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**Tourism services — Industrial tourism
— Service provision**

Services touristiques — Tourisme industriel — Prestation de services

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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation on the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the WTO principles in the Technical Barriers to Trade (TBT) see the following URL: [Foreword - Supplementary information](#)

The committee responsible for this document is Technical Committee ISO/TC 228, *Tourism and related services*.

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Introduction

Activities or visits to living companies and industrial heritage are two different and complementary realities of industrial tourism. Industrial tourism corresponds well to expectations tourists today, who look for authentic experimentation, original discovery and individual improvement through learning. The consumer is more proactive and wants to participate in the design of his own travel experience.

Understanding how a machine works, tasting a speciality or discovering the steps to make a particular product are examples of this type of tourism, which addresses customers who want to be better informed to make their own choices. Industrial tourism has the potential to generate unique experiences, combining knowledge, senses and emotions.

In a context of significant development of industrial tourism activities, professionals need to implement a quality approach for their services, giving them greater visibility and improving the confidence of visitors. Increasingly, the visit organizer will not be the company itself but an intermediary. The aim of this International Standard is to provide a list of service quality commitments, common to all industrial tourism sites, independent of type of service provider or the technical characteristics of the related site. The service provider's decision to receive visitors can be motivated by various reasons.

For the living industry, some of the benefits can be:

- promotion, by creating a new showcase that can help to create or enhance the brand image and contribute to customer loyalty and that associates a satisfying experience to the company;
- diversification of the core business of the company by creating new business lines;
- generation of added value, giving significance to a trade or a product;
- marketing, by opening a new sales channel to sell more quantity to a different public;
- market research, by having direct and immediate contact with customers and receiving first-hand their reaction to the product;
- transparency of processes, sharing knowledge with others;
- staff motivation, more identified with the values of the company through the integration in a common project;
- staff pride from the recognition of their work.

For the industrial heritage, benefits can seem less tangible, but appear more global:

- promotion of the identity and culture of a destination, through the enhancement of a new tourist alternative;
- economic revitalisation for areas affected by factory closures and job losses: the heritage recovery can represent the beginning of a new tourist development, completely different from the traditional activity, in which tourism becomes the main driving force;
- reuse of a patrimony, sometimes endangered, preserving and assigning it a tourist exploitation which also seeks investment returns;
- restoration and enhancement of industrial architecture, both for its aesthetic value and for constituting the testimony of an era;
- developing links between people, their heritage, their history and landscape, through participation in a common project of building the future from the past, generating a sense of belonging to a territory.

This International Standard covers a set of targets whose scope goes beyond strictly tourist implications. This International Standard is intended to encourage the implementation of industrial tourist activities, offering indirectly the service provider an action guide that highlights the critical elements to consider in a project of this nature.

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Tourism services — Industrial tourism — Service provision

1 Scope

This International Standard establishes general requirements for industrial tourism offered by service providers intending to transmit knowledge of production, scientific and technical activities, both present and past, based on processes, know-how, products or services.

The requirements in this International Standard are applicable to all the services of industrial tourism (visits and additional offer), dealing with living industry, industrial heritage, or a combination of both, including the facilities and equipment related to such services, as well as their internal operation.

Technical specifications regarding tools and equipment used in these services are excluded.

2 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

2.1

company visit

visits to active production *sites* (2.6), which may be industrial, commercial, agricultural, craft men or service sites

Note 1 to entry: If the production site is not accessible for safety reasons, the visit can be to a discovery area nearby.

Note 2 to entry: The term “factory tour” can also be used for “company visit”.

2.2

industrial heritage

tangible and intangible assets used in the past to execute production activities or deliver services, testimonies of industrial culture with a historical, architectural, social, technological or scientific value

Note 1 to entry: Examples of tangible assets are industrial landscapes and *sites* (2.6), buildings and machinery, workshops, mills and factories, mines, warehouses, power plants, transport and social related facilities (e.g. housing, religious or education centres), monuments, artefacts or documents.

Note 2 to entry: Examples of intangible assets are working memory, processes, know-how, lifestyles, working conditions or cultural expressions.

2.3

industrial tourism

visit and activities to a *site* (2.6) allowing *visitors* (2.7) to understand processes and know-how belonging to the past, the present or the future

2.4

living industry

active entity operating production, scientific or technical activities

EXAMPLE Factories, laboratories, handcraft, farming, services.

Note 1 to entry: Production activities include both goods and services.

