



Being a responsible member of EARTH

1. A unified European Community

Joint in the pursuit of the same goals through the activities, we run in our own countries, we strive to develop and promote the principles of **responsible tourism**.

We are the very **first network** focused on the values of responsible tourism in **Europe representing private organisations**. This is our greatest strength, let's use it!

Using the network as an efficient tool:

- ***A platform of experts from all over Europe exchanging their thoughts and ideas.***

EARTH exists to enable and facilitate the exchange of ideas among all of the members. If you have any queries or are in need of advice, please do not hesitate to contact any of the relevant members.

The members come from different countries and backgrounds. Each has its own culture and customs. We strongly advise you to take advantage of this **great opportunity** to discover new ideas and ways of thinking.

- ***A European community created around the same goal***

We are a community because of our **common intent** to develop and promote the ideas of responsible tourism: sustainably, with respect to the environment and with the local population at heart.

Even if we have different ways of managing our activities, functioning on the basis of our own territorial priorities, we are united among our ideas, a legitimate sense of existence and faith in our actions.

- ***Fund raising opportunities and strategic alliances***

When participating in call for proposals, EARTH members establish partnerships between each other while exchanging ideas and best practices among them.

Tools at your disposal:

- *contact details of all our members, partners specifically created to facilitate internal communication.*

2. Communicate

In order to create an authentic image of oneself, to gain public identification institutional recognition, communication is essential. As member, it is our role to do help propagate the image of EARTH.

We are all part of EARTH, linked together by our **European identity** and are therefore its image. We should therefore take special care in paying attention to the actions we undertake on a daily basis.

1. Be an ambassador of EARTH to:

- the public
- tourism professionals

-local, regional, European and international institutions.

Being an EARTH member means that you should always intent to **promote the network** during your professional activities and events, divulging its ideas and activities to people present.

Tools at your disposal

- *Brochures of EARTH in 5 languages*
- *Vademecum of the responsible traveler in 4 languages*
- *An electronic Power Point presentation of EARTH*

2. Linked and connected:

EARTH promotes the members through the updated website, the social network. We invite our members to do the same at their national level.

- **web support** (*websites, newsletters, Facebook, Twitter*)

We should all be linked through our websites. This will help us to gain a better visibility, to become a truly efficient network and to work together as a real team.

- **material support:** All the members should put their belonging to EARTH in their brochures, programs, letters, publications...

3. Regular updates on:

- **The website:** www.earth-net.eu

The website is the first place where visitors go to obtain more information. It is the image of the network and by consequence very important to keep it updated and complete. By sending current information on your activity to the coordinator (presidenteaitr@aitr.com and coordination.earth@gmail.com) we can make sure this gets done.

- **The events in which you are participating**

- **The documents that you are publishing**

In order to update the category "Publication" into a comprehensive data-base, we may provide new data to be published or that we judge useful for EARTH.

4. Bring your friends

Ideally, we should be a constantly growing group, following the same purpose on a daily basis: **promoting responsible tourism principles everywhere, any day, anytime.**

To be alive, to exist and to have a meaning, EARTH needs everyone's input and participation. Your contribution is essential as the mission cannot be done without it.

3. Financial participation

Paying the annual membership is compulsory to be part of the network. It is every member's duty to participate financially in order to ensure the efficiency and the dynamism of EARTH. It is also a proof of each one's motivation to be part of the network.

Annual fees:

- **300€ per organization.**

For more information, please contact:

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