

TransCSR

Transparency of CSR skills in European tourism

www.csr-pass.eu

Final conference

Thursday 3rd of September

9.30 - 13.15

Venue : Mundo-B, Conference room (ground floor) 26 Rue Edimbourg, 1050 Brussels

Conference ONLY in English

Provisional Agenda

Moderator : Marie Secrétant, coordinator of EARTH (European Alliance for Responsible Tourism and Hospitality)

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| 9.00 - 9.30 | Registrations |
| 9.30 | Presentation of the agenda – <i>Marie Secrétant, EARTH</i>

Welcoming by <i>Gianluca Pastorelli, Diesis President (Belgium)</i> |
| 9.40 – 10.00 | Corporate Social Responsibility (CSR) in the tourism sector in Europe and the European Commission Strategy on CSR – <i>Pedro Ortun, director of the Task Force Services and Self-Regulation of the European Commission (DG Grow)</i> |
| 10.00 – 10.45 | TransCSR project, improving Transparency of CSR skills in European tourism |
| 10.00 – 10.05 | Presentation of partners (2 min. per organisation) (<i>Moderator</i>) |
| 10.05 – 10.20 | CSR and Tourism training: a lack at European level – <i>Martin Balas, kate (Germany)</i> |
| 10.20– 10.35 | Presentation of TransCSR – <i>Lena Detel, kate, leader of TransCSR (Germany)</i> |

- 10.35 – 10.45 **“CSR Pass” a self-assessing tool for professionals and student’s competences** – *Lena Detel, kate (Germany)*
- 10.45 – 11.00 **Results of the pilot phase “User voice”** – *Sally IEVERS, UCB University (England)*
- 11.00 – 11.15 **“Policy recommendations on ECVET implementation”** - *Karin Kronika, BEST Institute (Austria)*
- 11.15 – 11.45 Coffee Break
- 11.45 – 13.15 Workshops on trainings of CSR and tourism**
- 11:45 – 12:45 **Parallel workshops:**
- 11.45 – 12.05 **“Trainings and CSR to support sustainable development”**– *Antwerp-ITCCO International Training Center for Action Learning on Sustainability & Business Ethics, affiliated with UNITAR (to be confirmed)*
- 12.05-12.45 **Workshop 1** : Responsible and sustainable tourism, a living concept at the disposal of SMEs and professionals – *Animated by Francesco Marmo, coordinator of AITR (Italian Association for Responsible Tourism) (Italy)*
- Workshop 2** : “CSR Manager”, One Good practices of CSR qualification in sustainable tourism – *Animated by Martin Balas, kate (Germany)*
- 12.45-13.05 Conclusion by the 2 animators of each workshop followed by Questions and answers from the audience
- 13.05-13.15 Conclusions and end of the conference – *Marie Secrétant, EARTH*
- Networking lunch

Registration before the 24th of August 2015 [HERE](#)

The project : TransCSR: Transparency of CSR skills through ECVET in European tourism

On the current European labour market the acknowledgement and transparency of qualifications becomes of increasing importance due to the demand for higher mobility of professionals. Additional skills are necessary for employability and future requirements on the demanding European labour market. **Corporate Social Responsibility (CSR)** is a growing area of concern in society and the European Union intends to establish sustainable economic development through the **Europe 2020 strategy**. Especially for small and medium-sized enterprises (SME) the implementation of CSR is a quality feature that allows meeting future market requirements and enhancing their competitiveness. This requires qualified employees, who are able to drive and lead this change.

TransCSR aims at the transparency and acknowledgement of CSR skills in the tourism sector of at least six European countries using the tools of the ECVET system (European Credit system for Vocational Education and Training) and the EQF (European Qualification Framework). As a result of the project transparency on the basis of the ECVET system will **ultimately valorise all kind of professional CSR qualifications on the labour market on local, regional, national and European level**. Obstacles to mobility of tourism professionals are therefore removed, employability increases, and the shortage of skilled professionals in regards to CSR declines.

Project runtime: October 2013 – September 2015

Description

TransCSR transfers the results of the Leonardo da Vinci-project Train to Change and other CSR trainings into a broader systemic and geographic environment. Therefore a self-assessment tool, tested by at least 200 CSR qualified persons, evaluates skills gained in diverse learning environments. A transparent additional CSR-qualification, supported by a first network of acknowledgement, will provide transparency. ECVET-methodologies from the Leonardo da Vinci- Project European Nature System will be transferred evaluated and optimized for the additional qualification of CSR skills to reach the following aims:

- Transparency on the basis of the ECVET system valorises the CSR qualifications on the labour market on local, regional, national and European level.
- Obstacles to mobility of tourism professionals are removed, employability increases, and the shortage of skilled professionals in regards to CSR declines.
- New skills are transferred through acknowledgement contributing to the emergence of generally accepted qualifications and training standards.
- Recommendations and an optimization proposal of the transfer will support future ECVET adoptions of additional qualifications.

Reaching the above mentioned aims several products will be developed in the runtime of the project, including a website and diverse dissemination activities. Based on the analysis of key competences and the analysis on good practices of implementation of the ECVET process regarding additional skills and qualifications a compiled analysis report including recommendations for the adaption and transfer will be formulated. A competence matrix describing the learning outcomes of a CSR qualification in tourism will provide the basis for the documentation of existing CSR skills in an individual skills pass folder. The determination of ECVET credits for the single ECVET units and the whole additional qualification will be described in the model for the attribution of ECVET credits.

An e-learning tool on CSR skills for the self-evaluation for learners from formal, informal or non-formal education will be provided on the internet. This methodology will give learners the possibility to check their skills, knowledge and competences and use them for the marketing of their labour power. A template of a Learning Agreement as well as a Memorandum of Understanding will be formulated for the establishment of the formal acknowledgment of CSR skills. In order to support the future implementation of ECVET a document containing practical recommendations on the certification of additional qualifications in contrast to accredited vocations of several months training time and a high variety of learning units will be developed.

Partners :



Kate ecology & development (DE)



Associazione Italiana Turismo Responsabile (IT)



Diesis Coop scl-fs (BE)



BEST Institute of Continuous Vocational Qualification Training and Personnel Training Ltd (AT)



Latvian Country Tourism Association "Lauku ceļotājs" (LV)



Legacoop Nazionale delle Cooperative e Mutue (Legacoop) (IT)



Eberswalde University for Sustainable Development (DE)



University College Birmingham (UK)



Associated partner



European Alliance for Responsible Tourism and Hospitality – EARTH (BE)