



Press Release 09/05/2017

**Presentation of "We do local" at the event  
"Sustainable Mobility & Tourist Development", in Rethymno.**

Very active remains the interest for the presentations of the **Local Production & Hosting S.A.** company for the promotion of the new tourist facilities certification standard, created to diversify our tourism product.

Upon invitation, the «**We do local**» standard was presented at the event "**Sustainable Mobility & Tourism Development**", organized in the framework of the **International Year of Sustainable Tourism and the European Initiative CIVITAS Destinations**, was held in the "Pantelis Prevelakis" (Conservatory), in Rethymno.



The aim of the event was to exchange ideas and experiences and to highlight prospects for the design and implementation of sustainable mobility projects in tourist destinations, **for the sustainable development of tourism, respecting the environment and the citizens**. As well as being able to create, through the growing challenges, **a real opportunity for competitiveness and growth in tourist areas and local communities**. The event was attended by transport, energy and tourism stakeholders, experts at both European and national level, policy makers and other stakeholders.



As part of this conference, attendees had the opportunity to learn from **the Communication & Promotion Department of «We do local»** about this new model and its philosophy to support local production, economy and society, with respect to the environment and the sustainability of each place, as well as the procedures and certification benefits of the tourist accommodations and ships with this certification standard.

**About We do local:** We do local is a project created from fifteen significant businessmen in tourism of Crete and two of Halkidiki, in cooperation with the certification control body Cosmocert AE and Local Food Experts scc, aimed the repositioning of the national tourism product, highlighting the characteristic local hospitality and support local production and economy. The We do local, up to now has 28 Certified Members, 26 hotels and 2 ships.

**For more information: [www.wedolocal.gr](http://www.wedolocal.gr)**