



PASSAPORTE VERDE

**TURISMO SUSTENTÁVEL
POR UM PLANETA VIVO**

GREEN PASSPORT
HOLIDAYS FOR A
LIVING PLANET

PASAPORTE VERDE
TURISMO SOSTENIBLE
PARA UN PLANETA VIVO

ENGLISH

www.passaporteverde.gov.br

PASSAPORTE VERDE: RESPEITE O MEIO AMBIENTE

PASSAPORTE



NOME:

SOBRENOME:

CIDADE / ESTADO:



ENGLISH

SUMMARY

Are you travelling?	07
Where to?	15
Are you ready?	21
What are you taking?	27
Hit the road	33
Where are you staying?	43
Eating	51
One place, one culture	55
Back home	61



ARE YOU TRAVELLING?

The Green Passport is an essential item for you who like travelling and want to take care of the sites you visit.

An initiative by the International Task Force on Sustainable Tourism Development, the Green Passport campaign provides tips to foster the adoption of responsible attitudes in tourism, showing how your behavior can contribute toward conserving the environment and improving the quality of people's lives.

In Brazil the campaign is coordinated by the Ministries of Environment and Tourism, in partnership with the United Nations Environment Programme.

7

ENGLISH

WELCOME

This is your passport to sustainable development. It will show you how simple attitudes can make your trip a fulfilling experience, more integrated to nature and open to local culture, entailing many benefits to the community that will host you.

The passport is an ally to travelers increasingly concerned about environment.

Conserving biodiversity and using natural resources in a rational way are part of this new attitude of taking care of tourism destinations. This kind of tourism respects environment, favors local economies and the development of societies visited by you.

Taking a tour through the next pages you will find important paths and tips to each stage of your adventure. Start right now. Be a responsible tourist.

*"Travelers are the travel.
What we see is not what
we see, but what we are."
Fernando Pessoa*

ENGLISH





There are questions that all tourists can answer.



ENGLISH

For example: Why have you decided for a given site? What do you expect from there? How long do you intend to stay? Are you going by car, bus, train, boat, plane, or all that together? Are you travelling alone, or will you take your family or friends?

Answering these questions helps us to decide how and where we want to go, where to stay and the sites to be visited. But there are questions that few tourists ask and can answer before deciding on the destination to be visited. These questions make travels better for us, for our hosts, and for local and global environment.



Think a little deeper about the site you are going to visit. Try to recall how you heard about it and what has attracted you more to it. Which news have you heard from there? The natural and permanent preservation areas are well conserved? The traditional communities' rights are respected? Is sewerage treated and waste is properly disposed? Is local culture appraised? Yes! It is not that simple having so much care, even during leisure time! But who minds about making conscious options and building more sustainable links with environment thinks about these issues and tries to minimize negative impacts on a destination, trying to appraise the social-environmental assets.



After all, everyone likes to return to a site and find it just like it was in past travels, or even better.

Now you know that you make a difference wherever you go. Each of your attitudes can encourage other tourists to become more responsible and careful about environment.



ENGLISH

ENGLISH

WHERE TO?

PLAN YOUR TRIP. THE FIRST STEP TO MAKE YOUR TRIP MORE SUSTAINABLE IS TO SELECT THE RIGHT DESTINATION.

Many Brazilian and global tourism paradises suffer with disordered and irresponsible tourism. Do you know that untouched natural environments are rare, and most of these are threatened by us, human beings? So, give a deeper thought to the care you should take before gathering your friends to visit that traditional community, go to a nice beach, or adventure on trails in the forests.



IF YOU ARE A RESPONSIBLE AND WELL-INFORMED TOURIST, WHEN SELECTING YOUR DESTINATION:

- Make sure that destination offers transportation means, accommodations, waste and sewerage treatment, and more sustainable policies, besides respecting culture and the community.
- Search websites specialized in responsible travels, ecotourism and sustainable tourism, which can help conscious tourists in the selection of destinations that are not only beautiful, but that allow for true experiences of learning and mutual benefits to the traveler, the communities and the environment.



- Be ready to pay a little more for your trip if that means fair wages to those who live in the region, or contribute with resources that could be reversed to protect sensitive areas and natural landscapes.
- Care about the carbonic gas released by the transportation means you use.

Emissions of CO ₂ by transportation means	Grams of CO ₂ by passenger and km
Airplane	370g
Car	150g
Train	1.76oz
Bus	1.06oz

Source: German Federal Environmental Agency, 2005.