2.5

service provider

legal entity responsible for delivering *industrial tourism* (2.3) services

EXAMPLE Company, corporation, firm, enterprise, public or private institution, association, charity.

Note 1 to entry: Production activities include both goods and services.

2.6

site

defined area where the *industrial tourism* (2.3) service is provided

2.7

visitor

person given access to the industrial tourism *site* (2.6) in order to benefit from its services

3 General requirements

3.1 General

The service provider shall pay particular attention to security, health and safety, environment and accessibility when fulfilling its tasks and services.

The visit shall be the main content of the service. The inclusion of complementary offers is optional (e.g. educational activities, events). When direct learning about the production process is not possible, the service provider shall guarantee the visitor the possibility of learning about it via other ways (e.g. visual or oral presentations, simulations, controlled experiments, demonstrations).

3.2 Compliance with principles of security, health and safety, sustainability and accessibility

3.2.1 Security, health and safety

3.2.1.1 Protection of intellectual property and know-how

An investigation or an analysis shall be carried out at the site in order to identify risk areas and sensitive points.

Measures shall be taken concerning:

- selection of the areas/route;
- selection of the information provided;
- selection of the guide;
- selection/identification of visitors (if necessary);
- selection of equipment tolerated on site for visitors (e.g. cameras, cell phones).

3.2.1.2 Visitor's safety

On site, the service provider shall ensure the following:

- presence of a first aid kit at the reception;
- presence of a written emergency procedure;
- compliance with, and knowledge of, the safety rules by staff on site;
- display of the safety instructions;
- presence of emergency telephone numbers at the reception;
- presence of person in charge of safety when necessary.

The service provider shall also:

- take steps to ensure personal protection (e.g. no-entry areas for visitors, appropriate signs, marking out hazardous areas, and specific equipment for visitors, such as masks, helmets, security shoes or specific cloth);
- make the necessary applications and obtain appropriate assurance regarding admission of the public (taking out civil liability insurance for admission of the public);
- inform visitors beforehand (orally or in writing) about the safety rules;
- have a professional first aid kit in each site where hazardous work takes place.

3.2.1.3 Health protection

During tasting, the products offered shall comply with appropriate standards.

NOTE Agro food and pharmaceutical companies are required to comply with the internationally recognized Hazard Analysis Critical Control Point (HACCP) standards.

The service provider shall ensure visitors are able to wash their hands before and after tasting.

3.2.2 Sustainability

Advice on sustainability aspects is included in [Annex A](#).

3.2.3 Accessibility

General accessibility information should be provided as basic information. The service provider shall provide information about the accessibility upon request. All types of disabilities should be taken into consideration when designing the service provision.

4 Service quality

4.1 Design of the service

4.1.1 Public or commercial characteristics requirements

The following public and commercial characteristics shall comply with the requirements of [Annex B](#):

- commercial name for the service;
- details of the service provider in charge;
- objectives pursued;
- target customers and users;
- content included in regular service;
- additional offer;
- service duration;
- minimum and maximum number of visitors;
- timetables and frequency with which service is provided;
- visitors' information and educational support;
- current fees, including additional services;

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- languages in which the services are offered;
- restrictions (safety-related or otherwise) for visitors while the service is being provided;
- booking conditions and procedure;
- cancellation policy;
- means of payment allowed;
- location and access description (e.g. public transport, road access, parking facilities);
- conditions for accessing the facilities (for elderly or disabled people).

4.1.2 Internal services recommendations

In addition, the following internal service recommendations should be taken into consideration, as referred to in [Annex C](#):

- identifying visitors' needs, expectations and satisfaction;
- instructions for service provision;
- booking service instructions;
- communication tools and channels;
- assessment tools;
- visitors' equipment;
- areas related to the service provision;
- human resources and skills;
- staff identification.

4.2 Promotion and communication

4.2.1 General

The service provider shall implement promotional and communication actions on the basis of the services defined (see [4.1.1](#)).

Regardless of how it is provided, the promotional and commercial information publicized about the offered services shall be truthful, clear and always up-to-date.

NOTE Various communication and visual media can be used (e.g. press, radio, television, internet) at various levels (e.g. local, regional, national, international), as appropriate to the requirements of the site.

The information should include further details, such as local or regional tourist sites or services.

4.2.2 Promotional tools

The service provider shall ensure that information on its industrial tourism services is featured on the internet, e.g. by participating in local, regional or national promotional websites, although it is recommended to use its own website.

