



Futouris Project World

Progress Report 2025



Futouris
Tourism. Together. Sustainable

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FOREWORD
LUCIENNE DAMM
 CHAIRWOMAN FUTOURIS E.V.

Since 2009, the sustainability initiative Futouris has been bringing together experts from various tourism companies with scientists to jointly develop ideas, solutions and measures for a more sustainable tourism industry. This collaboration is reflected in the Futouris industry projects, in which all participants join forces to take responsibility for a sustainable sector.

One of the outstanding projects of recent years is ‘Climate-Conscious Travel’. Together, the Futouris members have created transparency regarding tourism’s climate-damaging emissions and developed a common calculation basis. In October 2024, the KlimaLink emissions data platform went online with comprehensive flight and hotel data and is now available to the industry. This platform aims not only to raise awareness among travelers to make climate-conscious decisions but also to enable sales staff to provide specific advice on the climate impact of travel. The project is supported by the German Travel Association (DRV), which holds the patronage of Futouris and is also a founding member of KlimaLink. The protection of the climate and biodiversity are central challenges that can only be tackled together. Therefore, Futouris members have

made biodiversity conservation a central theme of their collaboration from 2025. In the first project phase, biodiversity strategies and action plans are being developed for several pilot companies. These companies exchange ideas within the Futouris network and contribute their practical experiences to a guideline that will be freely available to the industry. In the next phase of the project, concrete implementation initiatives will follow.

Through their commitment to Futouris, members send an important signal: Only together, by pulling in the same direction, we can make a meaningful contribution to the future viability of our industry! Close networking, extensive expertise, and scientific support are the decisive success factors for implementing our projects.

The progress and insights from the current projects are summarised in this report. We hope you enjoy reading it and look forward to further advancing industry-wide collaboration for more sustainable tourism in the future.

With best regards,

Lucienne Damm

On behalf of the Futouris Board & Team

What Does Futouris Stand For?

FUTOURIS IS ...

- **The sustainability initiative of the German-speaking tourism industry.**
- **A Think Tank** for tailor-made sustainability projects and industry-wide solutions – accredited and supported by renowned scientists.
- **The Driving force** for greater sustainability through knowledge transfer and exchange in a unique sustainability network.
- **A communication platform** providing credible and consolidated communication, as well as representation at trade fairs, events, and conferences..



The Futouris members and team at the Futouris Strategy Conference in Kiel



Our members include medium-sized enterprises, market leaders as well as national and international companies from the tourism industry. What unites us is a shared spirit! Our projects make an impact not only at the travel destinations but also within business practices. To ensure that good ideas grow into sustainable projects, all concepts are reviewed in advance by an independent scientific advisory board. Sustainability

goals, contents of our industry projects as well as joint initiatives are regularly discussed and further developed at Futouris conferences. By joining forces, we can drive change and ensure that the tourism industry remains future-proof. Get involved – become part of this transformation and help shape the travel experiences of tomorrow!

OUR MISSION

Tourism can only be future-proof if it enables a livable income for all stakeholders while responsibly utilizing and preserving natural and socio-cultural resources for future generations. This principle guides our actions: At Futouris, we implement innovative and transferable measures to preserve destinations and make the industry more sustainable.

MILESTONES

In 16 Years of Futouris



OFFICIAL FOUNDATION DAY

January 13, 2009

Founding of Futouris

At the Queens Hotel in Hanover, leading tourism companies commit to a joint effort for more sustainability in tourism by founding Futouris e. V. Founding members include TUI Deutschland, TUI AG, TUI Leisure Travel, TUI Austria, TUI Suisse, Gebeco and Airtours. Their motto: 'Projects instead of slogans' – from the very beginning, Futouris aims to take action by implementing practical model projects.

2009

March 2009
Futouris under the patronage of the German Travel Association (DRV)



September 2010
Scientific Advisory Board begins its work

2010



2011 - 2013
Industry Project Climate Island Juit

Guest survey and development of a master plan to reduce emissions.

2011



October 2011
Futouris Summit with high-ranking representatives from politics, business and academia.

March 2014
Futouris receives the 'Green Palm' award
Futouris' association work is recognized with the Green Palm Award by GEO Saison.



2014 - 2017
Industry Project KAZA - Sustainable Lodges

Development of a common sustainability standard for lodges in the Kavango-Zambezi region (KAZA).



2014

December 2014
The Futouris project 'Precious Water' receives the EcoTrophea sustainability award by the German Travel Association (DRV).



2015

2015 - 2018
Green Travel Transformation
Supported by the German Federal Ministry of Education and Research (BMBF), the project increases visibility and bookability of sustainable travel options.



2015 - 2018
Industry Project Sustainable Food
Development of a sustainable food offer in hotels, restaurants and excursions.

2016

March 2016
Futouris Sustainability Summit at ITB in collaboration with the German Federal Ministry for Economic Cooperation and Development (BMZ).



2019

2019 - 2022
Industry Project Plastic-Free Holidays
Development and implementation of measures and tools to reduce tourism-related plastic waste, in collaboration with the Balearic government, local partners and hotels.



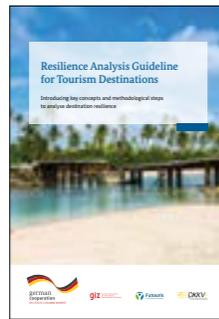


June 2020
First Futouris Exchange Forum
 Since then 16 online events on various topics.

February 2020
Futouris CEO Talk 'Climate Protection in Tourism', Frankfurt
 CEOs of Futouris member companies meet to discuss climate action in tourism, laying the foundation for the 'Climate-Conscious Travel' project.

20
20

2021 - 2022
Project Destination Resilience
 Development of a concept to increase the resilience of tourist destinations, implementation in Sri Lanka, Namibia and the Dominican Republic.



20
21



2022 - 2024
Industry Project Climate-Conscious Travel
 Development of a common industry-wide CO₂e calculation standard.

October 2022
Futouris Strategy Conference at Klimahaus Bremerhaven

20
22

October 2022
ESTABLISHMENT OF KLIMALINK
 Futouris, 20 tourism companies and the industry associations DRV, ÖRV and SRV establish KlimaLink e.V. to provide reliable travel emissions data.



