

WHAT IS START ABOUT?

Do you choose to ride, or
BE the Wave of Change?

The “**S.T.A.R.T. - Sustainable and Technological Approach to Rethink Tourism**” Project, code 2022-1-IT01-KA220-VET-000088750, is a two-year Project, running from January 2023 to December 2024, co-funded by the Erasmus+ Programme of the European Commission.

It is implemented by a consortium of **8 partners** from **4 EU Countries** (Italy, Greece, Spain and Portugal) expression of VET, the Chamber and Local Development System, Destination Management Organisations and Innovation companies. The project aims to prevent the obsolescence of tourism sector workers' green and digital skills and to map out the operating methods of the sector that must now increasingly offer smart solutions.

WHAT ARE THE OBJECTIVES OF THE START PROJECT?

Adapt your skills to
become a Change Agent

- **Support** the personal and professional development of tourism sector workers in partner countries, keeping their employability and retention levels high
- **Promote** accessibility over time to a plurality of OERs in a permanent e-learning perspective for workers
- **Guide and inspire** practitioners towards a circular rethinking of their business models by exploiting new digital technologies, under the guidance of green-tech infusion coaches

- **Align a pool of educators** on green-tech infusion and transformational team coaching techniques and methods
- **Disseminate** the learning path on digital and green upskilling and relative support tools to a vast audience of tourism workers



**WHAT'S HAPPENED
UNTIL NOW?**

The project's activities were launched at the partnership kick-off meeting, hosted by TRANSCOOP in Thessaloniki, Greece, on the **12th** and **13th** of January 2023 where partners discussed project activities and initiated the design of the training programme on digital and green upskilling in the tourism sector.



**STAY IN
CONTACT AND
BE THE WAVE
OF CHANGE**

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