

# Together for EU Tourism stakeholders meeting

13 September 2022

## First set of pledges and lessons learnt

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**#EUTourism**



# Collection and publication of pledges

Launching Call for commitments on 8 February 2022 through an online form <https://ec.europa.eu/eusurvey/runner/Together4EUTourism>

February – May collecting submissions and contacting submitters

- Feedback and elaboration suggestions on proposed pledges
- Interactions by email and phone with submitters
- Decision to publish some/all pledges or general organisational commitment

Publication on commitments and pledges online 28 June 2022 at [Commitments and pledges for the transition of EU tourism \(europa.eu\)](#)

Maintaining the online Call for commitments continuously open with 2-3 yearly cut-off dates for publication

Next cut-off date planned for end of September and pledge publication in October

Everyone can extend and update their pledge proposals and published pledges

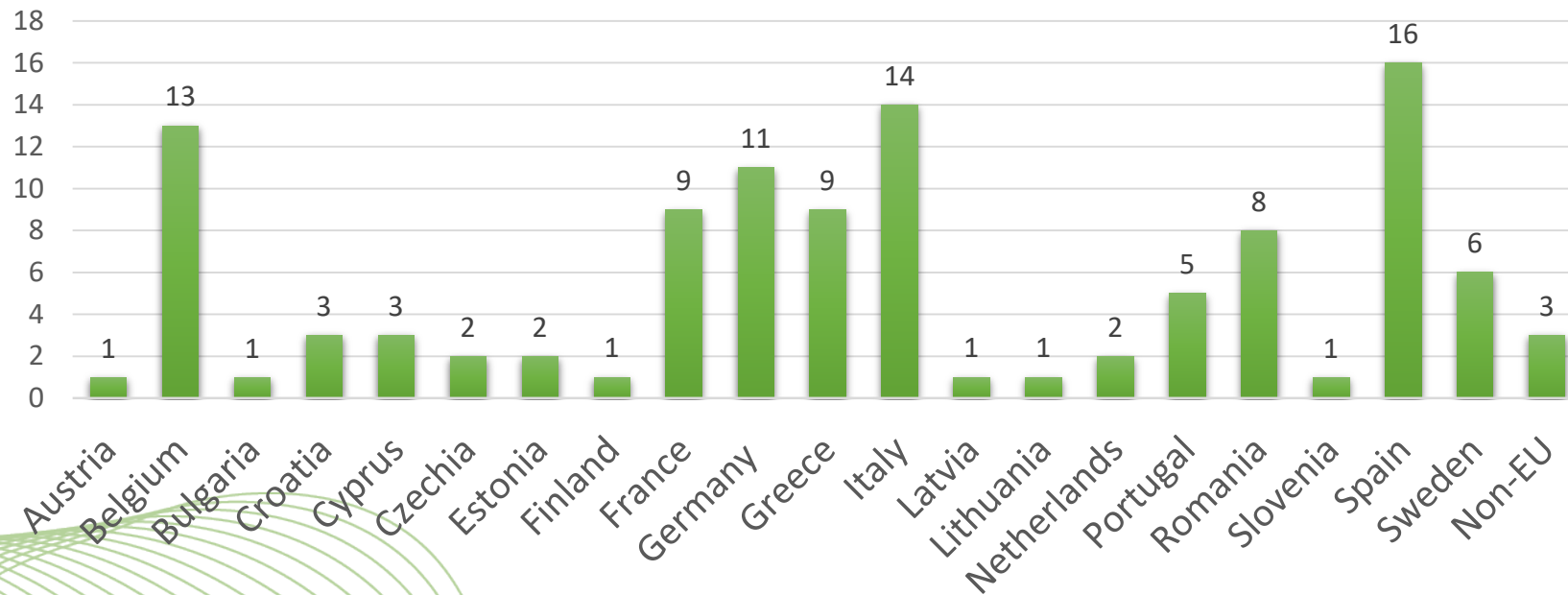
# Organisations with commitments

112

organisations

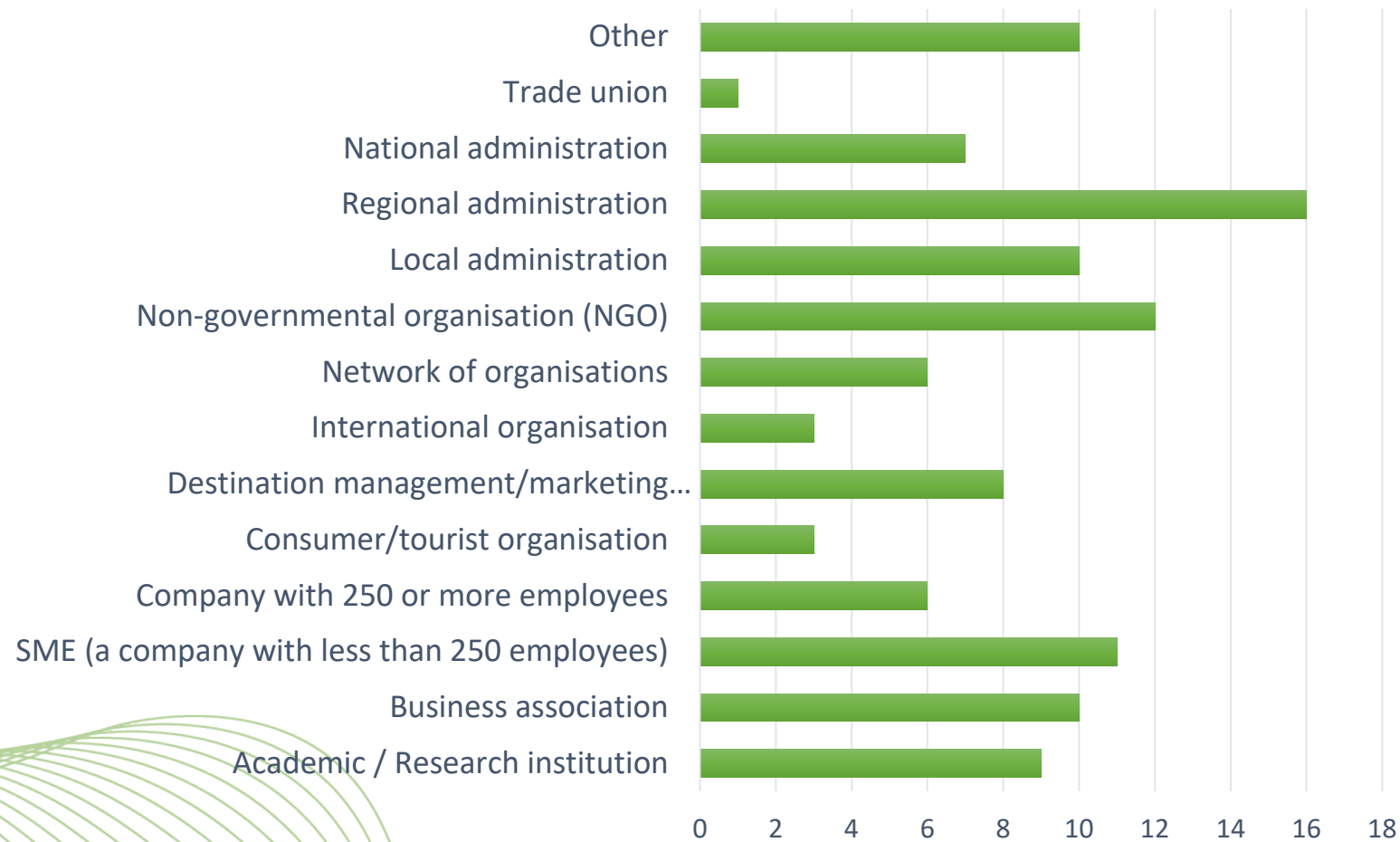
22

countries



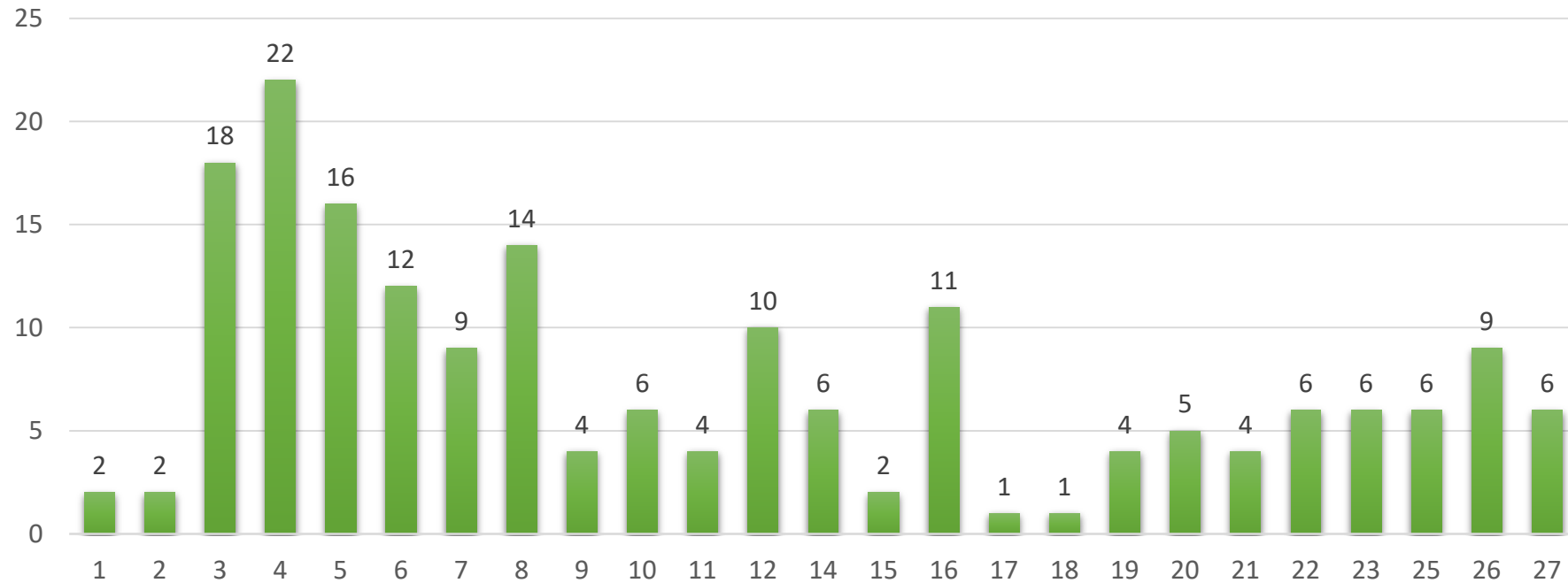
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# Committed organisations by their type



