



SLOVENSKI STANDARD SIST-TS CWA 5643-2:2021

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Nadomešča:

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**Turizem in z njim povezane storitve - Zahteve in smernice za zmanjšanje širjenja
bolezni covid-19 v turistični industriji - Evropska vizualna identiteta**

Tourism and related services - Requirements and guidelines to reduce the spread of
Covid-19 in the tourism industry - European visual identity

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Tourisme et services connexes - Exigences et recommandations pour la réduction de la
transmission du Covid-19 dans l'industrie touristique - Partie 2 : Image visuelle
Européenne

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03.200.01	Prosti čas in turizem na splošno	Leisure and tourism in general

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en

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CEN**CWA 5643-2****WORKSHOP**

May 2021

AGREEMENT

ICS 03.100.01; 03.200.01

English version

Tourism and related services - Requirements and guidelines to reduce the spread of Covid-19 in the tourism industry - European visual identity

This CEN Workshop Agreement has been drafted and approved by a Workshop of representatives of interested parties, the constitution of which is indicated in the foreword of this Workshop Agreement.

The formal process followed by the Workshop in the development of this Workshop Agreement has been endorsed by the National Members of CEN but neither the National Members of CEN nor the CEN-CENELEC Management Centre can be held accountable for the technical content of this CEN Workshop Agreement or possible conflicts with standards or legislation.

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European foreword

CWA 5643-2:2021 has been developed in accordance with the CEN-CENELEC Guide 29 “CEN/CENELEC Workshop Agreements – A rapid prototyping to standardization” and with the relevant provisions of CEN/CENELEC Internal Regulations – Part 2. It was agreed on 2021-05-07 by a Workshop of representatives of interested parties, the constitution of which was supported by CEN following the public call for participation made on 2021-01-26. However, this CEN Workshop Agreement does not necessarily reflect the views of all stakeholders.

This document is Part 2 of a set of two documents and is intended to be read in conjunction with Part 1:

- CWA 5643-1:2021, *Tourism and related services — Requirements and guidelines to reduce the spread of Covid-19 in the tourism Industry (ISO PAS 5643:2021)*
- CWA 5643-2:2021, *Tourism and related services — Requirements and guidelines to reduce the spread of Covid-19 in the tourism industry — European visual identity*

The final text of CWA 5643-2:2021 was provided to CEN for publication on 2021-05-12.

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CWA 5643-2:2021 (E)

Introduction

The EU tourism ecosystem has been one of the hardest-hit by the Covid-19 pandemic with impacts on both travel supply and demand. Decline in international tourism in 2020 and 2021, represents hundreds of billions of forfeited revenues by the European Union (EU) tourism ecosystem and millions of job losses.

The mounting evidence of the positive impact of vaccination campaigns together with the proposed use of the Digital Green Certificate will gradually restore the freedom of movement and facilitate recovery of the tourism sector in Europe. Therefore, it is imperative that support is provided to the EU tourism industry to be prepared to resume services in a safe and coordinated manner.

NOTE Additional information on the Digital Green Certificate / EU Covid-19 Certificate can be found at https://ec.europa.eu/info/live-work-travel-eu/coronavirus-response/safe-covid-19-vaccines-europeans/covid-19-digital-green-certificates_en

The tourism sector is primarily built (99,9 %) on small and medium-sized enterprises (SMEs) and micro-enterprises that have been significantly impacted by the Covid-19 crisis and require major support.

SOURCE: Commission Communication on Tourism and transport in 2020 and beyond, <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52020DC0550&from=EN>, and Communication from the Commission: Updating the 2020 New Industrial Strategy Building a stronger Single Market for Europe's recovery, [swd-annual-single-market-report-2021_en.pdf \(europa.eu\)](https://ec.europa.eu/swd-annual-single-market-report-2021_en.pdf)

Some European countries have put in place national or regional health and safety protocols for tourism establishments and services, which are of varying degree of granularity (see Annex B). In order to help the tourism sector to recover faster, become a more resilient industry and to rebuild trust in intra-EU and international travelling, it is now time to provide clear common and voluntary guidance at European level. In addition, the European Commission has proposed the use of a visual identity to support these aims.

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In response to this request from the European Commission a two document package is available:

- CWA 5643-1:2021 establishes requirements and recommendations for tourist organizations to prevent the spread of coronavirus SARS-CoV-2 in order to protect their employees' health from Covid-19 and to provide safer tourist services and products to tourists and residents. It applies to the whole tourism value chain, including 20 subsectors.
- CWA 5643-2:2021 will help promote Europe as a safe, Covid-proof tourism destination through a common visual identity and build confidence among intra EU and international travellers, thereby giving a competitive advantage to Europe on the global tourism market.

European tourism service providers are encouraged to implement this set of documents to ensure a common understanding across tourism sectors in European countries.

