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Measure Evaluation Result

MAL 6.1 – Green Mobility Hotel Award

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Executive summary

The objective of this measure was to create a Green Mobility Hotel Award and Labelling scheme for hotels, to promote the adoption of a “Green Mobility Plan” for hotels and implement green travel measures.

One individual hotel and one partnership of hotels put forward a winning proposal for the Green Mobility Hotel Award and managed to obtain the Green Mobility Label. The individual hotel proposed a collection of measures (an electric passenger van, installation of a bike-sharing station, and the provision of cycling helmets and lockers), whereas the partnership of hotels proposed the purchase of an electric passenger van to be shared between the hotels for use by their visitors.

Concerning the framework for the measure evaluation, the awareness and acceptance of the Hotel Award and Labelling Scheme and Green Mobility Plans were evaluated through a survey with the hotel management. The avoided CO₂ emissions calculations were based on a hypothetical scenario of replacement of recorded 2019 trips made by the existing hotel vans and taxi trips.

From the responses to the survey, the local partners verified that the awareness and acceptance of the Hotel Award and Labelling Scheme was high and that hotels agreed that such a label could improve the profile of Malta’s hotel industry internationally. The impact from this measure is expected to be long-lasting, as it has encouraged hotels to develop and implement Green Mobility Plans, which will guide their mobility practices in the future. The avoided CO₂ emissions, based on use of the procured electric vans, compared with the 2019 baseline recorded trips with ICE vehicles, are ~ 3,173 kg CO₂e on an annual basis.

The winning measures originally needed to be implemented by June 2020, but this was delayed due to the COVID-19 pandemic. For example, one of the procured electric vans was delayed and arrived a few months late. In October 2020 the procured van was sent for wrapping, to be branded as an electric vehicle procured through the DESTINATIONS project. The award ceremony was planned to take place in June 2020, but had to be postponed due to restrictions related to the pandemic, and following a 6-month project extension, is now planned for March 2021.

In terms of future opportunities, there is scope for including the developed Green Mobility criteria in the existing eco-certification scheme implemented by the Malta Tourism Authority. Limiting the pilot measure to the Valletta Region unfortunately meant having to turn away other interested hotels. If this measure is extended or repeated in the future, it would be more successful if it can be available nationwide.

A Description

The main concept behind this measure was to stimulate the design of a “Green Mobility Plan” for hotels, similar to a SUMP. The implementation of the Green Mobility Hotel Award and Labelling scheme has contributed to engage hotels.

The purpose of the Green Mobility Hotel Award and Labelling Scheme was to encourage the hotel industry to further invest in green mobility initiatives and to reduce the carbon footprint in the service industry. The Green Mobility Hotel Award and Labelling Scheme created awareness amongst hotel operators, encouraging them to implement green mobility measures and initiatives, through a formalised Green Mobility Plan, which benefit their guests, employees, other tourists and visitors, the local community (residents and the business community), and the wider general public on a regional and national level.

The starting point of the measure was defined via stakeholder consultation and desktop research. This baseline was used to design the specifications which guided the design and implementation of the pilot. The pilot included the development of the award criteria and label criteria and the process for the award and labelling scheme. Submissions by hotels to the award competition were evaluated by an external committee. The measure involved an awareness and dissemination process, including media promotion and workshops with hotels and an award event for the distribution of the prize to the winning measures in March 2021.

A1 Objectives and outputs

City policy level objectives

- Improve guest experiences and promote more sustainable travel behaviour.
- Safeguard the environmental assets which attract tourists to the Maltese Islands and the Valletta Region.
- Improve the quality of life of residents via the mitigation of the carbon footprint of tourism.

