

*Trans*CSR

Transparency of CSR skills through ECVET in European tourism

10/2013 - 09/2015

Presentation at PESTO conference 2nd Oct 2014
Ilyta LaCombe, kate Ecology & Environment

Who is kate?



- **Green Economy**

Management & Certification

CSR in Tourism

avanti Green Software



- **kate Academy**

- **Project Management services**

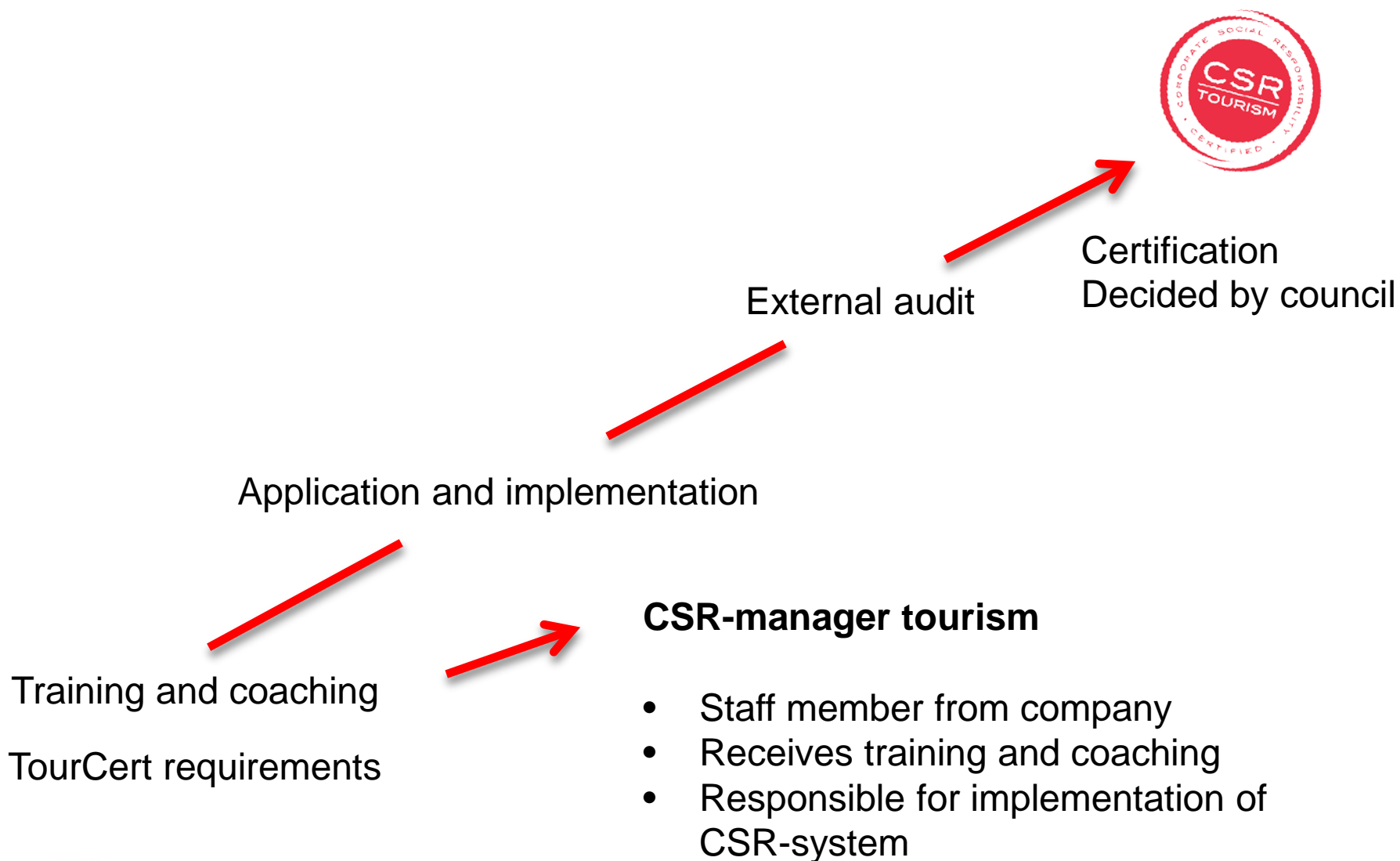
- **Renewable energies**

Solar funds and wind investment



- Awards label for CSR and sustainability in tourism
- > 80 companies certified
- Four non-profit partners
 - kate – Ecology & development, Stuttgart
 - Naturefriends International, Vienna
 - University for Sustainable Development, Eberswalde
 - Brot für die Welt / Tourism Watch, Berlin





- > 200 trained persons
- CSR-managers, CSR-trainers
- Tour operators, travel agencies, hotels, DMOs
- All of Europe (project Train to Change)

- Developed and conducted by kate
- kate/ TourCert certificate

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Transparency of CSR skills in European tourism

Transparency through ECVET

Overall project goal

To foster the acknowledgment and transparency of CSR skills for the European labour market in order to provide companies with skilled employees and on the other hand to increase employability for workers/ job-seekers in the tourism field.

