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HHL Leipzig Graduate School of Management Promotes Sustainable Tourism

As part of the EU project titled “Eco-Tandem”, HHL Leipzig Graduate School of Management brings together founders and entrepreneurs from the tourism industry to expand sustainable tourism. Established companies from the tourism industry should learn from young startup founders how to operate more sustainably. The goal is to address new challenges such as the negative effects on the environment stemming from a lack of sustainability, mass tourism and Covid-19. The project partners come from Italy, Germany, Austria, Slovakia and Greece.

The program is designed to help small and medium-sized businesses develop environmentally sustainable standards to ensure their continued existence after the pandemic as new requirements also create opportunities for innovation and growth. The startups and established companies will collaborate following the tandem method. The tandem ensures a transfer of knowledge and technology.

Says Prof. Dr. Tobias Dauth, who supports the project on behalf of HHL,

The formation of tandems — that is, the partnership between an SME and a startup - is an exciting model. It allows us to bring together different perspectives and share the knowledge and ideas of founders with companies from the tourism industry."

EU Eco-Tandem

The EU Eco-Tandem project is part of the COSME (Competitiveness of Enterprises and Medium-sized Enterprises) program supporting small and medium-sized enterprises within the EU. In addition to the work in tandem, the entrepreneurs will also benefit from a transnational exchange of knowledge. The pillars of the program are the educational



concept called the EU Eco-Tandem Academy as well as the Biz Program for cooperation and networking between the companies.

Background and specific goals

Over the last three years, a trend has been observed that a large number of tourists prefer an ecologically sustainable vacation to mass tourism. This turnaround is due to an increased awareness of climate change in civil society and the problems caused by over-tourism. However, most tourist facilities have not yet adapted to these new market forces. In addition, the spread of the Covid-19 pandemic has had a dramatic impact on the tourism sector. According to EU estimates, the crisis is expected to reduce the annual turnover of small and medium-sized enterprises (SMEs) by 50 to 90%.

To revitalize the tourism sector, it is therefore necessary to take measures that make tourism SMEs more innovative, sustainable and safe.

To meet these needs, the EU ECO-TANDEM project pursues the following specific goals:

- Improving the knowledge and skills of traditional SMEs in the tourism sector in the field of sustainability
- Promoting innovation and technology transfer through collaboration between traditional SMEs and innovative startups
- Creating a **network** to support sustainable innovations in tourism

How to achieve these goals

1. **ECO-TANDEM ACADEMY:** An education & training program will be dedicated to SMEs and entrepreneurs in the tourism sector to improve their knowledge and skills in the field of sustainability.
2. **MATCHING MS INNOVATION:** Eco-innovative solutions will be promoted through the formation of TANDEM — individual partnerships of a tourism SME and a startup to create a pilot project. The best proposals will be funded through vouchers.
3. **ECO-TANDEM NETWORK:** A network of stakeholders will be created to support SMEs interested in transitioning to green tourism. It serves to exchange good practices and promote peer learning, thus ensuring the sustainability of the project beyond the European funding period.

The contribution of ITKAM as a project partner

ITKAM will — in cooperation with HHL — coordinate the project in Germany.



HHL Leipzig Graduate School of Management

HHL Leipzig Graduate School of Management is one of the leading business schools in Germany and the world. It is a university-level private business school with the right to award doctoral and post-doctoral degrees.

The 2020 edition of the renowned Global Masters in Management Ranking awarded top places to the education offered at HHL Leipzig Graduate School of Management both in Europe and worldwide (2nd place in Germany, 23rd place globally). HHL's Master in Management (M.Sc.) program was ranked no. 1 in Europe and no. 2 worldwide (Wall Street Journal/Times Higher Education College Rankings 2019). HHL was named "Germany's Top Entrepreneurial University" by Stifterverband for the fourth time in a row. The goal of the oldest business school in German-speaking Europe is to educate entrepreneurially minded, responsible and effective leaders.

To find out more, visit [HHL.de](https://www.hhl.de).

Companies can register for a free training program on the Eco-Tandem website and obtain more detailed information about the project.

<https://www.eu-ecotandem.eu/>

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