Together for EU Tourism stakeholders meeting

7 February 2023

Next steps

Kirsti Ala-Mutka
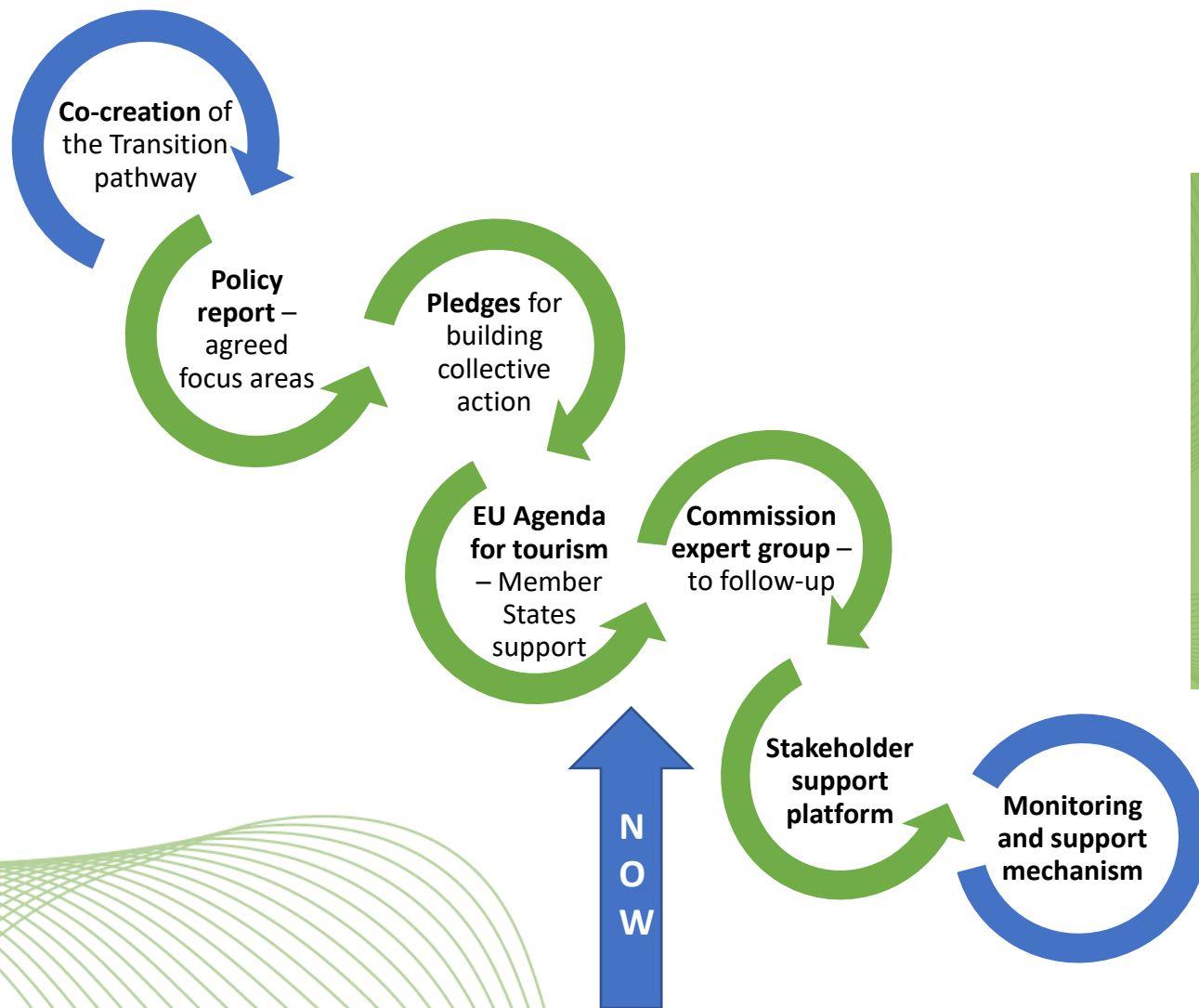
Elfa Kere

Thomas Segretain

#EUTourism

Together for EU Tourism – Building it piece by piece

Co-creation of the Transition pathway

Policy report – agreed focus areas

Pledges for building collective action

EU Agenda for tourism – Member States support

Commission expert group – to follow-up

NOW

Stakeholder support platform

Monitoring and support mechanism

Together for EU Tourism

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Progress evaluation results should be