2023 - 2024
Project Training on Human Rights Due Diligence in Tourism
 Implementation by Futouris members and other companies in the tourism industry with co-funding from the BMZ.

20
23

KlimaLink
 Travel Footprint Database
October 2024
KlimaLink emissions data platform goes live
 with flight and hotel data and is available for use by the industry.

March - June 2024
Preliminary Study for the Industry Project Biodiversity in Tourism



2024
Project Climate-friendly product design in the travel industry
 as part of the 'LIFT Transformation' funding programme of the Federal Ministry for Economic Affairs and Climate Protection (BMWK).

July 2024
CEO Talk 'Envision Tourism 2030 and Beyond' in Frankfurt



January 2025
CEO Talk 'Effective Climate Action for Air Travel' in Hamburg.

20
24

September 2024
Futouris Strategy Conference at Gebeco in Kiel



20
25

March 2025
Start of the Industry Project Biodiversity in Tourism





Ensuring the Quality of our Projects

As an industry initiative for sustainability, we strive to maintain high sustainability standards in our projects, keep up with the latest sustainability debates and identify innovations in this field. Leading international scientists support Futouris and its member companies – not only in project development but also as critical evaluators.

Together with the Scientific Advisory Board, we have developed project standards for Futouris initiatives, established sustainability indicators and implemented an accreditation

process. Depending on the project's scope, 1-2 advisory board members assess, evaluate and potentially accredit each project based on sustainability criteria. This process ensures that our project standards align with the latest research findings and secures the long-term quality and credibility of Futouris' sustainability commitment.

The following nine scientists from various disciplines volunteer at the Futouris Scientific Advisory Board:

Our Scientific Advisory Board

	<p>PROF. DR. CHRISTIAN BAUMGARTNER University of Applied Sciences of the Grisons</p>		<p>PROF. DR. JULIA E. BEELITZ University of Applied Sciences Kempten</p>
	<p>PROF. DR. HARALD ZEISS Harz University of Applied Sciences, Wernigerode</p>		<p>PROF. DR. JÜRGEN SCHMUDE Emeritus, Ludwig Maximilian University of Munich</p>
	<p>PROF. DR. WOLFGANG STRASDAS University for Sustainable Development Eberswalde (HNEE)</p>		<p>PROF. DR. JÜRG STETTLER Lucerne University of Applied Sciences and Arts</p>
	<p>PROF. DR. KERSTIN HEUWINKEL htw saar, Saarbrücken</p>		<p>PROF. DR. NICOLE HÄUSLER University for Sustainable Development Eberswalde (HNEE)</p>

Futouris Key Topics

At events and workshops, Futouris members have collaboratively defined six key topics for project development over the coming years. These themes serve as guidelines and the foundation for future collaborations in industry and sponsored projects.

Climate Protection

- Reducing emissions from tourism
- Supporting the travel industry in measuring their climate impact
- Promoting transparency regarding the carbon footprint of travel
- Educating employees and travel agents about the climate impact of travel and climate-friendly product design

Biodiversity

- Identifying and decreasing biodiversity risks in the tourism value chain
- Promoting resource-efficient and biodiversity-friendly measures
- Supporting regenerative agriculture and the use of local food products
- Raising awareness among travellers, partners and local communities about the importance of biodiversity

Circular Economy

- Reducing resource consumption and waste
- Promoting recycling and upcycling
- Raising awareness among tourism stakeholders through training and workshops
- Involving local communities

Sustainable Destinations

- Supporting and communicating sustainable initiatives in destinations
- Promoting the use of regional products and services
- Educating travelers about sustainability
- Facilitating experience exchange between destinations



Social Responsibility

- Increasing local value creation
- Promoting human rights and child protection in tourism
- Ensuring fair working conditions in the value chain
- Highlighting inequalities and supporting disadvantaged groups

Sustainable Travel Products

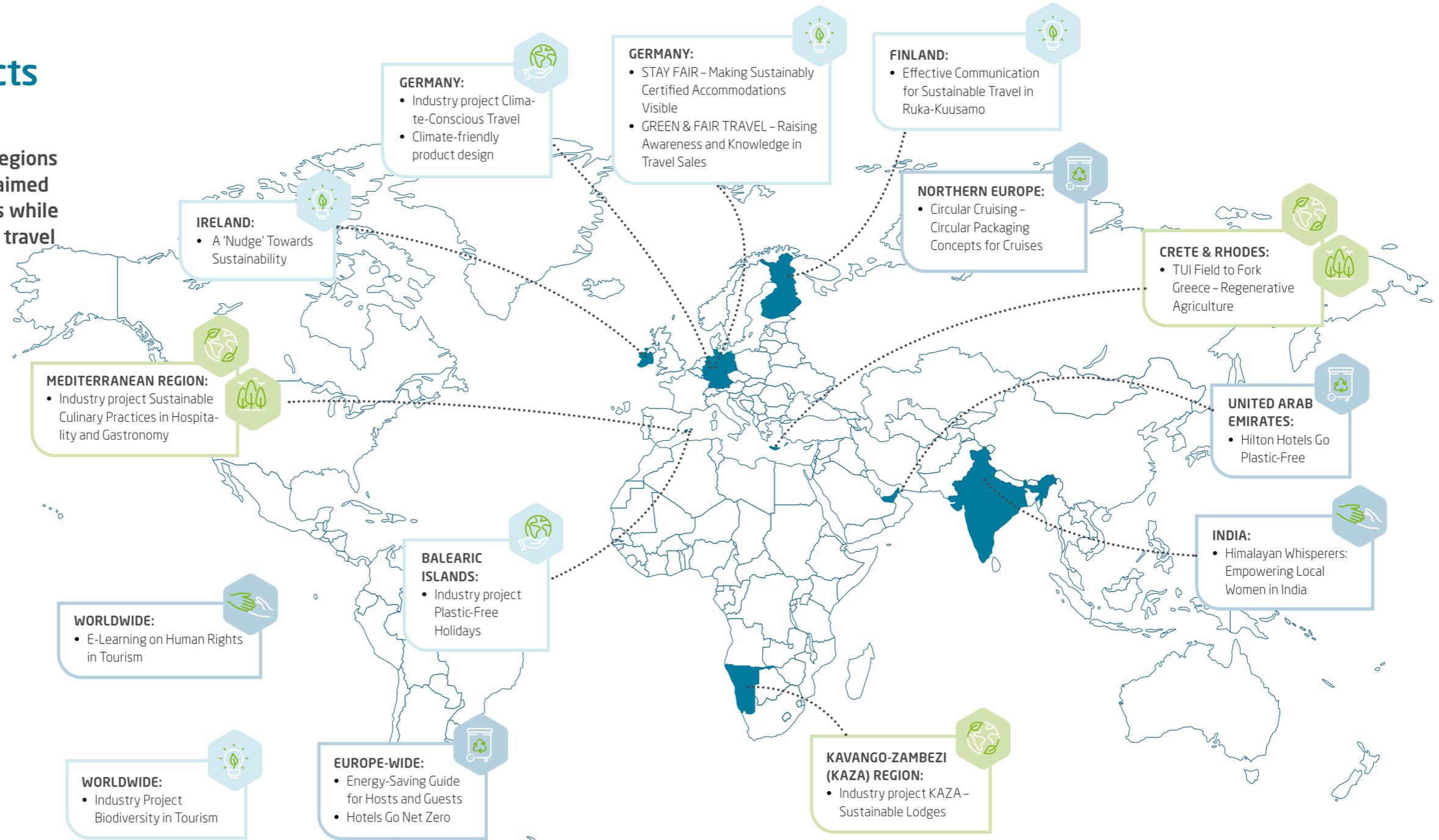
- Encouraging environmentally friendly and socially responsible travel products
- Improving the visibility and bookability of sustainable travel options
- Raising awareness among customers and travel agents about sustainable offerings

