



Toolkit - Resources for trainers

Microproject - SDG Nr. 13

Climate action challenge in the tourism sector

Learning Objectives

- Identify who you are targeting with this challenge
- Make sure that all staff are aware of all aspects of the challenge
- Set up cooperation with the local community and tourism sector
- Set up an information campaign and target to increase knowledge on low carbon tourism

Description

SDG number 13 relates to the climate action and as a social enterprise you can create an information campaign on low carbon tourism actions in your local community.

Set up a step by step guide and work closely with the local tourism community to create a common goal i.e. to enforce low carbon tourism activities. This can be for example by introducing an information campaign in all tourism companies in the area.

Possible roles of the trainees and skills needed

There are multiple roles involved in this campaign and this needs to be determined at design stage. Meet with all participants who will be actively involved in the campaign and discuss and allocate roles. Discuss with each on the skills that are needed to each role. These can be:

- Decision making
- Knowledge about low carbon tourism, sustainable strategies, the EU Green Deal,
- Knowledge about local authorities and initiatives underway but also possible funding schemes underway
- Time management and stress management skills
- Networking and collaboration and team working skills
- Coordinating skills
- Digital and marketing skills
- Content writing skills



Theoretical activity	Make sure you collect relevant information from online resources and discuss with local authorities related to initiatives on the topic at hand. Conduct online research on similar campaigns that have taken place globally to get ideas and suggestions.
Creative activity	Create a step by step guide with pictures and augmented reality markers to show videos on how to best and most efficient promote low carbon tourism activities.

Sustainability

Make sure you write all the processes and information that you have created and design a handbook for future reference to re-create the campaign.

