**TRIANGLE + Strategic Partnerships and Youth Concept Note**

**PROPOSED PROJECT NAME:**

**TRIANGLE + 2030**

**Tourism Research, Innovation And Next *Generation Learning Experiences in the 2030 Agenda***

**CONFIDENTIAL – PLEASE CONSULT ECOTRANS BEFORE SHARING**

**Project Duration:** maximum March 2020 –August 2022 (30 months)

**Submission Date:** 1st October 2019

**Grant:** max. 12,500 € per month (x 30) = total: max. 375,000 €

Contents

[BACKGROUND 2](#_Toc12182991)

[THE TRIANGLE + STRATEGIC PARTNERSHIP CONCEPT 2](#_Toc12182992)

[AN SCP MAP FOR EUROPES CULTURAL AND NATURAL HERITAGE 3](#_Toc12182993)

[HEI NATIONAL SUSTAINABLE TOURISM KNOWLEDGE CENTRE PROGRAMME 3](#_Toc12182994)

[YOUNG ENTREPRENEURS SUSTAINABILITY COLLABORATION PROGRAMME 4](#_Toc12182995)

[EUROPEAN ECOTOURISM TRAVEL TASKFORCE. 4](#_Toc12182996)

[TOURISM 2030 - EUROPEAN ECOTOURISM STUDENT TRAVEL EXCHANGE 4](#_Toc12182997)

[PROJECT MOBILITY 5](#_Toc12182998)

[BUDGETING 5](#_Toc12182999)

[Appendix 1 Core Partners & Associate Partners Invited to Participate in the Erasmus Youth Proposal 7](#_Toc12183000)

[Appendix 2 List of Strategic Partners to be invited to work with the TRIANGLE KA in TRIANGLE + 7](#_Toc12183001)

**This concept note has been prepared as part of the Ecotrans contribution to the TRIANGLE Project WP6 Project sustainability**

Gordon Sillence, Herbert Hamele, ECOTRANS July 2019 v4

**AIM**

Creation of A European wide *Tourism Sustainability Life-Long Learning* *Strategic Partnership* to establish *Ecotourism Youth Travel Taskforces* to assist in measuring mapping, managing, marketing and monitoring natural and cultural heritage sustainability in the Natura 2000 protected area network in the context of developing collaborative European structures to achieve the 2030 Agenda for Sustainable Development.

# BACKGROUND

In the 2017-2019 Erasmus Plus funding programme, a European-wide, 28 country knowledge alliance of higher education institutes (HEIs) & business networks working on the development of sustainable & responsible tourism was established in the **TRIANGLE (Tourism Research Innovation And Next Generation Learning Experience)** project.

The TRIANGLE KA is now ready to collaborate with other European networks to ensure the implementation of sustainable tourism in Europe, offering *a systemic approach to using the vector of tourism to protect European cultural and natural heritage whilst creating life-long learning and employment opportunities.*

The TRIANGLE Knowledge Alliance has set up a collaborative knowledge base which acts as a collective information hub from which each HEI can enhance its own sustainable development course offers using each other’s materials, run off the shelf expert course on tourism sustainability, and enable students to gain transferable course credits. The Alliance also connects to the portal to share a set of SME & destination sustainability tools which can be offered to business networks and destination management organisations who are interested in green innovation to develop and promote their goods and services through the use of sustainability certification.

Importantly, TRIANGLE runs a common student intern programme enables the students to train on the TRIANGLE programme to gain competences in sustainable tourism auditing knowledge that can be used to improve their employment opportunities as they enter the market-place. They learn how to use the sustainability development tools at the same time, so that by the end of their training they have both the knowledge and a set of professional tools to allow them to enter the tourism workforce with an elevated skill-set and professional experience. In this process, destinations and SMEs benefit from the certification expertise developed though contact with the HEIs and students in the training process and application of the **Tourism 2030 Going Green Toolkit.**

# THE TRIANGLE + STRATEGIC PARTNERSHIP CONCEPT

This follow up action uses the Knowledge Alliance founded in the first phase of TRAINGLE to address urgent and priorities areas of the **2030 Agenda for Sustainable Development** by focusing on **the sustainable development of natural & cultural heritage tourism in protected areas.** The success of the first phase in creating a European wide network of expertise and opportunities can now be made use of by its members and partners to upscale their national and regional solutions according to European scale and processes. In full recognition of the need to cluster networks, improve collaboration and develop better connectivity at this scale, this meta-network approach ideally fulfils European level action for the SDG 17 Partnership Goal.

