

»»» NEWSLETTER «««

ETSM2030

European Tourism Sustainability Monitoring 2030



PROJECT NEWS, PROGRESS & ACHIEVEMENT

**ETSM2030 -
PROJECT &
NEXT STEPS**

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What's behind the name ETSM2030? What are the key objectives and the next steps?

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Throwback to our Kick-Off-Meeting, which took place on the 20th of November 2023! The first time all participants came together and had the chance to get to know each other!

**THROWBACK:
SMTE-KICK-OFF
MEETING**



We wish you a happy new year and look forward to continuing our very successful cooperation with you!

»»» WHAT IS ETSM2030?

The European Tourism Sustainability Monitoring 2030 (ETSM2030) is a project funded by the EU which aims at establishing a network of tourism small and medium enterprises (SMTEs) to increase sustainability monitoring by co-creating and co-implementing Sustainable Innovation Projects (SIPs) and by boosting participation in relevant sustainable certification schemes, in particular the EU Ecolabel and EMAS.

»»» WHAT ARE THE KEY OBJECTIVES OF ETSM2030?



Fostering Sustainability Certification and Knowledge

Our primary goal is to empower SMTEs by cultivating sustainability certification and knowledge. This involves equipping them with the tools and insights needed to implement and monitor sustainable practices effectively.

Establishing a Collaborative Network

We are building a robust network of SMTEs, facilitating the exchange of ideas, experiences, and best practices. This collaborative environment aims to create a supportive community where sustainable initiatives can flourish.

Encouraging Participation in Key Initiatives

ETSM2030 encourages SMTEs to actively participate in Sustainable Innovation Projects (SIP) and engage with vital certification schemes like the EU Ecolabel and EMAS. This participation contributes to the overall sustainability of the tourism sector.

WHERE DOES THE NAME ETSM2030 COME FROM?

ETSM stands for European Tourism Sustainability Monitoring, making a reference to the content as well to the funding through European Union. The number 2030 does not refer - as one might think - to the project duration but to the duration of the SDGs (Sustainable Development Goals).



PROJECT PROGRESS & ACHIEVEMENTS



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»»» WHAT HAS ALREADY HAPPEND IN THE PROJECT?

Step 1 - Open Call

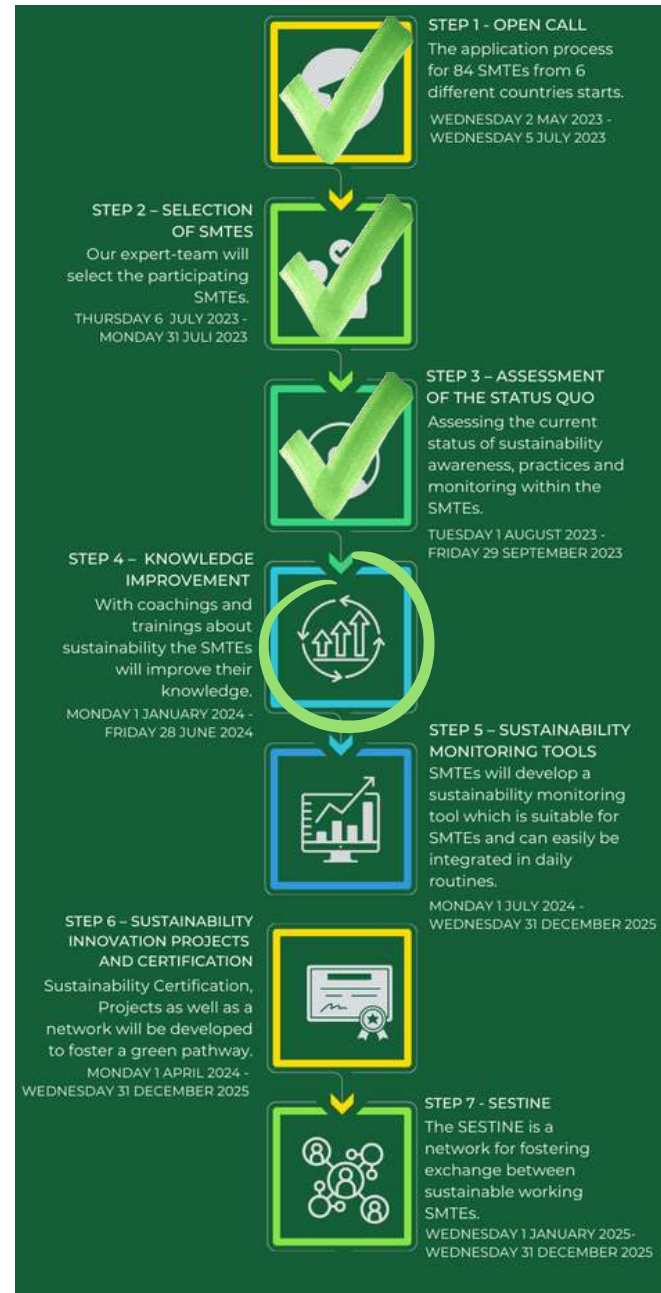
From May 3rd to July 5th, we invited SMTEs from six countries (Austria, Poland, Romania, Germany, Italy and Slovenia) to apply for participation in the project. The response was overwhelming, with 144 applications received, representing a diverse range of sectors within the tourism industry.