Measure specific objectives

- Raise awareness about sustainable urban mobility practices amongst tourist operators and related stakeholders
- Incentivize the hotel industry to adopt practices related to Green Mobility and encourage efficiency among tourist operators

Outputs

- Award scheme developed (including guidelines for award and evaluation criteria)
- The elaboration of a Green Mobility Plan model, to be used by hotels and operators
- Two workshops for hotels to explain and launch the competition
- Two successful applicants (one single hotel and one hotel partnership) awarded the Green Mobility Hotel Label and had their proposed measures evaluated
- Award event to distribute prizes to the winning measures
- Awarded hotel measures implemented using the grant made available through DESTINATIONS

Supporting activities

- Desktop research and stakeholder consultation to define the baseline from which to develop the award guidelines and evaluation criteria.
- Workshops for hotels to explain the competition and encourage them to put forward proposals.
- The competition involves an awareness and dissemination process and an award event for the distribution of the prize to the winning measure.
- Ministry of Tourism participated in an exchange with Limassol Tourism Board on the topic of the Green Label Award for hotels, tourist mobility, electro-mobility and the usage of bike sharing system.

A2 Inter-relationship with other measures

The proposed and/or winning tourism mobility solution(s) feed into tourism-related solutions as part of the list of measures of the final SUMP document as part of WP2 (measure MAL 2.1).

A3 Target groups and/or affected part of the city or region

Target groups: Hotel operators, tourists and residents.

Areas: Open to all hotels within the Valletta Region.

A4 Stakeholders: CIVITAS project partners and other important actors

Stakeholder name	Activities description
Sustainable Energy and Water Conservation Unit (SEWCU)	Technical consultancy on energy measures
Malta Tourism Authority (MTA)	Advising Ministry for Tourism on the planning and development of the award
Malta Hotels and Restaurants Association (MHRA)	Promotion of the initiative and consultations

Table 1: Stakeholders involvement

B Measure implementation

B1 Situation before CIVITAS

The Green Mobility Hotel Award and Labelling Scheme were established through the implementation of this pilot project. The award and labelling scheme were complementary to other initiatives that were in place for the sector, e.g. the EU eco-label, managed by the European Commission and the national eco-certification managed by the Malta Tourism Authority (MTA) which focused on ensuring the environmental, socio-economic and cultural sustainability of hotels on the Maltese Islands and has been recognized by the Global Sustainable Tourism Council (GSTC) as fully reflecting their criteria. By 2020, 19 hotels are eco-certified and these represent 14% of hotel accommodation in the Maltese Islands. However, the eco-certification does not in its current state include any indicators related to mobility or transport.

B2 Innovative aspects

By creating awareness through an unprecedented award, amongst tourist operators, this measure encouraged the hotel industry to implement sustainable urban mobility measures for their guests, the business community, employees and society at large. The data gathered during the implementation of this measure contributed towards the positive development of both the tourism and transport strategic policy development.

B3 Technology development

Not applicable.

B4 Actual implementation of the measure

In early 2017, Ministry for Tourism published a tender for professional services including stakeholder consultations, launching and monitoring the implementation of a pilot model structure within the hotel industry for a green mobility hotel award and labelling scheme. All bids received exceeded the budget of €34.025, allocated for subcontracting for this measure. The specifications were revised and the second tender was issued in June 2018. Due to an appeal that was launched, the deadline for submissions had to be extended until the end of September 2018. After the closing of the second tender, the evaluation process was finalised in December 2018, and the measure implementation could start in early 2019.

Based on desktop research and stakeholder consultation with hotel industry representatives, the competition guidelines and award evaluation criteria were drafted by the external consultants and finalised after discussion with Ministry for Tourism, Transport Malta and University of Malta.

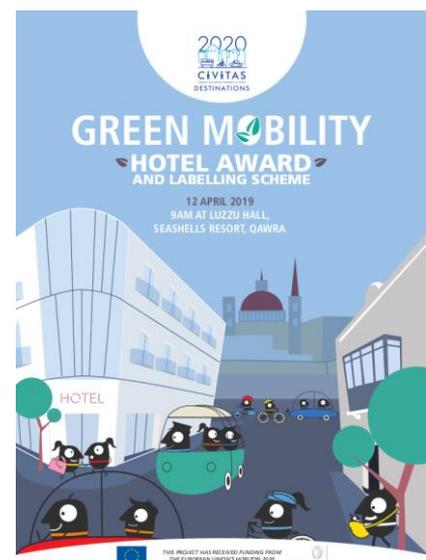


Figure 1: Advertisement for workshop shared with hotels

The guidelines for the award and labelling scheme, the selection criteria, and the application form for the award scheme were developed in early 2019. Hotels were invited to attend one of two workshops where the Green Mobility Hotel award and Labelling Scheme was launched, held at 12 April 2019 in Qawra and 29 May 2019 in Valletta (see Figure 1 and 2).