Our Futouris Projects Worldwide

Our projects are implemented in regions of global tourist interest and are aimed at preserving holiday destinations while ensuring the sustainability of the travel industry

LEGEND

-  Climate Protection
-  Circular Economy
-  Biodiversity
-  Sustainable Destinations
-  Social Responsibility
-  Sustainable Travel Products





INDUSTRY PROJECT: Climate-Conscious Travel



Stand up for the Climate - Take a stand for climate protection!

The sustainability initiative Futouris and its members have committed themselves to the agreements of the 2015 Paris Climate Summit and the goals of the German government's 2045 climate protection plan and have decided to make climate protection the focus of their joint initiatives. The Futouris position paper on climate protection formulates specific recommendations for the tourism industry to reduce emissions in the areas of mobility, product development as well as design, communication and management.

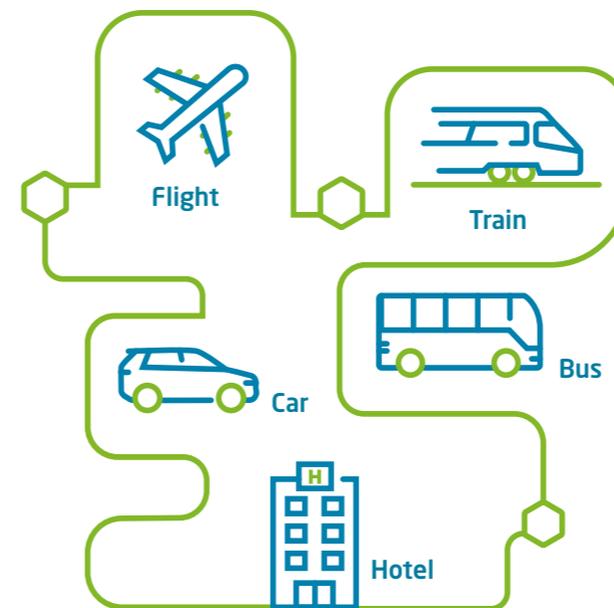
Climate change is one of the greatest threats of the 21st century, also for the tourism industry, which contributes to global warming with around 8% of all emissions. A first, crucial step towards climate neutrality is transparency: by calculating the emissions caused in a standardised way and displaying them for employees and customers. This is the declared goal of the Futouris industry project 'Climate-conscious travel' in cooperation with the German Travel Association (DRV), with which we have been working since the beginning of 2022 to create the necessary framework conditions for more climate-friendly travel to be offered and booked in the future.



Common CO₂e Calculation Standard

A common standard for calculating CO₂e emissions is needed to achieve transparency and comparability for tour operators, sales staff and travellers regarding the climate-damaging emissions of the holidays offered. This is the only way to ensure that the climate impact of travel is considered in both the design of travel products and the booking decision. However, a common and reliable standard of this kind has not yet existed. The industry project 'Climate-conscious travel' has developed a first version of the common calculation basis for travel emissions. The most important travel components were included:

For these components, existing calculation methods were reviewed and compared, suitable methods selected, supplemented, adapted or, in a few cases, newly developed. After its adoption by the Futouris general assembly, the standard was transferred to the newly founded organisation KlimaLink for further development. At KlimaLink, the standard is dynamically adapted in working groups with member companies and experts, taking into consideration the latest scientific findings and improvements in data availability.



Nationale Plattform
ZUKUNFT DES
TOURISMUS

'Climate-Conscious Travel' is part of the National Platform for the Future of Tourism

The platform is a central instrument for shaping the German government's National Tourism Strategy. The aim is to make tourism future-oriented, competitive and sustainable. To this end, a dialogue process is taking place on the platform with stakeholders relevant to tourism. The aim is to implement existing initiatives across the board and to realise synergies. Futouris and KlimaLink are part of the working group on climate neutrality, environmental protection and nature conservation, and are working with other stakeholders such as the German Climate Fund for Tourism (DKT) to establish common emission calculation standards..



KLIMALINK PLATFORM: Easy Availability of Reliable Emission Data

In October 2022, the time had come – the Futouris family received a new addition: During our strategy meeting at the Klimahaus in Bremerhaven, the new organisation KlimaLink was launched by Futouris, the German Travel Association



DRV and 20 other committed players of the travel industry. The aim of KlimaLink is to provide up-to-date emission data based on the common CO₂e calculation standard in digital form and to make this data easily accessible in a central database (one-stop platform) for companies, but also for travellers. The key to success

here is the automatic integration into the travel industry's booking system landscape, so that emissions can be displayed directly at the point of sale.

