



Project Presentation
EASME/COS-TOURCOOP-2019-3-01/ 951088 — ETGG2030

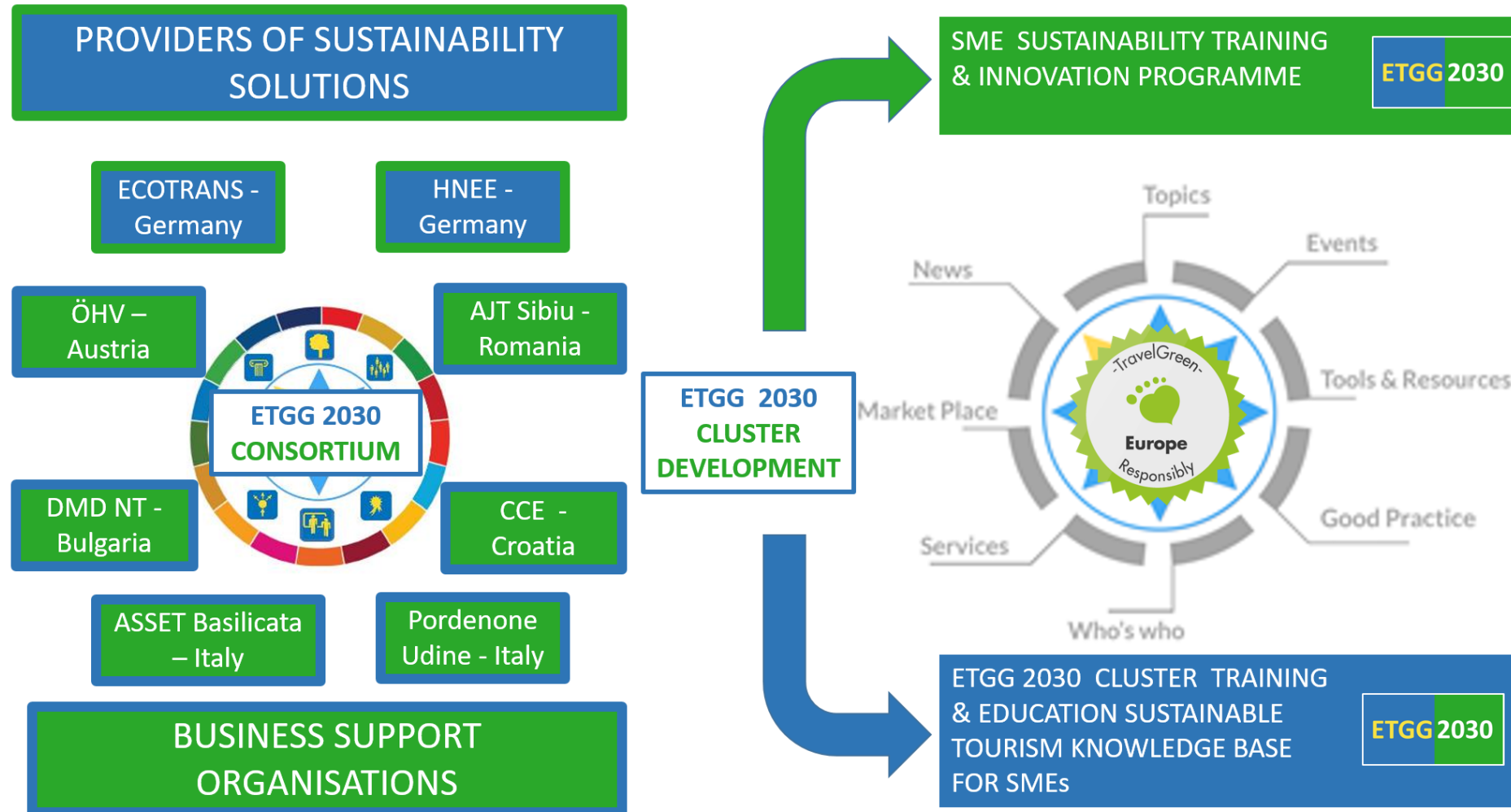
22.01.2021

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1. ETGG2030 Approach



2. ETGG2030 Work packages & Deliverables

1. Partnership building & dissemination

1. Preparation: Blueprint
2. Strengthen TRIANGLE KA
3. European SME Going Green 2030 report
4. Outreach programme for cluster building (incl. ETGG2030 News Service)