1 Scope

This document provides a visual identity to be displayed by European tourist organizations in accordance with CWA 5643-1:2021 and establishes requirements and guidance on the use of the visual identity. This document also includes informative annexes relating to implementation (checklist), references to national standards and protocols and information addressed to the user of the service offered by the tourist organizations.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

CWA 5643-1:2021, *Tourism and related services — Requirements and guidelines to reduce the spread of Covid-19 in the tourism industry (ISO/PAS 5643)*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in CWA 5643-1:2021 and the following apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

- IEC Electropedia: available at <https://www.electropedia.org/>
- ISO Online browsing platform: available at <https://www.iso.org/obp>

3.10

tourist organization provider offering tourism services and products

EXAMPLES Company, contractor, destination management organization, foundation, self-employed person, government body

Note 1 to entry: The term tourist organization applies for all 20 subsectors (i.e. accommodation, adventure tourism and ecotourism, beaches, catering services, golf services, medical and wellness spas, mice tourism, museums and heritage sites, natural protected areas, night leisure, scuba diving, ski areas, theme and leisure parks, tourist transport, tourist guides, tourist visits, tourist information offices, travel agencies, unique public spaces and yacht harbours and nautical activities).

4 Visual identity

4.1 General

A European visual identity will help to build trust within the tourism market. This visual identity is called the European Tourism Covid-19 Safety Seal and is illustrated in 4.3.

This visual identity shall be communicated, understandable and accessible to all users. The visual identity should be accompanied by a QR Code leading to a summary of the main contents covered by CWA 5643-1:2021 (see proposed text to inform users in Annex C).

CEN is not responsible for the use of this visual identity and discharges liability on the Competent Authorities of the European country.

This document cannot overrule national regulation. Countries wishing to implement the European Tourism Covid-19 Safety Seal will need to designate the Competent Authority on the basis that such

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Authority will have to implement and enforce the requirements established in CWA 5643-1:2021 and CWA 5643-2:2021.

EXAMPLE Competent Authority can be the Ministry of Tourism and/or the Ministry of Health of the relevant country, designated Regional tourism authorities, a combination of both, etc.

4.2 Conditions for use of the visual identity

The visual identity can only be displayed by those tourist organizations ensuring ongoing compliance with the measures to prevent the spread of Covid-19 established in CWA 5643-1:2021.

The conditions for use of this visual identity are responsibility of the Competent Authorities of each European country.

Competent Authorities shall establish a control system suitable to monitor conformity with CWA 5643-1:2021 for those tourist organizations who decide to use the visual identity.

NOTE 1 Competent Authorities can delegate the operation of a control system to monitor conformity to CWA 5643-1:2021 to a suitable body.

Competent Authorities should implement a suitable process to register tourist organizations and provide the European Tourism Covid-19 Safety Seal, considering particularly the needs of SMEs and micro enterprises.

Where a Competent Authority wishes to use the European Tourism Covid-19 Safety Seal, it shall ensure their best efforts in order to have a control that includes but is not limited to:

- a) An application system, including an application form from the tourist organization (applicant) that includes contact details and tourism subject and an undertaking by the applicant to use the visual identity in accordance with CWA 5643-1:2021 and CWA 5643-2:2021.
- b) A method of assessment by the Competent Authorities of each European country or by any entity designated by the Competent Authority, in order to supervise/confirm the conformity by the applicant with the measures required in CWA 5643-1:2021.

This assessment can be a virtual visit or a physical visit, in support of which a self-completed checklist (preferably online), and/or a sampling plan can be used.

The Competent Authority may give permission to use the visual identity in advance of the assessment. However, the assessment shall be carried out within a defined period of time. This assessment should be amended as required and repeated according to the evolution of the pandemic. The method of assessment can be based on an existing label scheme.

NOTE 2 Where the Competent Authority has confirmed that the national protocol(s) include the measures required by CWA 5643-1:2021, then the visual identity can be used in conjunction with recognized label schemes at national level, where present.

- c) A report confirming compliance with CWA 5643-1:2021, which can be based on a checklist (see Annex A).

Where the Competent Authority of a European country has granted permission to use the visual identity, the tourist organization may use the visual identity and display it responsibly, according to the information given in the application.

The Competent Authorities should facilitate a system for the collection of feedback from clients/tourists of their impressions both positive and negative of tourist organizations. Where there is negative feedback, the Competent Authority shall assess the feedback and take action where appropriate.

The Competent Authorities of each European country shall provide a public updated list (preferably online) of tourism organizations granted permission to use the visual identity.

4.3 Visual identity

As soon as conditions for use of the visual identity are met by the tourist organization (applicant) and Competent Authority has issued a permission, the visual identity is given free of charge here:

<https://www.cen.eu/work/products/labels/pages/default.aspx>

The visual identity shall be displayed in such a way, it is visible for everyone (e.g. placed at the entrance of an establishment and/or at a website, brochure)



Figure 1 — Visual identity of the European Tourism Covid-19 Safety Seal

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4.4 Property of the trademark

The European Committee for Standardization (CEN) is the owner of this trademark. The use of the trademark is strictly conditional upon the user fulfilling the criteria set out in CWA 5643-1:2021 and CWA 5643-2:2021.