

National CSR project "Sustainable Management for SME in the tourism sector"

Together with our project partners, the University of Applied Sciences for Sustainable Development in Eberswalde and the adelphi Institute, we were in leading responsibility for this project from 2012 to 2014. The aim was to raise awareness for sustainable development and environmental protection in tourism enterprises and destinations.

In addition to training courses, we accompanied strategic processes with consulting and regional concepts for sustainable destination management.

Within the project's framework, we designed content and methodology of the workshop. We were also responsible for marketing and approaching workshop participants. Our project partner adelphi has developed its own tool for calculating energy consumption and effective savings measures in companies. The University of Applied Sciences Eberswalde created criteria for sustainable tourism development in destinations, which formed the professional basis for training and consulting.

78 companies from the hospitality industry could be reached through the training and implementation support. Workshops on sustainable development as well as strategic recommendations based on the results were developed for 22 destinations.

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