Specific aim

To transfer the results of the LdV-project Train to Change and other CSR trainings into a broader systemic and geographic environment by implementing tools of the established ECVET system.

TransCSR partners

kate ecology & development
Stuttgart, Germany

Eberswalde University for Sustainable Development
Eberswalde, Germany

BEST Institute of Continuous Vocational Qualification
Training and Personnel Training Vienna, Austria

DIESIS European Research and Development Service for the
Social Economy Brussels, Belgium

Latvian Country Tourism Association "Lauku ceļotājs"
Ķegums, Latvia

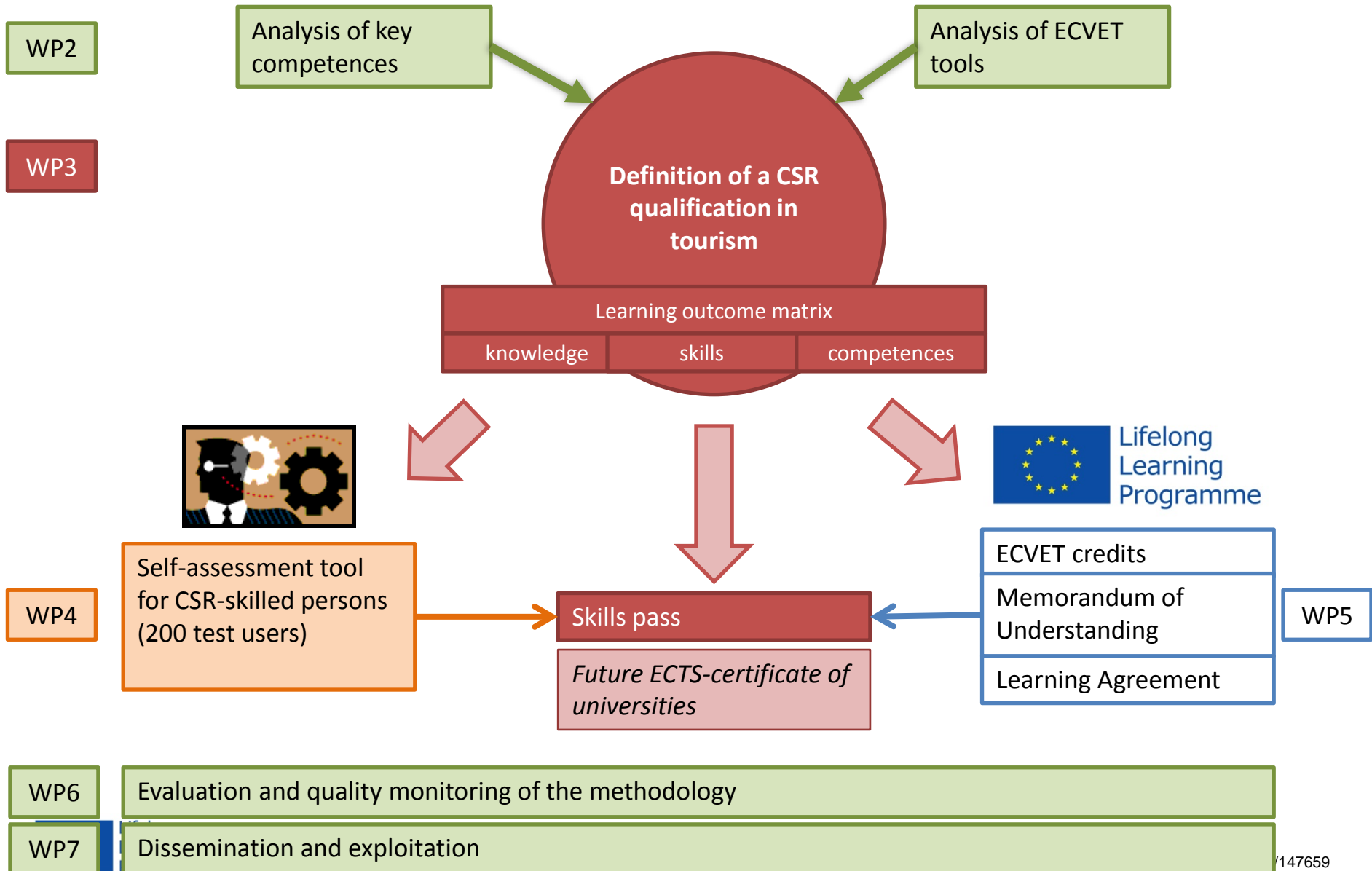
School of Tourism, University College Birmingham
Birmingham, United Kingdom

