

Towards EU transition pathway for tourism

*Ramune Genzbigelyte Venturi
Policy Officer in Tourism Team
DG GROW-G1 unit, European Commission*

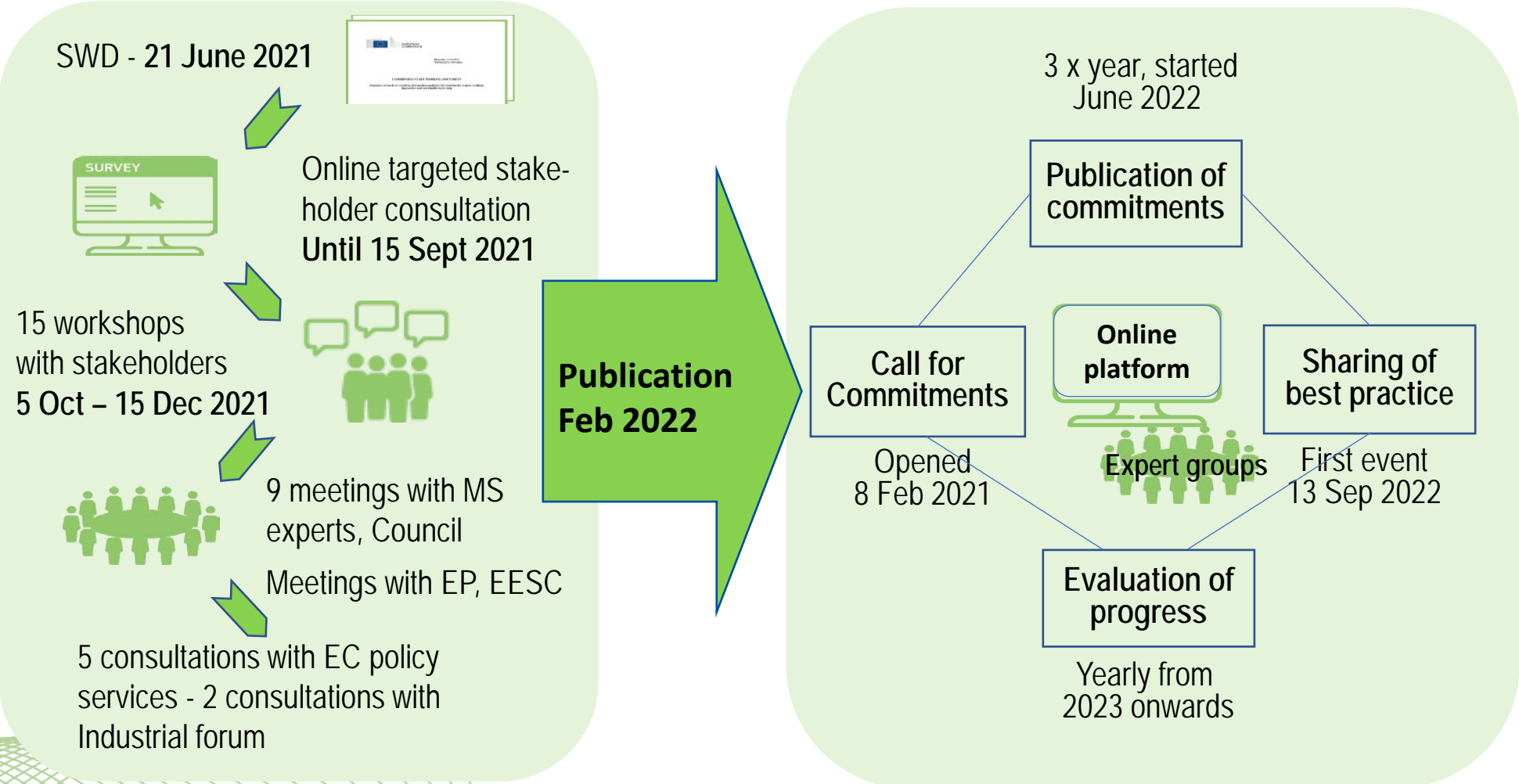
EUROPEAN SUSTAINABLE TOURISM AND CIRCULAR ECONOMY:

