

## “SUSTAINABILITY SUPPORT PROGRAMME – COMING UP SOON!”

Do you want to have a positive impact and contribute to a more sustainable way of travelling? Then have a look at the [SUSTOUR](#) project, which will soon be rolling out an extensive support programme to help travel agents and tour operators improve their sustainability performance.

### What is SUSTOUR?

is an EU-funded project that aims to **foster the capacities and skills of 175+ travel agents and tour operators (SMEs) to integrate sustainability principles within their companies and supply chains**. It does so by providing support through training, management systems, standards and solutions, which will improve their sustainable management and performance and open up new market opportunities.

It takes place in the framework of the COSME Programme of the European Union, which co-finances the SUSTOUR project. The main objective is to boost the competitiveness of SMEs.

### What support will be provided to travel agents and tour operators?

SUSTOUR will shortly launch a call for applications for SMEs to benefit from technical support that will help them improve their sustainability performance. Interested SMEs need to complete an application form and choose the type of support they want to benefit from: Either certification and/or improving management of specific areas, such as carbon or plastic management.

If SMEs chose to obtain support for certification, they will receive training and coaching from sustainability experts to help them obtain [Travelife](#) certification. The latter is an internationally recognised sustainability training, management and certification scheme for travel agents and tour operators. It is based on a management system, which supports the effective integration of sustainability in 6 steps to reach certification. SMEs can opt whether they want to aim for full certification, called ‘Travelife Certified’, or an intermediate step, called ‘Travelife Partner’, where they have to comply with a smaller and locally adapted set of sustainability criteria. They can determine the target they want to set for themselves.

Alternatively, or in addition, SMEs can opt for support to help deepen their impact on their supply chain. The aim is to offer SMEs the possibility to jointly develop tools that are suitable for their business. New tools will be piloted and further developed in the frame of the programme. The following modules will be available to SMEs:

1. Supply chain management approach: Your suppliers are mapped, registered, trained and assessed on sustainability;
2. Carbon management approach: You will learn how to calculate the carbon footprint of your holiday packages and create a more climate friendly product portfolio;
3. Plastic management strategy: You and your suppliers will receive training on plastic management, including a plastic risk assessment, reduction strategy as well as communication to suppliers;

4. Shore excursion certification approach: This includes training for shore excursion suppliers and certification of excursions.

### Who can apply?

The project is targeted at tourism SMEs, especially, travel agencies and tour operations established in EU Member States or a third country participating in the COSME programme<sup>1</sup>.

### Interested?

You can already register on the following link to get updates on the call for SME applications: [travelife.info/cosme](https://travelife.info/cosme)

Companies, which are a member of an association that is a partner or has signed a cooperation agreement with SUSTOUR, will be able to get a free access to the Travelife platform and start working with the online tools, sustainability standards and training material available – without registration fees! Please contact your association, who will provide you with the login and password, as well as a welcome pack. The free access for companies is valid until the end of 2023 and does not depend on the company's selection for the SME support programme.

The logo for SUSTOUR, featuring the word "SUSTOUR" in a bold, teal, sans-serif font with a slight shadow effect.

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<sup>1</sup> Iceland, the UK and the EU enlargement countries (Montenegro, North Macedonia, Kosovo, Serbia, Bosnia and Herzegovina, Albania and Turkey)