Sustainable EU tourism transforming together

New Challenges for Europe's Cohesion
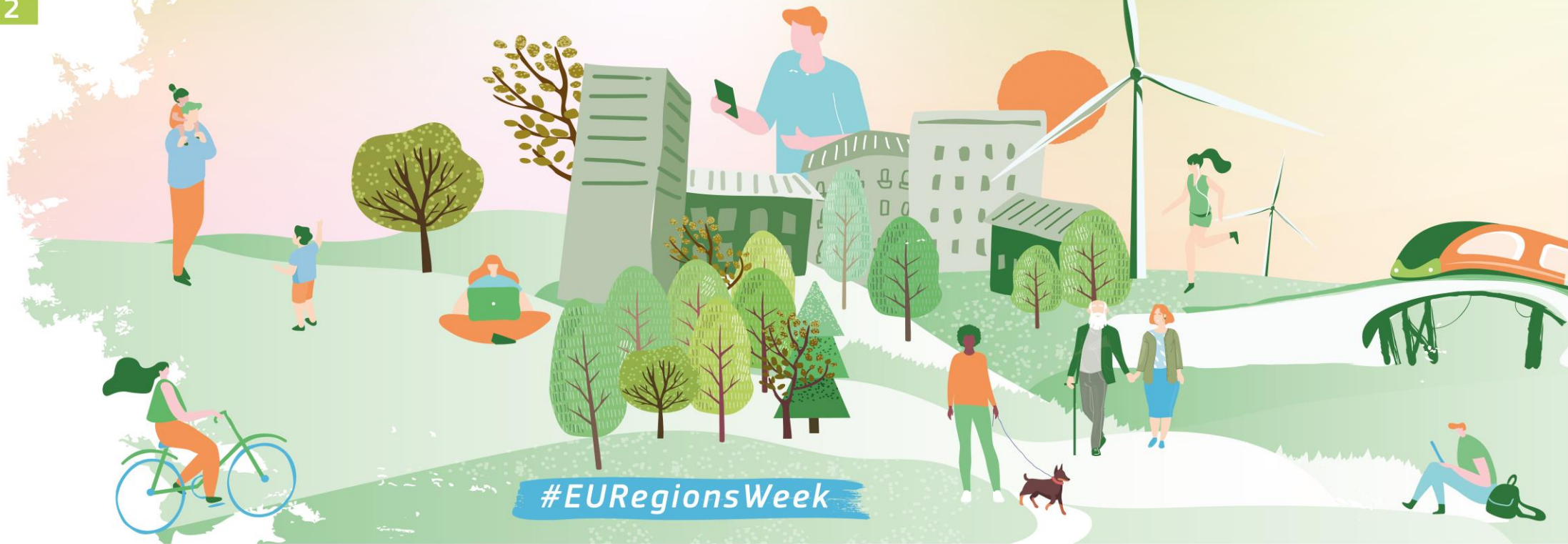
20th EUROPEAN WEEK OF REGIONS & CITIES
2003 - 2022

#EURegionsWeek

- **Housekeeping rules**

- **Aim of the workshop**

- **Agenda and speakers**

Housekeeping rules

- Mute your microphone and turn off video when not speaking

- Use chat to ask questions and comment

- 2 slots in agenda to address questions from audience

- We will end the session at 16:00h sharp

Aim of the workshop

- **EU Transition Pathway for Tourism** - **implementing together**

  Explaining where we stand and what we strive for?

  Why we call for pledges and why they are important?

- Regional and local tourism stakeholders share concrete actions that contribute to a truly sustainable European tourism and inspire other players to join

- Explaining the role of data sharing and Pact on Skills in building more sustainable tourism

Transition pathway is a long-term process
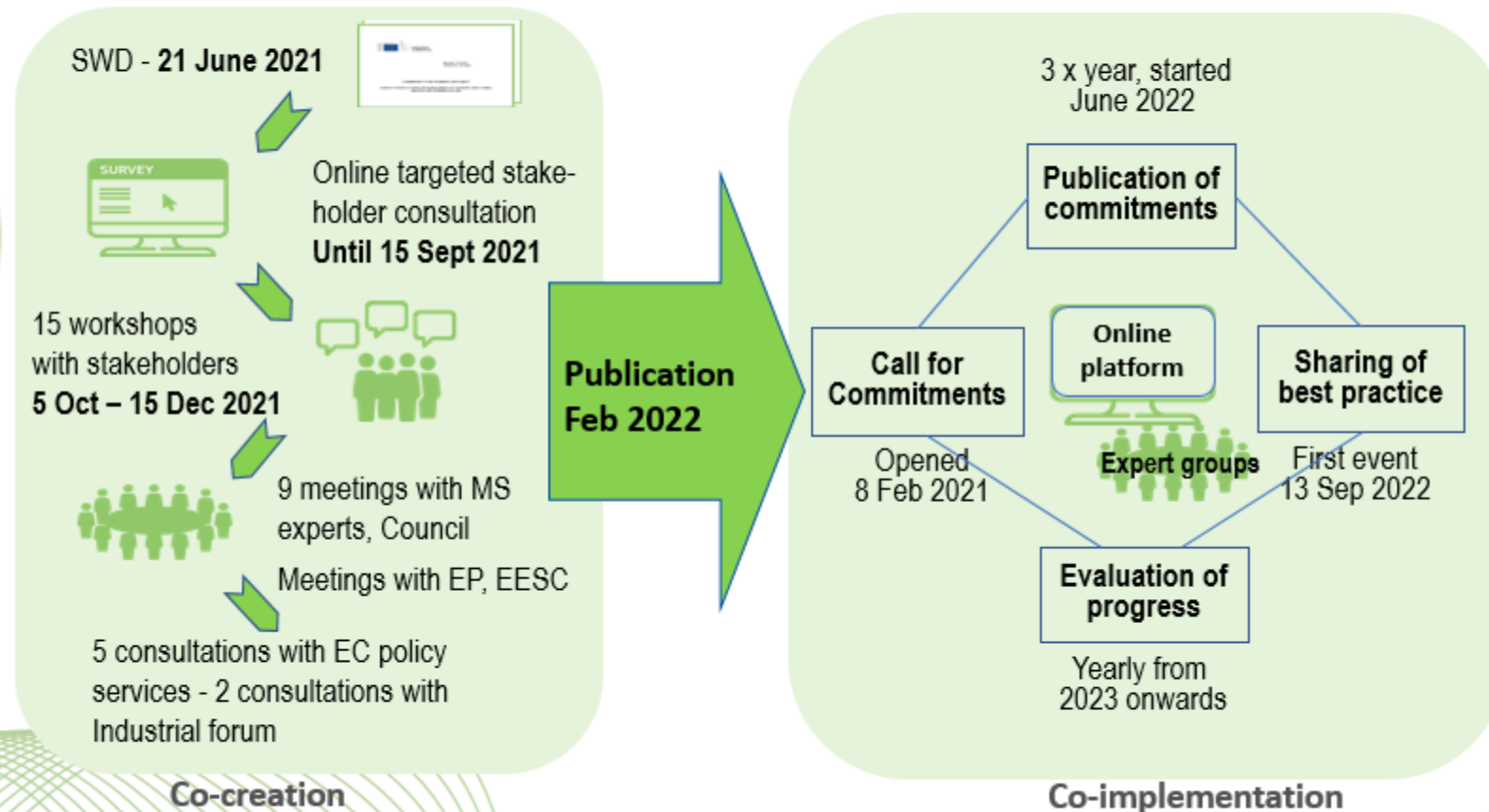
Co-implementation framework

