XIII European Mountain Convention

Shaping the future of mountain economies

15 - 18 October 2024 | Puigcerdà - Catalonia

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European Tourism Sustainability Monitoring 2030

ETSM2030

European Tourism Sustainability Monitoring

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About ETSM2030.

The European Tourism Sustainability Monitoring 2030 (ETSM2030) is a project funded by the European Union (EU) to foster sustainability certification and sustainability knowledge within SMTEs *(Small and Medium Tourism Enterprises)* as well as bring together sustainable working SMTEs in a network, where exchange is encouraged.

The ETSM2030 project is part of COSME, which is a European program to support competitiveness amongst SMTEs within the EU.

Implementation period: January 2023 – December 2025

Budget: 1,138,510.11 EUR

Consortium from 6 countries: Austria, Italy, Germany, Romania, Poland and Slovenia

universität innsbruck

imc FH KREMS UNIVERSITY OF APPLIED SCIENCES / AUSTRIA

19 26 POZNAŃ UNIVERSITY OF ECONOMICS AND BUSINESS

University of Ljubljana
SEB SCHOOL OF ECONOMICS AND BUSINESS
CENTRE OF BUSINESS EXCELLENCE

eurac research

TourCert

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Context

- **The European tourism industry was strongly affected by the COVID-19 crisis.**
- **At the same time, awareness and understanding of sustainability has been raised by the crisis, creating momentum to rebuild a more resilient tourism industry.**
- **Thus, the crisis needs to be used as an opportunity for the tourism industry in Europe to follow green and digital transition pathways.**

- **ETSM2030 aims at establishing a network of tourism SMEs (SMTEs) to increase sustainability monitoring by co-creating and co-implementing Sustainable Innovations Projects (SIP) and by boosting participation in relevant sustainable certification schemes, in particular the EU Ecolabel and EMAS (Eco-Management and Audit Scheme).**

- **The ETSM2030 project team selected 84 SMTEs (using very clear criteria) via an open call in six EU countries (Austria, Germany, Italy, Poland, Romania and Slovenia).**

- **The selected SMTEs become participants to the program and are boosted in their sustainability performance (including financial compensation for the effort in the project activities).**

- **The 84 participating SMTEs receive specific trainings and coaching about sustainability, how to monitor it and to take advantage of a collaborative learning platform.**

- **Also, the SMTEs reveal potential for Sustainability Innovation Projects (SIPs).**

- **Due to this learning effects and cross-border exchange of the SMTEs they are encouraged to apply for established sustainability certification schemes (EU-standards) and be part of the SESTINE network (Sustainability European SMTE Innovation Network of Excellence).**

STEP 1 - OPEN CALL

The application process for 84 SMTEs from 6 different countries starts.

WEDNESDAY 3 MAY 2023 - WEDNESDAY 5 JULY 2023

STEP 2 – SELECTION OF SMTES

Our expert-team will select the participating SMTEs.

THURSDAY 6 JULY 2023 - MONDAY 31 JULY 2023

STEP 3 – ASSESSMENT OF THE STATUS QUO

Assessing the current status of sustainability awareness, practices and monitoring within the SMTEs.

TUESDAY 1 AUGUST 2023 - FRIDAY 29 SEPTEMBER 2023

STEP 4 – KNOWLEDGE IMPROVEMENT

With coachings and trainings about sustainability the SMTEs will improve their knowledge.

MONDAY 1 JANUARY 2024 - FRIDAY 28 JUNE 2024

STEP 6 – SUSTAINABILITY INNOVATION PROJECTS

Together with other SMTEs of ETSM2023 joint projects in the field of sustainability will be conducted.

MONDAY 1 APRIL 2024 - TUESDAY 30 SEPTEMBER 2025

STEP 5 – SUSTAINABILITY MONITORING TOOLS

SMTEs will develop a sustainability monitoring tool which is suitable for SMTEs and can easily be integrated in daily routines.

MONDAY 1 JULY 2024 - WEDNESDAY 31 DECEMBER 2025

STEP 7 – APPLICATION FOR CERTIFICATION

SMTEs will develop and apply for a sustainability certification.

MONDAY 1 JULY 2024 - FRIDAY 28 NOVEMBER 2025

STEP 8 - SESTINE

The SESTINE is a network for fostering exchange between sustainable working SMTEs.

MONDAY 1 JULY 2024 - WEDNESDAY 31 DECEMBER 2025

DIRECT SERVICES

FINANCIAL SUPPORT

ETSM2030 PROJECT PROGRESS 2023 - 2025

Your road to sustainability.