2. Knowledge Base & best practices

1. Information review
2. Best practice Transfer design
3. Technical support system
4. Sustainability expert system (mapping, accreditation)

3. Selection of SMEs

1. Expert team selection
2. Target groups: Call, selection, agreements
3. Sustainability performance baseline system
4. Going Green system concept
5. Call report
6. Evaluation and selection

4. Going Green 2030 system for SMEs

1. Online training & innovation Websites for SMEs
2. Web/App "R U Ready for Certification?"
3. Travel Green Europe App v2
4. ETGG2030 training system & translations

5. Going Green 2030 training & innovation

1. CSRTTC
 2. Knowledge Base Access
 3. On site pre-assessment
 - 4+6+8. WS 1+2+3
 5. online guidance by experts
 7. external auditing & certification
- SME Reports

6. European Dissemination

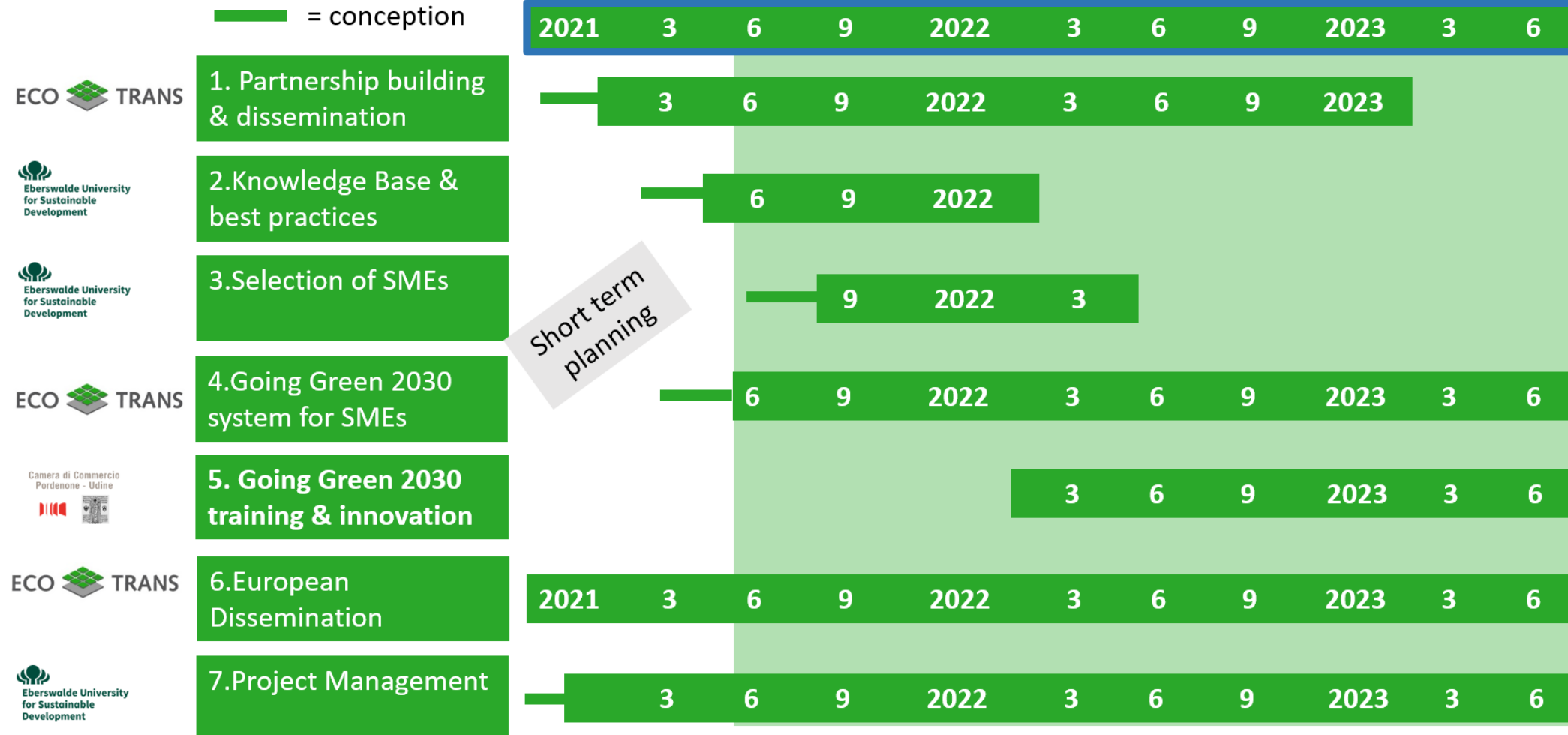
1. European conference ETGG2030
2. Triangle KA - Business connection process
3. Travel Green Europe App B2B- B2C- B2D cluster dissemination