Shifting tourism towards circular economy models

6 October 2022

Together for
EU Tourism

Transition pathway is a long-term process



#EUTourism

70 actions grouped under key topic areas

Digital transition

- Data-driven tourism services
- Clear online information offer
- R&I for digital tools and services
- Interoperable data space for tourism
- Digitalisation of SMEs and destinations

Green transition

- Circular tourism services
- Sustainable mobility
- Companies reducing environmental impacts
- R&I projects and pilots on sustainable tourism
- Experimenting environmental footprint methods for tourism

- Collaborative and smart destination governance
- Comprehensive tourism strategies
- Expanding tourism indicators
- Multimodal travelling
- Short-term rentals

Networking,
Best practice sharing

Awareness raising
(skills needs, transition benefits)

One-stop-shop to
resources (skills, funding)

- Facilitating travelling (cross-border, coordinated rules sharing)
- Skills and education development
- Fair and good quality jobs
- Accessible tourism services
- Diversification of tourism services, including resident perspective

Policy & governance

Stakeholder support

Skills & resilience

[#EUTourism](#)



European
Commission

Green transition

- **Sustainable mobility** – transport companies reduce GHG, sustainable mobility plans, increasing use of sustainable modalities
- **Circularity of tourism services** – reducing environmental footprint of food services, reducing waste, increasing water efficiency
- **Supporting SMEs towards green practices** – EMAS, EU ecolabel and other EN ISO 14024 type ecolabels, using EU Green public procurement criteria
- Including key **sustainability indicators on destination** level to a harmonised tourism data collection framework – linked to revising European tourism statistics
- **R&I support** for models and transferable practices for sustainable tourism
- Establishing large-scale **pilots on sustainable tourism**, e.g. on islands and remote regions, including outermost regions
- Promoting the use of **Product and Organisation Environmental Footprint (PEF and OEF)** methodology and development of sectorial category rules for tourism ecosystem
- Also: **energy efficiency** of buildings and **use of renewable energy**, innovative models of sustainable tourism



Green transition: Policy update

Updates on key policies:

- ***Fit for 55 package*** under inter-institutional negotiations:
Energy efficiency & Renewable energies Directives
Regulations on REfuelEU aviation,
FuelEU maritime and Alternative fuels infrastructure
- ***Alliance for zero-emission aviation*** (74 entities announced)
- ***EC proposal for Nature Restoration Law***
- ***EU ecolabel for tourist accommodations – promoting the uptake***
- ***Measuring environmental footprint:***
 - *Eurostat work on sustainability indicators*
 - *EU Tourism Dashboard*
 - *Tourism Flagship under EU Technical Support Instrument*



Green transition: Results, projects

- Study “[Unbalanced tourism growth at destinations \(overtourism\)](#)”, publish in Sept. 2022
- [Sustainable EU tourism destinations community](#) under EC Futurium Platform
- Joint Research Center study “**Assessing existing ecolabels schemes for the tourism accommodation sector in the EU27**” - internal JRC report and follow up with scientific paper
- Relevant **COSME / SMP projects** for green transition:
 - “Boosting sustainable tourism development and capacity of tourism SMEs through transnational cooperation and knowledge transfer” (COS-TOURCOOP-2019-3-01). 6 ongoing projects (up to 36 months): EU ECO-TANDEM, CENTOUR, ETGG2030, SUSTOUR, TOURISME and TOURBAN, ca. 490 SMEs are benefitting
 - Call on “[Sustainable growth and building resilience in tourism – empowering support to SMEs to carry out the twin transition](#)” (SMP-COSME-2022-TOURSME), call open until 30 November 2022
 - Call for ‘[Grants for stakeholders to improve measurement of food waste and help implement food waste prevention in their operations and organisations](#)’: hospitality and food services to improve measurement of food waste and help implement food waste prevention, call open until 20 September 2022
- New thematic **partnership on Sustainable Tourism under Urban Agenda**



Co-implementation framework

- Communication and outreach – by all
- **Commitments by stakeholders**
- **Stakeholder working groups** coordinated by DG GROW
- **Online stakeholder support platform**
- Engagement of all EU institutions and services
- Yearly assessment or progress



Why do we collect and publish concrete pledges and commitments?