The deadline for submission of applications for the Award was 30 September 2019. Hotels could apply individually or in a partnership with nearby hotels. Hotels needed to obtain the Green Mobility Label, by proving that they had a Green Mobility Plan in place, before being able to submit a proposal to the Green Mobility Hotel Award. The label established that the hotel had suitable operational measures and management practises in place that demonstrated commitment to promoting green mobility, such as having a Green Mobility Plan in place and providing information on sustainable mobility to guests and staff.



Figure 2: Workshops with hotels to launch the Green Mobility Hotel award and labelling scheme

Two applicants, one single hotel (The Waterfront Hotel), and one partnership between hotels (The Palace Hotel & Victoria Hotel), managed to obtain the Green Mobility Label by the submission date and submitted their application for the Green Mobility Hotel Award. Both applicants were awarded funding for their proposed measures, as the budget allowed for the implementation of both measures.

The individual hotel proposed a collection of measures (an electric passenger van, installation of a bike station accommodating 8 bicycles to be rented through an app, and the provision of cycling helmets and lockers), as shown in Figure 3 and 4. The partnership of hotels proposed the purchase of an electric passenger van, to be shared between the hotels for use by their visitors. The vehicles were wrapped with imagery and logos of the project (Figure 3).



Figure 3: The new electric van at The Waterfront Hotel (Nissan e-NV200) and The shared electric van to be used for passenger transport by the partnership of hotels (Renault Kangoo ZE)

After the closing of the submissions of applications, in November 2019, a survey was sent to all hotels in the Valletta region that were invited to the launch seminars, to get a better understanding of their awareness and acceptance of the award and labelling scheme. The survey was sent to a total of 69 hotels in the Valletta Region and after sending a reminder, a response was received from 8 hotels.



Figure 4: Installed bicycle sharing station and lockers at The Waterfront Hotel

Figure 5 presents some responses by hotels to the question “In your opinion, what are the benefits of the Green Mobility Hotel Award and Labelling Scheme?”.

“The labelling scheme is another effort to attract sustainable tourism towards Malta. Hotels in the Valletta region will be in a better position to promote and offer walking, cycling and shared transport options. The promotion of electric vehicles is also in line with the government plan to reduce the use of the conventional vehicles and opt for electrical vehicles”.

“The benefits of the green mobility award are to encourage sustainable travel in relation to our operations and at reducing our carbon footprint and making a positive contribution to air quality in Malta and climate change generally. We will also help promote a more sustainable travel behaviour to our clients with the aim of reducing traffic and reliance on fossil fuels”.

“As a hotel, we are always finding ways to be green and sustainable. We have also seen an increase in our guests wanting to be involved. The Green Mobility Hotel Award and Labelling Scheme encourages management to invest more and staff to be more aware and involved”.

Figure 5: Hotel managers’ testimonials about the benefits of the Green Mobility Hotel Award and Labelling Scheme.

The winning measures originally needed to be implemented by June 2020, but this was delayed due to the COVID-19 pandemic. For example, one of the procured electric vans was delayed and arrived a few months late. In October 2020 the procured van was sent for wrapping, to be branded as an electric vehicle procured through the DESTINATIONS project. The award ceremony was planned to take place in June 2020, but had to be postponed due to restrictions related to the pandemic, and following a 6-month project extension, is now planned for March 2021. Preparations, such as the creation of the Green Mobility Label Signs for the hotels, are underway.

C Impact evaluation

C1 Evaluation approach

Expected impacts and indicators

Impact category	Impact indicator	Unit of measure
Society	1-Awareness level of the award and labelling scheme	%
Society	2-Acceptance level of the award and labelling scheme	%
Society	3-Number of Audits	Nº
Society	4-Satisfaction with the award and labelling scheme	%
Society	5-Awareness level of Green Mobility Plans	%
Environment	6-CO2 Emissions reduction	kg CO2e/a