The website should be:

- user-friendly;
- easy to access (e.g. using search engine optimization).

4.3 Booking and contact

4.3.1 Booking process

The booking process shall comply with the characteristics defined in [Annex B](#) and should also meet recommendations of [Annex C](#).

In any case, the booking process shall allow for the following:

- reply to the request made by a customer within 48 working hours, with a formal notice stating reception of the request;
- the reply can be a confirmation or rejection of the request or the estimated deadline for the response to offer customer information on the conditions regarding the accessibility of the service requested, if required.

A written confirmation of the booking shall:

- be accompanied by documentation relating to the site;
- give the date, the number of people, category (e.g. individual, group, company, agency, coach driver, school party), the arrival time, contact details of the person responsible in case of a group, price, and any other necessary data.

4.3.2 Contact

The answers regarding opening times, pricing conditions, access information and contents of the service shall be clear and accurate.

Answers shall be flexible and adaptable (e.g. providing alternative suggestions). In the case of booking, the answer shall repeat the data (date, number of people, arrival time, prices, options).

The service provider shall answer the telephone quickly (preferably no more than four rings). It should also use a queuing system with music or a voice server for calls waiting. If the site is closed, the answering machine shall respond after five rings. The opening times shall be given in the telephone message, which can refer to the website (if applicable).

The identity of the service provider and the name of the speaker shall be given in the opening phrase.

The service provider shall provide visitors with a receipt, if appropriate.

4.4 Service provision

4.4.1 Welcome

The welcome shall take place in the reception area (see [5.5](#)).

There shall be a designated space for welcoming users close to the place where the visit is scheduled to start. This area shall be permanently manned during the opening hours for visitors. Visitors shall be given introductory information, including the following:

- presentation on the service provider;
- general description of the service provided (e.g. places that can be visited, contents, duration);
- health, security and safety guidelines and behaviour recommendations (and provide visitors with any necessary health and safety equipment);
- explanation of special conditions and limitations;
- articles that shall be respected and returned (e.g. audio guide, tags, educational support);

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- details on the waiting time during busy periods and the start time of the visit;
- direction to a person responsible for the tour in the case of guided tours.

Visitors should:

- be identified with some kind of sign (e.g. coloured tags);
- be given a map and/or a guide of the visit (if available).

4.4.2 Visit conditions

The site shall provide a rational flow of visitors, in particular in companies, in order to avoid crossing production flows. The requirements in [4.1.1](#) shall be fulfilled.

NOTE Examples of situations to be avoided include bottlenecks, tour groups crossing one another, traffic jams, or too many people in one room.

When necessary, visitors should be split in different groups.

In the case of a company visit:

- visits should be organized during the production periods when possible;
- the site should be open at least half a day during the week break;
- individual visitors should be admitted.

4.4.3 Content of the visit

The visit shall include some explanation about the industrial activity (background of the visit, knowledge, know-how and techniques, products or services, e.g. a short introductory video) in the context of its surroundings, as well as the production process. It also should allow for individual experiences, e.g. tasting, experimentation, hands-on activities, workshops.

Before the start of the visit, visitors shall be reminded of any access restrictions and the content of the visit.

The visit shall also:

- follow a logical progression (main theme);
- give visitors a good understanding of the subject and the business sector;
- give a historical or human context;
- actively engage visitors' senses and involve them;
- explain the present-day challenges of the activities (economic, social and environmental factors);
- explain all the production stages and technical operations;
- give the visitors the opportunity to ask questions.

In the case of a company visit, a talk by a member of the staff, controlled by the guide, should be offered.

4.4.4 Guided visits

4.4.4.1 General requirements

When applicable, the service provider shall appoint one or more guides to accompany visitors during the service.

The service provider should document the guidelines of the guided visit.

4.4.4.2 Requirements for the guides

The person performing the role of guide shall:

- be easily identified (e.g. using a badge, uniform);
- be appropriately dressed according to the visit site;
- be aware of the goals of the visit and the information to be transmitted to visitors;
- be trained and experienced (especially in communication skills);
- be audible and friendly;
- be capable of answering questions: if a question is asked and the guide does not have the necessary knowledge to answer it at that time, the guide shall try to provide this information later;
- have a good knowledge of the local area and be able to advise visitors on other visits.

Before the visit, the guide shall:

- verify whether the production equipment displayed is operational, if applicable;
- ensure that the information equipment is operational (e.g. audio guides and videos).

