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DIGITAL TOOLS FOR ECOLOGICAL TRANSITION IN THE TOURIST SECTOR: THE ATRE PROJECT - ACTING FOR A RESPONSIBLE EUROPEAN TOURISM

A European network for spreading sustainable behaviors and practices among the actors of the tourism sector: online training for tour operators and travel agencies, an app for tourism service managers (Transport, hospitality, catering) and a game for travelers.

Athens, 19 July 2022, **The Atr association** is the leader of an **ERASMUS + project**, co-financed by the European Commission; the aim of the Atre project is to counteract climate change and to reduce the environmental impact of the tourism sector. Officially launched in Italy on the 14th and 15th of March in the city of Bologna, the ATRE project will take place from January 2022 to June 2024 in collaboration with MKP in Greece, AITR - Italian Association for Responsible Tourism in Italy, KOAN Consulting in Spain, Belgium Travel Confederation in Belgium and TravelPro Training in France.

In accordance with the Paris Agreement and the European Green Pact, the 6th IPCC report explains that «we must be able to reverse the curve of greenhouse gas emissions by 2025, if humanity wishes to maintain a livable planet».

To achieve this goal, the partners of the ATRE project will develop and disseminate tools in their respective geographical areas to raise awareness on the issues (why act?) and on good practices (how to act?) in the field of low carbon travel.

In fact, tourism is both the victim and one of the "agent" of Climate Change: natural and environmental resources, that represent a fundamental part of tourism products and services, are threatened by climate change; at the same time, the tourism industry has a non-negligible environmental impact; just think of the use of energy and water resources, the production of waste and, last but not least, the emission of CO₂: tourism accounts for nearly 10% of the world's greenhouse gas emissions, most of which are caused by transport. This is the starting premise of the project.

Spreading knowledge on environmental issues, providing friendly tools to monitor the carbon footprint, and **indicating simple practices** to reduce the environmental impact are the **strategic assets of the ATRE project**.

The project aims to develop **three digital tools**, which can inform and contribute to a behavior change in the three **target groups that constitute the pillars and the engine of the tourism sector**:



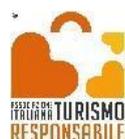


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- **A MOOC**: online training modules for **travel agencies and tour operators**;
- For **tourism service providers** (transport, accommodation, guides, etc.) **an APP** to measure their footprint and to introduce sustainable solutions in the management of services.
- And finally, for **travelers**, an **online game**, in line with the new trend of gamification at the service of the community.

Each of these tools offers a simple system for assessing carbon footprint, suggests simple ecological practices to reduce emissions, and illustrates different best practices from the tourism landscape.

Through precise communication actions and awareness-raising events, the aim is to spread these tools extensively in the 5 European countries involved in the project, mostly thanks to a **network of "ambassadors-promoters"**.



TravelPro formations
le Centre de Formation des Professionnels du Tourisme
by APST et les Entreprises du Voyage