August 2023 - September 2023

Assessment of the Status Quo in sustainability

With interviews and questionnaires the Sustainability Status Quo of our participants is assessed.

January 2024 - June 2024

Knowledge improvement: Coaching and Training in sustainability

Based on the Assessment of the Sustainability Status Quo our particpants choose sustainability trainings and coachings to improve their sustainability knowledge.

June 2024 - September 2025

CURRENT STEP: Sustainable Innovation Projects (SIPs)

Our participants work together in groups with same interests accompanied by our experts to create and implement a project in sustainability and learn from each other.

Sustainability Monitoring

July 2024 - December 2025

Now the quantitative part takes place: We introduce our participants to Sustainability Monitoring and implement a software to measure sustainability adjusted to their needs.

Apply for Sustainability Certification

July 2024 - November 2025

The project closes with an application for a sustainability certification where our expert help in finding the right sustainability certification.

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SESTINE Network

January 2025- November 2025

Beyond the project duration of ETSM2030 our participants will connect via the SESTINE network!

Sustainability Innovation Projects (SIPs)

These projects apply the knowledge acquired in the coaching and training – SIPs are concrete implementations of sustainability actions in one or more thematic areas in which the SMTEs take part. The SMTEs will build tandems by jointly co-creating and co-implementing own cooperation projects together with at least one SMTE located in a partner country. The SIPs will be supervised and conducted by sustainability experts to ensure competent consultation.

Sustainability European SMTE Innovation Network of Excellence (SESTINE)

The SESTINE is a digital collaboration and co-creation platform in the area of sustainability monitoring and innovation in tourism and a great chance to foster cross-border exchange.

It serves as a communication and dissemination tool for sustainability best practices in tourism and invites partners form all over Europe to participate. The SMTEs will be able to benchmark their sustainability performance in SESTINE to show their sustainability. The SESTINE aims to share knowledge among the ETSM2030 members and later within the whole European tourism industry.

Furthermore, outstanding best practice examples will be honored with a newly introduced SMTE sustainability award.

What are the benefits for the ETSM2030 project participants?

- evaluate the sustainability status quo within the SMTEs
- gain knowledge in sustainability monitoring
- participate in tailored workshops by experts
- show their sustainability to your stakeholders
- network with other SMTEs in their field
- plan & implement sustainability innovation projects
- exchange with other SMTEs
- sustainability certification implemented
- financial compensation for their efforts

Why sustainability certification?

- Becoming a certified sustainable business does not mean to only get a stamp of approval but ensure that your company operates envionmentally 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 the customer base and provide talking points for the tourism business.

There are several certifications of sustainability. Which one should a tourism company take part in?

Being part of the EU economy – the two following EU sustainability labels definitely are recognised and also are appreciated by a wide range of consumers as well as business partners. A certification in the following EU sustainability certifications proves the sustainability efforts & success and helps to show the sustainability to others.

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

EU ECOLABEL

We help you through the jungle of sustainability certificates

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European scope

non-food products and services can be certified

Certifying Institution: **European Commission** with different partner per country

EU Ecolabel www.ecolabel.eu

88.921 products and services are certified with the EU-Ecolabel (2023)

verification procedure: on-site third-party verification every 3-5 years

type of sustainability: **environmental**

Source: https://eu-ecolabel.de/eu-ecolabel/ueber-das-eu-ecolabel

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EMAS

ECO MANAGEMENT AND AUDIT SCHEME

We help you through the jungle of sustainability certificates

ETSM2030

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ISO 14001

covers all requirements of DIN EN ISO 14001

objective: **continuous improvement in environmental protection** at company level

Certifying Institution: **European Commission** with different partner per country

EMAS GEPRÜFTES UMWELTMANAGEMENT

4.053 organisations and 12.745 sites are EMAS-registered (2023)

license period: 3 years

type of sustainability: **environmental**

sustainable management

Source: https://green-business.ec.europa.eu/eco-management-and-audit-scheme-emas/join-emas_en#join-emas

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Besides these two certifications established by the EU also other cerfications exist - on EU level, international or on a national or regional level, as the following examples show:

1 - Understand the Benefits of Sustainability Certifications

Take a look at our latest post for the benefits of sustainability certification!

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2 - Get to Know the key components of sustainability certifications

Consider the key characteristics:

- **transparency** and **credibility** of the certification body,
- elements of **sustainability assessment and requirements**,
- **third-party verfication** and **auditing processes**,
- **scope** and **relevance** to your industry as well as
- the **international recognision**.