Table 2: Expected impact and indicators

Method of measurement

Impact indicator	Method*	Frequency (Months)			Target Group	Domain (demonstration area or city)
		Bef.	Dur.	After		
1- Awareness level of the award and labelling scheme	S	-	-	37	Hotel operators	Demonstration area
2-Acceptance level of the award and labelling scheme	S	-	-	37	Hotel operators	Demonstration area
3-Number of Audits	DC	-	-	37	Hotel operators	Demonstration area
4-Satisfaction with the award and labelling scheme	S	-	-	37	Hotel operators	Demonstration area
5-Awareness level of Green Mobility Plans	S	-	-	37	Hotel operators	Demonstration area
6-CO ₂ emissions reduction	DC	40	-	48	Hotel operators	Demonstration area

* (Data collection (DC), Estimation (E), Survey (S))

Table 3: Method of measurement

Detailed description of the indicator methodologies:

- 1. Awareness level of the award and labelling scheme** - Data was collected by an environmental consultancy company contracted by Transport Malta through one survey distributed to hotels in the target area. The awareness level of the Green Mobility Hotel Award and Labelling Scheme was defined as a positive response to the yes/no question “Have you heard of the Green Mobility Hotel Award and Labelling Scheme?” and if yes, being able to correctly define the “Maximum sum of the grant available for your hotel under the Green Mobility Hotel Award”.
- 2. Acceptance level of the award and labelling scheme** - Data was collected by an environmental consultancy company contracted by Transport Malta through a survey distributed to hotels in the target area. The acceptance level of the Green Mobility Hotel Award and Labelling Scheme was defined as a positive response to the yes/no question “Do you think the Green Mobility Hotel Award and Labelling Scheme will incentivise good practices in green mobility and improve the sustainability performance of the hotel industry in the Valletta Region?”.
- 3. Number of audits** – Two audits (of three hotels in total, one single applicant and one combined application by two hotels) that were carried out by an environmental consultancy company contracted by Transport Malta to confirm that the hotels met the Green Mobility Hotel Label criteria and had implemented the planned interventions funded through the Award.
- 4. Satisfaction level with the award and labelling scheme** - Data was collected by an environmental consultancy company contracted by Transport Malta through a survey distributed to hotels in the target area. The acceptance level of the Green Mobility Hotel Award and Labelling Scheme was defined as a positive response to the yes/no question “Do you think the Green Mobility Hotel Award and Labelling Scheme will improve the profile of Malta’s hotel industry internationally?”.
- 5. Awareness level of Green Mobility Plans** - Data was collected by an environmental consultancy company contracted by Transport Malta through a survey distributed to hotels in the target area. The awareness level of Green Mobility Plans was defined as a positive response to the yes/no question “Before receiving the information on the Green Mobility Hotel Award and Labelling Scheme from the Ministry for Tourism, had you heard of the term ‘Green Mobility Plan?’”.
- 6. CO₂ emissions reduction** – Comparison of emissions of previous ICE cars/vans used, based on fuel usage and mileage in previous years and taxi trips booked for hotel guests, and hypothetical avoided emissions of the electric vehicle procured through the award in 2020.

The Business-as-Usual scenario

Without the Green Mobility Hotel Award and Labelling Scheme, hotels would have to pre-finance any investments in green mobility improvements privately. While some hotels showed that they were already making efforts in this field, without the provided training, funding and incentive to create a Green Mobility Action Plan, hotels would have less opportunity to develop and test out innovative measures in a real-life context.

C2 Measure result

Impact category	Impact indicator	Unit of measure	Baseline	Ex-Ante	Ex-post
Society	1-Awareness level of the award and labelling scheme	%	0	20	75
Society	2-Acceptance level of the award and labelling scheme	%	0	10	100
Society	3-Number of Audits	Nº	0	3	2
Society	4-Satisfaction level with the award and labelling scheme	%	0	20	100
Society	5-Awareness level of Green Mobility Plans	%	0	20	50
Environment	6-CO ₂ emissions reduction	kg CO ₂ e/a	0	1.615	3.173

Table 4: Measure results

C2.1 Society

1, 2 and 4 - Awareness, Acceptance and Satisfaction with the Hotel Award and Labelling Scheme

Eight hotels in total (12% of the target population, all hotels in the Valletta Region, n=69) responded to the survey about the Green Mobility Hotel Award and Labelling Scheme. All hotels (100%) that responded to the survey had heard of the Green Mobility Hotel Award and Labelling Scheme; 75% could correctly state the amount of the grant made available (Awareness level; Hotel Award and Labelling Scheme). 100% of the hotels that responded to the survey agreed that the Award and Labelling Scheme will incentivise good practices in green mobility and sustainability (Acceptance level; Hotel Award and Labelling Scheme). 100% of the hotels that responded to the survey agreed that the Award and Labelling Scheme will improve the profile of Malta's hotel industry internationally (Satisfaction level, Hotel Award and Labelling Scheme).

