



Press release 16/02/2017

We do local joins forces with Medventure Ltd.

Responsible tourism is reaching new heights in Greece. Medventure LTD and "Local Production & Hospitality SA" – which is the managing company of the «We do local» standard - have recently embarked on a new partnership to promote sustainable development by supporting eco-friendly tourism businesses, local traditions, and cultural heritage. The partnership creates new opportunities for promoting tourism businesses in a responsible manner and advancing Greece as a destination.

«**We do local**» is a certification standard of hotels and ships which was created to certify businesses that supporting local production and economy and promote the greek hospitality. The «**We do local**» initiative certifies businesses which offer products and/or services that promote local heritage, gastronomy, environment, and sustainability. It is a reference point for coordinated strategy showcasing the value of hospitality excellence of tourism businesses in Greece. The initiative is a pivotal driver of local economic, cultural, social and environmental development within society, operating under specific conditions and strict standards to achieve measurable results.

«**Medventure**» is a consulting firm in the field of sustainable tourism, in addition to being active on different fronts such as developing green mobile apps, maps and graphic design for ecotourism, as well as marketing, copywriting, and social media services for tourism businesses. Equally important within the field of sustainable and responsible tourism, the company boasts two key online platforms:

- **Ecotourism-greece.com** which was launched in 2009 and has become the leading portal for Greek ecotourism. It promotes ecotourism activities which highlight environment, biodiversity, gastronomy, nature, tradition and cultural heritage of Greece. The portal promotes accommodation businesses such as guest houses and eco-friendly hotels, highlighting their green practices and providing them with its stamp of recognition.

- **www.green-guide.gr** which is a free online guide to help tourism businesses become eco-friendly. It offers, products, services, solutions and ideas that support these businesses to embark on a greener philosophy. The electronic guide is distributed to 4000 hotels and guesthouses, at the same time supporting and promoting the We do Local initiative.

Together «**We do local**» and «**Medventure**» aim to upgrade the Greek tourism product and showcase Greece as the ultimate sustainable tourism destination with its special characteristic feature of the hospitality, through accommodation properties that respect nature, tradition and cultural heritage.

Andreas Metaxas, CEO of Local Production & Hospitality SA - We do local and Iyad Kayali, Founder/CEO of Medventure signed this new partnership with the aim of taking sustainable tourism in Greece to a new level.

In an era troubled by financial crises, it is pivotal for firms and organizations in the tourism fields to work together in order to promote sustainable tourism which offers financial, social, and environmental benefits to the whole tourism sector and to tourism destinations.

For more information visit www.wedolocal.gr and www.medventure.eu