

EU WEMED_NATOUR
TRAVELLING AWARE OF OUR FOOTPRINT

Eco-smart school trips in the Western Mediterranean and Mauritania



Co-funded by the European
Union

Agenda

1. Definitions of an **eco-smart school trip** and blue and green economies and the objectives of the project
2. Why the focus on school trips?
3. The benefits for SMEs of participating in the project
4. What can teachers and students expect from the trips?

The project partners

The project is being designed and conducted by 7 cross-continental organisations specialised in different fields. Ranging from national tourism boards to specialists in sustainability; from researchers to hubs in the nautical sector.

The Consortium Partners are based in 5 countries- Italy, Belgium, Spain, Portugal, and Mauritania.



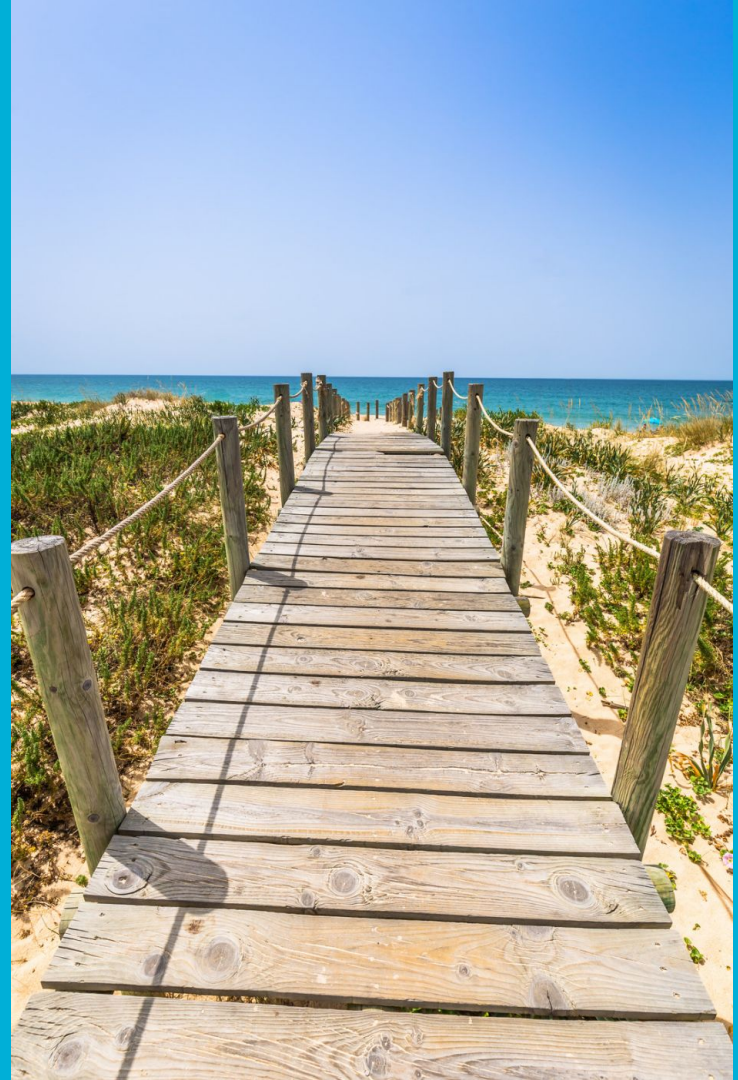
TURISMO DE
PORTUGAL



What is the EU WEMed NaTOUR project?

EU WeMED NaTOUR is the short name for the European Western Mediterranean Nature Tours project

The project is funded by the European Commission and is focused on developing **school trip tourism** to natural marine sites, protected areas and maritime/coastal destinations in the Western Mediterranean and Mauritania.



Definition of an eco-smart school trip

Eco-smart trips are educational trips or excursions that are designed to have **minimal negative impact on the environment** and to **generate economic benefits for local communities**, while promoting **sustainable practices** and **raising awareness** of responsible travel and cultural exchange among children and students.



Blue Economy

The blue economy:

- Refers to the **sustainable use of ocean resources** to support economic growth, improve livelihoods, and preserve ocean health.
- It recognises that the ocean covers over 70% of the Earth's surface and is a source of food, energy, and raw materials, and the importance of maintaining healthy oceans.
- It promotes sustainable development by **balancing economic growth with environmental protection** and **social equity**.



