



GREEN JOBS
for a greener future
#EUGreenWeek



The essence of rural well-being

Company name: L'Avenc de Tavertet S.L.

Product category: Tourist Accommodation

Country of origin: Catalonia

License holder since: 2009

Available in: Catalonia, Spain, Great Britain (until now), France, Germany and Belgium.

Website: www.avenc.com

What convinced them to apply for the EU Ecolabel?

"We had been applying eco-criteria to our restoration and our search for a new life for an abandoned property (which was progressively turned into a complex of self-catering mountain lodges) when the chance came up to choose between a local eco label and a more wide-spread label. So we decided to be more globally minded and go for the EU Ecolabel."

How has being certified with the EU Ecolabel given them an edge over competitors?

"Maybe only recently, when people have started to recognize this kind of commitment as a positive, valuable feature to a company or initiative. What it has done for us is a 'reason to exist', a pride in what we do, a feeling our work is worth it and well done."

Has the EU Ecolabel increased their revenue and allowed them to enter new markets?

"It's difficult to say. That certainly wasn't our reason but perhaps in the long run, it will bring in more bookings. We are seen as being different, slightly 'mad' and there is still some resistance to the word 'eco', particularly locally where it is seen as simply more expensive. I would say internationally it is becoming important and certainly crucial with some more purist eco-travellers, but we tend to work with the mainstream public which is also gratifying as they are actually often discovering and believing in something they knew little about."

How do they evaluate consumers' and general demand for sustainable products?

"It is on the increase. Insofar as food products, demand is increasing very quickly in Spain. As for other products, when people understand what makes the product sustainable, it is also becoming better recognised as an option. There has been overuse of the words 'eco', 'green' etc. that logically makes people wary as well, so one has to be committed to doing one's best both in believing in the project and keeping the standards up, so as not to let down people's expectations."

How are they contributing to the circular economy?

"Rupit and Tavertet, tiny mountain villages between Barcelona and the Pyrenees, were already tourist destinations that lie very close to l'Avenc. Our objective was in fact to help create a more sustainable pattern by promoting a more fluid all-year-round influx and avoiding the 'only weekend' or 'holiday' tourism that was the tendency in the area. We may not have achieved to change things drastically but we have made a difference in the outlook. We are currently seen as a good alternative which other enterprises related to tourism may adopt in the near future. We are working to consolidate this model as the only viable way to achieve sustainable tourism, that brings with it a sense of well-being and avoids the swing from chaotic



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crowds to deal with for one day, followed by a totally silent village atmosphere where no one actually lives anymore."



Should you wish to use the above photos, quote a company representative or have any other questions please contact:

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