- Make your expenses worthy by selecting tourism operators, inns and hotels committed to the municipality's sustainable development, avoid environmental damages, and make more efficient use of resources.
- Select accommodations with efficient equipment that allow for the rational use of energy and water.
- Select local service providers, since this allows for economic development with income distribution and more opportunities to promote the social insertion of the population living in the area visited.
- Place priority on the service of guides and drivers members of local communities.

ENGLISH

ENGLISH

ARE YOU READY?

AFTER SELECTING YOUR DESTINATION, GET READY TO TRY NEW EXPERIENCES WITHOUT AFFECTING THE SITE'S WELL-BEING. THE MORE YOU LEARN ABOUT THE REGION, LANDSCAPES, THE PEOPLE'S CULTURE AND TRADITIONS, BETTER WILL BE YOUR EXPERIENCE ON THE SITE.



- Be aware of considerations to take into account and make exhaustive searches. At the Internet search for the site's name together with words and expressions like 'degradation', 'residues', 'waste', 'tourism impact', 'children's sexual exploitation', 'endangered species', among others.

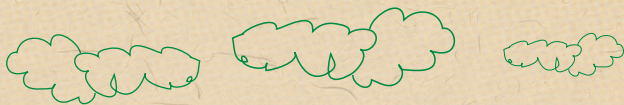


- Also search for positive aspects, associating destination to words like 'sustainable', 'environmental', 'biodiversity', 'local community' and other key words belonging to the social-environmental and cultural vocabulary.



- Keep in mind that the Brazilian legislation forbids building on some sites, or building is subject to specific license issued by the environmental bodies. Try to avoid staying in facilities built at Permanent Preservation Areas (APP) like river, lakes and beach edges; top of hills or extreme slopes; sand banks and mangroves, additionally to several weak environments and ecosystems.





- Try to discover which Conservation Units are open for visitation like parks, environmental protection areas, sustainable development reserves, private reserves, among others. Your interest on keeping contact with natural environments helps the work of conserving such spaces.
- Try to know if your destination faces water and electric power shortage. Your long-lasting and relaxing shower bath could mean lack of water to local community.
- Make sure all your vaccinations are updated, keeping in mind that many remote communities are sensitive to the transmission of new diseases.



- Avoid taking your pets to natural environment, since these could take diseases that are strange to the local fauna.
- Learn the most you can about the region's costumes and traditions, and avoid behaviors that could offend local culture. Find out what could be considered to be polite in terms of meals, values and compliments. Learning some local expressions could help you approaching people in a friendly way.
- Find out more about and adapt to the local dress code. Dressing in an improper way could be very embarrassing in some sites. Avoid using jewelry or expensive accessories that could disconcert the community you are visiting.

ENGLISH

**WHAT ARE
YOU TAKING?**

WHEN YOU ARE PACKING, PAY ATTENTION TO WHAT YOU REALLY MUST TAKE WITH YOU.

The number of items in your luggage increases the impact of your trip due to the emissions of carbonic gas and the waste you generate.



- Try to avoid taking anything you can find at your destination. Buying personal care products or food, handicraft objects and regional products at the local market can contribute toward generating jobs, increasing residents' income, besides appraising local talents!

- Take care with piles, batteries and lamps. These small objects contain toxic materials that could contaminate the water and soil if disposed in an improper way. Never discard these in the ordinary trash; dispose these in specific containers. If you can't find a proper site to dispose these, bring them back.





- Packages are a true problem to environment. Unpack the merchandises before traveling. Besides reducing your waste, your luggage will be lighter; you will prevent emissions during transportation, and will save your breath during trails carrying your backpack. Empty the packages when you go back home.



- There are shampoos and liquid soaps (biodegradable) that are ecologically right. Use these – in the smallest amount as possible - during your trips. By doing that, you keep the sources of drinkable water, rivers and seas free from pollution.

- Find a cultural purpose for magazines and books you have finished reading. These could be left at the local community or school.



