

# EU Ecolabel Ambassador: Holiday Apartments UTJEHA

**Company name:** Holiday Apartments UTJEHA

**Product category:** Tourist Accommodations

**Country of origin:** Montenegro

**License holder since:** 2012

**Website:** <https://utjeha.me>

*Available throughout Europe*



Holiday Apartments UTJEHA is the first Tourist Accommodation in Montenegro to be awarded with the prestigious EU Ecolabel and is recognised as a model for sustainable tourism in Montenegro and throughout Europe.

Since becoming awarded with the EU Ecolabel in 2012, Holiday Apartments UTJEHA has taken real steps in reducing energy consumption, and even equipped its apartments with solar-powered smartphone chargers called “Ginko”. As an actor in the local CO2 saving project “Towards Carbon Neutral Tourism”, the company is committed to having a neutral carbon impact by for example using only energy-saving light bulbs. Michael Bader, the owner of the apartments, also makes sure all amenities are eco-friendly by purchasing EU Ecolabel toilet paper, shampoo and soap.



*Solar-powered “Ginko”*



“ Acquiring the EU Ecolabel has been very helpful in addressing the western European tourism market, as we believe that green tourism is not simply a trend, but the future of our sector. Having the EU Ecolabel was the best way for us to show our commitment towards sustainability. ”

**Michael Bader, Owner of Holiday Apartments UTJEHA**

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Yet, Michael Bader's vision goes beyond offering sustainable holidays to his guests, as he is committed to driving Montenegro's ecological transition on a larger scale. For example, since waste sorting is not a current environmental priority for Montenegro, Holiday Apartments UTJEHA has taken a proacting step in acquiring a can crusher. This machine lets the company collect aluminum cans from his guests and send it to recycling centers, with the hopes of closing the loop on aluminum waste.

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*Receiving the EU Ecolabel enhanced our commitment towards an ecological transition and showed other non-European countries that holding the EU Ecolabel is possible and beneficial!*”

**Michael Bader, Owner of Holiday Apartments UTJEHA**



Can crusher

These initiatives are proof that the company has fully adhered to the EU Ecolabel's vision of continuous improvement in sustainability issues. In fact, Michael Bader was called upon to become the EU Ecolabel auditor for Tourist Accommodations in Montenegro and is responsible for ensuring licence holder compliance with the criteria, demonstrating Holiday Apartments UTJEHA's own excellence in the field.