- **Evidence of stakeholders' commitment** to the objectives of the Transition Pathway and taking concrete actions
- **Leadership and good examples** in the tourism transition
- **Key areas for EU-level support & addressing gaps**
- **Optimizing and facilitating synergies** between stakeholders, MS, policy areas and initiatives
- Information for **yearly progress assessment of transition pathway activities**, possible needs to refine priorities, objectives and support mechanisms



Continuing pledge collection

Maintaining the online Call for commitments continuously open at <https://ec.europa.eu/eusurvey/runner/Together4EUTourism>

Continuous follow-up and feedback on pledge proposals with 2-3 yearly cut-off dates for publication:

- Upcoming pledge publication October
- Next - early 2023

Latest published pledges and commitments available at: [Commitments and pledges for the transition of EU tourism \(europa.eu\)](#)

Everyone can send new pledges, extend and update their proposed and published pledges

Informal Commission Expert Group 'Together for EU Tourism – T4T'

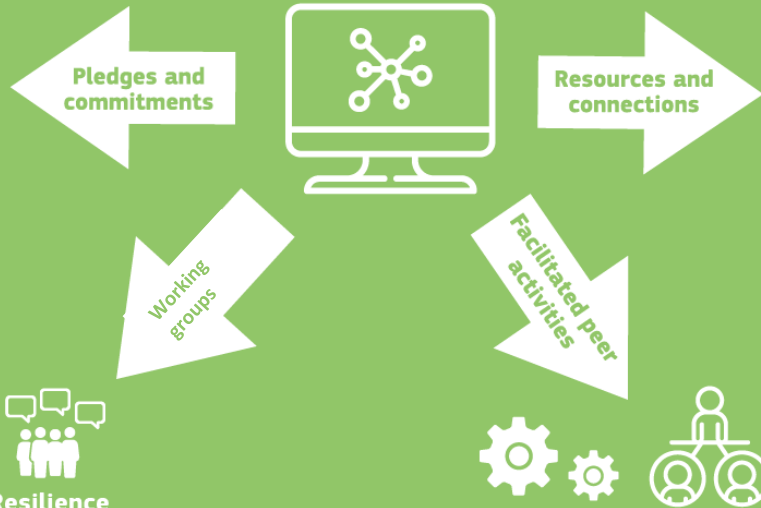
To follow up, monitor and support actions in the Transition Pathway for Tourism

- Composed of max. 50 members to make up **three sub-groups**:
Green Transition Digital Transition Resilience/Inclusion/Skills
- **Call for applications** to select members to be published on Register of Commission Expert Groups and on DG GROW website this autumn
- Open to individuals in a personal capacity and individuals representing a common interest in the field of tourism
- Also open to organizations and associations representing different sectors of the tourism industry, regions, local destinations, trade unions, social partners, organisations involved in research and innovation activities
- Call will be open for four weeks – all encouraged to apply!

