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# Policy recommendations for Green Tech Toolkit Integration in Tourism SMEs

The integration of green and digital technologies represents a strategic opportunity for the tourism sector, particularly for hotels, tour operators, and travel agencies. The Green Tech Toolkit, developed within the framework of the START project, offers operational and methodological tools to facilitate this transition. The following policy recommendations aim to support tourism businesses in adopting sustainable and digital methodologies, fostering the transformation towards circular and innovative business models.

# Alignment with training goals

1

## Infuse Green and Digital technologies

Policies must align with the training objectives outlined in the Green Tech Toolkit, such as infusing green and digital technologies into business processes.

2

## Design sustainable solutions

It is necessary to foster the ability to design sustainable solutions by organising START Labs and incorporating models for conceiving new digital and sustainable products and services, serving as catalysts for systemic thinking.

3

## Ensure continuous staff training

Additionally, it is crucial to ensure continuous staff training through workshops, practical labs, and microlearning opportunities.





# Compliance with legal and ethical standards

## Environmental and digital regulations

The recommendations include ensuring compliance with environmental and digital regulations, leveraging tax incentives and subsidies for sustainability.

## Ethical and sustainable practices

Ethical and sustainable practices must be incorporated, such as reducing the ecological footprint and respecting workers' rights, ensuring equity and inclusion.

## Monitoring tools

The use of tools to monitor environmental impact and assess progress towards greater sustainability is indispensable.



# Enhanced learning outcomes

1

## Transformational coaching

To improve learning outcomes, it is necessary to encourage the adoption of transformational coaching, equipping business leaders with the skills needed to guide the transition towards green and digital practices.

2

## Experiential learning

Experiential learning methods should also be incorporated, enabling immediate application of acquired knowledge to enhance teaching effectiveness.

3

## Digital platforms

The use of digital platforms like START App allows for the creation and sharing of educational content, sustainable itineraries, and training materials.

# Change agent professional development



It is crucial to establish growth paths for Green-Tech Infusion Coaches, who are responsible for promoting the twin transition of both digital and green strategies. Developing soft skills such as communication, problem-solving, and critical thinking is essential for successful organisational transformation. Additionally, it is important to encourage the training of managers as facilitators who can motivate teams towards achieving sustainable goals.



# Community Engagement



## Sustainable itineraries

Design and implement sustainable itineraries that promote environmental awareness.



## Stakeholder collaboration

Collaboration with key stakeholders, including public entities, suppliers, and technological partners, is required to strengthen the sustainability ecosystem.



## Awareness events

Organising events and workshops can raise awareness among tourists and communities about the benefits of green technologies.

# Monitoring and evaluation

## Key Performance Indicators

To monitor and evaluate the impact of adopted policies, it is essential to implement evaluation systems based on key performance indicators, such as energy savings, waste reduction, and operational efficiency.

## Self-Assessment tools

Self-assessment tools, like the GreenComp model, allow for the measurement of green maturity levels among workers and businesses.

## Periodic reports

Providing periodic reports with evidence of progress and areas for improvement is equally important.





# Promotion of social cohesion

## ■ Collaborative practices

Encouraging collaborative practices among tourism businesses is fundamental for developing shared and scalable solutions.

## ■ Circular tourism initiatives

The promotion of circular tourism initiatives creates added value for local communities through the use of renewable resources.

## ■ Inclusive training

Furthermore, it is necessary to promote the inclusion of all categories of workers by providing training and tools accessible to individuals with limited digital skills.