There is huge interest in a central emission data platform for the travel industry, with almost 40 associations, companies and organisations from Germany, Austria, Switzerland and Luxembourg now involved in KlimaLink.

Great strides are also being made in terms of implementation: the IT platform KlimaLink was programmed by our partner atmosfair and tested in practical applications with member companies.

The 22 founding members of KlimaLink at the founding event at the Klimahaus Bremerhaven, Photo: Futouris e.V.



The KlimaLink B2B platform has been live since October 2024, and flight and hotel emission data can be accessed. Further relevant travel components will be added until the end of 2025.

DECISION CRITERION CLIMATE PROTECTION Effective Display of Travel Climate Footprints

For travellers to include the climate impact as a decision criterion when booking, the carbon footprints of the travel offers must be displayed at the point of sale in a comprehensible and effective way.

In the project 'Decision Criterion Climate Protection', which was funded by the LIFT Climate Programme of the Federal Ministry for Economic Affairs and Climate Protection (BMWK), Futouris, together with the project partners ZENAT, NIT and DRV, developed the scientific basis for an effective presentation of the climate footprints of travel. First, scientific findings in the field were researched and a needs analysis was carried out among sales staff and consumers. On this basis, options for the presentation of climate footprints were developed and

subsequently tested with sales staff and customers. Furthermore, accompanying awareness-raising tools were designed. Based on the project results, a stakeholder dialogue with Futouris member companies as well as experts from science and NGOs took place and an initial display of the climate footprints for use in the travel industry was selected. This will initially be tested in practice for one year by Futouris and KlimaLink member companies and then evaluated in terms of its suitability and further developed if necessary.



DRV Climate Counter

In addition to the visualisation of the climate footprints, the online training 'Climate Counter' is an important project result, which was developed and implemented by the project partner DRV. This free training for travel agents provides basic knowledge on the climate impact of travel and climate protection in tourism and gives practical tips for advising on more climate-friendly travel.





IMPLEMENTATION PROJECTS: How are the Climate Footprints Applied in Practice?

LIFT Transformation: Climate-Friendly Product Design for Tour Operators

We know that we must massively reduce emissions from tourism in order to achieve climate targets. However, what is often missing in practice are clear ideas and measures for achieving this reduction. To enable the transformation towards more climate-friendly travel, management and employees of travel companies must be made aware of the climate impact of the products offered and be empowered to reduce it. This is precisely where our project 'Climate-Friendly Product Design', which was funded as part of the LIFT Transformation Programme of the German Federal Ministry of Education and Research, comes in. In a co-creation process with stakeholders from science and member companies of Futouris and forum anders reisen, the analysis tool 'Travel Emissions Tracker' and a comprehensive training programme were developed so that the climate impact can be easily incorporated into product development and management. This will enable the decarbonisation of product portfolios and business models and foster the availability of more climate-friendly travel offers.



JOINING FORCES FOR CLIMATE PROTECTION

In the project Climate-Friendly Product Design, the Futouris members DERTOUR Group, Hotelplan Group, Gebeco, Chamäleon and Reisen mit Sinnen are working closely with the forum anders reisen member companies Neue Wege Seminare und Reisen and drp Kulturtours. This enables mutual inspiration and new perspectives..

Hotels Go Net Zero

In order to achieve the Paris climate targets, the global hotel industry must reduce its greenhouse gas emissions by 66% by 2030 compared to the 2010 level, and by 2050 climate neutrality is to be achieved. To work towards this goal, hotels must measure, analyse and reduce their current climate footprint.



Together with a group of six partner hotels of the Futouris member companies DERTOUR Group, schauinsland Reisen and Hotelplan Group in Spain, Greece and Germany, we are addressing this issue: the CO₂e emissions generated by the hotel operations are being measured and analysed in the project in collaboration with the project partners Tourytm and myclimate. Based on the results, targets and measures on the way to climate neutrality are developed in a dialogue between the experts and the hotel teams and then implemented in practice. The most important supply chain emissions from Scope 3 are also included. The results are used to create practical tools and materials (e.g. guidelines, webinars) for use by other players in the industry.

Hotel CO₂e-footprint

SCOPE 1	SCOPE 2	SCOPE 3	
Emissions from sources that are directly owned / located at the hotel	Emissions from the utilisation of purchased energy	Indirect emissions from the value chain	
<ul style="list-style-type: none"> Hotel's own vehicle fleet Boilers, ovens Generators Coolant from air conditioning & refrigerator 	<ul style="list-style-type: none"> Purchased Electricity District heating 	<ul style="list-style-type: none"> Equipment Operating resources Food & Beverages 	<ul style="list-style-type: none"> External Laundry Business travel Waste management

Figure: Own representation based on Sustainable Travel International



sustainability certificate recognised by the Global Sustainable Tourism Council (GSTC) are highlighted with the STAY FAIR logo. In addition, further hotel attributes with regards to sustainability are being implemented and enable travel agents to provide their customers with more information on the sustainability commitment of accommodations. In order to ensure a broad applicability travel agents were asked in a survey to provide feedback on the use of the STAY FAIR attribute and to express their wishes for further sustainability-related attributes.

THE RESULTS

- Every second respondent is familiar with the STAY FAIR attribute and 88% of them understand its meaning.
- Almost a third of respondents do not currently use the attribute, but would like to use it in the future, thus there is great potential here.
- Respondents would like more information about the STAY FAIR attribute, for example via online training.
- Travel agents would like to see more sustainability-related attributes such as 'bike rental' or 'e-bike rental' or 'organic products' that offer the customer more direct added value.

Based on the results, the desired hotel attributes are quickly implemented in the Bistro portal. In addition, an online training session to familiarise them with the use and added value of the STAY FAIR attribute will be offered to all Bistro users.



The project highlights hotels with a valid sustainability certificate recognised by the Global Sustainable Tourism Council (GSTC). The GSTC is a non-profit organisation that has set global minimum standards for sustainability in tourism. This ensures that all accommodation with this sustainability label meets the same environmental, social and economic standards.

