significant weaknesses.
5-6 Good	The application addresses the criterion well, but a number of shortcomings are present.

7-8 Very good	The application addresses the criterion very well, but a small number of shortcomings are present.
9-10 Excellent	The application successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

Proposals must achieve a minimum score of 50 out of 100 points in the quality score. Proposals that score below this threshold will be excluded from further evaluation and will not be ranked.

7. FINAL PROVISIONS

This Request for Proposal is in no way binding on the European Travel Commission, nor any of the European Union institutions. Any contractual obligation commences only upon the signature of the particular agreement between ETC and the contractor.

ETC reserves the right to accept or reject any or all proposals received as a result of this Request for Proposal as well as to cancel this project, either partially or totally. In the event of cancellation of this Request for Proposal, this should not entail any financial obligation from ETC towards any applicant.

Submission of a proposal implies acceptance of the terms and conditions set out in this document.

8. ACCOMPANYING DOCUMENTATION

Annex 1 – Sustainability for The Nordics

Annex 2 – Reference form

Brussels, 24/04/2024

European Travel Commission
Rue du Marché aux Herbes 61
1000 Brussels – Belgium
Tel + 32 (0)2 - 548 9000
www.etc-corporate.org

Sustainability for The Nordics



Joint statement by travel industry partners - **modified to suit the common Nordic needs.**

BACKGROUND: In spring 2019, Visit Finland updated the national principles of sustainable tourism together with various stakeholders. The update also took into consideration the policy orientations that have emerged in the international debate.

PRINCIPLES MODIFIED FOR THE NORDICS:

The joint principles for travel industry partners *operating in the Nordics* is a statement on the following issues:

- Cooperation
- Ecological sustainability
- Cultural sustainability & cultural heritage
- Social sustainability & wellbeing
- Perseverance & locality
- Quality & safety
- Climate change & resource wisdom
- Sustainability communications
- Financial sustainability & competitiveness
- Commitment

By signing the 10 Principles of Sustainable Tourism, we are committed to working towards more sustainable tourism *in the NORDICS*. We recommend that you highlight these principles in your operations because, through them, you can communicate about the joint objectives to the stakeholders.

1. We cooperate fairly

- We develop tourism in cooperation with other partners in our region and industry. Together, we can better influence the future of society and tourism. We want the Nordic region to be a good place to live in and to visit, both now and in the future, so we make decisions that are also sustainable for future generations. We treat everyone with respect and fairness, and only engage in fair and honest trading.

2. We take care of nature

- We protect the environment, landscapes and biodiversity of our region. Our operations do not exceed the carrying capacity of nature, and contribute, on their part, to securing the opportunities for a good life and the preservation of a clean operating environment in the Nordic region. We also ensure the welfare and dignified treatment of animals in the Nordic region.

3. We respect the cultural heritage

- We cherish the cultural heritage of the Nordic region. Our goal is to genuinely and respectfully present, revitalize, maintain and strengthen the different cultures. We also understand that cultures have always evolved in interaction and learned from each other.

4. We foster wellbeing, human rights and equality

- We treat our employees, guests and the residents in the Nordic region equally and respectfully, regardless of their background. We take people's special needs into account in our operations. We train, guide and encourage our staff to act responsibly.

5. We favour the local

- We support products, services and businesses in the Nordic region, and aim to employ local people. We favour food made from local ingredients. We involve the residents and businesses in matters that affect them.

By signing the 10 Principles of Sustainable Tourism, we are committed to working towards more sustainable tourism in Finland. We recommend that you highlight these principles in your operations because, through them, you can communicate about the joint objectives to the stakeholders.

6. We invest in safety and quality

- We take care of the safety of local residents, our staff and guests, and comply with the law and official regulations of each destination. By putting quality first in developing our services and products, we create the conditions for the continuity of our operations.

7. We consider the climate impacts

- We make climate-friendly choices and reduce our carbon footprint. We monitor the impact of tourism on the environment and, through active measurement, aim for more efficient use of energy and resources.

8. We communicate openly

- We communicate boldly about our responsible actions in tourism as well as future plans and visions. With our actions we help build awareness of the Nordics as a sustainable destination. We talk openly about successes, but also about challenges.

9. We are continuously developing our business

- We are ready to renew our services and products to ensure their future demand. Stable finances and ethical business create the basis for sustainable development of the operations.

10. We are committed to the principles of sustainable tourism

- We take an active role in promoting sustainable tourism and in implementing these principles of sustainable tourism.

Notes

Sustainability as defined by the UN (<https://sdgs.un.org/goals>) has 17 goals. Goal number 8 is "decent work and economic growth".

The Nordics have many smaller villages and rural nature spots that might be mostly visited in certain peak seasons. In this campaign it is important to help spread to tourists out to increase the economic benefits of tourism across the region.

**ANNEX 2
REFERENCE FORM**

Name of the project:	
Scope and objectives of the project:	
Total value of the contract (in euros):	
Period of execution:	
Place of execution:	
Description of the work performed by the contractor:	
Client	
Name:	
Registered address:	
Website:	
Attached certificate of good execution ³ :	YES / NO
Contact person at the client	
Name:	
Position:	
Phone:	
E-mail:	

³ Delete what does not apply