



# 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

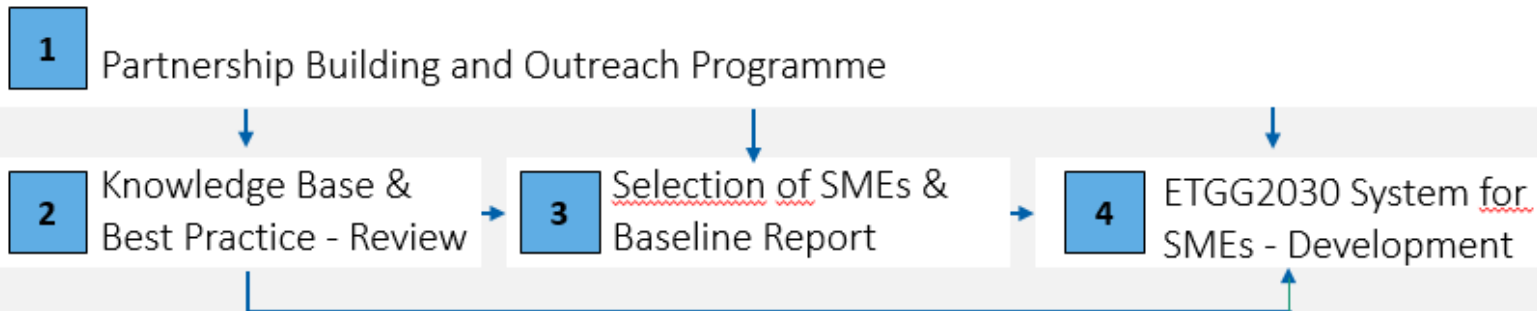


- **Inventory and analysis of sustainable tourism (ST) policies and strategies in Europe** (with national chapters)
- **Establishing a European sustainable tourism network** of HEIs, tourism associations, individual businesses and NGOs, based on **national ST hubs**
- **70 tourism SMEs become certified 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

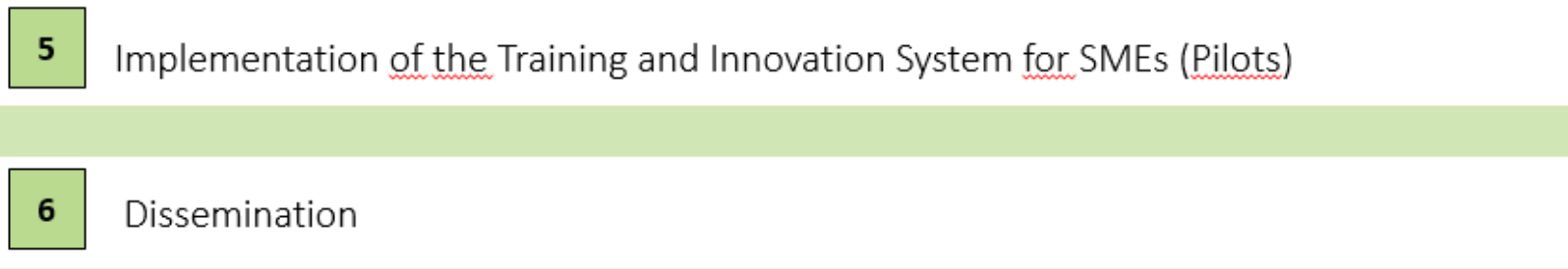
# Project work packages



## Work Area 1



## Work Area 2



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



<b>2</b>	<b>Global Guidelines for the Development of Sustainable Tourism</b> .....	<b>7</b>
2.1	Principles of Sustainable Tourism .....	7
2.2	Policies and Strategies for Sustainable Tourism.....	7
2.2.1	Sustainable Consumption and Production, the Circular Green Economy and Green Tourism	7
2.2.2	Tourism and the Agenda 2030 Sustainable Development Goals (SDG).....	7
2.2.3	Networking, Clustering and Knowledge Transfer - The Need for Collaborative Action..	7
2.3	International milestones of sustainable tourism .....	7
2.4	Initiatives and Instruments for Sustainability in Tourism .....	8
2.4.1	Sustainability Certificates Operating Worldwide .....	8
2.4.2	Global Initiatives.....	8
2.4.3	Others ? .....	8
<b>3</b>	<b>European Policy for the Development of Sustainable Tourism</b> .....	<b>9</b>
3.1	Policy Guidelines and Strategies for the Development of Sustainable Tourism .....	9
3.2	Initiatives and Instruments for sustainable at European Level.....	9
3.2.1	Certificates and Awards Operating in Europe .....	9
3.2.2	Initiatives on European Level .....	9
3.2.3	European funding programs for Sustainable tourism.....	9

Will be done by consortium



# ETGG2030 national chapters



<b>4</b>	<b>European Wide Action on Sustainable Tourism – National Reports</b>	<b>10</b>
4.1	Germany	10
4.1.1	Political framework for Sustainable Tourism	10
4.1.1.1	National Sustainable Tourism Policies, Strategies and Projects	10
4.1.1.2	National Non-governmental Initiatives referring to Sustainable Tourism	10
4.1.2	Political Framework for Sustainable Tourism Development at the Regional Level Note: This section is only to be worked out by the “six consortium partner countries”	10
4.1.2.1	Regional sustainable tourism policies, strategies and projects	11
4.1.2.2	Regional non-governmental initiatives referring to sustainable tourism	11
4.1.3	Key Stakeholders	11
4.1.3.1	Governmental and semi-governmental bodies	11
4.1.3.2	Tourism associations	11
4.1.3.3	Tourism business and destinations	12
4.1.3.4	NGOs and sustainable tourism networks	12
4.1.3.5	Research and educational bodies	12
4.1.3.6	Tourism demand	12



General overview;  
in-depth for participating countries

# ETGG2030 national chapters



4.1.4	Measurement and certification systems of sustainable tourism activities.....	13
4.1.4.1	Tourism Sustainability Certification Systems: .....	13
4.1.4.2	Awards for sustainable tourism activities .....	13
4.1.4.3	Market analysis on sustainable tourism.....	14
4.1.4.4	Statistics related to sustainable tourism activities.....	14
4.1.4.5	Ecological footprint of tourism enterprises.....	14
4.1.5	Tools & Instruments .....	14

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”