

Press release 2

January 2026

THE EUROPEAN FOOTPRINT PROJECT SUPPORTS THE GREEN TRANSITION OF THE TOURISM INDUSTRY

Can small hotels, travel agencies and local tourist attractions realistically reduce their environmental impact – and increase their competitiveness at the same time? The creators of the international FOOTPRINT project argue that they can. Since February 2025, partners from five European countries have been supporting the tourism industry in its transition to greener business models.

The project brings together partners from Poland, Ireland, France, Portugal and Spain, and is led by the Spanish organisation FEVECTA, enabling the transfer of knowledge and good practices and the joint development of innovative solutions for green tourism. The project is co-financed by the European Union under the Erasmus+ programme.

FOOTPRINT HELPS TOURISM TRANSITION TO MORE RESPONSIBLE BUSINESS MODELS

The project focuses on strengthening the competences of two key groups: teachers and educators in vocational education in the field of tourism, and business owners and managers operating in the tourism and hospitality industry. By providing modern, tailored educational materials and tools, FOOTPRINT provides real support for the transition to more responsible and resilient business models.

STAGE 2025: DEVELOPMENT OF TRAINING TOOLS AND MATERIALS

10 ready-made modules and training courses for industry master's courses

In 2025, project partners developed 10 practical training modules on:

- Environmental management in tourism,
- Cultural heritage protection,
- Cooperation with local communities,
- Climate change resilience of businesses,
- Environmental certifications and standards,
- Sustainable business models and transport.

The materials were developed with two groups in mind:

- ✓ Vocational education (VET) teachers and trainers,
- ✓ Business owners and managers of tourism and hospitality companies.

In addition to the modules, case studies from different countries and Masterclasses in ecotourism, cultural tourism and adventure tourism have also been developed to further support these key target groups.

From Theory to Practice

The project is not only about ideas, documents and meetings, but also about providing practical tools that help companies implement changes step by step. Its aim is not only to reduce environmental impact, but also to strengthen business resilience in response to new regulations and evolving traveller expectations. At the same time, intensive promotional and communication activities were carried out, including the launch of the project website, social media outreach, the development of a newsletter and the preparation of press materials.

FOOTPRINT represents a strong example of effective international cooperation, aimed at building a more responsible, competitive and resilient tourism industry in Europe. The project demonstrates that the transformation of the tourism sector towards sustainable development is not only a necessity but also a real opportunity for its long-term growth.

FOOTPRINT partners

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This project will be implemented until 31.10.2026

For more information about the project, please visit: <https://projectfootprint.eu/>



Footprint



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-000265069]



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