Title of the project: European Tourism Going Green 2030

Acronym of the project: *ETGG2030*

Project duration and start date: 30 months, 01 January 2021

Short description of project:

- ETGG 2030 gathers together long lasting expertise from higher education, chambers of commerce, tourism organisations and NGOs to establish an ICT-based cluster approach to developing and transferring innovative best practice between countries, enabling SMEs and supporting organisations to make evidence-based decisions to implement sustainability in their organisations, then demonstrating their performance through third party certification that then allows them to raise their market profile by being part of the world's largest independent sustainable & responsible tourism market place.

- Main objectives:

  The overall project aim is to establish a post project **EU wide business sustainability knowledge acquisition and training system** that can function in the **Agenda 2020-2030** policy-making decade as a service to support all European tourism SMEs throughout the supply chain in their move towards sustainable consumption and production (Sustainable Development Goal 12: Sustainable Consumption and Production), minimising their environmental impacts on the European territory (SDG 13: Climate Action, SDG 14: Life under water and SDG 15: Life on land) and creating worthwhile and lasting employment opportunities (SDG 8: Decent Work and Economic Growth).

To boost SME sustainability and enable timely and effective knowledge transfer throughout the EU, the project will deliver:

1) A consortium of eight business networks/ Chambers of Commerce and TRIANGLE Knowledge Alliance Higher Education Institutes (HEIs) as a coherent **European wide knowledge and innovation information sharing community** to support SME sustainability implementation.

2) An EU wide **sustainability toolkit and training service** based on the Tourism2030.eu platform.

3) Implementation of that service in an exemplary manner in 9 destinations in the 6 partner countries Germany, Austria, Bulgaria, Romania, Croatia and Italy with **UNESCO cultural heritage sites and Natura 2000 sites** in which SME sustainability is an immediate necessity.

4) Bringing 70 tourism SMEs located in Germany, Austria, Bulgaria, Romania, Croatia and Italy into a common continuous development process that improves their knowledge acquisition, market access and local to global promotion in the **Travel Green Europe app** that links businesses going green to other businesses and customers.

Lead partner/coordinator:

1	Eberswalde University for Sustainable Development	HNEE	(Germany)

Partners:

2	ECOTRANS E.V.	ECOTRANS	(Germany)
3	OEHV Touristik Service Gmbh	OEHV	(Austria)
4	Croatian Chamber of Economy	CCE	(Croatia)

5	Camera Di Commercio Industria Artigianato E Agricoltura Di Pordenone-Udine	PORDENONE-UDINE	(Italy)
6	ASSET Basilicata - Azienda Speciale della Camera di commercio della Basilicata	ASSET Basilicata	(Italy)
7	Asociatia Judeteana De Turism Sibiu	AJT Sibiu	(Romania)
8	DMD NT	DMD NT	(Bulgaria)

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