

Clean & Safe Seal

Description of the initiative/action/policy/governance structure and process:

The Clean & Safe seal in Portugal was a certification program launched by Turismo de Portugal, the country's national tourism authority.

It aimed to ensure that tourism establishments and businesses in Portugal had implemented and adhered to the recommended hygiene and safety measures, particularly in response to the COVID-19 pandemic. The program was designed to promote Portugal as a safe and trustworthy destination for tourists.

Key features of this certification program:

- Tourism businesses could voluntarily participate
- The program provided specific health and safety protocols to follow
- Participating businesses received free training
- Turismo de Portugal verified compliance with the protocols
- Businesses that met the requirements received the Clean and Safe seal
- Ongoing monitoring and audits ensured that participating businesses stayed up to date with the latest recommendations

Type

Initiative – Health & Safety

Date of launch

April 2020

Impact

1. Turismo de Portugal issued more than 22.000 seals, gave training to more than 43.000 tourism workers and performed close to 2.000 audits
2. It contributed to rebuilt trust and confidence among tourists
3. It standardised a set of hygiene and safety measures for tourism businesses across Portugal
4. Improved safety and hygiene practices within the tourism ecosystem
5. Enhanced reputation of Portugal as a safe destination

Issuing organisation

Turismo de Portugal

Relevance

Health and Safety Seals/Certifications are important tools to 1) mitigate the effect of crisis events as they provide a framework and training for tourism establishments to implement and adhere to health and safety protocols and 2) increase customer confidence, accelerating the recovery of tourism.

The information and perspectives presented in this document represent the findings and conclusions of the European Commission's project "Crisis Management and Governance in Tourism" funded under the SME Pillar of the Single Market Programme and developed by Deloitte. These findings are based on data and context available during the study period and are intended solely to provide insights on the project's objectives. The interpretations herein do not necessarily reflect the views of the involved organisations and should not be construed as definitive conclusions applicable to all contexts or as a commitment to implement the recommendations. Further, the European Commission and Deloitte are not liable for any consequence stemming from the reuse of this document.

For more detailed information on project's results and outputs, please visit the project webpage [Crisis Management and Governance in Tourism - European Commission](#).