STAY FAIR - Making Sustainably Certified Accommodations Visible



More and more travellers want to stay in a more responsible way, but they cannot find enough information about sustainable offers. The search for authentically sustainable accommodation also takes a lot of time for travel agents. With the help of the STAY FAIR attribute, Amadeus, in collaboration with Fairweg and Ecotrans e.V., is making sustainably certified accommodation visible in the Amadeus distribution channels, making it significantly easier for travel agents to find suitable accommodations. Hotels that have a valid

According to surveys, sustainability is playing an increasingly important role for a growing number of customers when planning their holidays and during their travels. One of the reasons that, despite existing interest, sustainable travel is not yet booked to a sufficient extent is a lack of knowledge and awareness regarding sustainable offers and where to find them. Travel sales staff also often lack relevant knowledge to provide customers with detailed advice

on more sustainable travel options. For this reason, the Quality Travel Alliance (QTA) has developed supporting materials and tools for its approximately 4,500 travel agencies to raise awareness of sustainability and expand the knowledge of travel agents. As part of a knowledge platform, travel agents receive valuable information on topics such as climate change and the associated challenges for tourism, but also practical tips on how to make a trip more sustainable. In addition,

an entertaining explanatory video was created that uses a typical scene from a travel agency to raise awareness of sustainable travel in a way that is both clear and entertaining for both travel agents and customers. The developed offers were successfully tested in a pilot phase with 24 travel agencies. Workshops on topics such as climate-friendly travel and sustainable accommodation were particularly well received.



GREEN & FAIR TRAVEL Promoting Awareness and Knowledge in Travel Distribution

According to the travel analysis by Forschungsgemeinschaft Urlaub und Reisen e. V. (a research group for holidays and travel), 56% of the population aspired to a socially responsible holiday and 43% to ecologically sustainable travel options in 2023. Although the figures have fallen slightly compared to the previous year, sustainability continues to

be highly valued when it comes to holidays. On average, there has been a continuous increase in positive attitudes over the last 10 years. Nevertheless, there is still a large 'attitude-behaviour gap' when it comes to booking more sustainable holidays.



© Prof. Dr. Christian Baumgartner

FROM THEORY TO PRACTICE: Effective Communication for Sustainable Travel in Ruka-Kuusamo



The Sustainable Travel Finland programme developed by Visit Finland not only supports Finnish companies and destinations in implementing sustainable practices, but also serves as a guide for travellers who want to take advantage



© Prof. Dr. Christian Baumgartner

of more sustainable offers. But how can potential visitors to Finland be made more aware of the sustainable options available to them? How can they be encouraged to book their preferred choice? Which communication methods are best suited for this purpose?

To answer these questions, a practical concept for effective communication measures was developed within the

framework of the joint project, using the example of sustainable travel offers in the Ruka-Kuusamo region. In a workshop in Kuusamo, regional stakeholders evaluated the status quo of sustainable tourism products and how they are communicated to guests in order to identify challenges and potential. Based on the results, a concept for successful communication was developed in close cooperation with the Ruka-Kuusamo tourism association as part of a Bachelor thesis. The results obtained and the recommendations derived, together with the results from Tourism Ireland's project on nudging, will be incorporated into a joint guide and then shared with all Finnish destinations as well as the tourism industry.

TIPS FOR COMMUNICATING MORE SUSTAINABLE TRAVEL OFFERS

- Nudging with facts, role models & social norms
- Emphasising personal benefits
- Using gamification or challenges
- Setting the sustainable option as default
- Knowing customer preferences
- Sending clear messages



© Chris Hill Photographic

A 'Nudge' Towards Sustainability

The 'nudging' method has proven to be particularly effective in encouraging people to behave positively. As part of a joint project between Futouris and Tourism Ireland Germany, the question of which communication methods can be used to raise awareness among people travelling to Ireland of the destination's

commitment to greater sustainability and to motivate them to take advantage of climate-friendly offers is being investigated. Various 'nudging' methods for successfully communicating sustainable travel offers in Ireland were tested in practice (social media + newsletter). The insights gained and the recommen-

dations derived from the tests will be bundled together with the results from Visit Finland's project on successfully communicating sustainable travel offers in a joint guideline. This guideline will then be shared with all Irish markets as well as the tourism industry.

Below: Algae as an authentic delicacy

'NUDGING'

'Nudging' is a communication method that aims to influence people's decision-making behaviour without prescribing or restricting certain behaviours. With 'nudges' people can be encouraged to adopt more sustainable travel behaviour, for example.



© Tourism Ireland



HIMALAYAN WHISPERERS: Empowering Local Women in India

In rural areas of India, such as Chamoli in the north of the country, women often face major challenges. Economic and social disadvantage characterises their everyday lives: they are often forced to take care of the household, family, agriculture and livestock under the control of men. Futouris and Gebeco joined forces to open new perspectives for these women. The aim is to empower women

in the Chamoli region by linking them to the tourism sector and giving them the opportunity to earn their own income. In workshops, the women learn how to make products such as ayurvedic herbs or spices from regional raw materials. These products are sold to tourists, creating a direct source of income. A newly built community centre offers women a safe place to meet, to take part in



workshops and to produce the products. Basic English courses are also offered to help them communicate directly with visitors. This project not only ensures the women's financial independence and sustainable future, but also helps to promote the regional value chain and preserve the region's cultural heritage.





INDUSTRY INITIATIVE:

E-Learning on Human Rights Due Diligence in Tourism

Tourism is an important factor in strengthening local economies, particularly in developing and emerging countries. At the same time, tourism affects many aspects of human rights, such as equality, fair wages and protection against discrimination. Tourism companies therefore need due diligence strategies to promote human rights and prevent human rights violations through their economic activities.