AITR –Associazione Italiana Turismo Responsabile
Bologna, Italy

Lega Nazionale delle Cooperative e Mutue
Rome, Italy

EARTH
European Alliance for Responsible Tourism and Hospitality





- Eberswalde University for Sustainable Development
- Analysis in all participating countries
- Identification of trainings, training providers, training contents
- Report and recommendations

WP completed

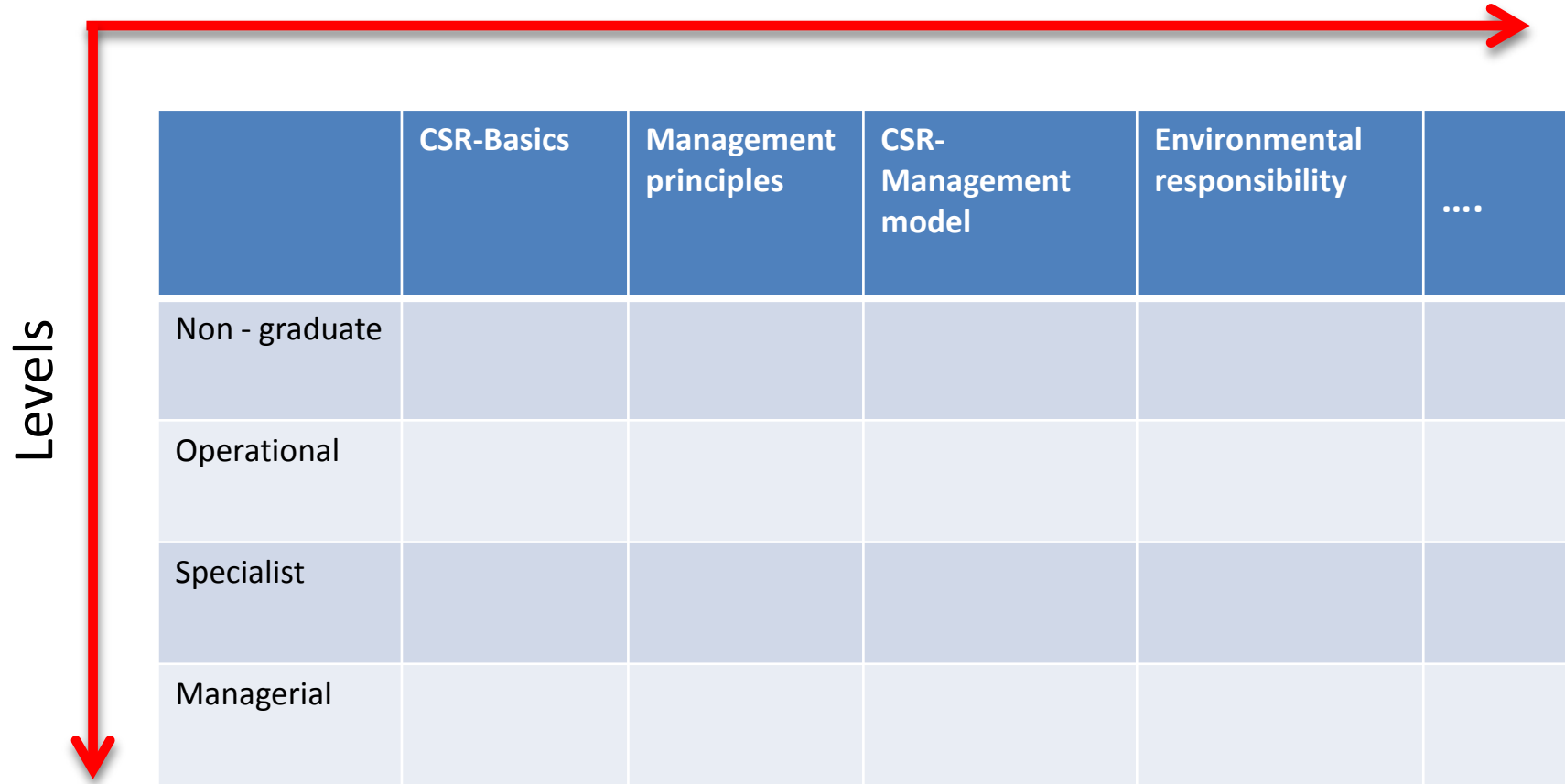
- WP lead by kate
- Based on CSR-manager training & analysis WP2
- Agreed by partners
- (Additional) qualification: learning outcomes, contents
- Recommendation for the allocation of ECVET points

