

# Press release 1

## July 2025

# ***TOURISM OF THE FUTURE – EUROPE SUPPORTS THE GREEN TRANSFORMATION OF THE SME SECTOR***

Since February this year, an international project focused on sustainable tourism has been underway, entitled FOOTPRINT – “Supporting tourism businesses in transitioning to green business models,” which aims to accelerate the ecological transformation of the tourism sector. The initiative supports small and medium-sized tourism enterprises in adapting to sustainable practices, which are becoming essential in the face of climate change and new expectations of travellers and tourists.

## ***A GREEN COURSE FOR TOURISM***

The FOOTPRINT project is part of the European Green Deal strategy and sustainable development goals. Its overarching goal is to improve the skills of entrepreneurs and enable them to transition to more environmentally friendly business models – from energy and water savings, through reducing their carbon footprint, to a sustainable offer for tourists.

In view of the urgent need for a global transformation of the tourism sector towards sustainable development, the FOOTPRINT project was launched – an innovative initiative aimed at supporting responsible travel and green business models in tourism.

The project, created with growing environmental awareness and the need to respond to climate challenges in mind, focuses on strengthening professional competencies in the tourism sector in partner countries. Taking into account local cultural and regional contexts, FOOTPRINT primarily targets vocational education and training (VET) teachers and trainers, business owners, and managers in the tourism industry.

## ***FOOTPRINT OBJECTIVES, ACTIVITIES AND RESULTS***

The main activities of the FOOTPRINT project include:

1. Developing a professional development program for vocational education and training (VET) teachers and trainers to help them actively support the green transition in tourism.
2. Piloting the professional development program during an international training course in Spain.
3. Creating a training program for business owners, consisting of a series of master classes focused on implementing sustainable business practices.
4. Establishing good practice guidelines to support business owners in transitioning to green business models and developing a good practice handbook.
5. Wide promotion of the project and its results in the local and European environment.

## Project outcomes and results:

- A professional development program for vocational education and training (VET) teachers and trainers, increasing their competence in green tourism.
- An educational program for business owners, encouraging the implementation of sustainable solutions.
- A set of basic principles of practice supporting ecological models of tourism business.
- National support guides containing best local practices and a presentation of three niche sectors of sustainable tourism.
- International training events for VET trainers, enabling the exchange of knowledge and experience on a European scale.

The FOOTPRINT project responds to the need for real change in the tourism sector – based on responsibility, innovation, and education. Through international cooperation and the integration of expert knowledge from different countries, this initiative contributes to building a more sustainable future for travel and tourism.

## ***FOOTPRINT partners***

The project is being implemented in cooperation with partners from several European Union countries, which allows for the transfer of knowledge, good practices, and the joint development of innovative solutions for green tourism.

FEVECTA (Spain) – **coordinator**

[www.fevecta.coop](http://www.fevecta.coop)

[tarazona@fevecta.coop](mailto:tarazona@fevecta.coop)

[tecnicast@fevecta.coop](mailto:tecnicast@fevecta.coop)

[fmerino@fevecta.coop](mailto:fmerino@fevecta.coop)

[fernandoifes@gmail.com](mailto:fernandoifes@gmail.com)

SPECTRUM RESEARCH CENTRE (Ireland)

<https://spectrumresearchcentre.com/>

[iris@spectrumrc.ie](mailto:iris@spectrumrc.ie)

[alex@spectrumrc.ie](mailto:alex@spectrumrc.ie)

AYUNTAMIENTO DE QUART DE POBLET (Spain)

<http://www.quartdepoblet.org/>

[alberto.martinez@quartdepoblet.org](mailto:alberto.martinez@quartdepoblet.org)

[david.valdearcos@quartdepoblet.org](mailto:david.valdearcos@quartdepoblet.org)

ALBEA ETUDES ET CONSEILS (France)

[www.albeatransenergy.com](http://www.albeatransenergy.com)

[m.rivera@albea-transenergy.com](mailto:m.rivera@albea-transenergy.com)

[e.cariou-nicolas@albea-transenergy.com](mailto:e.cariou-nicolas@albea-transenergy.com)

CEDRU - Centro de Estudos e Desenvolvimento Regional e Urbano (Portugal)

[www.cedru.com](http://www.cedru.com)

[goncalo.caetano@cedru.com](mailto:goncalo.caetano@cedru.com)

[liliana.calado@cedru.com](mailto:liliana.calado@cedru.com)

MROT - Mazowiecka Regionalna Organizacja Turystyczna (Poland)

[www.mrot.pl](http://www.mrot.pl)

[i.majewska@mrot.pl](mailto:i.majewska@mrot.pl)

For more information on the project, please contact project partners

This project will be implemented until 31.10.2026



# Footprint



Ajuntament de  
**Quart de Poblet**



TOURISM  
ORGANIZATION  
OF THE MAZOVIA  
REGION



**Co-funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. Project number: 2024-1-ES01-KA220-VET-000255069]



CC BY-NC-SA 4.0