Step 2 - Selection of SMTEs

Our team meticulously reviewed the applications. We are pleased to announce that 84 SMTEs have been selected to participate in the ETSM2030 project. All the participating SMTEs are being presented on all our social media channels and also on the project website: <https://etsm2030.eu/participants>

Step 3 - Assessment of the Status Quo

The selected SMTEs underwent a thorough assessment of their current sustainability practices. This included a detailed questionnaire that covered sustainability awareness, practices, and monitoring. Also they attended an interview that provided a deeper understanding of each SMTE's sustainability approach. Based on the results, our team can estimate your interests and current status of implementation of sustainability measures.



»»» SMTE-KICK-OFF-MEETING

On November 20, 2023, our ETSM2030 team had the opportunity to get to know all of our participating companies for the first time! This Kick-off meeting was a great opportunity for the participating companies to exchange ideas and for us to find out about their interests. We were very happy to welcome almost all participating companies - thank you for that!



➤➤➤ WHAT ARE THE NEXT STEPS IN THE PROJECT?

Currently: Step 4 - Trainings and Coaching

Based on the interests and current status quo of our participants the ETSM2030 team created a list with trainings and coachings for the participating SMTEs. A comprehensive selection of training sessions will be made available in multiple languages. From January until June 2024, SMTEs will have the flexibility to attend their chosen training sessions. The objective of these training and coaching sessions is not only to enhance the understanding of sustainability practices but also to empower SMTEs with actionable insights. By providing practical knowledge and tools, we aim to empower participants to implement sustainable practices within their establishments effectively. Furthermore, these sessions serve as a platform for collaborative learning, fostering an environment where SMTEs can exchange ideas and experiences. Regarding collaborative efforts, it's important to highlight that SMTEs will be granted access to OLAT, the collaborative platform in the ETSM2030 project.

Step 5 - Sustainability Innovation Projects (SIPs)

Later in 2024 we will start working on the SIPs. Ideas for SMTEs' sustainability innovations are gathered based on workshops. Most promising ideas will be tackled by partnering SMTEs – a minimum of two SMTEs from two countries need to collaborate for one SIP. Each SIP will be coached by assigned experts. In total, about 24 SIPs will be closely supported by the consortium. Parallel to the coaching the partnerships develop and test their SIP in a practical application. Online presentation of the most promising 6 SIPs (roughly) to create and disseminate knowledge to all SMTEs across Europe. Selected SIPs will be presented at sustainability conference. The most promising SIP are further developed into prototypes which can be applied and tested by other SMTEs and customers.

Step 6 - Sustainability monitoring tools

Our expert team will inform the participating SMTEs about Sustainability monitoring tools, their use and how our participants can integrate these tools into their daily business. You will get more information regarding this step in the future!

Step 7 – Application for certification

Since ETSM2030 aims to boost sustainability certification in tourism SMEs in the next step, our participants will apply for a certification in sustainability. You can find more information to sustainability in the section sustainability & certification of this Newsletter or on our website <https://www.etsm2030.eu/sustainability>.

Step 8 – SESTINE network

To foster exchange between sustainable working SMEs also after ETSM2030 the SESTINE network (run via OLAT) will serve for discussions and input between the participants!



WHAT IS OLAT?

OLAT is the online collaboration and learning platform which is used to connect the participating SMTEs in the project. It serves as platform to provide necessary documents for the project but also to connect more easily with other participants. Participants will get their accesses to OLAT soon! For an introduction to OLAT there will be offered info-sessions in the near future. Participants will receive further details per mail.

WHY SUSTAINABILITY CERTIFICATION?

