

## Newsletter 3

May 2023

# TOUCAN m-learning solution: testing phase

The creation of the mobile-based solution to deliver training courses on circular economy and sustainability with a specific focus on SMEs from the tourism industry is in its final completion stage.

The seven training modules were finalised by partners, and now the **external testing phase** begins.

**40 SMEs from each partner country** are expected to provide feedback on the modules, bringing invaluable information and insight to the project, so that they can appropriate the TOUCAN online resources.

After translation of all the training content into each partner's national language (Portuguese, Italian, Greek, Polish and Turkish), the m-learning solution will be available to all interested parties as OER.

## TOUCAN 3.<sup>o</sup> meeting

The TOUCAN partners joined together in **Nicosia, Cyprus**, in May 2023, for the 3rd transnational project meeting.

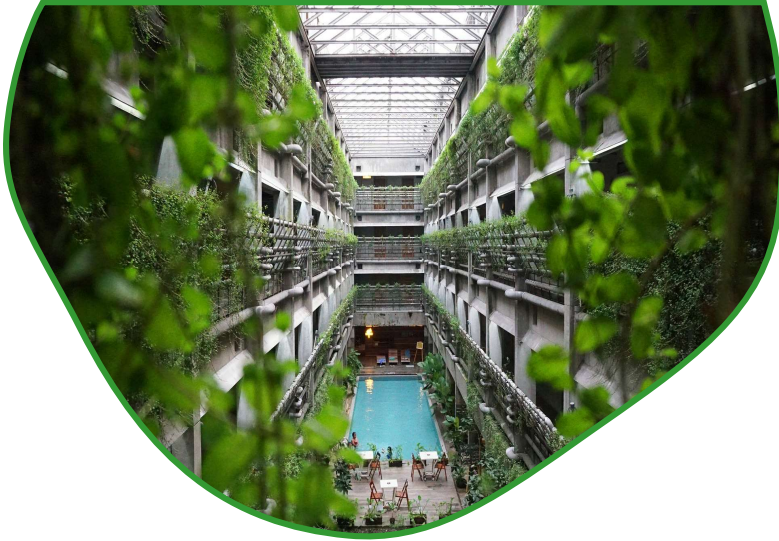
Partners discussed the testing of the TOUCAN m-learning solution with the SMEs from the tourism industry target groups and VET providers and teachers. Also, the final version of the self-assessment tools to evaluate SMEs' competences in the implementation of sustainable practices, which will complement the modules of the m-learning solution, was reviewed.

### ABOUT TOUCAN

Fighting climate change is of utmost importance nowadays, particularly in the tourism sector, whose numbers of tourism influxes cause great environmental burden in local communities, such as overuse of plastic, excess of waste, etc. However, tourism industry professionals still lack environmental skills and knowledge ("green skills") to develop a more sustainable and eco-friendly business.

The TOUCAN project's main goal is thus to **minimize the carbon footprint in the tourism sector** through environmental learning for tourism SMEs, as well as Vocational Education and Training (VET) providers and teachers in this area.





## Strategic approach to the tourism sector

Is the focus on the **sustainable use of resources** by minimising waste and maximising resource efficiency, compatible with the activities related to the tourism sector?

The World Tourism Organisation, the United Nations agency responsible for the promotion of responsible, sustainable and **universally accessible tourism**, believes the circular economy represents a *strategic approach for the tourism sector*, notably from the point of view of minimising its environmental impacts.

But what are the implications of this strategic approach for tourists and tourism destinations?

Among other benefits, tourists get the opportunity for **unique and innovative tourism experiences** and the improved quality of tourism products and services.

Tourism destinations will benefit from sustainable and responsible tourism practices reducing the environmental impact of tourism and **contributing to the economic development of the destination**.

More information can be found at:

[www.unwto.org/sustainable-development/circular-economy#:~:text=For%20tourism%20businesses%2C%20the%20circular,and%20governance%20\(ESG\)%20policies](http://www.unwto.org/sustainable-development/circular-economy#:~:text=For%20tourism%20businesses%2C%20the%20circular,and%20governance%20(ESG)%20policies)



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**“Circular economy represents a strategic approach for the tourism sector”**

The World Tourism Organisation

### OUR PARTNERSHIP

