TRIANGLE Knowledge Alliance

ETGG 2030 Kick-off meeting

March 22, 2021

Agenda

- 11:30   **Round of introduction and expectations**

- 11:50   **Presentation of ETGG 2030 project**: European Tourism Going Green report, national "hubs" of sustainable tourism, etc.

- 12:10   **Q & A**, **discussion**

- 12:25   **Next steps**

Round of introduction
(2-3 minutes!)

- Name, institution

- Your study courses, research activities, networks with reference to sustainable tourism

- Your expectations of TRIANGLE

ETGG 2030 Intro

➢ **Funding: European Commission – Executive Agency for SMEs** (EASME)

➢ **Project consortium: Eberswalde University + Ecotrans + 6 Business Support Organisations** (Tourism associations, chambers of commerce)

➢ **Participating countries**

    ➢ Austria

    ➢ Bulgaria

    ➢ Croatia

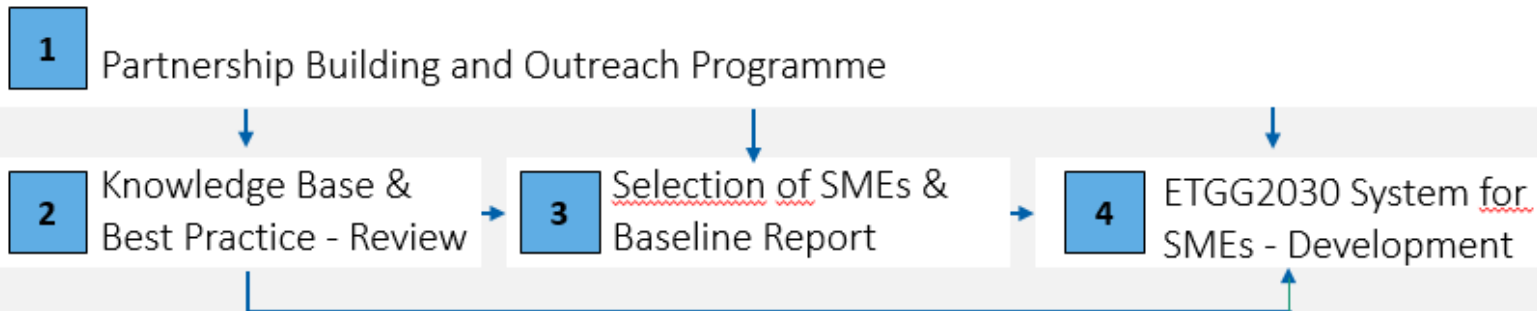   ➢ Germany

    ➢ Italy

    ➢ Romania

Project goals

➢ **Inventory and analysis of sustainable tourism (ST) policies and strategies in Europe** (with national chapters)

➢ **Establishing a European sustainable tourism network** of HEIs, tourism associations, individual businesses and NGOs, based on **national ST hubs**

➢ **70 tourism SMEs become certified for their sustainability**

  ▪ Competitive selection of SMEs in participating countries

  ▪ Inventory and evaluation of available online training systems

  ▪ Collecting best practice examples throughout Europe as show cases

  ▪ Supporting SMEs during their sustainability development process

  ▪ Series of national workshops and one international conference
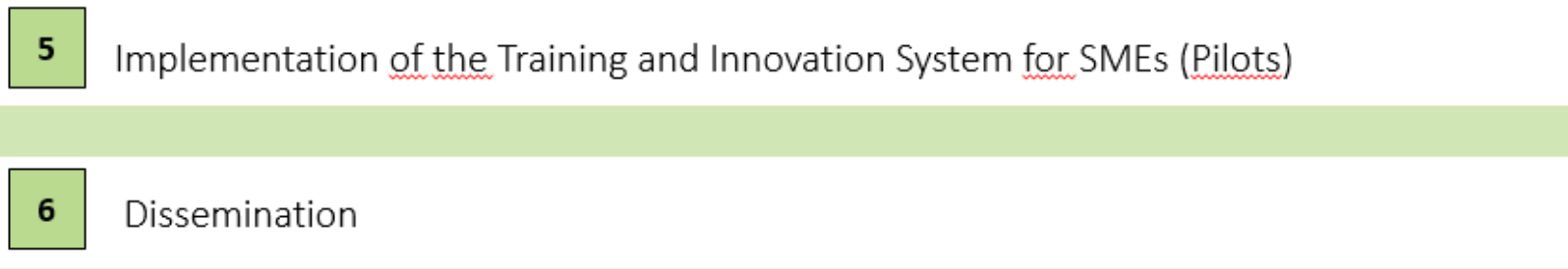
  ▪ Selection of suitable certification schemes

Project work packages

Work Area 1

1. Partnership Building and Outreach Programme
2. Knowledge Base & Best Practice - Review
3. Selection of SMEs & Baseline Report
4. ETGG2030 System for SMEs - Development

Work Area 2

5. Implementation of the Training and Innovation System for SMEs (Pilots)
6. Dissemination

7. Project Management

TRIANGLE's contribution

- ➢ **ETGG 2030 report**: Inventory & analysis of ST policies and strategies in Europe (with **national chapters**)

- ➢ **Establishing a European sustainable tourism network** of HEIs, tourism associations, individual businesses and NGOs, based on **national ST hubs**

- ➢ **70 tourism SMEs become certified for their sustainability**

  - ▪ Competitive selection of SMEs in participating countries

  - ▪ Inventory and evaluation of **available online training systems**

  - ▪ Collecting **best practice examples** throughout Europe

  - ▪ Supporting SMEs during their sustainability development process

  - ▪ Series of national workshops and one international conference

  - ▪ Selection of **suitable certification schemes**

ETGG2030 report structure

Will be done by consortium

ETGG2030 national chapters

!

General overview;
in-depth for partici-
pating countries

ETGG2030 national chapters

General overview;
in-depth for partici-
pating countries

ETGG2030 national chapters – Practicalities

➢ **Cooperation with consortium partners** in 6 participating countries

➢ **Remuneration is symbolic** (ca. 1,000 EUR); contract by HNEE

➢ **Report volume** (national chapters): up to 10 pages for smaller countries, up to 15 pages for larger countries (Word document)

➢ plus **annexes** (information sources, lists of stakeholders, partners, etc.); format to be determined

➢ **Timeframe**: Contract by April 12 – Draft report by mid-June – Final report by early July – Our report to EASME due in August 2021

Other contributions

➢ **National sustainable tourism hubs**

- ▪ **Networks** with government institutions, **BSOs** (tourism associations, chambers of commerce), selected individual businesses, training institutions, certification schemes, NGOs, etc. …

- ▪ **Knowledge management**

- ▪ What for? ⇨ Europe-wide network for **knowledge transfer** & exchange; potential project partners (**funding proposals**)

➢ **Joint course development, teaching** *(outside of ETGG 2030)*

- ▪ Exchange of students and lecturers (exchange platform)

- ▪ Summer schools, excursions

- ▪ Further development of SDT course

- ▪ Joint course "Sustainable Tourism Policies in the European Union"