3 - Number of audits

With regard to the number of audits, while 3 audits were foreseen to determine the winner of the Green Mobility Hotel Award, only 2 applicants managed to meet the requirements and were able to submit a full application towards the award. However, both applicants managed to secure the funding towards their measures, and seeing as one applicant is a partnership between hotels, the goal of having at least 3 hotels participate in the award scheme is still met.

5 - Awareness level Green Mobility Plans

Half of the hotels (50%) that responded to the survey stated that they had heard of the term 'Green Mobility Plan' (Awareness level; Green Mobility Plans), but only 25% of them could correctly rank four objectives in order of priority in terms of promoting sustainable mobility.

C2.2 Environment

6 - CO₂ emissions reduction

Both applicants replaced part of their use of ICE vehicles (taxi trips and diesel van use) with the acquisition of an electric vehicle to be used for trips of guests and staff. To estimate the CO₂ emissions reduction as a result of this change, the total CO₂ emissions based on 2019 taxi trips

and diesel van use were calculated in Table 5. The Waterfront Hotel shared their taxi logs for 2019, which saw a total of 2.476 taxi trips. The Palace Hotel & Victoria Hotel indicated that between them, in 2019 they booked an average of 12 taxi trips a day, most commonly to Sliema Ferries (600m), Valletta (6 km) or the airport (10km). Since information on exact trip distances are not available, the average trip distance for the Maltese islands – 5,5km – is used to compute the total vkm/year and total CO₂ emissions (kg) for total vkm/year. The Palace Hotel & Victoria Hotel currently have two diesel vans in use.

Initially, the CO₂ emission reduction was to be calculated based on the kilometers driven with the new vans and the number of trips replaced by the new electric vehicles. However, as a result of the COVID-19 pandemic in 2020, this ex-post data collection was not possible as planned. The delivery of the electric vans was delayed due to the partial lockdown in spring 2020 and the tourism industry was heavily affected, with the airport closed between March and July 2020 and after with heavily decreased tourist numbers; with an 84% decrease in visitor numbers in July 2020 compared to the previous year¹. Therefore, the approach was changed to a hypothetical scenario, where the CO₂ emission reduction was based on the number of kilometres driven for purposes of transporting hotel guests by taxi and diesel vans owned by the hotels (as summarised in Table 5). This is based on the assumption that in the ‘normal’ situation (i.e. as in previous years, not in 2020 during partial lockdown and very limited tourist season) use would be similar to that as observed in the baseline for 2019.

Hotel/s	2019 taxi trips	2019 diesel van	Total vkm/year ²	Average CO ₂ emissions (g/km)	Total CO ₂ emissions (kg) for total vkm/year
The Waterfront Hotel	2.476 trips	-	13.618 vkm	180g/km ³	2.451 kg
Sub-total			13.618 vkm		2.451 kg
Average CO₂ emissions per vkm (g/km)				180g/km	
Hotel/s	2019 taxi trips	2019 diesel van	Total vkm/year ⁴	Average CO ₂ emissions (g/km)	Total CO ₂ emissions (kg) for total vkm/year
The Palace Hotel & Victoria Hotel	4.380 trips	-	24.090 vkm	130g/km ⁵	3.132 kg
The Palace Hotel & Victoria Hotel	-	Citroen Berlingo	9.503 vkm	151,9g/km ⁶	1.444 kg
The Palace Hotel & Victoria Hotel	-	Ford Transit	12.471 vkm	162,0g/km ⁷	2.020 kg
Sub-total			46,064 vkm		6.596 kg
Average CO₂ emissions per vkm (g/km)				142,9g/km	
Total					9.047 kg

Table 5: Vehicle km and CO₂ emissions in baseline scenario for 2019

¹ Inbound Tourism: July 2020: https://nso.gov.mt/en/News_Releases/Documents/2020/09/News2020_146.pdf

² In the absence of details on trip duration and destination for the taxi trips, this is based on the average trip distance for the Maltese islands: 5.5km (Transport Malta, 2019: Transport Masterplan 2025).

