

Together for EU Tourism: Overview of T4T pledges and commitments

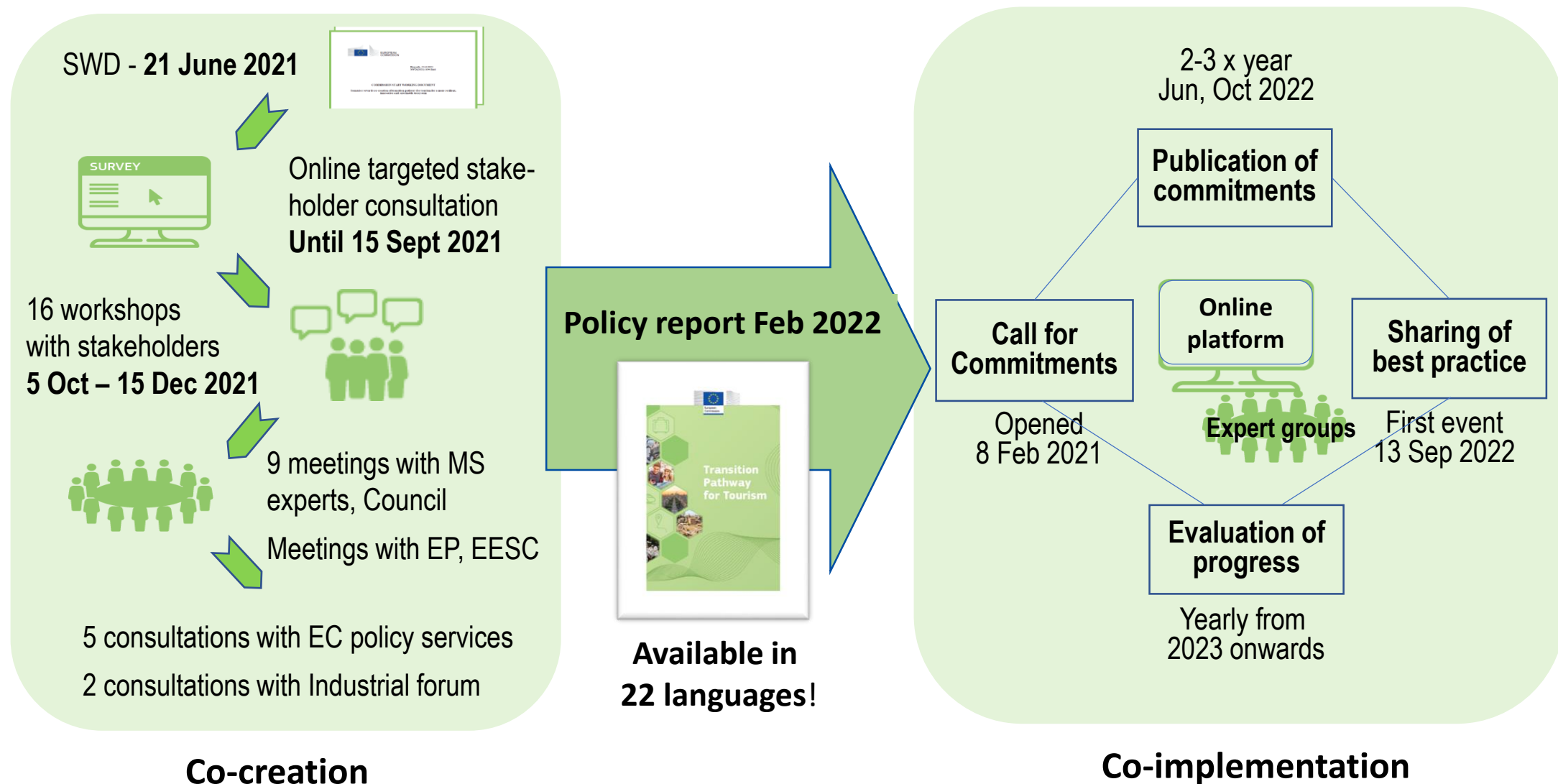


**Together for EU Tourism stakeholder
event**

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Transition pathway is a long-term process



