



**GREEN JOBS**  
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## **Sustainable lodgings with maximum comfort**

**Company name:** MAS LLAGOSTERA AGROTURISME

**Product category:** Tourist accommodation

**Country of origin:** Spain

**License holder since:** 2015

**Available in:** Spain

**Website:** [www.masllagostera.com](http://www.masllagostera.com)

### **What convinced them to apply for the EU Ecolabel?**

"The initiative of Mas Llagostera was born from the willingness to diversify the agricultural economy of an area of organic vineyards and olive trees and the desire to restore a house with centuries of history without scarifying the deep respect for the environment and the rural past of the area. The house refurbishment aimed not only to transform and adapt the house into a rural tourism accommodation but also to preserve and strengthen the self-sufficient nature of the traditional rural houses of Catalonia. The EU Ecolabel is a confirmation of our aspirations of respect and responsibility towards the environment."

### **How has being certified with the EU Ecolabel given them an edge over competitors?**

"The Ecolabel is an indicator of information and quality for Mas Llagostera's guests, who by seeing the label are aware of the essence of the type of services/experience we offer under the brand of Mas Llagostera."

### **Has the EU Ecolabel increased their revenue and allowed them to enter new markets?**

"Yes, it has especially opened doors to the German market, which has a great knowledge of the meaning of this label and where we have found a tourism sector that demands a "conscious" tourism offer since they seek harmony with the environment.

The key of success is to ensure the loyalty of our responsible and sustainable rhetoric with the facts. It is to be coherent with what we say and what we offer. Above all, it is crucial to know and to be able to transmit to the agencies and operators the essence of a project like ours. This essence, this differentiation, is indeed what has allowed us to retain customers and guarantee us their recommendations to family and friends. It is very important that what is announced under the EU Ecolabel is a reality when the guest comes to Mas Llagostera."

### **How do they evaluate consumers' and general demand for sustainable products?**

"Positively, because many operators and tourist agencies that have detected the Ecolabel certification they have searched for us as to be able to offer our product. There is a sector of clients who highly values the corporate social responsibility of a project of this nature and value tourism in harmony with the environment. Mas Llagostera can guarantee these facts and the EU Ecolabel is proof."

### **How are they contributing to the circular economy?**

"At Mas Llagostera, the vineyards and the olive groves guarantee the fuel for the biomass boiler that heats the house. The pruning of seeds and olives (after making oil) and the remains of wood from cleaning the forest nourish the boiler that keeps the temperature of the home during the cold months. The rainwater is collected in a cistern and used for plantation that needs irrigation support during specific moments of the



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year. And the installation of photovoltaic and thermal plants generates electricity and hot water. When guests arrive at Mas Llagostera, besides the keys of the house, they receive an informative brochure of good practices as to make them have a responsible attitude and use towards the energy/water."

### **What future plans do they have for the company's sustainability mission?**

"Yes. Mas Llagostera works with the desire to continue developing and establishing the energy efficiency and green energy within the overall initiative, as well as to continue organizing activities that promote and communicate this type of good practices. In addition, we believe that we can contribute to a better future by doing pedagogy within our cycle of influence."

### **What advice would they give to other companies considering applying for the EU Ecolabel?**

"I would say that this is a very important commitment for the future, and that awareness is key as to leave to the new generations something better than what we could offer if we decide not to take this step."



**Should you wish to use the above photos, quote a company representative or have any other questions please contact:**

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