

NaturCert announces 'Local Campaign'

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NaturCert is the global independent organisation which has developed the NaturCert Certification Program for the environment and society. Today NaturCert is proud to announce the 'Local Campaign' part of the new set of NaturCert's public initiatives.

'Local Campaign' aims at creating a public platform for tourism companies wishing to support local environmental conservation as well as the local society & economy, through their purchasing policies, by giving the opportunity to local producers, manufacturers, artisans and suppliers to increase the competitiveness of their products and services.

NaturCert supports strongly the belief that certification for the environment and society as well as sustainable practices of companies, represent an economic and social asset both for tourism companies and society.

Akis Laopodis, the Managing Partner of NaturCert, says 'the 'Local Campaign' will benefit the local communities by generating opportunities for development, and interested companies will make a positive contribution by embracing diversity and local production. We firmly believe that by launching a campaign that promotes and supports local goods and services in several countries around the world, we give the opportunity to tourism companies and host communities to develop further their interaction in a win-win situation.'

'Local Campaign' is an ongoing initiative that aims to reach every corner of the world with a growing number of communities supporting the campaign.

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