7. Project Management

1. Online office, work plan & calendar
2. Meetings online
3. On-site meetings
4. Progress Report

Technical & Financial Reporting

3. ETGG2030 Calendar



4. ETGG2030 Major outcomes

1. Partnership
building &
dissemination

2. Knowledge
Base & best
practices

3. Selection of
SMEs

4. Going Green
2030 system
for SMEs

5. Going Green
2030 training &
innovation

6. European
Dissemination

European Sustainable
Tourism Cluster incl.
TOURCOOP projects

ETGG 2030

70 SMEs in
6 countries

ETGG 2030

European app "R U
Ready for Certification?"

ETGG 2030

Tourism2030 for
SMEs: good practices,
news, tools, maps,
experts pool

ETGG 2030

ETGG 2030

ETGG 2030

70 SMEs
certified

ETGG 2030

European
conference

European "SME
Going Green
2030" report

ETGG 2030

multi-language
training, innovation
& networking system

ETGG 2030

ETGG 2030

Travel Green
Europe Apps

ETGG 2030

achievements
reports

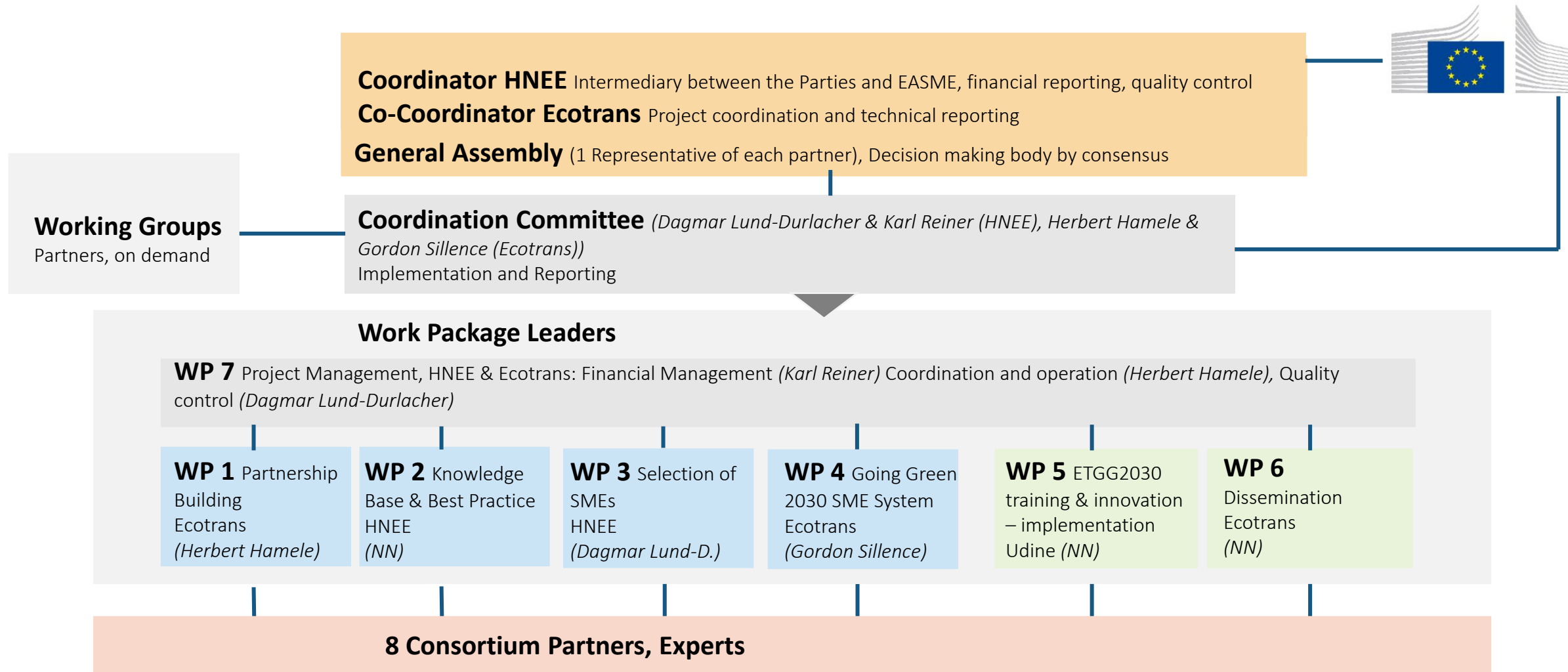
ETGG 2030

"Travel Green
Europe"
B2B- B2C- B2D
cluster
dissemination

Online consortium office for effective
project management

7. Project Management

5. ETGG2030 Governance structure



6. ETGG2030 Start January 2020: Landing page



ETGG2030 LANDING PAGE

The ETGG2030 Landing Page includes

- ❖ a **public** section to inform about the project and results and
- ❖ the **restricted** online office for project implementation

The public section will continuously be updated and completed with (links to) project results of public interest.

6. ETGG2030 Start January 2020: Online office for project management



ONLINE OFFICE (restricted)

The ETGG2030 Consortium Office will

- ❖ host our relevant documents,
- ❖ provide work space for implementing the work packages and deliverables,
- ❖ show the implementation progress along the calendar,
- ❖ provide links to helpful information and