³ Average CO₂ emissions based on the car model commonly used by the taxi company; Renault Fluence <https://prestigeCabsmalta.com/cabs/#Cab-Services> / <https://www.autoevolution.com/cars/renault-fluence-2009.html>

⁴ In the absence of details on trip duration and destination for the taxi trips, this is based on the average trip distance for the Maltese islands: 5.5km (Transport Malta, 2019: Transport Masterplan 2025).

⁵ Average CO₂ emissions for new passenger vehicles in the EU in 2015:

https://ec.europa.eu/clima/policies/transport/vehicles/cars_en

⁶ Average CO₂ emissions based on the van model: <https://car-emissions.com/cars/model/CITROEN/Berlingo/>

⁷ Average CO₂ emissions based on the van model: <https://www.car-emissions.com/cars/index/ford+transit+van>

To calculate the hypothetical avoided CO₂ emissions, the baseline trips of the Waterfront Hotel were replaced by the Nissan e-NV200 van, with a 40-kWh battery and a range of 280 km (NEDC⁸), while the baseline trips of the Palace and Victoria Hotels were replaced by the Renault Kangoo ZE van, with a 33 kWh battery and a range of 264 km (NEDC). When looking at the total weekly vehicle km in the baseline situation in Table 5, replacing those trips with the new electric vehicles (powered by electricity from the national grid) would result in average avoided emissions of ~ 3,173 kg CO₂e on an annual basis, as per the calculations in Table 6.

Vehicle	Average fuel economy (kWh/km)	Average CO ₂ emissions of electricity ⁹ (kg CO ₂ e /kWh)	CO ₂ emissions of van (kg CO ₂ e /kWh/km)	Average CO ₂ emissions (g/km)	Avoided CO ₂ emissions (g/km) ¹⁰
Nissan e-NV200	40 kWh/280 km	0.761 kg/kWh	30.44kg/ kWh/280 km	108.7g/km	71.3g/km
Avoided emissions The Waterfront Hotel (13,618 vkm/year, 2019)					971 kg/year
Renault Kangoo Z.E.	33 kWh/264km	0.761 kg/kWh	25.11 kg/ kWh/264 km	95.1g/km	47.8g/km
Avoided emissions The Palace and Victoria Hotels (46,064 vkm/year, 2019)					2,202 kg/year
Total avoided emissions					3,173 kg/year

Table 6: Avoided CO₂ emissions based on hypothetical scenario replacement of 2019 trips

C3 Quantifiable targets

No	Target	Rating
1	Less CO ₂ emissions 1,615kg CO ₂ e/a	****
2	Improved air quality levels, with an annual average reduction of NO _x emissions by 16.15 tonnes and PM emissions by 0.069 tonnes	NA
3	Improved infrastructure for green transport (at least one intervention)	***
4	Modal shift from conventional car to other modes of transport (110 travellers)	NA*
5	*At least 20% of target group aware of the award and labelling scheme	***
6	*At least 10% of target group accepts the award and labelling scheme	***
7	*At least 3 audits carried out	*

⁸ NEDC: New European Driving Cycle (European measurement standard for emissions and consumption)

⁹ CO₂e (equivalent) emissions for electricity from the grid in Malta, based on production mix factor (2018): https://www.carbonfootprint.com/docs/2019_06_emissions_factors_sources_for_2019_electricity.pdf

¹⁰ Compared to the Average CO₂ emissions per km in Table 5.

8	*At least 20% of target group satisfied with the award and labelling scheme	***
9	*At least 20% of target group aware of Green Mobility Plans	***
NA = Not Assessed O = Not Achieved * = Substantially achieved (at least 50%) ** = Achieved in full *** = Exceeded		

*New target, not in GA

Table 7: Assessment of quantifiable targets

* Data collection was first delayed due to COVID-19 partial lockdown and ultimately not possible to collect in the same manner due to heavily decreased business (tourist arrivals in July 2020 -84% compared to previous year). CO₂ emissions calculations are based on a hypothetical scenario of replacement of 2019 trips.