Key elements of Transition pathway co-implementation

- Commitments by stakeholders
 - Collection and publication of concrete pledges
- Engagement of all EU institutions and services
 - Engagement and support of the Member States through EU Agenda for Tourism (Council Conclusions 1/12/22)
- Stakeholder expert group coordinated by DG GROW (call open)
- Collaboration platform for stakeholders (evaluation of offers)
- Continuous communication and outreach
- Regular assessment or progress



Forming a partnership and community to work together –

Together for EU Tourism (T4T)

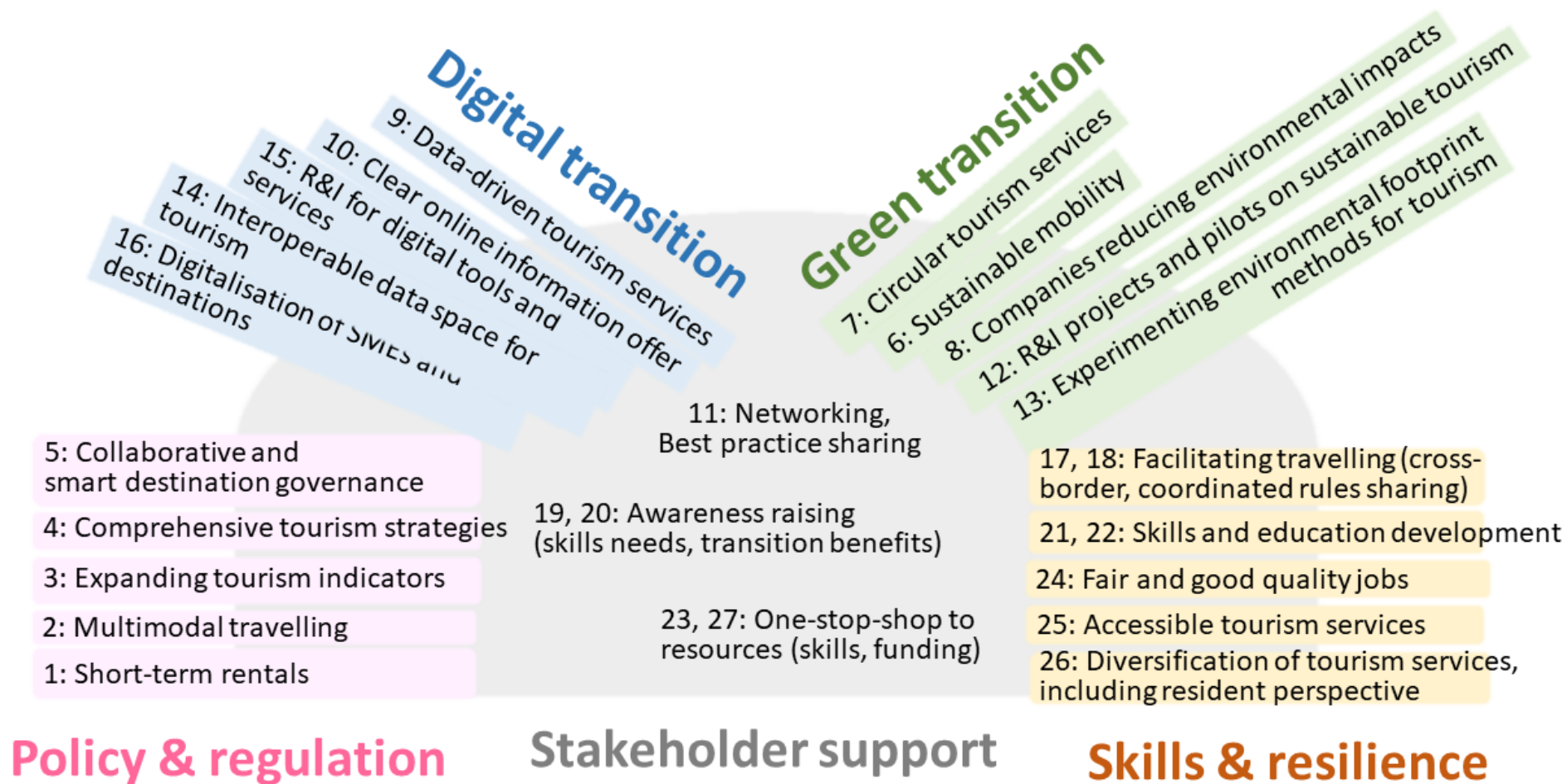
Stakeholder pledges

- Stakeholders identified the key areas of the transition pathway and **continue shaping its implementation** through their concrete actions
- DG GROW opened **a continuously open online call for stakeholders** to submit their pledges to support transition pathway, with published results 2-3 times a year
- Engaging stakeholders through pledges allows them **the flexibility to define their own specific actions and targets** for contributing to the shared objectives
- Pledges show **examples of leadership and facilitate best practice sharing** across different types of public and private actors across the EU, helping new actors to get engaged
- Collecting and publishing pledges supports **optimising synergies, building links, targeting support** activities and recognising needs for further support or new action areas
- Pledges **build evidence on actions and progress** in the transition, and DG GROW follows and supports them together with upcoming stakeholder working groups