Becoming a certified sustainable business does not mean to only get a stamp of approval but ensure that your company operates environmentally friendly. A sustainable certification typically involves a business owner investing in a program that lays out a handful of green initiatives to be completed or added to a project launch. Focusing on going green can save money, increase your customer base and provide talking points for your business.



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Sustainability is not only using less plastic or reducing your ecological footprint. In fact, the concept, of sustainability encompasses three pillars, known as the sustainability triangle: environmental, economic and social sustainability.

➤➤➤ THERE ARE SEVERAL CERTIFICATIONS OF SUSTAINABILITY. WHICH ONE SHOULD MY COMPANY TAKE PART IN?

For SMEs it is often not that easy to find a suitable and value adding sustainability certification for their businesses. The following steps should help you to find a suitable sustainability certification:

1 - Understand the Benefits of Sustainability Certifications

Advantages of the following possibilities of EU sustainability certifications are in a nutshell:

- Provide consumers with trusted sustainable products
- Play a role in shaping more sustainable consumption habits
- Be one step ahead of future advertising rules
- Certify your green offer
- Make the reporting on your sustainability efforts easy



2 - Get to Know the key components of sustainability certifications

Consider the key characteristics and features such as transparency and credibility of the certification body, the elements of sustainability assessment and requirements, third-party verification and auditing processes, the scope and relevance to your industry as well as the international recognition.

3 - Identify your sustainability objectives and priorities

Identify the environmental, social and economic aspects that are most relevant for your business. The systematic identification of relevant aspects and researching available standards and certification results in aligning your business with the most suitable sustainability certification.



4 - Evaluate applicability and suitability for your business

In this step the evaluation of specific requirement and focus of the areas of each sustainability standard take the centre stage.

5 - Engage your Stakeholders

As already pointed out in Step 1 - the expectations and demands of your stakeholders, including your customers, investors and employees have an massive impact on the choice of your sustainability certification.



6 - Make a choice!

Following the above listed steps you can ensure a well-informed decision about the right sustainability certification for your business!

SUSTAINABILITY & CERTIFICATION

In the following we want to present you a few of the most important ecolabels. But for sure also other ecolabels are eligible for ETSM2030 and are adding value to each company which is certified.



EU ECOLABEL - THE ENVIRONMENTAL LABEL YOU CAN TRUST.

Better for you, better for the environment! The EU Ecolabel is recognized in all member states of the European Union, as well as Norway, Liechtenstein and Iceland. It serves as a reference point for consumers who want to help reduce pollution by purchasing more environmentally friendly products and services. Consumers are increasingly looking for environmentally friendly products. As the EU Ecolabel is a trusted and recognisable label across the EU, having the EU Ecolabel on your goods or services will increasingly facilitate consumers choice in favour of your product. At the B2B level, it can create business opportunities for your goods or services. You can find more about the EU Ecolabel via <https://eu-ecolabel.de/en/>



EMAS - ECO MANAGEMENT AND AUDIT SCHEME

Business and environment must go hand in hand – and they can. With EMAS, your organisation can reduce its environmental impacts, strengthen legal compliance and employee involvement, and save resources and money! As the interest of EMAS from stakeholders in organisations environmental performance is continually increasing it is no longer possible to operate without taking into account the environmental consequences of a companys actions. EMAS is a voluntary tool from the EU which is open for all businesses, is applicable worldwide and covers all requirements of the DIN EN ISO 14001. Worldwide EMAS is the worlds most demanding environmental management system. With the help of EU instruments, companies and organizations demonstrate that they take responsibility for their actions. Through this communication of commitment internally and externally there are a lot of advantages: it binds employees, strengthen the companys image, create trust and position the organization for the future. You can find more about the EMAS via https://green-business.ec.europa.eu/eco-management-and-audit-scheme-emas_en



GSTC - GLOBAL SUSTAINABLE TOURISM COUNCIL CERTIFICATION

The Global Sustainable Tourism Council (GSTC) Criteria and Suggested Indicators for Hotels were created in an effort to come to a common understanding of sustainable tourism, and are the minimum that a hotel (or any type of built accommodations) business should aspire to reach. The Hotel Criteria are organized around four main themes: effective sustainability planning, maximizing social and economic benefits for the local community, enhancing cultural heritage, and reducing negative impacts to the environment. The Criteria for Hotels are the same as for Tour Operators, both are identical to the GSTC Industry Criteria, but the Performance Indicators vary between Hotels and Tour Operators. You can find further information via www.gstccouncil.org/gstc-criteria/gstc-industry-criteria-for-hotels/.

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