WASTE DEGRADATION IN ENVIRONMENT	
RESIDUES	TIME
Paper packages	1 to 4 months
Newspapers	6 months
Cigarette ends	2 years
Matchstick	2 years
Chewing gum	5 years
Plastic cup	50 years
Aluminium cans	100 to 500 years
Piles and batteries	100 to 500 years
Plastic bottles	More than 500 years
Glass	More than 1000 years

ENGLISH

ENGLISH

**HIT THE
ROAD**

HAVE A NICE TRIP

WOULD YOU LIKE TO ENJOY YOUR TIME VISITING THE LARGEST NUMBER OF SITES AS POSSIBLE? OR WOULD YOU RATHER A SHORTER ITINERARY, TO TRY TO REALLY GET TO KNOW THE REGION, DEEPLY APPRECIATING THE LANDSCAPE? ARE YOU TRAVELLING ALONE? OR WITH A GROUP?

We know that these preferences entail different degrees of impact. Thus, when we select the transportation means, our destinations, where we are going to stay and eat, we are deciding on the consequences of our trip. After all, we get back home but how do we leave the sites we visit?

● If you want to travel in a sustainable way, you should make some decisions that could guide your planning. Always decide for the option that causes fewer impacts.

● Select the less pollutant transportation means, sites that concentrate less tourists, more ecological accommodations, and healthier food.

● When we travel, we consume products and services that reflect our values. You should increasingly challenge the production and consumption standards responsible for environmental degradation.

TRANSPORTATION

You can always make more responsible and responsive decisions regarding the transportation means you intend to use.

CAR: motorized vehicles are always pollutant; however, this could be minimized by sharing the car with other people, keeping it in good working conditions, and traveling at a speed that consumes less fuel. If you have to rent a car, select hybrid or flex cars.

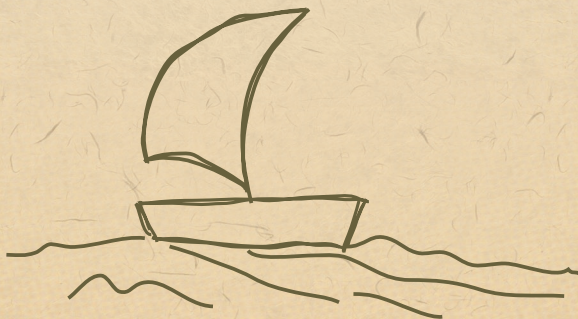


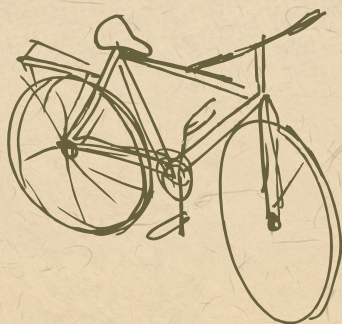


AIRPLANE: air transportation causes great environmental impact, releasing large amounts of carbonic gas in atmosphere, worsening the greenhouse effect. But there are some means for reducing the emission of CO₂. Decide for non-stop routes, since emissions are higher during take-off and landing. Avoid taking too many things in your luggage, since more kilos in your bags could mean higher emissions of carbon in the atmosphere. And seek for options to set-off the emissions during your flight hours.

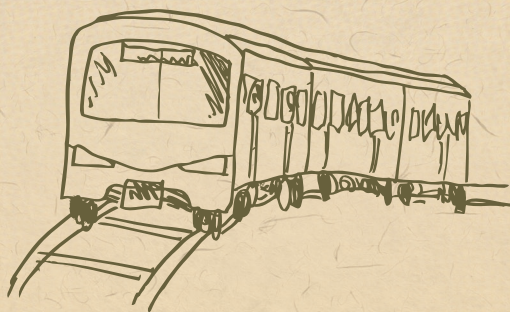
BUS: mass transit reduces pollution and the number of vehicles on the roads. There are bus lines to cross Brazil from one end to another. It is always useful to search at Internet the means to reach the city you intend to visit.

VESSEL: in a country like Brazil, with navigable rivers all over its territory, you can travel by boat around many places. But there is a huge difference among small, medium and big vessels. You should decide for those causing less impact, mainly due to the quantity and kind of fuel used.



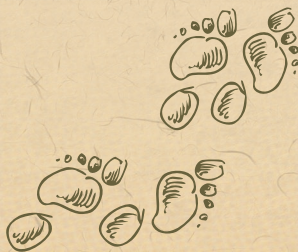


BICYCLE: the healthiest vehicle for you and the nature, it is a good option for shorter distances. Biking is really pleasant, and this kind of tourism allows you to enjoy your itinerary. You can bike around the city's street, roads and trails. Moreover, it is an excellent physical exercise. But you should consider the climate, routes, equipment and your bicycle.



