Press release
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Footprint

FOOTPRINT draws to a close: tools for green tourism

On 31 October 2026, the international FOOTPRINT project – “Supporting Tourism Businesses to Transition Towards Green Business Models” – comes to an end. It has produced a set of educational materials and practical guidance for vocational education and training teachers and trainers, as well as tourism business owners and managers. These resources support the transition from knowledge of sustainable development to concrete decisions in day-to-day operations.

The tools were developed by six organisations from five countries: Spain, Ireland, France, Portugal and Poland. The partnership is led by FEVECTA, with the Tourism Organization of the Mazovia Region (MROT) as the Polish partner.

The project is co-funded by the European Union under the Erasmus+ programme.

From green skills to changes in businesses

FOOTPRINT connected vocational education with the needs of small and medium-sized tourism enterprises. The programmes developed show how to manage resources responsibly, protect heritage, work with local communities and incorporate sustainability into business models.

What does the project leave behind?

Resources for teaching, planning and implementing change
The key FOOTPRINT results include:

- A CPD toolkit for VET educators – 10 modules on climate awareness and sustainable tourism, with lesson plans, exercises and self-directed learning materials.
- The “Green Business Models” programme – theoretical foundations, case studies and three masterclasses linking ecotourism to the environmental dimension, cultural tourism to the social dimension, and adventure tourism to the economic dimension.
- Principles of good practice – guidance and action plans helping entrepreneurs integrate environmental, social and economic responsibility into business management.
- National support guides – local examples and information on the tourism business environment, helping users adapt the shared principles to the circumstances of individual countries.

2026: testing and sharing knowledge

From international training to activities in Mazovia
The programme for educators was piloted in Valencia on 10–12 March 2026. The training, organised by FEVECTA, brought together 12 educators who completed 20 hours of face-to-face sessions. MROT was represented by Krzysztof Celuch, PhD, DSc, Professor at Nicolaus Copernicus University, Aldona Glińska-Neweś, PhD, DSc, Full Professor, and project coordinator Iwona Majewska.

The next step was to use the materials in national activities. On 20 April, a training session for teachers, trainers and educators, led by Krzysztof Celuch, took place at MROT's office in Warsaw. Meanwhile, masterclass workshops with tourism industry representatives also addressed business models, the use of data and indicators, and cooperation with local partners.

The project results were presented to Mazovia's tourism industry, local authorities and institutions during the Polish Green Tourism Showcase, held as part of the 18th Tourism Assembly of the Mazowieckie Voivodeship. The event provided an opportunity to exchange experiences and encouraged the use of the tools developed.

On 7 October 2026, the partners gathered in Lisbon for the project's final international meeting, hosted by CEDRU. They reviewed the results and discussed their further use. MROT, responsible for the training and masterclass work package for the industry, also presented issues relating to the assessment of the project's impact.

The project ends, its results remain in use

FOOTPRINT resources can be used to deliver further training, develop skills independently and plan changes in businesses. The programmes for educators, the green business models programme and the principles of good practice for the tourism industry are available in Polish on the project website: https://projectfootprint.eu/pl/.

In Mazovia, MROT is preparing FOOTPRINT Academy Mazowsze – a continuation in the form of regional training for the tourism industry. The training will aim to further translate the project's knowledge and tools into business practice. The conclusion of FOOTPRINT thus opens the next stage: using its results in education and day-to-day tourism management.

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The project ends on 31 October 2026.

More information about the project: https://projectfootprint.eu/

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