

#eco-friendly

#environment

PROMOTE RESPONSIBLE TOURISM AND MAKE THE INDUSTRY MORE ETHICAL AND ENVIRONMENTALLY FRIENDLY.

Structure : Baie de Somme Zero Carbon Association (BSZC)



Hauts-de-France

The Baie de Somme Zero Carbon Association, founded by some fifty tourism professionals in 2009, is committed to preserving the Baie de Somme, a natural gem. Our members are committed to promoting responsible tourism and making their professional activities more ethical and environmentally friendly. Through concrete actions, members of the BSZC network commit to:

- Act in accordance with the [association's charter](#), share best practices and opportunities, and leverage collective intelligence.
- Engage in research by forming partnerships with universities, supervising master's-level internships, and organizing conferences open to all.
- Organize projects and special events to raise public awareness and foster cooperation among local stakeholders, particularly to expand the impact of short supply chains and eco-mobility.

Through the organization of projects and key events, members of the BSZC network seek to raise public awareness and encourage cooperation among local stakeholders. The biannual conferences bring together experts to reflect on the future of tourism by comparing viewpoints and sharing experiences, while friendly festivities such as the gastronomy festival or the mobility festival encourage visitors and residents to adopt sustainable modes of transportation

and consumption and highlight the richness of local products and expertise.

Regular working meetings provide a space where network professionals can share their views, identify common problems, and develop collaborative solutions tailored to the specific needs of the region. External speakers enrich these exchanges with new perspectives. By sharing best practices and successes, as well as obstacles and opportunities, the association's members can increase the impact of their eco-friendly actions and pool their solutions. These shared measures address the supply of local restaurants through short supply chains, waste reduction and recycling, water management, and energy consumption reduction.

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<https://www.baiedesomme-zero carbone.org/>