



EOS CODE

Code of Practice on Environment Oriented Sustainability

Launching Conference

On **Monday 23 January 2012 at 09:00 a.m.** will take place, in the **Hotel Grande Bretagne** (Golden Room), **Syntagma Square, Athens, Greece**, the Launching Conference of “**EOS CODE**”, a Code of Practice on Environment Oriented Sustainability that has been designed for tour operators and travel agencies, who are primarily involved in package travel, and affects the tourism product’s offer in its totality. It aims to contribute to the enhancement of the quality of the provided services, the competitiveness of the tourist enterprises and the sustainability of tourism.

“**EOS CODE**” is an innovative idea, the creation of which was initiated by HATTA and carried out by a strong group of European Partners, in the framework of the European Project of the same name.

Among the participants in the Conference are the 8 Partners of the European Project, who worked for the creation of the Code: The research Partners University of Padova (Italy) and Research Institute for Tourism (ITEP) (Greece), the European Association ECTAA, whose members are the Associations of tour operators and travel agencies of all European countries, and the five Associations of tour operators and travel agencies in the countries of which the “EOS CODE” will first be implemented: HATTA (Greece) - *Project Coordinator*, ABTTA (Bulgaria), FIAVET (Italy), PIT (Poland) and UHPA (Croatia).

A representative of the **European Commission** will also participate in the Conference, in order to present to us the new initiatives and programmes of the E.U. for the development of Tourism, as well as a representative of the well known and well established in the bigger European countries programme for the sustainability in tourism “**TRAVELIFE**”. The two programmes, “**EOS CODE**” and “**TRAVELIFE**”, will collaborate closely afterwards, for the benefit of the development of sustainable tourism, of the tour operators and travel agencies that will implement them, as well as of the consumers.

Draft Programme

The Project’s website is under construction

The Project "EOS CODE" is part of the EU's Competitiveness and Innovation Framework Programme (CIP), which aims to encourage the competitiveness of European enterprises.

<http://ec.europa.eu/cip/>

