

PRESS RELEASE

Register Now for the Event "Empowering European Tour Operators for Sustainable Futures"

Brussels, 11 September 2023. As the end of the EU-funded SUSTOUR project draws near, we remind interested stakeholders to register for the final hybrid event, "Empowering European Tour Operators for Sustainable Futures".

The event aims to present compelling sustainability stories, understand challenges, highlight key success factors, inspire other companies, exchange experiences, and celebrate the remarkable achievements of the SUSTOUR companies that have enrolled for the 1-year support programme financed by the EU COSME programme.

Event Details:

- Dates: September 13-14, 2023
- Location (hybrid): Cascais, Portugal
- Programme and registration: <https://www.travelife.info/sustour/?menu=event>

Twenty-four exemplary companies from across Europe have been selected to showcase their sustainability achievements and best practices at this event. Each of these companies will deliver presentations on their accomplishments in the following key areas:

1. Reducing and managing the carbon footprint
2. Reducing single-use plastic in your business, supply chain and on tour
3. Sustainable tour design / shore excursions
4. Engaging your supply chain in sustainability
5. Sustainability marketing and communication

Following these presentations, a Q&A and discussion session will provide attendees (including those participating online) with the opportunity to engage with panellists and sustainability experts, gaining deeper insights into the five thematic areas.

SUSTOUR is an EU-funded **COSME** project to further develop and implement tools and standards to help tour operators and travel agents improve their sustainability performance. It also provides an SME support budget of 600.000€ to roll out an extensive training and certification support scheme for tour operators and travel agents. The project is managed by a **consortium** of 7 organisations, including ECTAA and **supported** by 24 travel trade association.

[Travelife for Tour Operators](#) is an internationally recognized training, management and certification scheme for sustainability in tourism. It aims to provide companies with realistic sustainability goals, tools and solutions to implement positive change within their businesses and supply chains.

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