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The World's
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Show®

SUSTOUR

SUSTOUR (EU project) at ITB

Tuesday, 7 March 2023

4.30 - 5.30pm

stage in hall 4.1b

"Sustainability certification for tourism businesses"

SUSTOUR stage event & Travelife Award Ceremony

The one-hour stage event hosted by the EU COSME SUSTOUR project and Travelife highlights the relevance of certification for sustainable tourism businesses. It includes the Travelife Award Ceremony celebrating tour operators and travel agents that have achieved a Travelife Partner or Travelife Certified award for their sustainability performance.

- Opening words by Alan Vella (EISMEA, European Commission) & Christina Russe (ECTAA)
- Keynote presentation on the **advantages of sustainable tourism certification for businesses** (Rachel McCaffery, CEO of the British consultancy Green Case and world expert in sustainable tourism certification)
- Introducing the **EU COSME project SUSTOUR** and its objectives (Naut Kusters, ECEAT)
- Showcasing the **Plastic Reduction Toolkit** developed within SUSTOUR (Tatjana Peters, Futouris e.V.)
- Celebrating tour operators and travel agents that achieved a **Travelife Partner** and **Travelife Certified** award for their commitment and excellence in sustainability
- Highlighting **Best Practices** of Travelife Certified tour operators



followed by a

- Drinks reception & **networking with sustainable tourism businesses** sponsored by SUSTOUR (EU project), Travelife, Futouris e.V. and IPD



Visit our booth:
SUSTOUR
(EU project)
& Travelife
hall 4.1b, 216

SUSTOUR project partners:



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