

FOOTPRINT

Supporting Tourism Businesses to Transition Towards Green Business Models



About the Project

The FOOTPRINT project is inspired by the urgent global call to make tourism more sustainable. With growing awareness of environmental challenges and responsible travel, FOOTPRINT works to transform the tourism sector across Europe by empowering VET trainers, business owners, and managers with customised resources to support the transition towards sustainable business models. The project recognises that sustainability is not just about protecting nature, it is also about supporting local economies, preserving cultural heritage, and promoting social well-being.

Project Objectives

The FOOTPRINT project aims to:

- Empower tourism businesses with essential green skills to reduce environmental impact, improve efficiency, and build resilience.
- Equip VET educators and trainers with the knowledge and tools to teach sustainable tourism practices effectively.
- Promote sustainable niche tourism models (ecotourism, cultural tourism, and adventure tourism) as examples of balancing economic growth, environmental conservation, and cultural preservation.



Learning Resources

The FOOTPRINT project offers a suite of practical and accessible learning materials to support both trainers and tourism professionals:

- 1. CPD Climate Awareness & Action Toolkit for VET Educators:** A professional development course for VET trainers focused on building green competencies within the tourism sector.
- 2. Green Business Models for Tourism Masterclasses and Training Programme:** A practical training programme for tourism professionals with three masterclasses on Ecotourism, Cultural Tourism, and Adventure Tourism, supported by self-learning resources and an Educator's Guidebook to help apply sustainable principles in business practice.
- 3. Practice Principles Framework & Support Guides:** A European Framework and National Guides supporting tourism businesses in adopting sustainable practices and green certification, featuring best practices and insights from leading entrepreneurs across partner countries.

Project Partners

The FOOTPRINT consortium brings together partners from Spain, France, Portugal, Poland and Ireland who aim to support SMEs in their green transition.



Get Involved

 Visit: <https://projectfootprint.eu/>