To do this, *TRIANGLE plus will see the formation of a strategic partnership clustering 20 European networks sharing a territorial focus on European protected areas, sites and destinations and a sectoral focus on travel and tourism, bringing them together with the common objective of the 2030 Agenda in a collaborative process to prepare young professionals and young travellers to engage competently and effectively in contributing to the sustainability of our European natural and cultural heritage.*

Within the context of sustainable tourism development, TRIANGLE + will focus on the **sustainability of natural and cultural heritage tourism**, following the Agenda 2030 aims and collaborative methodology of the ‘**Travel Green Planet Initiative’.** This previous, EU and UN-supported initiative aims to see *all tourism in protected areas is sustainably certified in the decade building up to 2030*. The **Tourism 2030 Sustainable & Responsible Tourism Platform** built in the first phase of the project fully supports this process by hosting a public access set of online knowledge, guidance and tools to ensure that all protected area and tourism administrations, industry enterprises and civil society NGOs can play a full part in protecting the rapidly eroding cultural and national heritage assets that make European landscapes so special. #

***PARTNERS ROLES:***

*Engaging in the European-wide Network Cluster to establish a collaborative territorial coverage of protected areas.* ***Essentially the triangle being created here is*** *between the TRIANGLE HEIs acting as Sustainable Tourism National Training and Education Centres, identifying a set of their national protected areas and then bringing the cumulative impact of the strategic partnership knowledge cluster to the region (destinations and their businesses).*

# AN SCP MAP FOR EUROPES CULTURAL AND NATURAL HERITAGE

By collating all recent EU funded sustainable tourism projects through Erasmus, Horizon and Interreg and Life funds, this EU level clustering exercise will produce a TOURISM 2030 **map of the European Territory** **showing active stakeholders working on tourism sustainability**. This will enable economies of scale to develop between actors as well as address issues of tourism networking complexity that are restraining market-place innovation. It will also facilitate policy making at the European level by allowing future sustainable tourism project applicants to overview an EU-wide sustainable tourism knowledge base when planning and implementing their projects. …

***PARTNERS ROLES:***

*Contribute to the development of the stakeholder map (organisations and businesses) on the European level by pooling national and sectoral stakeholder information.*

# HEI NATIONAL SUSTAINABLE TOURISM KNOWLEDGE CENTRE PROGRAMME

HEIs that have become TRIANGLE KA members will be able to demonstrate their application of the EUs ‘European University’ principles by acting as **HEI National Sustainable Tourism Knowledge Centres** functioning as a cohesive European network to offer student life-long learning experiences as well as run business and destination sustainability training and education. In TRIANGLE +, members will make further links to protected areas and focus on the natural and cultural heritage component of sustainable tourism to run their educational offers.

This will be the initiation of a member-state based process to add further protected areas to the *Travel Green Planet Initiative* to run up to the 2030 SDG deadline through the next decade of policy implementation as a substantial contribution to the practical implementation of policies form to DGE&C UNWTO UNESCO and others keen to promote natural and cultural heritage protection. In the initial phase of TRIANGLE, over 13,000 third party sustainably certified tourism products and services from accommodation, food and beverage, transport and leisure services were collated into the world’s largest independent sustainable tourism market place. In the coming phase it is envisaged that these products and services will form the basis of **national and regional European Agenda 2030 maps that capture sustainable consumption and production tourism supply chains in protected areas** for SDG 12, 13, 14 and 15 implementation.(Cf Germany and Bleisgau Green Travel Maps) It is estimated that TRIANGLE + would be able to create a European marketplace of 30,000 (>?) products and services that meet global sustainability criteria, and can be used to develop these products and their spatial interactions in the most sustainable and responsible manner.

***PARTNERS ROLES***

*To do this each TRIANGLE HEI will initially identify 5 destinations (average, e.g. 1-10 per country) within or related to Natura 2000 areas in 30 European countries to produce a starting catalogue of* ***150 destinations*** *using the Travel Green Europe App and Green Travel Mapping System to develop their sustainable tourism. To reach its target each area would have to on average identify approximately 200 businesses in protected areas who would like to use certification systems to improve their sustainability bottom-line performance to the point where they can belong to a* ***European-wide Sustainable & Responsible Tourism Supply Chain Map.*** *This map would feed into b to c consumer, b to b business and b to g (government) information systems, making it suitable for civil society, business and administrative stakeholders alike*

***SUB-GROUP WORK DETAIL:*** *At this point it would become possible for TRIANGLE + to design a* ***blockchain exchange mechanism for protected areas*** *that could established through a transaction network based on such information correlations and applied within the context of a blockchain exchange mechanism for sustainable development. The concept note recommends this should be a sub-deliverable of the value chain mapping process the project will be conducting.*

# YOUNG ENTREPRENEURS SUSTAINABILITY COLLABORATION PROGRAMME

Through the strategic partnership with other leading tourism and conservation networks, TRIANGLE Plus will also establish a **Young Entrepreneurs Sustainability Collaboration Programme** to provide volunteer opportunities in suitable protected areas for TRIANGLE + sustainable tourism graduates. All the networks would coordinate their youth opportunities in the fields of natural and cultural heritage to provide a framework for youth learning and exchange.

