PRESS STATEMENT

# Odonata Becomes Independent Monitoring Partner of NEUE WEGE Reisen

**Partnership strengthens reliable sustainability communication under the new EU EmpCo Directive, building on the existing TourCert certification**

**Rheinbach / Stuttgart, 22 October 2026** – Odonata Certification Services GmbH is taking on, with immediate effect, the independent monitoring of the proprietary sustainability criteria of specialist tour operator NEUE WEGE Reisen. The partnership builds on the operator's long-standing TourCert certification and aligns its communication specifically with the transparency requirements of the European Empowering Consumers for the Green Transition Directive (EmpCo).

## Monitoring Credibility Through Independent Monitoring

Since its founding, NEUE WEGE has taken a consistently sustainable approach to yoga and wellness travel. Guided by the principle of "Conscious Travel," the company has established its own criteria that go beyond conventional standard certifications. Going forward, Odonata will act as an independent body, reviewing how these in-house standards are applied, documented and communicated. TourCert's established quality and sustainability management remains explicitly the foundation of the tour operator's work.

"Our collaboration with NEUE WEGE is a prime example of how we see our role at Odonata: it is not about replacing proven certification systems, but about adding meaningful layers of assurance. NEUE WEGE sees sustainability as a continuous process of development. With our independent monitoring, we help ensure that these additional efforts can be communicated to travelers in a way that is both verifiable and legally sound."
— **Frank Brinkschneider**, Managing Director Designate, Odonata Certification Services GmbH

## Future-Proof Sustainability Communication Under EU Standards

The partnership is emblematic of a shift across the entire travel market. The new EU EmpCo Directive requires that sustainability-related claims made to consumers be based on clear rules, objective evidence and an external verification body.

“As a pioneer in sustainable yoga and Ayurveda travel, we are committed to offering our guests the greatest possible transparency. Our long-standing TourCert certification gives us a strong foundation. Through our partnership with Odonata, we are now taking the next step: having our specific sustainability criteria independently verified. This builds genuine trust and ensures that our communication fully complies with upcoming European regulations.”
— **Johannes Reißland**, Managing Director, NEUE WEGE

## About the Companies

### About Odonata Certification Services GmbH

Die Odonata Certification Services GmbH ist ein unabhängiger Partner für Prüf- und Assurance-Dienstleistungen im Bereich Nachhaltigkeit. Das Unternehmen unterstützt Organisationen und Initiativen dabei, bestehende Nachhaltigkeitsansätze und unternehmenseigene Kriterien transparent, belastbar und konform mit aktuellen europäischen Regulierungen (wie der EmpCo-Richtlinie) zu überprüfen und zu kommunizieren.

### About NEUE WEGE Seminare & Reisen GmbH

NEUE WEGE ist einer der führenden Spezialreiseveranstalter für Yoga- und Ayurveda-Reisen im deutschsprachigen Raum. Seit der Gründung im Jahr 1990 steht das Unternehmen für gesundes, bewusstes und nachhaltiges Reisen. NEUE WEGE ist langjährig durch TourCert zertifiziert und engagiert sich kontinuierlich für den Schutz von Umwelt und lokalen Kulturen.

## Press Contacts

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