© GIZ /Dirk Ostermeier

Fourteen travel companies, associations and non-profit organisations have joined forces to promote human rights due diligence in the tourism value chain by developing an online training. The jointly developed e-learning programme is now available to all interested parties at atin-gi.org, the digital learning platform of the German Federal Ministry for Economic Cooperation and Development (BMZ). It is aimed at partners and suppliers of



tourism companies, such as tour guides, employees of local agencies or transport companies. The training consists of four basic modules and one advanced module with a total learning time of approx. 2.5-3 hours, including accompanying learning

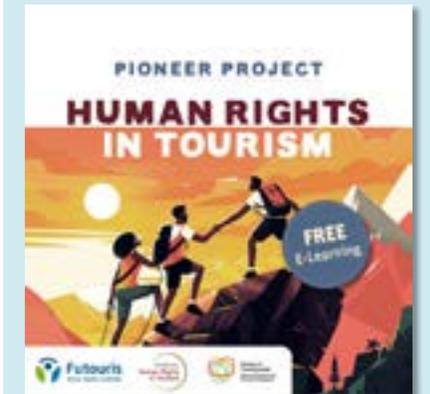
avatars, interactive elements and a final quiz. The e-learning is available in English, Spanish and French. Open badges and certificates issued show the content learned and confirm learning progress.



© Futouris

WHAT DOES THE FREE TRAINING OFFER?

- Practical insights, relevant regulations and specific strategies for implementing human rights due diligence.
- Helpful tools for proactively identifying and preventing human rights and environmental risks in your business.
- Storytelling, illustrative examples, interactive elements and a final test per module.



STRONG TOGETHER

The tourism and travel companies DERTOOUR Group, TUI Group, TUI Cruises, Gebeco, Chamäleon, Booking.com, Studiosus Reisen, Hauser Exkursionen and FairAway Travel joined forces for this project. They were supported by the sustainable tourism association forum anders reisen, the German Travel Association (DRV) and ECPAT Germany, the working group for the protection of children from sexual exploitation.

The project was coordinated by Futouris and the Roundtable Human Rights in Tourism and implemented under the umbrella of the industry dialogue on tourism for sustainable development. Half of the costs were covered by the tourism companies themselves and the other half by the Federal Ministry for Economic Cooperation and Development (BMZ).



Plastic-free Holidays, Balearic Islands

DID YOU KNOW THAT...¹

- Every day, the equivalent of over 2,000 lorries full of plastic end up in our oceans, rivers and lakes?
- Plastics make up at least 85% of all waste in the oceans?
- Plastic debris has been found in the digestive systems of many marine animals?
- Less than 9% of plastic waste is actually recycled?

Plastic pollution in the oceans poses major challenges for the travel industry, with tourism being both a cause and a victim. At the start of the industry project, Futouris conducted a baseline study in 10 pilot hotels on the Balearic Islands on the status quo of single-use plastic products used as well as on possible savings. In cooperation with Travel Without Plastic, four alternatives to conventional single-use plastic products were initially tested in two hotels, providing valuable insights into savings and acceptance among employees and guests. Together with the participating hotels and local partners, the Futouris members have since been promoting innovative measures to reduce plastic, including the installation of water dispensers and refillable, locally made personal care products. In interactive workshops, hotel employees identified challenges and possible solutions for reducing plastic waste. At the end of the project, around 50 hoteliers learned in two workshops on Fuerteventura and Tenerife how to avoid single-use plastic products, about more sustainable alternatives and how to avoid greenwashing. A supplier fair with regional providers

and plastic-free products was also implemented. Finally, a digital toolkit with recommendations for action, best practice examples and tips for plastic-free alternatives for the industry was implemented in co-financing with the EU project 'SUSTOUR'.



PROJECT RESULTS

- 5 interactive workshops with over 130 hotel employees on plastic reduction
- Over 405,000 plastic water bottles were saved by installing water dispensers
- Over 732,000 shampoo and shower gel bottles were saved by using refillable, locally made personal care products

Hilton Hotels UAE Go Plastic-free

The results of the pilot project to reduce single-use plastic on the Balearic Islands was transferred and adapted in collaboration with schauinsland-reisen, the Hilton Group UAE and Travel Without Plastic to three Hilton hotels in the United Arab Emirates. In a first step, the plastic waste generated in the three participating hotels was identified and analysed as part of an audit in each hotel. Plastic water bottles, mini toiletries and single-use plastic cups make the largest share of the total plastic waste volume.

Management and employees discussed possible solutions and reduction measures for these plastic waste drivers in interactive workshops. The jointly developed measures have been successfully implemented and tested in the three project hotels since 2023. In an accompanying analysis, the quantities of waste were measured again, and feedback was obtained from hotel staff and suppliers regarding the handling and any operational challenges.

The impressive result: around 14 tonnes of plastic and more than 155,000 Euros were saved. Based on the project results, a guideline with recommendations for action and tips for reducing plastic waste including experiences of the three project hotels was created and made available to the industry free of charge.



© Travel Without Plastic



© Travel Without Plastic

SMALL STEPS MATTER*

- 2 tonnes less plastic by using larger, refillable personal care products
- 1 tonne of plastic and almost €90,000 saved by offering slippers on request
- 200,000 fewer bin liners by not using plastic bin liners
- 260kg less plastic by selling loose tea instead of tea bags wrapped in plastic
- 65-90% less plastic waste by using reusable food covers

* Savings per year



Energy-Saving Guide for Hosts and Guests

How can hosts who rent out their apartments through Airbnb save energy through simple measures and thus actively contribute to climate protection? How can guests also be made aware of this aim and included on the way?



The Futouris project 'Energy-saving guide for hosts and guests' from Airbnb answers these questions. Based on initial ideas from the host community, guides were developed to help save energy in holiday accommodation. The version for hosts offers a wide range of tips on energy-saving equipment, heating, furnishing and maintenance of the apartments, as well as on communication with guests. The shorter version for guests provides information on the most important tips for saving energy during their stay in the holiday home.

The guides were created in German and English and distributed via e-mails and

social media communication in Germany, Austria, Switzerland, Slovenia, Slovakia, the Czech Republic, Poland, Lithuania, Latvia, Hungary, Azerbaijan, Romania, Estonia and Georgia. In addition, printable PDFs with tips for guests were provided, which can also be shared with guests via digital channels or made available directly at the accommodation. The guides are available for use by the entire travel industry.

Furthermore, a digital workshop with Airbnb hosts was held to develop creative ideas for incentive measures to enhance the effectiveness of the energy-saving tips.