During the visit, the guide shall:

- welcome and say goodbye to visitors in a friendly way;
- introduce him/herself to the visitors;
- control the group from the beginning to the end of the visit;

NOTE This is particularly important when the visitors are schoolchildren or minors, or when the group includes people with special needs or disabilities.

- follow the visit schedule, regarding content, explanations and duration;
- encourage an atmosphere of trust in the group and invite visitors to ask questions;
- ensure that visitors understand;
- adapt explanation and tour to the different types of visitors (e.g. school parties, seniors, professionals).

4.4.5 Self-guided visits

If applicable, the site shall offer information material, e.g. audio guides, videos, slide shows, display boards, leaflets, models, room cards, quick response codes (flash code), mobile applications.

This information material shall be:

- helpful;
- clean and in good condition;
- legible and clear;
- up to date.

Visit support material should be:

- be available in at least one foreign language;
- be varied;

- be adapted to children/young people, when appropriate.
- be adapted to disabled people, when possible.

4.4.6 Conclusion of the visit

A farewell shall be given to visitors. When applicable, there shall be a reminder to return equipment.

A kind gesture is advisable at the end of the visit, e.g. tasting the site's products or handing out samples (if available).

The service provider shall give the visitors the opportunity to express their opinion about the service, in order to evaluate it (e.g. satisfaction questionnaires, visitors' book).

4.5 Complementary offer

4.5.1 Educational visits

If admitting school groups, the service provider should offer:

- appropriate interactive guided tour;
- educational tools connected with the activities of the site;
- explanations adapted to the age of the school group;
- a dedicated space suitable for school group;
- educational material available on request.

In the case of a visit to an active entity, this should include:

- discussion between the school group and a member of the staff;
- information on the opportunities of training courses or internships (if available).

4.5.2 Educational activities

A schedule for the activity should be drawn up specifying its theoretical and practical contents.

The training goals should be defined, as well as the means of verification, where applicable.

The training methodology should be described regarding educational tour coordinator behaviour and schedules, timetables, support materials used, etc.

The methodology should match the potential targets of the activity and should be aimed at making it enjoyable, ensuring participation and hands-on learning.

The service provider should draw up guidelines for the behaviour of the educational tour coordinator, in order to be able to verify that the activity is carried out properly.

The service provider is responsible for supervising the activity carried out (either it is performed in-house or outsourced) and for verifying that it matches the specified schedule.

The educational tour coordinator shall have the necessary knowledge to provide correct replies to any questions asked by participants. They should have skills in order to:

- motivate learning and increase the awareness of participants, depending on the goals defined for the educational activity;
- behave in an empathetic manner, matching the training to people's specific characteristics and situations;

- explain the training contents in a clear and organized manner;
- make the educational activity enjoyable and promote participation and hands-on learning.

The participants' opinion should be checked by the supervisor once the educational activity is over.

When educational activities are intended for schoolchildren, the timetables should be scheduled to be compatible with the school year.

The material used should be in good condition, easy to use and reviewed to ensure that it complies with the above recommendations.

When participants are accompanied by a person in charge (e.g. a teacher), the person in charge should inform them in advance about the expected behaviour before, during and after the educational activity.

5 Facilities and equipment

5.1 Signage and access to the site

The service provider shall contact the competent authorities in order to install signage in the vicinity that is comprehensible, clean and in good condition.

The signage should be consistent with the graphic charter of the site.

Access shall be consistent with the information sent to visitors. The site should ensure that it is included in online geolocation tools, e.g. global positioning system (GPS) tools.

The site may have an outside information sign, giving basic information, e.g. opening times, prices.

5.2 Car park

If a car park is available, it shall be in good condition and clean.

NOTE 1 A cleanliness criterion can be regularly emptied bins.

The car park shall have areas reserved for visitors, when possible.

NOTE 2 The car park can be a public car park (free or paying).

It is recommended that:

- vehicle parking is indicated;
- there is a quick drop-off point for coaches near the entrance (no more than 100 m away);
- parking areas reserved for coaches and two-wheeled vehicles are indicated;
- disabled parking areas are indicated;
- access to the car park is made easy;
- there is adequate lighting.

5.3 Toilets

The site shall have toilets accessible to visitors. The toilets shall be hygienic and well maintained.

5.4 Private environment of the site

The immediate surroundings of the site shall be clean and well-maintained.