- **Timely** : based on recent data – describing situation after publishing the Transition pathway
- **Trustworthy** : based on data from official sources or objectively defined samples
- **Well-reasoned** : considering representativeness of sample, quality of data
- **Relevant** : describing useful elements for progress
- **Replicable** : to measure changes from year to year
- Based on **transparent** methodology and data : verifiable by independent researchers

→ Not just about presenting best practices, but quantitative KPIs complemented with qualitative data as illustrative examples

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Outputs of TTP / EU Agenda monitoring

Every year
(2023 onwards)

Written note + presentation:
- Ecosystem transition KPIs
- TTP actions KPIs
- EU Agenda actions KPIs
- Actor engagement KPIs
- Recommendations for revisions and support

Every 3 years
(2025 onwards)

Report to the Council :
- 3-year progress analysis on TTP and EU Agenda
- Analysis of changes in EU tourism context: related policies, international developments, key trends and challenges
- Qualitative analysis of actor engagement, key drivers and barriers
- Analysis of pertinence, effectiveness and impacts of implemented actions
- Recommendations for revising actions and targets
- Recommendations for implementation support

Possible follow-up

Revision of Transition Pathway (DG GROW)

Revision of EU Agenda (Council)

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Monitoring of progress builds on several sources

- Pledges collection continues with cut-off dates twice a year at https://ec.europa.eu/eusurvey/runner/Together4EUTourism
  → continuously providing information on stakeholder engagement and outreach success
- Establishing a mechanism for submitters to inform about progress/completion of their pledge(s) through simple mechanism
  → to be integrated in the stakeholder online platform
- EU Tourism Dashboard with tourism ecosystem level indicators
- COM expert group and its working groups support reaching and gathering information on the transition progress among the broader stakeholder community
- Tourism Advisory Committee provides yearly information on the progress of EU Agenda of Tourism, also with relevance for the key areas for Transition pathway for Tourism
- Stakeholder support platform as continuously updated resource and activity hub provides information on participation and activities of tourism stakeholders across the EU
- → Annual progress update with key indicators each Autumn
- → Stock-taking studies as additional support

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

Created to follow up, monitor and support actions in the Transition Pathway for Tourism & EU Agenda 2030

- Call for applications to select members published on [Register of Commission Expert Groups](#) on 19 January = **application deadline 16 February 2023**

- Open to **individuals** in a personal capacity (Type A), individuals representing a common interest (Type B) in the field of tourism, as well as **organisations** (Type C) and associations representing different sectors of the tourism industry, regions, local destinations, trade unions, social partners, organisations involved in research and innovation activities

- Member States were invited to nominate their representative to the Expert Group by same date.

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Objective and tasks

- **Group composition**: maximum 50 tourism ecosystem stakeholders & Member State representatives

- **Three sub-groups**: Green transition, Digital transition & Resilience (+ Inclusion + Skills)
  - **Maximum 15 members in each sub-group selected from the core expert group membership + MS representatives**

Tasks:

- follow-up on TTP and European Agenda for Tourism 2030 actions

- exchange experience and good practice in support of TTP implementation

- monitoring outputs / contribution to the regular evaluations

- cooperation and coordination on Union legislation, programmes and initiatives in tourism

- help prepare policy initiatives resulting from TTP

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Application procedure

Selection criteria (for Types A, B and C applicants):

— proven **competence and experience in areas relevant to tourism**, in particular in relation to the green transition, digital transition, resilience and inclusion, and skills (all applicants);

— absence of conflict of interest (type A applicants only);

— organisations that have **presented a pledge** to the TTP in the form of a commitment to support implementation of one or more actions among their members or within their organisation shall have priority in the selection process to become a member of the expert group (all applicants);

— proven capacity to represent effectively the position shared by stakeholders (Type B only);

— competence, experience and hierarchical level of the proposed representatives (Type C only);

— sufficient knowledge of English (all applicants).

Evaluation to take place in Feb/March in order to compose the group in the spring, first meeting to be called ahead of the European Tourism Day.

We welcome your candidature by 16 February 2023!