***PARTNERS ROLES:***

*Assist in creating national working opportunities in* ***destinations with Protected Areas*** *to be made available at the European level.*

# EUROPEAN ECOTOURISM TRAVEL TASKFORCE.

The programme will develop teams of young professionals who will be supported and trained though the TRIANGLE KA **Tourism 2030 Sustainable Tourism Training System** to map, measure, manage, market and monitor natural & cultural heritage. These teams will be organised throughout Europe to work in protected areas as part of a **European *Ecotourism Travel Taskforce.***

From the point of view of conservation and tourism destination and business managers, European protected areas, destinations and businesses who wish to improve their sustainability performance will be able to benefit from these teams of young professionals working on tourism sustainability. The output would be a series of **Travel Green Natural & Cultural Heritage Maps.**

From the point of view of European youth and young professionals*,* this system will establish a series of *v*olunteer opportunities in Europe’s protected areas that will be spread over all of the European territory to promote cross-cultural interactions and learning experiences.

***PARTNERS ROLES***

***Identify young people*** *(“In the context of the Erasmus+ Programme, individuals aged between 13 and 30”) who are interested in skills development. Provide support to the Ecotourism task forces.*

# TOURISM 2030 - EUROPEAN ECOTOURISM STUDENT TRAVEL EXCHANGE

These protected area destinations will be used by the Ecotourism Travel Taskforce graduates to create a **Tourism 2030** - **European Ecotourism Student Travel Exchange** using the *Travel Green Europe App* *and Mapping System* to collate this information from the protected areas. Organisations offering travel possibilities to youth, either through learning exchanges, volunteer projects, internships, student exchanges, job opportunities, travel scholarships, etc, in these and other areas related to the network will be able participate in a European wide student/youth exchange mechanism to improve the visibility and reach of their offer and give European youth much greater travel opportunities and experience. It is intended that this will be a self-organising network once an inception and mentoring period are completed, giving the young professionals live work experience and the potential of financial remuneration once the project has concluded if they continue to maintain the travel exchange.

***PARTNERS ROLES***

*Assist the creation of the* ***European-wide student/youth exchange system.***

# PROJECT MOBILITY

In the lifetime of TRIANGLE plus, there will be two main travel opportunities for youth. However, the mobilities will be used to ensure the development of a permanent online travel-free network communications system for the ecotourism task force information exchange using best available ICT.

The first mobility will be opportunities to perform the Going Green volunteer work in protected areas to work in the Ecotourism Task Forces to produce the **Travel Green Natural & Cultural Heritage Maps.** During these mobilities the young professionals will be enrolled in the Tourism 2030 Training System, assigned to a taskforce team and allocated a set of protected areas to produce the Travel Green Maps and work on the ecotourism travel exchange.

The second travel opportunity will be participation in a series of 3 European-level conferences that would be organised around the European Ecotourism Travel Task Force networking process. Each conference would be the culmination of a virtual networking process to substantiate the online network development in order to ensure that at the end of TRIANGLE + there is a fully operational on-line youth travel exchange dedicated to life long learning linked to protected areas though tourism sustainability.

***PARTNERS ROLES***

*Support the* ***youth travel exchange and conference series.***

**KEY DELIVERABLES**

The follow summary of project outputs characterize TRIANGLE +, demonstrating how the elements of the first project phase can be applied to meet practical challenges and opportunities in reality.

1. Establishment of European wide-cluster of networks for sustainable tourism development
2. National Sustainable Tourism Knowledge Centre Ecotourism Sustainability Training Program
3. European-wide Sustainable & Responsible Tourism Supply Chain Map for cultural and Natural Heritage in Protected Areas.
4. Young Entrepreneurs Sustainability Collaboration Programme
5. Tourism 2030 Sustainable Tourism Taskforce Training System
6. European Ecotourism Travel Taskforce programme.
7. Tourism 2030 - European Ecotourism Student Travel Exchange
8. Travel Green Natural & Cultural Heritage Maps.