Green Economy

The green economy:

- An economy driven by the desire to **achieve growth without harming the environment**. Investing in
 - Business models that prioritize energy and resource efficiency
 - That protect biodiversity
 - That provide equal opportunities

Avoiding

- Business models that are carbon intensive
 - That create pollution
 - That marginalize members of society.
- A green economy works on three key pillars of **People, Profits and Planet**.
 - Green economy businesses can make significant profits, by doing good rather than making profits at the expense of the environment or the exploitation of people.



2. Why focus on school trips?

Youth travel has become one of the fastest growing segments of international tourism, representing **more than 23% of the over one billion tourists travelling internationally each year.**

Source: WYSE Travel Confederation and UNWTO



3. Benefits for SMEs of participating in the project

The project will support SME's with opportunities to upskill their knowledge around the **blue and green economy** and will provide insight on how to pivot to a more sustainable approach to tourism and offer more sustainable opportunities to a market that is increasingly looking for this type of trip.



SMEs taking the course should expect

- Great opportunities to **learn from other businesses**
- Increased international **visibility**
- An increase in online traffic, and as young travellers are keen to spend money locally the SME's involved in the project should see **increased economic opportunities.**
- An opportunity to contribute feedback and experience to project managers with a view to scaling opportunities so that benefits can be cast further and wider.



Course Content

There are 6 online modules:

- 1. Introduction and Preparation**
- 2. Sustainability is Good for Business**
- 3. Practical Environmental Recommendations**
- 4. Practical Community Engagement Recommendations**
- 5. Communicating Sustainability**
- 6. Continuous Improvement**



Course Content

- Courses are between 10-15 minutes each
- Translations available in English, French, Portuguese, Spanish and Arabic
- Online platform
- Dip in and out
- Gain a certificate on completion

COURSE DATE:

2nd October – 23rd October 2023



4. What can teachers and students expect?

The learning outcomes of this project support a wide variety of curriculum topics.

Children will learn about **environmental stewardship, biodiversity protection, energy and water consumption, cultural heritage and traditions, acceptance and tolerance and responsible travel.**

This “*learn by visiting*” approach will support **subjects such as Biology, Geography and Social Sciences.**

- Citizenship skills
- Entrepreneurship
- Intercultural Integration
- Social cohesion





Children/Student Profiles

4 schools will be selected to participate in the project.

In total, **15 students and 2 teachers from each school** will be accommodated.

The eco-smart tourism trips are aimed at the 3 following age groups:

- 6 - 10 years
- 11 - 13 years
- 14 - 16 years



Destinations and Durations of the trips

MAURITANIA

Programme Type:	1 x domestic programme
Total Days:	2 day trip in a coastal or maritime destination and surrounding areas. All inclusive formula including excursions, visits to SMEs and on the field workshops.
Age Groups:	6-10 years or 11-13 years

PORTUGAL

Programme Type:	1 x domestic programme
Total Days:	2 day trip in a coastal or maritime destination and surrounding areas. All inclusive formula including excursions, visits to SMEs and on the field workshops.
Age Groups:	6-10 years or 11-13 years



Destinations and Durations of the trips

SPAIN

Programme Type:	1 x international programme
Total Days:	3 day trip. Students from Balearic Islands or Canary Islands travel to Grado Island in Italy. All inclusive formula including excursions, visits to SMEs and on the field workshops.
Age Groups:	14-15 years 15/16 years

ITALY

Programme Type:	1 x international programme
Total Days:	3 day trip. Students from Bergamo travel to Balearic Islands. All inclusive formula including excursions, visits to SMEs and on the field workshops.
Age Groups:	14-15 years 15/16 years



Cost

There is NO cost to schools or to families to join the pilot project.

All costs are funded via the project.

What we hope to achieve

The main ideas of this project are:

- To create additional **value opportunities** for tourism SMEs helping them to boost competitiveness and generate new income opportunities out of season.
- To **bring learning to life** for children and students by combining classroom activities with hands-on experiences in a real tourism setting.
- To provide teachers with **ready made lesson content** that supports the natural sciences curriculum
- To learn from the experiences of the pilot project with a view to **creating a blueprint** for scaling eco-smart school trip opportunities



Thank you

