The Elephant Camp Animal Welfare and Sustainability Standard and accompanying assessment initiative, is a likely solution to the growing concern raised by (Western) markets regarding the use of elephants in tourism activities. At present, whilst some markets have distanced themselves from elephant camps, others seek to establish standards or criteria of best practice. This has resulted in a diversity of different standards and criteria imposed on elephant camps, deployed by different stakeholders, rather than just one set of widely accepted best practice criteria for elephant camps in Asia. This has led to confusion amongst suppliers, different levels of standards for different markets and therefore, an inefficient use of resources for both Tour Operator (TO) and elephant camp operator.

The Elephant Camp Animal Welfare and Sustainability Standard is an initiative established by Travelife for Tour Operators and developed through multi-stakeholder engagement. Stakeholders include: Faculty of Veterinary Medicine, Chiang Mai University (FVM-CMU), Thailand National Elephant Institute (NEI), PATA and the Asian Captive Elephant Working Group (ACEWG), an informal network of elephant welfare experts and veterinarians, who seek to improve welfare standards of Elephants kept in captivity. The initiative aims to integrate the ABTA Animal Welfare Guidance, the ACEWG principles and the Tourism Elephant Camps Management standard of the Chiang Mai University into one comprehensive standard.

Travelife and its above listed partners, started beginning of 2018 to pilot the application of the Elephant Camp Animal Welfare and Sustainability Standard by visiting relevant elephant camps in Thailand, Laos and other South–East Asian countries. It is expected that through the establishment of the Elephant Camp Animal Welfare and Sustainability Standard the confidence from western tourism markets will be re-instated as the well-being of elephants improved, and local livelihoods are safeguarded.
Tour operator benefits

The key objective of the standard and evaluation system will be to support in- and outbound tour operators in their objectives to better select camps and to motivate camps towards improved animal welfare and sustainability standards. Participating TO’s will have the following benefits:

- Yearly updates on the performance of their camps
- Able to propose camps for an onsite audit.
- Status on camps not yet in their portfolio.
- Ability to share information between in- and outbound partners.
- Opportunity to provide clients a specific choice in compliance with their expectations.

Elephant camps benefits

The standard and assessment system provides the following benefits for the camps:

- Learning regarding best practice standards and how to comply with them.
- Recognition of best practices.
- Benchmark with other camps.
- Exchange of best practices (through the online platform).
- Future option to become awarded and able to promote itself as a recognised camp.

Aim workshop

- Improve knowledge in animal welfare science and its practical application to facilitate the implementation of the Elephant Camp Animal Welfare and Sustainability Standard and the integration of animal welfare criteria into daily operations.
- Provide an insight into the need to comply with international animal welfare and sustainability requirements and to understand the rationale of western tourism markets.

What will you learn?

At the end of this course you will:

- Understand the principles of animal welfare science.
- Understand the specific welfare needs of elephants and how to identify poor welfare indicators.
- Understand the Elephant Camp Animal Welfare and Sustainability Standard and its requirements.

Conditions and requirements for participation

- Professional proficiency in the English language.
Participants are expected to have already understanding of the principles of animal welfare or to have experience in auditing and sustainability in the travel sector.

**EU Switch Asia program – Handle with Care**

The initiative is executed under the auspice of the EU SWITCH ASIA II Program. The Project “Luang Prabang - Handle with Care” addresses the challenges brought about by the ascending growth in the tourism sector in Luang Prabang with hands-on solutions that subtly balance ecological and cultural sustainability. Luang Prabang - Handle with Care is a multi-stakeholder initiative financed mainly by the European Union and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) in close partnership with sequa gGmbH, the Lao Association of Travel Agents (LATA), and the Lao Hotel and Restaurant Association (LHRA).

**Supporting organisations**

- GIZ - Deutsche Gesellschaft für Internationale Zusammenarbeit
- Lao Association of Travel Agents (LATA)
- Travelife for Tour Operators and Travel Agents (www.travelife.info)
- Asian Captive Elephant Working Group (ACEWG)
- The Pacific Asia Travel Association (PATA)
- Audit Diagnostic Solutions Tourism (FR)

**Venue**
Luang Prabang to be confirmed

**Cost**
Free

**Registration**
www.travelife.info/training

**Contact**
Nicolas Duborcard, nicolasdubrocard@gmail.com

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**Nicolas Dubrocard (Audit Diagnostic Solutions)**

Nicolas Dubrocard started his international career in 2005 participating to different programmes to improve tourism in Armenia and train young professional from Israel and Morocco. He moved to Morocco in 2007, created his own company and led programmes such as Every Drop Counts for The Travel Foundation or environmental audits in the oases for UNDP. In 2011, he became the Director of the Green Key and moved to Copenhagen to support more than forty countries involved in the international eco label for hotel. In 2013 he moved to Thailand to work with Kuoni and develop the Kuoni Water Champion Programme. Later he moved to Malaysia and worked for Wild Asia in Kuala Lumpur. He is now based between Europe and Asia, teaching in Bocuse Institute in Lyon and IUBH near Bonn in Germany. He is also auditing for Green Globe and Travelife sustainability labels.
### Agenda (Draft)

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<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Presenter</th>
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<tbody>
<tr>
<td>8:30-9:00</td>
<td>Registration</td>
<td>EU Switch Asia Handle with Care Project</td>
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<tr>
<td></td>
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<td>Andreas Hofmann</td>
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<td><strong>Morning</strong></td>
<td>1. Introduction to the project</td>
<td>Nicolas Dubrocard</td>
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<td>• Elephant-related objectives</td>
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<td>• Personnel involved</td>
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<td>2. Introduction to Asian elephant tourism</td>
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<td>• General problems currently associated with Asian elephant tourism</td>
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<td>• ‘Good’ elephant tourism vs ‘bad’ elephant tourism</td>
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<td>• Visitor expectations &amp; concerns</td>
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<td>• The benefits of elephant based tourism</td>
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<td>Tea break</td>
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<td>3. Review of the proposed standards</td>
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<td>• Different categories</td>
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<td>• Process to find the right balance</td>
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<td>4. Key issues</td>
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<td>• Riding</td>
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<td>5. Discussions – FAQ</td>
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<td>Finish ca</td>
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# Agenda (Draft)

## Day 1 – 26th April

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<th>Time</th>
<th>Topic</th>
<th>Presenter</th>
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</table>
| 9:00 | **1. Introduction to day**  
- Overall training objectives  
- Elephant-related objectives  
- Personnel involved | Nicolas Dubrocard |
| **Morning** | **2. Introduction to auditing**  
- What skills are required to become an auditor?  
- What does auditing mean?  
- Examples of labels and certification | |
| **Lunch** | 3. Elephant camp online system  
- Access to the system  
- Guidance  
- “How to audit” section | |
| | **4. Preparation of following day camp visit**  
- Auditing categories  
- Reporting strategy | |
| Finish ca. 16:00 | | |

## Day 2 – 27th April – Elephant camp visit

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
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| 9:00 | **1. Introduction to day**  
- Use the knowledge from the day before  
- Point out the potential problems |
| **Morning** |  
- Visit of the camp with clear targets  
- Proofs, evidence, documents |
| **Lunch** | | |
| **Afternoon** | **2. Debriefing**  
- Discussion about the audit  
- Reporting system |
| Finish ca. 16:00 | |