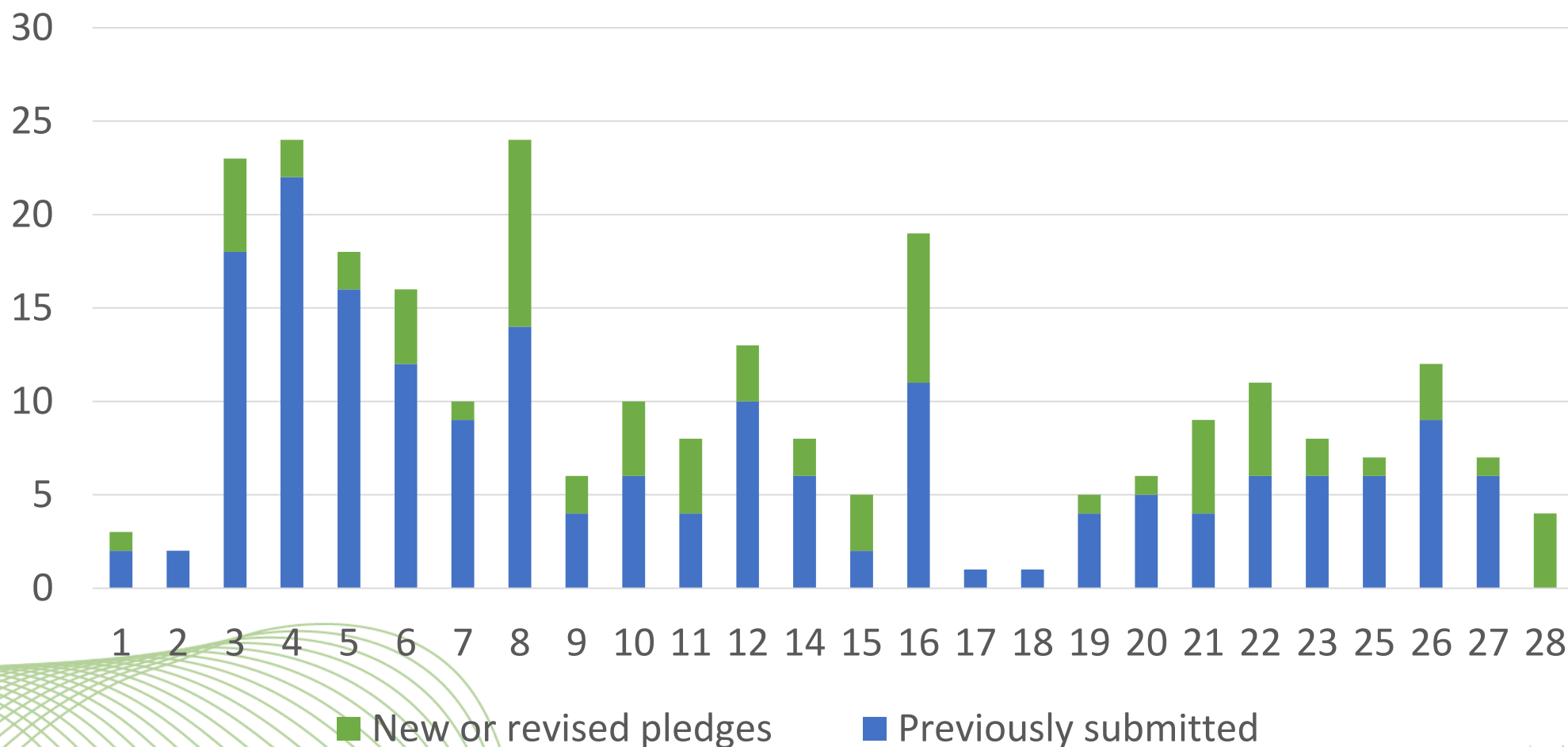


<https://ec.europa.eu/eusurvey/runner/Together4EUTourism>

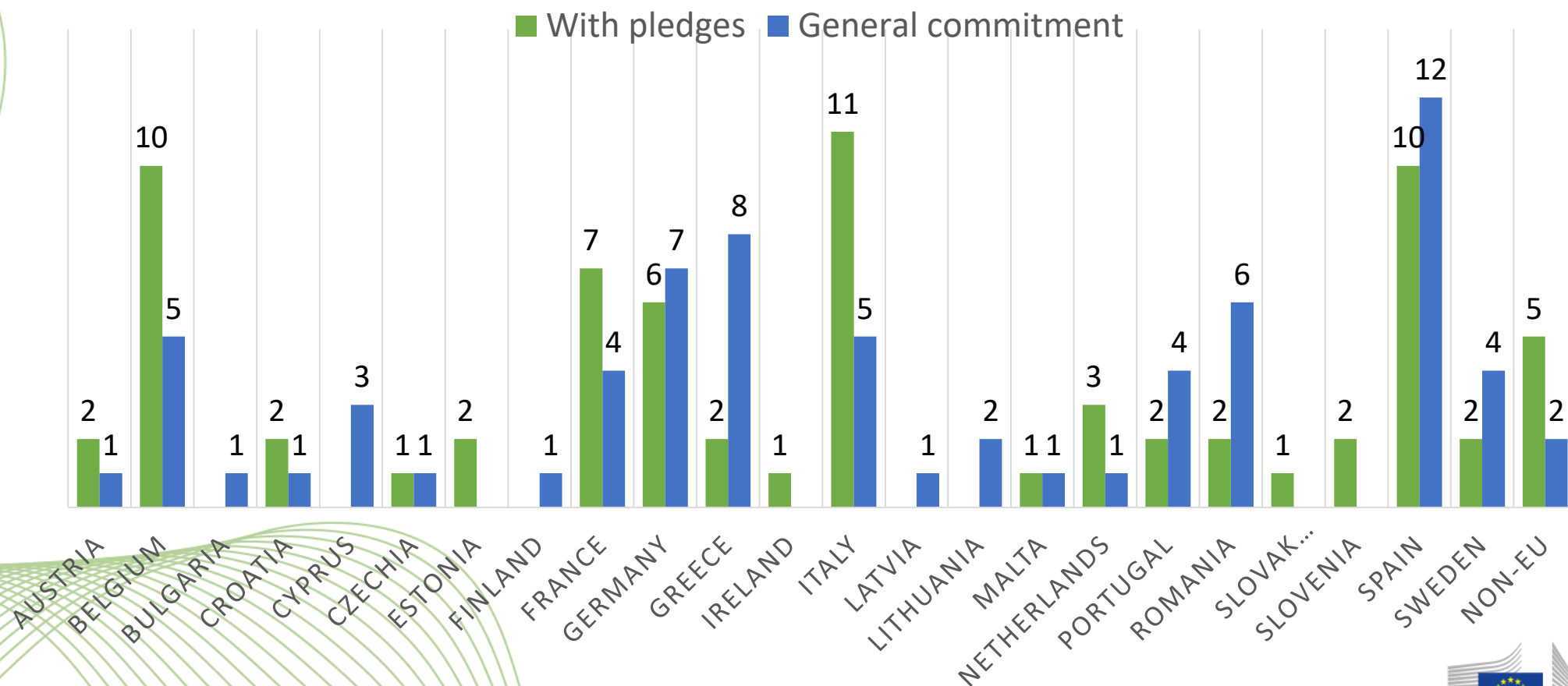
Overview on action topics



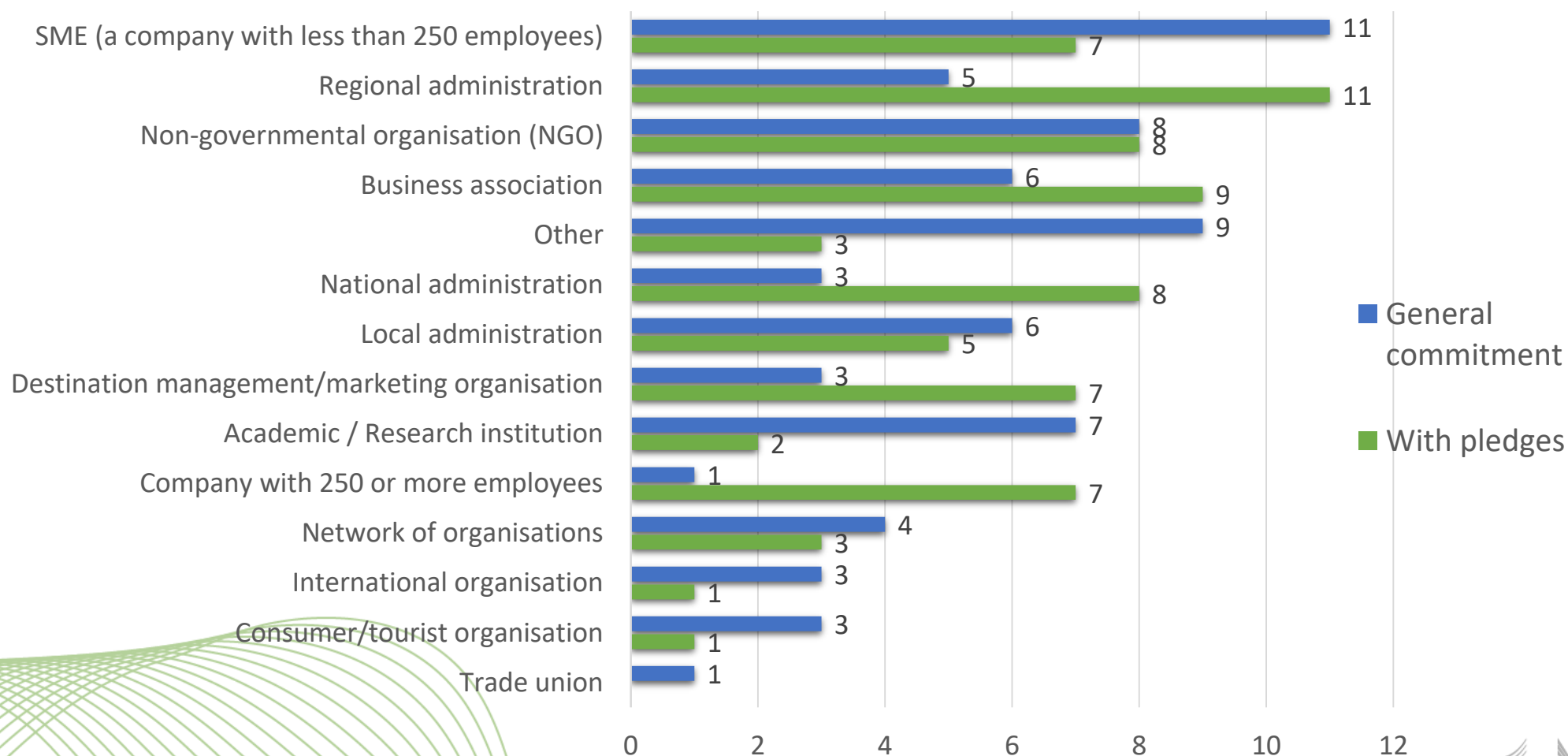
260 published pledges on 25 topic areas



Organisations with published pledges and commitments from 30 countries



142 committed organisations of different types



Lessons learnt and guidelines for preparing pledges

- Submitting a pledge does not create a legally binding obligation.
- The pledge follow-up will not require submitting formal evidence. The pledge follow-up modalities will be defined in collaboration with the upcoming stakeholder working groups, but unnecessary administrative burden will be avoided.
- The pledge does not necessarily need to be a new action.
- The pledges do not need to reflect all activities of the organisation.