3 - Identify your sustainability objectives and priorities

Identify the **environmental, social and economic aspects** that are most relevant for your business and align your business with the most suitable sustainability certification.

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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.

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5 - Engage your Stakeholders

Expectations and demands of your stakeholders, including your customers, investors and employees have an massive impact on the choice of your sustainability certification. Engage them in the process!

6 - Make a choice!

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

In the following posts we present to you different sustainability certificates - stay tuned!

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Clustering

84 SMTEs							
42 Performers: Sustainability innovation project must primarily improve the company's economic performance				**42** Idealists: Innovation project must primarily offer a substantial contribution to social or environmental sustainability			
10 SMTEs in the sector "Accommodation and hospitality" want to improve economic performance and are interested in A new or significantly improved product or service	**11** SMTEs in the sector "Accommodation and hospitality" want to improve economic performance and are interested in A new technology (hardware or software) or infrastructure (building etc)	**9** SMTEs in the sector "Tourism service" want to improve economic performance and are interested in A new or significantly improved product or service or A new technology (hardware or software) or infrastructure (building etc)	**12** SMTEs in both sectors "Accommodation and hospitality" and "Tourism service" want to improve economic performance and are interested in A new way of selling goods or services or A new organization of management or business model	**20** SMTEs in in the sector "Accommodation and hospitality " want to contribute to environmental sustainability		**13** SMTEs in the sector "Accommodation and hospitality " want to contribute to social sustainability	**9** SMTEs in the in the sector "Tourism service" want to contribute to social and environmental sustainability
				12 SMTEs in the sector "Accommodation and hospitality " want to contribute to environmental sustainability and are interested in A new technology (hardware or software) or infrastructure (building etc)	**8** SMTEs in the sector "Accommodation and hospitality " want to contribute to environmental sustainability and are interested in A new or significantly improved product or service, A new way of selling goods or services or A new organization of management or business model		
Cluster 1[1]	**Cluster 2**	**Cluster 3**	**Cluster 4**	**Cluster 5**	**Cluster 6**	**Cluster 7**	**Cluster 8**
Innovating Performers	**Hospitality Performance Innovators**	**Service Performance Innovators**	**Performing Pioneers**	**Environmental Innovators**	**Environmental Pioneers**	**Social sustainability ambassadors**	**Social & environmental ambassadors**

[1] All clusters follow a thematic classification and the numbering does not mean any prioritization of the cluster

Status Quo Analysis

Which ecological issues are our participants most concerned about?

climate change — 66 %

pollution of soil, water and air — 55 %

plastic waste in oceans — 35 %

Source: Sustainability Status Quo Report for ETSM2030 participants, 2024

Over 50 % of our participants...

... prioritize local hiring.

... encourage respectful interactions between tourists and the local community.

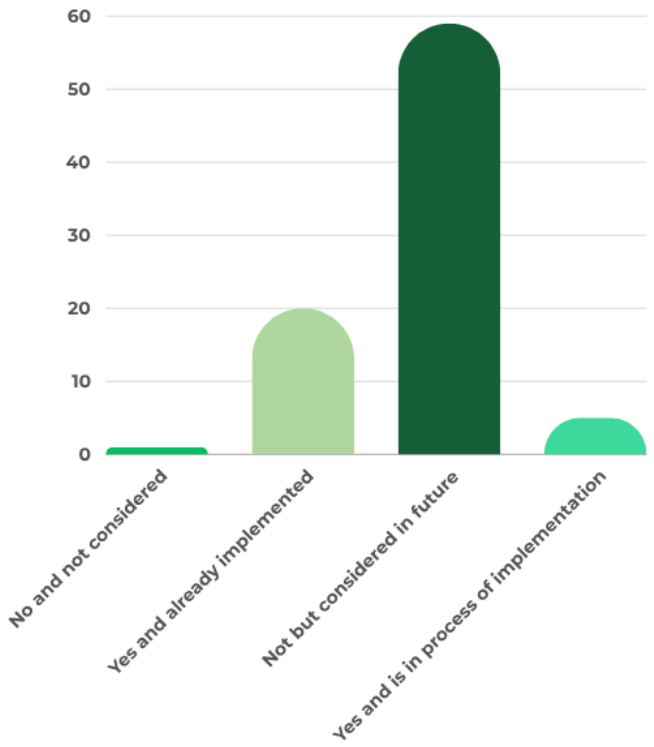
... support local businesses and suppliers.

... help employees balance their private and professional lives (e. g. flexible working hours).