TRAIN: although most of the Brazilian sites are not served by rail transportation, this is a very sustainable means because it consumes less energy than cars or airplanes, carries more people, and is less pollutant. Riding on a train allows you to enjoy the experience of discovering the landscape. You can find out at the internet if the site you are going to visit is served by rail transportation.

ON FOOT: adventure yourself trekking according to your preference, experience and vigor. Trails are the best way of experiencing and enjoying natural landscapes, accessing wild areas, waterfalls or beaches. But you should always follow pre-established trails, avoiding shortcuts that destruct vegetation and cause erosion. And try to leave the site as if nobody had gone there. Don't light fires or take flowers, plants, neither feed wild animals.



ENGLISH

**WHERE ARE
YOU STAYING?**

Whether it's for a weekend getaway or a longer stay, make sure your accommodation has the same green habits as you do at home.

This care ranges from the kind of construction to how the enterprise manages its collaborators and relates to the community. In some regions of Brazil, additionally to hotels and inns, you can also stay at the home of local residents.

You should select facilities that care for sustainability in the services provided.

Following are some examples of **green practices that should be adopted by the host:**

- Incorporate socio-environmental principles to the management and training of personnel, which should be skilled to perform their duties in a responsible way.



- Reduce indirect consumption of electric power - i.e., the consumption regarding the production of consumption items -, trying to offer natural products, mainly vegetables, grown or manufactured in the region.
- Reduce the environmental impact of new projects and buildings, aiming at preserving the natural landscape, its fauna and flora, and whose architecture considers local culture. Natural materials, low-impact constructing techniques and low electric power consumption deserve your attention.
- Control and reduce the use of products hazardous to environment, like asbestos, CFCs, pesticides and toxic, corrosive or inflammable materials.
- Whenever applicable, use alternative energy like sun and air when planning new buildings and facilities.

- Consume water in a rational and efficient way; for example, collect and use rainwater, whenever applicable.
- When using detergents, select those with less environmental impact.
- Use disinfectants and other chemical agents only when extremely necessary.
- Prevent any leakage of sewerage of pollutant dejects.
- Adopt the required initiatives to put an end to noise and visual pollution.



● **Adopt the 5-R practice for environmental behavior:**

- Re-think uses and attitudes.
- Refuse products hazardous to health and environment.
- Reduce generation and discharge.
- Re-use to extend the useful life of products.
- Recycle and transform them in a new product.



Now the attitudes that you, tourist, should adopt:

- Avoid the unnecessary use of water and chemicals, using your bath towel and washcloth for more than one day.
- Always close doors and windows before turning the air-conditioner and fans on; use these only if really necessary.
- Collect all the waste produced by you, and separate recyclables and organic debris.
- When shopping, use reusable fabric or paper bags, instead of the plastic bags.
- At the beach, use water-resistant sun block to avoid polluting the sea and damaging marine fauna.

Do you know that flushing consumes up to 16 liters of water, that one minute showering spends 15 liters, and that each time you use the washing machine it consumes up to 50 liters of water?

- When leaving, turn off the lights and equipment in the environment.
- Close the tap while brushing your teeth. By doing it, you can spend only two liters of water rather than 60 l.
- Do not take home plants or 'souvenirs' from the natural environment. Leave the stones, flowers, fruits, seeds and shells where you found these, so that other people can also appreciate them.
- Do not buy wild animals; you'd better admire these in their natural habitat.
- Help educating other visitors, teaching them the principles of minimum impact, whenever you have the opportunity of disseminating this responsible attitude.



ENGLISH

EATING

Each community has its own culinary tradition that is part of its cultural heritage. Appraise local gastronomy and try the richness of tastes. Through food, try to appraise the agricultural and ecological production practices, free of chemicals and with no impact on environment.

Try **typical food** everywhere, but:



- Observe the menus, since some of these offer food that is produced in a way that affects local biodiversity and environment, like, for example, the palm cabbage that, due to improper extraction, has threatened the existence of these kinds of palm trees in the Brazilian forests.

- Avoid consuming meat or fish if this encourages predatory fishing or hunting, particularly during offspring, known as closed season, when fishing is





prohibited. For example, the fishing of lobster is subject to restrictions regarding the season and size. The capture of marine turtles is forbidden. You should also be careful as regards the consumption of river fish. Always try to check out if the food has been supplied by fishermen and farmers that comply with environmental laws, like the closed season and the minimum size of capture of crustaceous and fish.