The original GA targets were slightly changed and supplemented with new targets assessing the awareness, acceptance and satisfaction levels with the new Green Mobility Hotel Award.

Target 1 was Exceeded, based on the hypothetical replacement of 2019 trips. **Target 2 was not assessed**, as it was not deemed realistic to measure actual change in PM levels and NO_x emissions. While for CO₂ emissions certain average values could be looked up (e.g. average CO₂ emissions for particular vehicles), this type of information could not be found for PM level and NO_x emissions. The pilot was too small to expect any difference to be picked up by the air monitoring stations in place on different locations on the island. However, when compared to the ICE vehicles used before, the new (shared) electric vans are cleaner. **Target 3 was exceeded**, with two interventions funded through the Green Mobility Hotel Award. **Target 4 was not assessed**, as there were very few visitors in 2020 due to the COVID-19 pandemic, and the values would not be realistic or representative of a normal situation.

Target 5, 6, 8 and 9 were all Exceeded. It proved difficult to receive a large number of responses from the hotels that were approached to participate in the workshops to fill in the survey, even though effort was made to keep the survey short and simple. However, the responses that were provided (n=8) show that the reception of the award and labelling scheme has been very positive and that these hotels are very aware of the award and labelling scheme and the importance of promoting sustainable mobility. In addition to the results of the survey presented above, all respondents said they think the Green Mobility Hotel Award should be offered again in the future, as well as that it should be established as a formal certification scheme for all hotels in Malta and Gozo. In terms of the awareness of the Green Mobility Hotel Award and Labelling Scheme amongst all hotels in the target area, all 69 hotels operating within the Valletta Region received information on the award and labelling scheme (by email and follow-up phone calls), as well as an invitation to the Launch Seminar. All eligible hotels were therewith made aware of the Award and the launch. Analysis of the impact indicator questions by the hotels that responded to the survey reveals that awareness of the details of the Scheme, and the principles of green mobility, is relatively high. Given this, it is reasonable to assume that the awareness level of the Green Mobility Hotel Award and Labelling Scheme in the total target population (the 69 hotels operating within the Valletta Region) is at least 20%, and possibly higher than this.

Target 7 was Substantially Achieved. Two audits (of three hotels in total, one single applicant and one combined application by two hotels) were carried out to confirm that the hotels met the

Green Mobility Hotel Label criteria and had implemented the planned interventions funded through the Award. The planned three audits could not be carried out, as only two applicants managed to meet the requirements and were able to submit a full application towards the award.

C4 Up-scaling of results

Not applicable.

D Process Evaluation Findings

D1 Drivers

At an **involvement/communication** and **organizational** level, this measure has seen very fruitful cooperation with stakeholders. The measure has seen awareness raising efforts among the hotel industry of the benefits of green mobility for tourism stakeholders, tourists and the general public, see for example the post by the Malta Tourism Authority (MTA) on social media (Figure 7). There has been positive feedback from participating hotels to continue with the award and labelling scheme and/or integrate it with existing eco-certification schemes as they do not include indicators for transport / mobility measures. Hotels showed interest to 'think green' on the basis that it would assist in sustainability and has the potential to lower costs for the business. Sustainability is a very high priority for Government and the Ministry of Tourism is keen to encourage sustainable tourism and therefore, to promote Green Mobility measures among hotels. The impact from this measure is expected to be long-lasting, as it has encouraged hotels to develop and implement Green Mobility Plans, which will guide their mobility practices in the future.

At a **positional** level, it became apparent that several hotels already provide measures in relation to green mobility and with the Green Mobility Hotel Award and Label were given the opportunity to showcase their efforts and implement additional actions and provide new facilities related to green mobility. The quality of the applications which were received was very good and this indicated that the hotels which applied were interested in implementing Green Mobility measures. This commitment to green mobility was especially shown by the hotels that put forward their application for the Award, as they developed a fully-fledged Green Mobility Action Plan for their hotel, which details their priorities, the current measures implemented by hotels and future goals and targets.