The following should be maintained in good condition:

- borders;
- green areas;
- the front of the building;
- windows;
- doors;
- outdoor furniture (if there is any);
- outdoor signs (if there are any), e.g. arrows and markings on the ground.

In addition the private environment of the site should:

- be enhanced;
- have adequate lighting (if there is night-time access);
- limit as much as possible any type of visual, auditory and olfactory nuisance;
- put up a visible, legible external display on the prices and conditions for accessing the site.

The entrance and the name of the site should be clearly visible from the public road.

The graphic charter (if applicable) of the site shall be respected.

5.5 Site entrance

The site shall have a covered reception and/or waiting area.

In addition, in the context of admitting school parties, the site should provide an area for picnics.

This reception area shall:

- be clean and tidy;
- have decorative elements and furniture that are clean and in good condition;
- provide clear information on the terms and conditions of the visit (e.g. timetables, prices, methods of payment, any restrictions such as minimum age, disabled persons, identity document required);
- have clean signs indicating the reception, the ticket office, the various services (e.g. guided tours, shop, toilets);
- display information upon areas that are temporarily closed and/or limitation of access to some parts of the site and/or absence of major items shall be displayed.

The reception area should have:

- comfort features, e.g. seating, cloakroom, left-luggage area;
- internal signs translated into at least one foreign language (or pictograms);
- a free drinking water point;
- a display case containing products made on the site (if applicable);
- a waiting area for children;
- brochures and regional products to promote the local tourist and cultural offer;

- a waste container.

NOTE In the context of tasting products, it is important to use an appropriate area, with dishes that are clean and in good condition, and to enable visitors to wash their hands.

5.6 Areas visited

The areas visited shall be clean.

The site should have:

- seating on the loop of the visit;
- visit tour marked out with ropes, visitor lanes, safety barriers, etc.;
- visible, helpful and clean signs;
- an information medium for visitors related to health and safety rules relevant for the visit.

5.7 Shopping area

If there is a shop (or sales area), it shall fulfil the following requirements:

- opening times and periods shall be consistent with the activity of the site;
- the shop and its furniture shall be in a good general state of cleanliness;
- the shop shall be well laid-out and tidy;
- the shop shall have storage areas for products;
- products for sale shall be well-presented;
- prices shall be visible on every product displayed;
- information on methods of payment shall be displayed.

If there is a shop (or sales area), it should fulfil the following recommendations, if applicable:

- gift wrapping should be available on request;
- products for sale should be consistent with the theme of the site;
- the use of credit card should be allowed.

Sales staff shall:

- welcome customers in a friendly, polite way;
- be able to advise customers on the products.

Staff should be able to answer in at least one foreign language.

NOTE The service provider can choose the most appropriate language according to visitors.

Annex A (informative)

Sustainable development recommendations

A.1 General

In the provision of industrial tourism services, the three pillars of sustainable development should be taken into account, i.e. the environmental, social and economic aspects. [Clauses A.2](#) to [A.4](#) indicate criteria and recommendations for the different aspects.

The list of recommendations constitutes a tool to help the service provider with the implementation of sustainable development measures within its activity.

A.2 Environmental aspects

A.2.1 Energy management

The energy management should cover:

- appropriate thermal insulation;
- system for using renewable energy (e.g. wind, solar, heat recovery);
- timer or sensor system;
- replacement of broken bulbs by low consumption bulbs.

A.2.2 Water resource management

The water resource management should cover:

- installation of dual flush systems and restrictor valves on taps;
- recovery and use of rainwater.

A.2.3 Waste management

The waste management should cover:

- selective waste sorting;
- priority given to the use of recycled or returnable products.

A.2.4 Built environment management

The built environment management should cover the integration of the architecture of the site in the local environment (in the case of construction of new buildings).

A.3 Social aspects

A.3.1 Social and economic accessibility

The social and economic accessibility should cover:

- special prices offered by the site to encourage access for specific audiences (e.g. young people, senior citizens, the unemployed);
- involvement of the site in local tourism;
- involvement of the local populations in the activities of the site.

A.3.2 Education and communication

The education and communication should cover:

- activities to raise visitors' awareness of the management of energy consumption;
- activities to raise visitors' awareness of selective sorting;
- demonstration to customers of the site's environmental commitments;
- operations to highlight local activities and heritage.

A.4 Economic aspects

The use of local human resources and know-how should consider:

- the site favouring distribution and promotional partners in the local area;
- use of products from the local area (e.g. food products, cleaning products).