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Stakeholders Support Platform
(2022 Best EC IT project)

Together for EU Tourism

Collaboration Platform

Pledges and commitments

Resources and connections

Learning opportunities and resources

Funding opportunities

Best practice collections

Relevant platforms and communities of practice

Working groups

Facilitated peer activities

Digital

Green

Resilience

Tourism data; Destination management; Eco-tourism

Problem-solving discussions

Monthly updates on good practices

Online/Offline seminars

Interfaces for other industrial ecosystems

INDUSTRIAL ECOSYSTEMS

AEROSPACE AND DEFENCE

TOURISM

AGRI-FOOD

TEXTILE

CONSTRUCTION

RETAIL

CULTURAL AND CREATIVE INDUSTRIES

PROXIMITY, SOCIAL ECONOMY AND CIVIL SECURITY

DIGITAL

MOBILITY – TRANSPORT – AUTOMOTIVE

ELECTRONICS

HEALTH

ENERGY INTENSIVE INDUSTRIES

ENERGY-RENEWABLES

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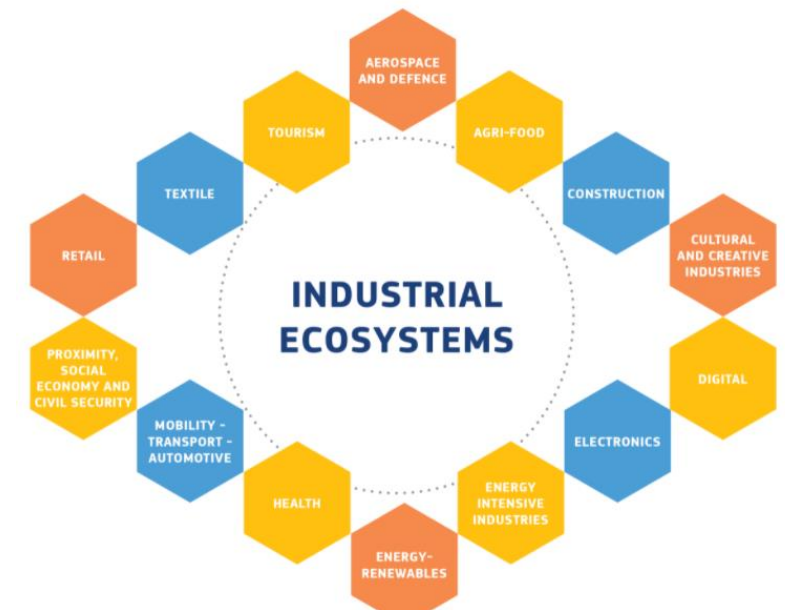
Stakeholders Support Platform – Together for EU tourism

PLANNED TIMETABLE	
Launch of the call	October 2022
Evaluation of the tenders	Ongoing (7 offers)
Contract signature	Q2 2023
Project charter and greenlight from the EC's Information Technology and Cybersecurity Board	Q2-3 2023
Limited test version of the platform	Q3 2023
Platform available to all stakeholders	Q4 2023 / Q1 2024

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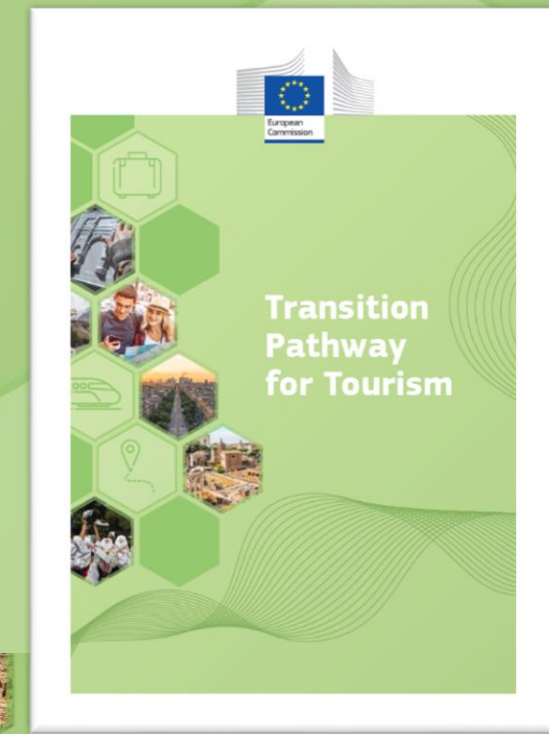
Transition pathway is an invitation to act – together

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

- 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)
- EU Tourism Dashboard

Together for EU Tourism