- ❖ support our internal communication (contacts, webinars, gotomeeting).

PROJECT SUMMARY

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

6. ETGG2030 Start January 2020: Consortium Kick-off 19th January 2021

GoToMeeting | REC | Talking: Dagmar | View Everyone | 14

Herbert Hamele | Herbert Hamele ... | Office | ÖHV | Dagmar | Karl Reiner | Heike Dickhut | Wolfgang Strasdas

Natasa Basic | Simina-Roxana M... | Markus Gratzer (Ö... | DELEV Damian (IN... | Diego Núñez (Ecot... | Maja Mladineo | Maja Mladineo Primavera

4. Governance structure

Coordinator HNEE Intermediary between the Parties and EASME, financial reporting, quality control

Co-Coordinator Ecotrans Project coordination and technical reporting

General Assembly (1 Representative of each partner)
Decision making body by consensus

Working Groups Partners, on demand

Coordination Committee (Dagmar Lund-Durlacher & Karl Reiner (HNEE), Herbert Hamele & Gordon Silence (Ecotrans))
Implementation and Reporting

Work Package Leaders

WP 7 Project Management, HNEE & Ecotrans: Financial Management (Karl Reiner) Coordination and operation (Herbert Hamele), Quality control (Dagmar Lund-Durlacher)

WP 1 Partnership Building, Ecotrans (Herbert Hamele)

WP 2 Knowledge Base & Best Practice HNEE (NN)

WP 3 Selection of SMEs HNEE (Dagmar Lund-D.)

WP 4 Going Green 2030 SME System Ecotrans (Gordon Silence)

WP 5 ETGG2030 training & innovation - implementation Udine (NN)

WP 6 Dissemination Ecotrans (NN)

8 Consortium Partners, Experts

7. Next Steps

29th January 2021: Online consortium meeting (monthly meetings)

- WP 1 + WP2: Implementation concept
- Consortium Agreement, Grant pre-financing payment to partners (50%)

Dissemination:

- End January 2021: ETGG2030 European Press Release # 1 (european + national editions)



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