- Communication and outreach – by all
- **Commitments by stakeholders**
- **Stakeholder working groups** coordinated by DG GROW
- **Online stakeholder support platform**
- Engagement of all EU institutions and services
- Yearly assessment or progress

European Commission

Why do we collect and publish concrete pledges and commitments?

- **Evidence of stakeholders' commitment** to the objectives of the Transition Pathway and taking concrete actions

- **Leadership and good examples** in the tourism transition

- **Key areas for EU-level support & addressing gaps**

- **Optimizing and facilitating synergies** between stakeholders, MS, policy areas and initiatives

- Information for **yearly progress assessment of transition pathway activities**, possible needs to refine priorities, objectives and support mechanisms

European Commission

Continuing pledge collection

Maintaining the online Call for commitments continuously open at
https://ec.europa.eu/eusurvey/runner/Together4EUTourism

Continuous follow-up and feedback on pledge proposals with 2-3 yearly cut-off dates for publication:

- Upcoming pledge publication October

- Next – early 2023

Latest published pledges and commitments available at: Commitments and pledges for the transition of EU tourism (europa.eu)

Everyone can send new pledges, extend and update their proposed and published pledges

#EUTourism

European Commission

Informal Commission Expert Group

'Together for EU Tourism – T4T'

To follow up, monitor and support actions in the Transition Pathway for Tourism

- Composed of max. 50 members to make up **three sub-groups**:

    Green Transition   Digital Transition   Resilience/Inclusion/Skills

- **Call for applications** to select members to be published on Register of Commission Expert Groups and on DG GROW website this autumn

- Open to individuals in a personal capacity and individuals representing a common interest in the field of tourism

- Also open to organizations and associations representing different sectors of the tourism industry, regions, local destinations, trade unions, social partners, organisations involved in research and innovation activities

- Call will be open for four weeks – all encouraged to apply!

- Also Member States experts

#EUTourism

European Commission

Stakeholders Support Platform
(DG GROW tool)

Together for EU Tourism

Collaboration Platform

Pledges and commitments

Resources and connections

Working groups

Facilitated peer activities

Learning opportunities and resources

Funding opportunities

Best practice collections

Relevant platforms and communities of practice

Problem-solving discussions

Online/Offline seminars

Digital   Green   Resilience

Tourism data; Destination management; Eco-tourism

Monthly updates on good practices

Interfaces for other industrial ecosystems

INDUSTRIAL ECOSYSTEMS

AEROSPACE AND DEFENCE
AGRI-FOOD
CONSTRUCTION
CULTURAL AND CREATIVE INDUSTRIES
DIGITAL
ELECTRONICS
ENERGY INTENSIVE INDUSTRIES
ENERGY-RENEWABLES
HEALTH
MOBILITY – TRANSPORT – AUTOMOTIVE
PROXIMITY, SOCIAL ECONOMY AND CIVIL SECURITY
RETAIL
TEXTILE
TOURISM

#EUTourism

European Commission

Continuing collaboration and follow-up

- Working with the CZ presidency and the Council to establish an EU Agenda for tourism

- Follow-up with Member States representatives in the Tourism Advisory Committee

- Continuing collaboration within the Commission policy services as well as with the Parliament, EESC, CoR

- Listening to the needs and suggestions from stakeholders

- Taking stock of the progress in the European Tourism Day in May 2023

#EUTourism

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Agenda and speakers

- ✓ **Part 1:** role of tourism destinations (DMOs, regions and local destinations) in green transition
  - • 4 speakers will share their pledges
  - • 15min for open discussion and questions from audience
- ✓ **Part 2:** data and skills
  - • 2 speakers on
    - • Code of conduct: the role of data sharing for sustainable tourism
    - • Pact on Skills for tourism: adequate skills as a key driver in transforming towards sustainability
  - • 10min for open discussion and questions from audience
- ✓ **Concluding word**