



ATRE
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EUROPEAN
TOURISM



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TOURISM AND CLIMATE CHANGE: PROJECT "Acting for European Responsible Tourism (ATRE) – Low Carbon Travel" MOVES INTO ITS FINAL PHASE

The ATRE - Low Carbon Travel project comes to an end after two years. The project aims to raise awareness among travelers and operators on the close relationship between tourism and climate change. Indeed, as recent events in Greece show, temperatures are steadily rising causing abnormal heat waves, droughts, fires and floods.

The project included the collaboration of **6 European partners** from France, Belgium, Spain, Greece and Italy who, through close collaboration and comparison, developed 3 educational tools available in 5 languages: a MOOC, an app and a game, which will remain available to users after the project ends.

The **aim** was to make tools for different target groups that could help them in adopting good practices while traveling, whether they are tour operators or travelers.

The **MOOC (Massive Open Online Course)**, called "The low-carbon travel guide," is an online training course aimed at those who design and sell travel, such as travel agencies and tour operators, and is open to all, free of charge, upon simple registration.

The **app** was created to help tourism professionals assess, reduce and mitigate the impact of climate change in their practices in one of the following areas: guiding, hospitality, catering, transportation and tourism site management.

The **game** is designed for travelers, helps them understand why they need to take action for low-carbon travel and provides them with some best practices to adopt in each component of their trip.

This collaboration was also made possible by the presence of **23 ambassadors** from the 5 partnership countries.

These industry professionals followed the development of the project by providing valuable help in building comprehensive and relevant tools. They are guides, restaurateurs, hoteliers, tour operators and tourism site managers.

But that's not all. Many events contributed to the dissemination of the tools by holding various **dissemination events** proposed by each partner. A.I.T.R - Italian Association of Responsible Tourism, presented the 3 tools during **Fa' La Cosa Giusta**, the largest national fair focused on critical consumption and sustainable lifestyles that took place in Milan from March 22-24, 2024.



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In April, project partners met in Kalamata, in Greece, to discuss the future of the project. The ideas gathered will be fielded through the [ATRE PROJECT - Low Carbon Travel LinkedIn](#) page, which will allow them to stay updated on upcoming developments.

Also in April Koan Consulting presented the tools in Madrid during the dissemination event entitled "Digitization for low-carbon tourism" while in May the French partners Atr and Travel Pro Formations presented tools in Paris. Finally, in June the tools were presented by our Belgian partner BTC during the dissemination event "discover our three tools to travel better", in Brussels.

To become the next ambassadors, simply log on to <https://www.lowcarbontravel.net/it>.

Agir Pour un Tourisme Responsable, - *Project leader and game manager*; A.I.T.R., *Head of Communication*; Koan Consulting - *Responsible for the MOCC*; BTC - *Responsible for dissemination*; Travel Pro Formations- *Training specialist*; Mediterranean Center of Environment - *Head of App*; as members of the partnership **thank all those who showed interest in the project.**

Contact :

Julien Buot - Director of ATR
@ / j.buot@tourisme-responsable.org
P / + 33 6 80 22 67 90



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