Energy Saving Guide for Guests

Dear guests, welcome to our home. We hope that you will feel very comfortable here. As you probably know, there is an energy crisis in many countries and a global climate crisis. We would therefore like to ask you to follow some energy saving tips compiled by Airbnb and Futouris (sustainable tourism experts).

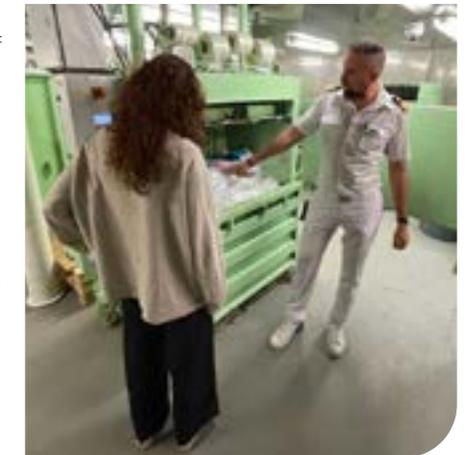
- Water consumption**
 - you can save up to 30% energy. Let your dishes cool down before you put them in the fridge.
 - Use the bottles for heating water, e.g. for cooking pasta or potatoes.
 - Fill the bottles only with the amount of water you need.
 - Use the "eco-washing" function of the wash instead of the top and bottom heat.
 - Don't shower longer than necessary and turn off the water while applying soap.
 - Turn off the water when you brush your teeth.
- Electronic Devices**
 - Please do not adjust the preset temperature of the kitchen appliances. It's recommended to set the refrigerator at 7°C and the freezer at -18°C.
- Cooking**
 - If you cover your pots while cooking,
- Heating and Air Conditioning**
 - Set the correct room temperature. Every degree less of the room temperature can save about 6% of energy. The recommended temperature for the living room is 20°C, for the kitchen 18°C and for the bedroom 16°C. Double for all thermocouples when setting 1 = 12°C, each additional setting equals +4°C.
- Do not leave appliances in standby mode after using them—turn off the power strip if there are any!**
 - Unplug all appliances after use or when checking out of the accommodation.



CIRCULAR CRUISING: Innovative Circular Economy Project to Reduce Packaging Waste on Cruise Ships

Reducing resource consumption and environmental pollution is one of the biggest challenges for a more sustainable travel industry. So far, the topic of packaging waste has not been the focus of attention. This is where the current project by Futouris and TUI Cruises comes in, which develops and tests more sustainable packaging solutions for the cruise industry. The aim is to reduce packaging materials by applying the principles of the circular economy. In cooperation with expert partner EPEA, problematic packaging material flows on

board are identified and circular concepts for packaging are developed. The needs of the industry and its partners are incorporated from the start. The developed concept is tested in a pilot project on board of a TUI Cruises ship to check in practice which approaches work and where adjustments are needed. The result: industry-specific recommendations for action that serve as a model for the entire cruise and hotel industry and encourage the use of circular economy approaches to achieve the goal of waste prevention.





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TUI FIELD TO FORK GREECE: Regenerative Agriculture

Water scarcity, biodiversity loss and more frequent extreme weather events are among the devastating consequences of the climate crisis.

Industrial agriculture contributes significantly to the climate crisis, accounting for around 25% of global greenhouse gas emissions. At the same time, farmers suffer from the resulting crop failures and yield fluctuations. In parts of Greece, they are increasingly turning to chemical inputs to deal with challenges such as desertification and soil degradation,

which in turn exacerbate the negative climate impacts. Regenerative agricultural practices can counteract this downward spiral by improving soil health, maintaining biodiversity and reducing emissions. However, a lack of knowledge and experience among farmers, among other things, makes it difficult to switch to these practices.



© SFDO

WHAT IS REGENERATIVE AGRICULTURE?

In regenerative agriculture, soil health is considered the most important key factor. Regenerative agricultural practices contribute to humus enrichment in the soil and thus to healthy soil. Humus enrichment involves removing CO₂ from the atmosphere and storing it in the soil, improving soil structure and increasing fertility. The soil regenerates and becomes less susceptible to extreme weather events. In addition, biodiversity in the fields increases because chemical fertilisers or similar are not used. Another important aspect is that the carbon footprint of the regeneratively grown products is also improved as the humus binds carbon dioxide.



© SFDO

Futouris, the TUI Care Foundation and the Sustainable Food Destination Organisation (SFDO) have jointly launched the 'TUI Field to Fork Greece' project to support more than 500 stakeholders from agriculture, food production units and tourism sector on the Greek islands of Crete and Rhodes in their transition to regenerative agriculture. A key focus lies on reducing the carbon footprint of agricultural products such as olive oil, wine, bananas, avocados, honey and herbs. All stakeholders are trained in regenerative

agriculture, climate protection and carbon footprint to raise awareness of the need for more sustainable practices. The objectives are to create better income opportunities, to expand sustainable food offerings and to raise awareness among employees and tourists of regenerative food production.

Over 50 farmers, 13 partner hotels, 23 food producers, a local retail chain on Crete and a restaurant on Rhodes are part of the programme, which aims