WP in progress

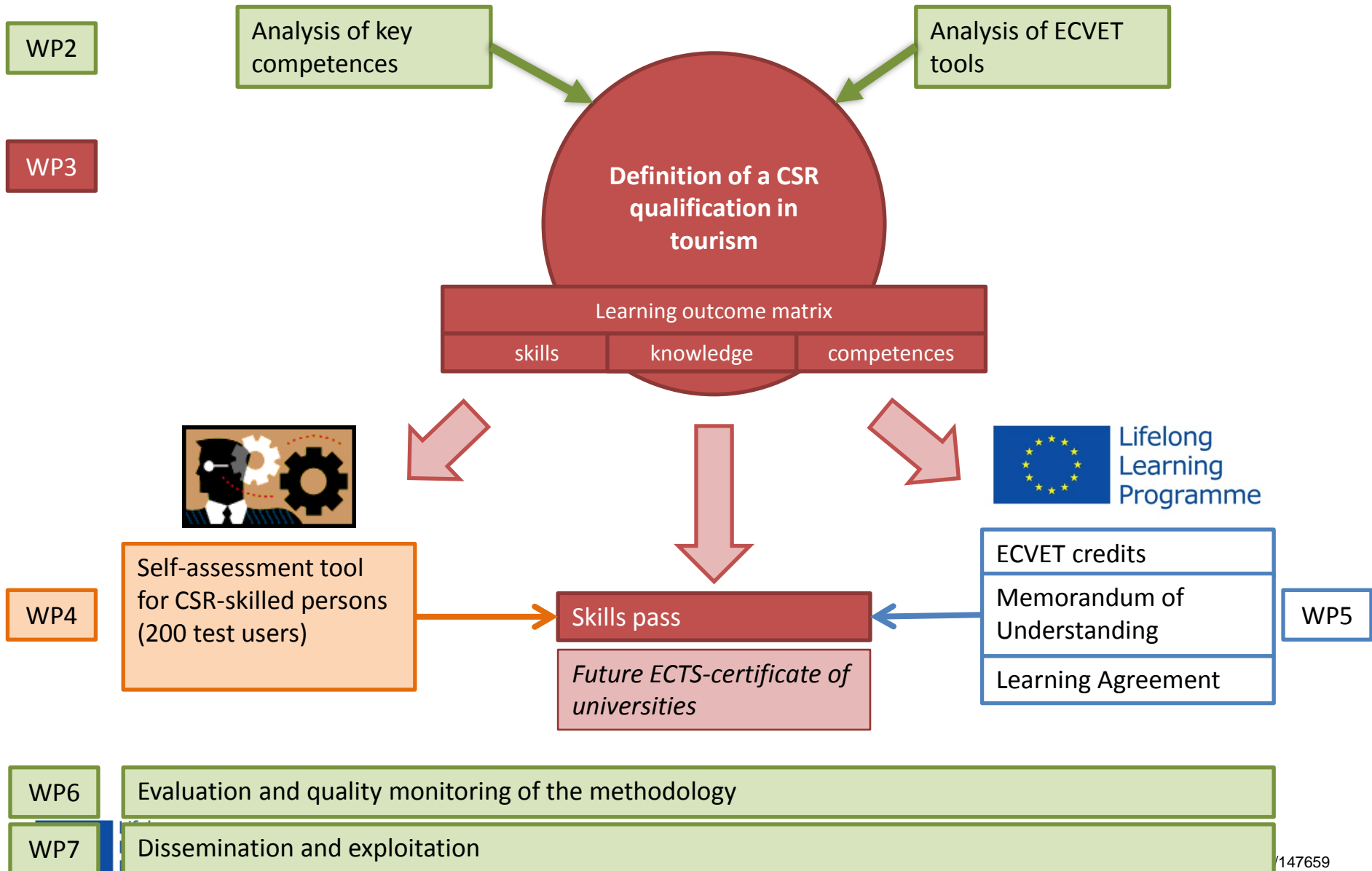
- Web based tool (comparable to language pass)
- Supplement for the Skillspass
- Test phase by 200 CSR-skilled persons
- Official launch in October 2015

WP in progress

CSR-topics



	CSR-Basics	Management principles	CSR-Management model	Environmental responsibility
Non - graduate					
Operational					
Specialist					
Managerial					



Thank you very much for your attention

Contact:

info@kate-stuttgart.org

www.kate-stuttgart.org