- Strengthen local economy consuming regional products. This way you will also contribute toward reducing the emission of carbonic gas due to the conveyance of products from far distances.
- Select organic food and products from the solidarity-based economy – those community initiatives aimed at generating job and income. By doing that, you strengthen the democratic relations of sales, and the access of these products to markets.

ENGLISH

**ONE PLACE
ONE CULTURE**

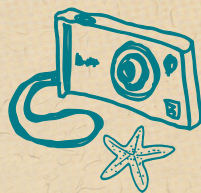
If you have selected a site to visit, probably you have already got information on natural attractions, architectural assets and cultural traditions of that site. You could be interested in getting to know a historical site like a monument, church or museum. But you should also get scheduled to know the spaces produced by local culture, and the manifestations that show the uses and history of a people.



Try to get information on **cultural attractions** like:

- Archeological sites and historical centers.
- Regional typical gastronomy.
- Handicraft and typical products.
- Histories and legends.
- Music, dance, theater and exhibitions.
- Fairs and traditional markets.
- Events scheduled like parties, festivals and local religious celebrations, additionally to other artistic and cultural events.

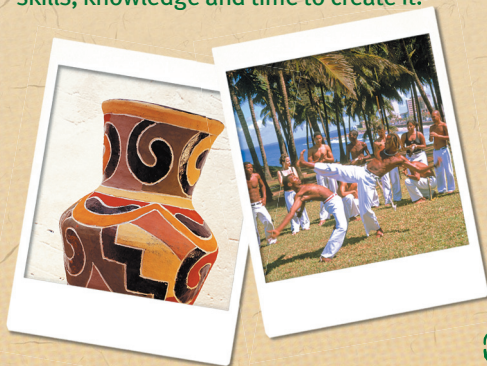
You should bear some points in mind when interacting with the **local culture**:



- Be yourself regarding the way you talk and the clothes you wear. However, if you decided to participate in a religious festival, Christian or African tradition, for example, you should respect what is suggested by the ceremonial. Always keep silent whenever required.
- Respect religious or historical sites, archeological sites, popular traditions, the history and culture of the population.
- Ask for permission to take pictures, shoot or record the events.
- If additionally to recording you want to take an object as a memory, select it carefully. Check out if the handicraft has really been produced locally, and appraise the handicraftsmen.

Don't forget that far beyond a piece made of clay, wood, straw or any other material, you are taking home the handicraftsmen's know-how.

- When buying a handicraft piece, try to understand what has inspired the creation, who produced it and the environmental impact generated during production.
- Avoid bargaining too much when buying the handicraft, since the handicraftsmen make a living with the pieces, and used their skills, knowledge and time to create it.



ENGLISH

ENGLISH

BACK HOME

When we get back from a trip, we bring lots of memories. It is good to know that we brought a piece of that site and that, somehow, we have changed; after all, we have seen so many people, landscapes and happenings that are now part of us. And we know that our presence has also left memories on the sites we visited. In this two-hand movement, your trip does not end when you unpack. **Minor attitudes** help you multiplying your experience, in so many ways.

When you talk about your trip, you teach what you learned to other people. All of us play a role as educators, and the multiplying effect is essential to the sustainable tourism.

- Report any incident or irregularity you have observed. You are part of the process of environmental, social and economic improvement of the destination.



- Print your pictures only when necessary.
- Disseminate what you have seen, either face-to-face or using the information and communications technologies: create blogs or other Internet tools with pictures, audios and videos, and that could be used as audiovisual journals of your trip.
- Prepare and/or participate in networks interested on sustainable tourism: forums, websites, virtual communities that expand our individual view on matters of collective interest.
- Support community initiatives aimed at generating job and income at the sites you have visited, or where you live. Some projects on



conservation, sustainable development and environmental education promoted by NGOs (non-governmental organizations) deserve your support.

- Try to keep contact with the friends you made during your trip, either other tourists or local residents. Networking started in a sustainable context strengthens the movement of social-environmental responsibility.
- Keep on reviewing your consumption habits and attitudes as citizen and tourist.
- Access the Green Passport Campaign website!

www.passaporteverde.gov.br



*"Landscape is where our
thoughts are built stronger
than the power of the site."*

Guimarães Rosa

ENGLISH

GET TO KNOW BRAZIL



Paraty-RJ

ENGLISH



**PRESERVE
BRAZIL**

ENGLISH