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# 186 published pledges on 25 topics





# Lessons learnt from first collection round

Gathering concrete pledges (not only expressions of willingness to act) is a novel way of stakeholder engagement and requires learning from all

The current online form is not the most user-friendly solution for pledge collection – will be replaced with the stakeholder support platform functionality

Lots of good action ideas emerged from the submissions – not all of them are yet published

It may be difficult to link concrete activities to higher level policy objectives without earlier practice

Designing a concrete action in the responsibility area of the organisation is not always clear

Setting a measurable target requires specific thinking

Organisations with existing strategies that define actions and targets have been able to benefit from them to formulate pledges as support for transition pathway






Formulating feedback takes time and is complicated – can sometimes lead to misunderstandings → need to provide different channels for support

Interactions about shaping the descriptions of concrete action and target can be mutual learning experiences

# Five steps for preparing a pledge

1. Read through the [Transition pathway for Tourism](#) report with an open and innovative mind -- have a look at the pledge summary report on good examples
2. Reflect on your organisation's strategy and objectives vs. transition pathway – is your ambition already aligned with transition pathway or can it be improved?
3. Collaborate and innovate with your workers, members, partners – what action makes best sense in long-term to your organisation and what should be its target
4. Formulate one or more concrete pledges which each include the following 3 elements:
  - A concrete action you are implementing or launching for the upcoming years
  - A concrete target you would set for 2023/2025/2030 (which year(s) is most relevant?) to follow whether the action is progressing as planned? Or is it an activity you plan to implement e.g. XX times a year for reaching specific impact?
  - Main link with the Tourism transition pathway, either to a specific topic, or as a contribution to the overall objectives (green, digital, resilient) in a new way (“other topic”)
5. Send in the submission via the [online form](#) to be part of the group of **Together for EU Tourism engaged stakeholders**

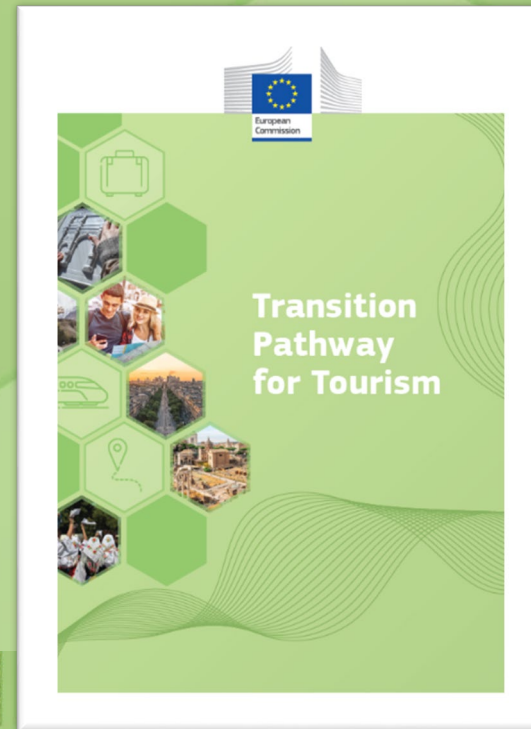
# Support mechanisms for preparing pledges

	<b>Instruction materials on the Call for commitments online form</b>
	<b>Synthesis report with example best practices</b> <b>List of published pledges available online as inspiration</b>
	<b><a href="mailto:EU-TOURISM-PATHWAY-2030@ec.europa.eu">EU-TOURISM-PATHWAY-2030@ec.europa.eu</a></b> <ul style="list-style-type: none"><li>• Feedback by email to every submission</li><li>• Responses to questions sent by email</li></ul>
	<b>Weekly phone consultation time</b> <ul style="list-style-type: none"><li>• timeslots informed at Call for commitments form</li></ul>
	<b>Question: How to best facilitate stakeholders to support each other?</b>



# Send us your pledge!

[EU-TOURISM-PATHWAY-2030@ec.europa.eu](mailto:EU-TOURISM-PATHWAY-2030@ec.europa.eu)



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EU Tourism