Source: Sustainability Status Quo Report for ETSM2030 participants, 2024

Status Quo Analysis

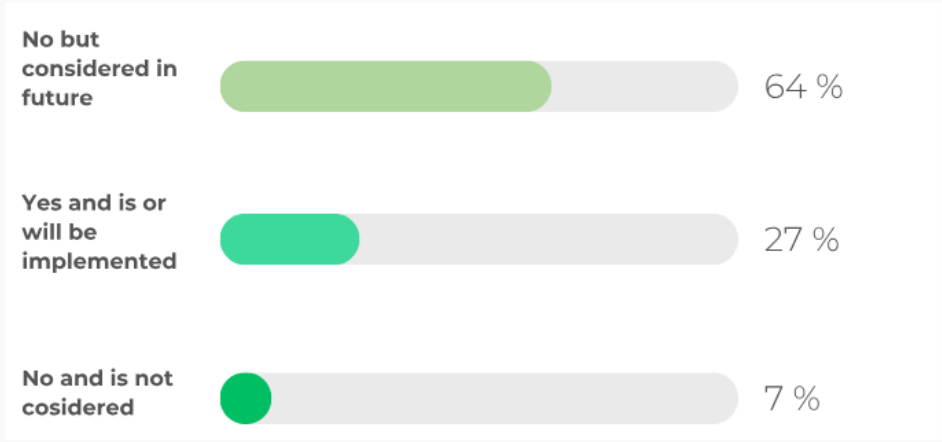
Do our participants have a written strategy for environmental sustainability?



Question: Has your company a written strategy that defines concrete steps to become more environmentally sustainable in the coming years?

Source: Sustainability Status Quo Report for ETSM2030 participants, 2024

Do our participants have a written strategy for Corporate Social Responsibility?



Question: Does your company have a Corporate Social Reponsibility strategy?

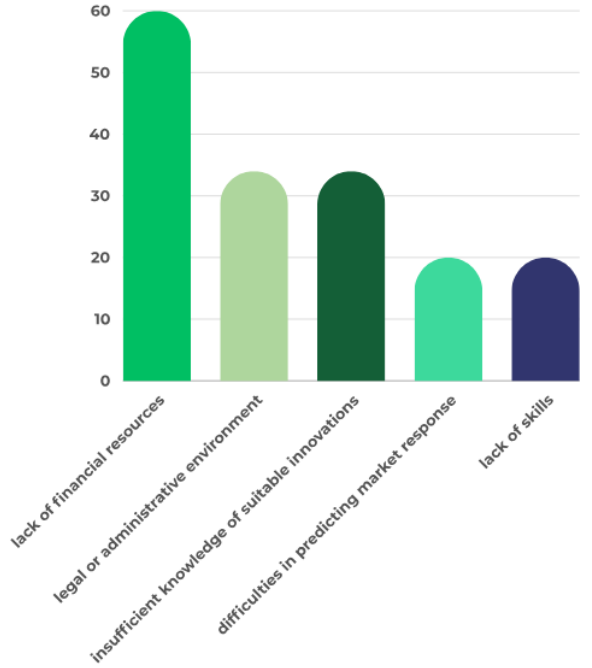
Source: Sustainability Status Quo Report for ETSM2030 participants, 2024

Status Quo Analysis

What would you improve in particular by introducing an innovation in your company?

Source: Sustainability Status Quo Report for ETSM2030 participants, 2024

What is a barrier to innovation in our participating companies?



Question: What is a barrier to innovation in your company?
Source: Sustainability Status Quo Report for ETSM2030 participants, 2024

Status Quo Analysis

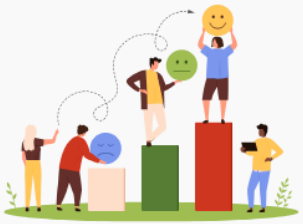
Nearly 80 % of the participants think that companies should give back to their communities.

Over 90 % of the companies agree that a strong and healthy community benefits the company.

Source: Sustainability Status Quo Report for ETSM2030 participants, 2024

Over 40 % of the participants want to introduce an innovation in form of a new technology or infrastructure.

25 % of the participants want to introduce an innovation in form of a new or signficantly improved product or service.



Source: Sustainability Status Quo Report for ETSM2030 participants, 2024

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Mulțumesc

Gràcies

Gracias

Thank you

Merci

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NETWORK FOR EUROPEAN MOUNTAIN RESEARCH

RURAL PACT

Ajuntament de Puigcerdà

EUROMONTANA

Generalitat de Catalunya