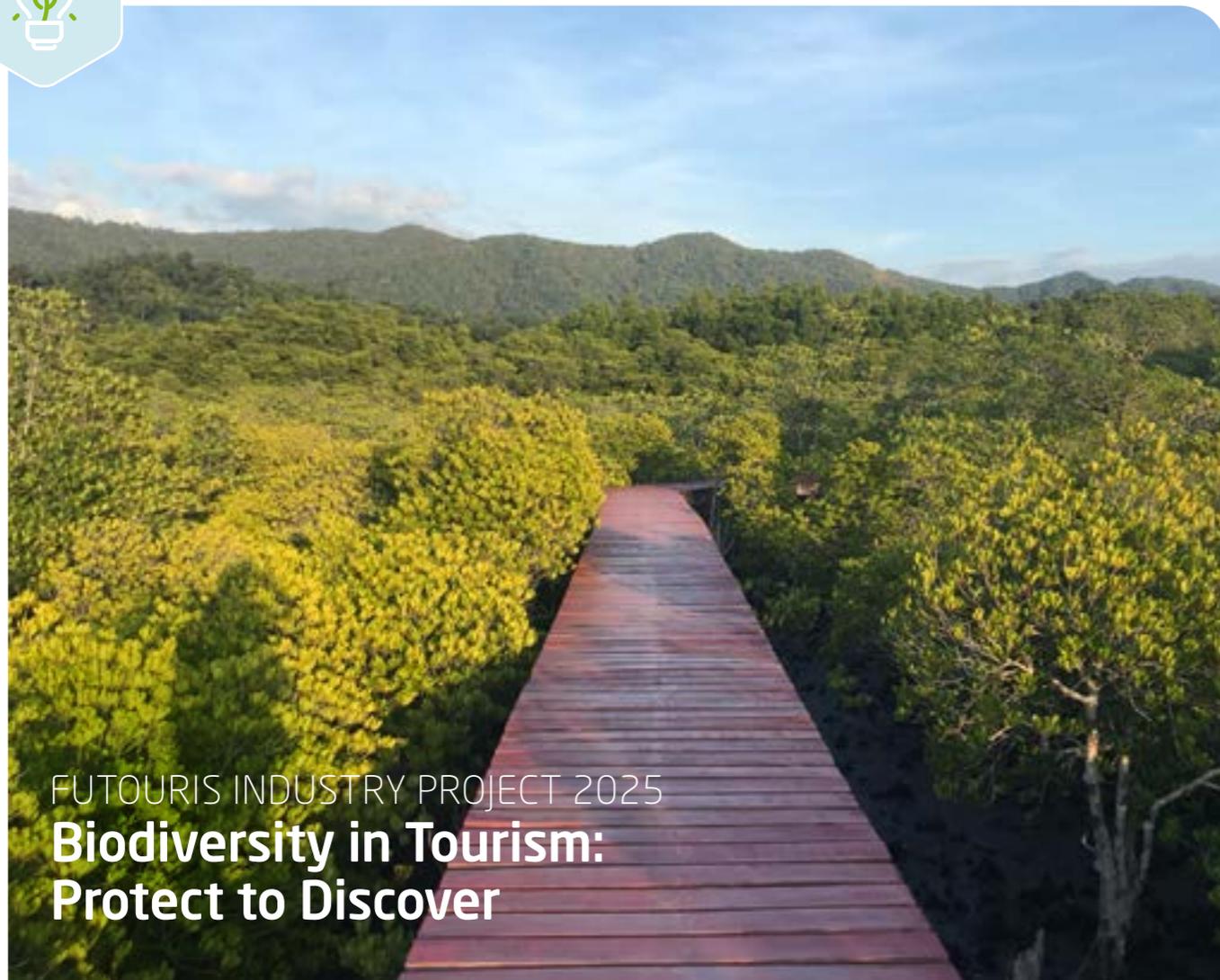
to establish sustainable food supply chains for travellers and the local population.

TUI Field to Fork Greece builds on the previous project 'Crete – First steps towards a sustainable food destination', which introduced the concept of sustainable agriculture and integrated it into the tourism sector, thus laying the foundation for a more sustainable food supply in tourism.

PROJECT GOALS AT A GLANCE

Futouris and the TUI Care Foundation are working with local partners, farmers and food producers on Crete and Rhodes to convert to regenerative agriculture. The following activities have been implemented so far:

1. Training of 511 farmers, food producers and representatives of hotels and other project partners on regenerative agricultural practices on Crete and Rhodes.
2. 6 hotels and 9 food producers were trained in calculating and reducing the carbon footprint of food.
3. Networking between farmers, food producers and hotels to increase sales of regenerative agriculture products in the tourism sector.
4. 11 tasting events with regeneratively grown products with 595 participants.



FUTOURIS INDUSTRY PROJECT 2025
**Biodiversity in Tourism:
Protect to Discover**

Global stocks of mammals, birds, reptiles, amphibians and fish have declined by more than 70% in the last 50 years. The conversion and destruction of ecosystems and the excessive use of resources are major contributing factors. The tourism industry depends on an intact natural environment and at the same time bears a special responsibility for the protection of biodiversity.

The Futouris industry project aims to maximise the contribution of tourism to the preservation and restoration of biodiversity in tourist destinations, to reduce negative impacts and to anchor concrete measures in all processes of the core tourism business.

In the first phase of the project, the participating pilot companies will develop biodiversity strategies and action plans. The focus is on developing a practical guidance to creating biodiversity strategies that is specifically tailored to the needs of tourism companies.

The guideline will be tested in pilot companies and optimised based on the practical experience gained and supplemented with best practices. Participating pilot companies will go through a self-assessment process to develop their own biodiversity strategies, with support in the form of coaching and instructional materials.

The guideline offers tourism businesses a practical basis for identifying, strategically planning and implementing measures that reduce the ecological footprint, promote biodiversity in destinations and

raise awareness of the importance of biological diversity among local stakeholders and travellers. The biodiversity strategies and action plans are the basis for the implementation of projects in phase 2 of the project. At the conclusion of the project, all developed results and materials will be made available to the industry free of charge, thereby supporting tourism companies in developing their own biodiversity strategies.



Futouris Knowledge Hub

In our projects, we have developed a variety of useful toolkits, guidances and training courses for practical use in the sustainability management of tourism companies. These are available free of charge on the Futouris knowledge platform on our website.



SUSTAINABLE CULINARY OFFER

Sustainable Food
DIGITAL TOOLKIT

Sustainable Food Procurement
FACTSHEETS

Avoiding Food Waste
GUIDELINE



CIRCULAR ECONOMY

Reducing Single-use Plastic
DIGITAL TOOLKIT

Sustainability Rating Charts
BOOKLET

Plastic Reduction for Hotels
MANUAL



SOCIAL RESPONSIBILITY

Human Rights in Tourism
E-LEARNING

Destination Resilience
DIGITAL TOOLKIT

Human Rights Impact Assessment
GUIDELINE



SUSTAINABLE TRAVEL PRODUCTS

Climate-friendly Product Design
DIGITAL TOOLKIT

Sustainability at the Counter
DIGITAL TOOLKIT

Sustainable Tourism Communication
GUIDELINE

Discover the diversity of our knowledge platform:
futouris.org/en/futouris-knowledge-hub





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about Futouris e. V. and our projects can be found at

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