Figure 7: MTA post on Facebook about the Green Mobility Hotel Award and Labelling Scheme

At a **spatial** level, the measure made it possible for hotels in close proximity and hotels under the same management to apply in partnership projects. This promotes the sharing of facilities and services for hotels and allowed for maximization of resources procured through the grant adding maximum value to tourists, residents and employees.

At an **institutional** level, the possibility of integrating the green mobility label into the eco-certification scheme implemented by the Malta Tourism Authority was also discussed and this can lead to further and more widespread Green Mobility measures in the hotel industry. However, no formal decision has been taken yet.

At the **organizational** level, there has been good collaboration between Ministry for Tourism, Transport Malta, and University of Malta, through regular meetings and emails, to follow-up on the measure progress and understand the implementation process, to provide feedback on the prepared tender, as well as on the criteria and process developed for the Green Mobility Hotel Award and Labelling Scheme, by providing feedback on the proposed process, selection criteria and evaluation surveys.

D2 Barriers

At the **institutional** level, there were some setbacks as a result of the delays with the procurement process of the tender to engage consultants. The one-year delay caused the need for a revision of the planned timeline and this led to a compression of the implementation of the project.

At the **involvement/communication** level, there was an issue with the lack of interest from hotels to apply for the award. Despite the organization of various seminars, the direct promotion to hotels, and the interest amongst the hotels to 'think green' on the basis that it would assist sustainability and had the potential to lower costs for business, the number of application forms submitted was less than that expected. Completing the application form was considered to be a potential challenge and this was mitigated through a simplified form and the provision of hands-on support. This helped to reduce the bureaucracy of the scheme and gain more interest from the hotels.

The above barrier is related to a limitation on the **spatial** level, as the Award and Label was limited to hotels in the Valletta Region, not in the entire country. There was interest from hotels which were not located in the area of this pilot initiative. This measure would have possibly received more interest should it have been open nationwide, rather than for hotels in the Valletta Region only. If this measure were to be repeated or extended, it is likely to be more successful should it be open nationwide.

At a **strategic** level, the COVID-19 crisis meant that hotels had to close their doors for most of March, April, May and June 2020. While the airport reopened to visitors in July, visitor numbers were only a fraction of the normal summer visitors and the hotel business continues to suffer from this downturn.

D3 Lessons Learned

There is scope for including the developed Green Mobility criteria in the existing eco-certification scheme implemented by the Malta Tourism Authority. Talks are underway.

Limiting the pilot measure to the Valletta Region unfortunately meant having to turn away interested hotels. If this measure is extended in the future, it would be more successful if it can be available nationwide.

E Evaluation conclusions

Awareness and acceptance of the Hotel Award and Labelling Scheme is high and hotels agree that such a label can improve the profile of Malta's hotel industry internationally. The avoided CO₂ emissions, based on use of the procured electric vans, compared with the 2019 baseline recorded trips with ICE vehicles, are ~ 3,173 kg CO₂e on an annual basis.

There is interest from hotels in Green Mobility and an understanding that sustainability in the tourism industry is expected and appreciated by guests, as well as by their staff and the government. The impact from this measure is expected to be long-lasting, as it has encouraged hotels to develop and implement Green Mobility Plans, which will guide their mobility practices in the future.

F Additional information

F1 Appraisal of evaluation approach

The limited number of responses to the survey (8 in total; 12% of total population of hotels in the Valletta Region) mean that there is only limited possibility for inference based on the data collected through the survey. However, the feedback provided through the survey shows a high interest and positive feedback from the hotels that took part.

F2 Future activities relating to the measure

This was a pilot initiative which focused on the hotel sector in the Valletta Region, the target area of the DESTINATIONS project. Through this measure a comprehensive set of competition guidelines and award evaluation criteria for the Green Mobility Hotel award and label were drawn up. The response from participating hotels has been very positive, as they see the added value to incentivise good practices in green mobility and sustainability, as well as to improve the profile of Malta's hotel industry internationally. There is opportunity to turn the Green Mobility Hotel award and label into a recurring award on a national level. There is also the potential to integrate the created indicators and criteria into the existing eco-certification scheme, something that has already been discussed with Ministry for Tourism and the Malta Tourism Authority.