Stakeholders Support Platform (DG GROW tool)

Together for EU Tourism

Collaboration Platform

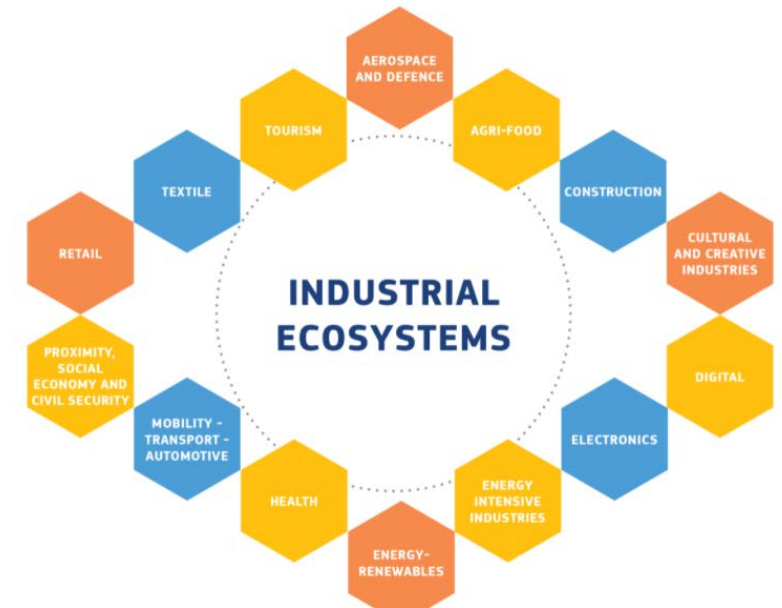


- Learning opportunities and resources
- Funding opportunities
- Best practice collections
- Relevant platforms and communities of practice

Problem-solving discussions

Online/Offline seminars

Interfaces for other industrial ecosystems



#EUTourism

Continuing collaboration and follow-up

- Working with the CZ presidency and the Council to establish an EU Agenda for tourism
- Follow-up with Member States experts in Tourism Advisory Committee
- Continuing collaboration within the Commission policy services as well as with the Parliament, EESC, CoR
- Listening to the needs and suggestions from stakeholders
- Taking stock of the progress in the European Tourism Day in May 2023

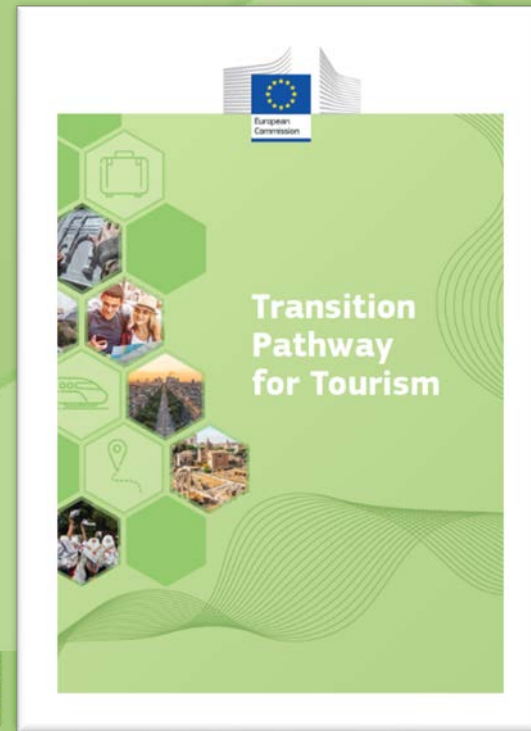
Funding sources for transition?



- Tourism can be supported under 15 EU funding programmes: https://ec.europa.eu/growth/sectors/tourism/funding-guide_en, e.g.
 - Research and Innovation projects under Horizon Europe
 - Skills support under Erasmus+
 - Creative Europe Programme for culture
 - Cohesion policy funds, European Regional Development Fund -- specific objective for sustainable tourism
- Support and technical assistance to SMEs under Single Market Program SME pillar
- Currently open EU funding opportunities: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-search>
- National support under National recovery and resilience plans (15 MS)
- Technical Support Instrument (7 MS)
- Support mechanisms for SMEs: EEN, European Cluster Collaboration platform, Digital Innovation Hubs, EIC accelerator, YourEurope portal, ...
- Support for destinations: European Destinations of Excellence Awards (EDEN), Smart Tourism Capitals awards

Thank you!

EU-TOURISM-PATHWAY-2030@ec.europa.eu



Together for
EU Tourism