- Pledges may contribute to several topics. One action can link with several transition pathway topics, but do not need to be submitted as a separate pledge for all of them.
- Pledges can repeat a commitment that also links to other actions, such as the Pact for Skills in Tourism.

Key issues to be considered when preparing pledges

- Each pledge shall clearly state 1) an ongoing or upcoming future-oriented action with 2) a measurable target to assess the implementation and progress of the action with a target date or frequency, and 3) a link with the transition pathway objectives.
- Different types of stakeholders have different roles and operating contexts. Not everyone can make a similar type of pledge, and it may be useful to review pledges of actors with similar role as examples.
- Each organisation is expected to make one submission only, which can contain several pledges. When modifying contributions, they can revise the existing submission, instead of sending a new one.
- More guidance can be found in the [report](#) on a second batch of pledges and commitments of 28 October 2022.

Five steps for preparing and submitting a good pledge

1. Read through the **Transition pathway for Tourism** report with an open and innovative mind – have a look at the published pledge summary reports for 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 the long-term to your organisation and what should be its target and follow-up mechanism?
4. Formulate one or more concrete pledges which each include the following 3 elements:
 - a. A concrete action you are implementing or launching for the upcoming years.
 - b. A concrete result you would set for your action and its target date or frequency, which helps to assess whether the action is progressing, being implemented or reached its final target.
 - c. Main link with the Tourism transition pathway, either to a recognised topic 1-27, 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 actively engaged Together for EU Tourism stakeholders community.

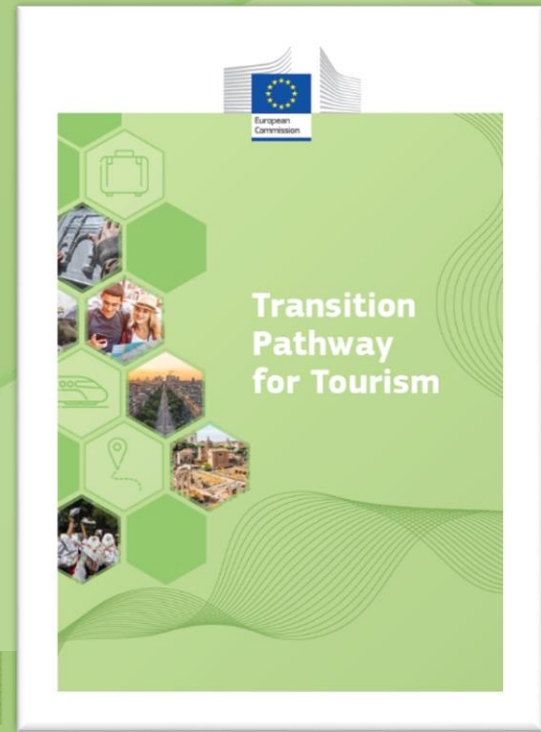
**Let's keep the momentum
and prepare the next publication of pledges
in March 2023**



Thank you!

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- [Transition pathway policy report in 22 languages](#)
- [Collection of stakeholder pledges and commitments](#)
- [Published pledges and commitments for the transition of EU tourism](#)
- [Tourism transition pathway co-creation \(europa.eu\)](#)
- [Guide on EU funding for tourism \(europa.eu\)](#)



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