**…………………………………………………………………………………………………………………………………**

# BUDGETING

1. National Sustainable Tourism Knowledge Centre Ecotourism Sustainability Training Program

Task: HEI delivering learning experiences = HEI professors collaboration to facilitate Tourism 2030 knowledge base transfer to young professionals and business networks via Tourism 2030 TRIANGLE Open Educational Resource Kit

Partners: Ecotrans, TRIANGLE HEIs

Subcontractor: Eau de Web

Estimated costs: ?

1. European-wide Sustainable & Responsible Tourism Supply Chain Map for Cultural and Natural Heritage in Protected Areas.

Task: Mapping& collating EU wide information collected from the Strategic partnership

Partners: Ecotrans, TRIANGLE KA, Strategic Partners

Estimated costs: ?

1. Young Entrepreneurs Sustainability Collaboration Programme

Task: identifying young entrepreneurs, establishing European coverage

Partners: Ecotrans, TRIANGLE HEIs, Strategic Partners

Estimated costs: ?

1. Tourism 2030 Sustainable Tourism Taskforce Training System

Task: Developing Tourism Sustainability competence training programme

Partners: Ecotrans, TRIANGLE HEIs

Estimated costs: ?

1. European Ecotourism Travel Taskforce programme.

Task: Arranging and running ecotourism teams to work in protected areas

Partners: Ecotrans, TRIANGLE HEIs, Strategic Partners

Estimated costs: ?

1. Tourism 2030 - European Ecotourism Student Travel Exchange

Task: Establishing a European young professionals team to organise the Ecotourism Student Travel Exchange

Partners: Ecotrans, TRIANGLE HEIs , Strategic Partners

Strategic Partner: Eau de Web

Estimated costs?

1. Travel Green Natural & Cultural Heritage Maps.

Task: Production and dissemination of Travel Green Natural & Cultural Heritage Maps via Tourism 2030.

Partners: Ecotrans,

Strategic Partner: Eau de Web

Estimated costs: ?

**Total Budget: ?** (max. grant: 375,000 € for max 30 months)

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# Appendix 1 Core Partners Invited to Participate in the Erasmus Youth Proposal

**Coordinating Partner –** Ecotrans

**Lead Partner -** HNE Eberswalde

**Main Partners** – Modul, Forum Anders Reisen, Europarc, SUNx

**ICT Sub-contractors** - Eau de Web

# Appendix 2 Associate Partners to form the European-wide Strategic TRIANGLE + 2030 Partnership

(to be elaborated, exemplary organisations)

Medpan

DestiMED

Green Destinations

EUSAIR

European funded projects: Erasmus, Interreg, Cosme, Life, ... funded since 2015.

Basquetour (ES)

Country Networks- e.g. Germany

EuFED (Youth Hostels) …

BUDGET LINES

|  |  |
| --- | --- |
| **COST**  | **FINANCIAL SUPPORT** |
| **Project management and implementation** | Maximum **2750EUR** per month= 1 lead + 9 partnersContribution to the activities of the coordinating organisation:500 EUR per monthContribution to the activities of the other participating organisations:250 EUR per organisation per month |
| **Transnational project meetings** | For travel distances between 100 and 1999KM:575 EURper participant per meetingFor travel distances of 2000 KM or more: 760 EURper participant per meeting  |
| **Exceptional costs (subcontracting)** | 75% of eligible costs; Maximum of 50.000 EUR per project (excluding costs for providing a financial guarantee) |
| **Multiplier events** | 100 per local participant200 per international participantmax. 30,000 total |
| **Intellectual outputs** | Conditional: staff costs for managers and administrative staff are expected to be covered already under "Project management and implementation". To prevent potential overlap with such item, applicants will have to justify the type and volume of staff costs applied for in relation to each output proposed.The outputs should be substantial in quality and quantity to qualify for this type of grant support. The outputs should prove their potential for wider use and exploitation, as well as for impact. |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **TABLE A–INTELLECTUAL OUTPUTS** (AMOUNTS IN EURO PER DAY) | **Manager** | **Teacher/Trainer/Researcher/Youth worker** | **Technician** | **Administrative staff** |
| **COUNTRY** | **B1.1** | **B1.2** | **B1.3** | **B1.4** |
| Denmark, Ireland, Luxembourg, Netherlands, Austria, Sweden, Liechtenstein, Norway  | 294 | 241 | 190 | 157 |
| Belgium, Germany, France, Italy, Finland, United Kingdom, Iceland  | 280 | 214 | 162 | 131 |
| Czech Republic, Greece, Spain, Cyprus, Malta, Portugal, Slovenia  | 164 | 137 | 102 | 78 |
| Bulgaria, Estonia, Croatia, Latvia,Lithuania,Hungary,Poland, Romania, Serbia, Slovakia,former Yugoslav Republic of Macedonia, Turkey | 88 | 4 | 55 | 39 |