
DELIVERABLE 2.4

The Environment: Sustainability and ESG

M10 – JUN 2024

PROJECT: COASTAL PRO

Game-based Learning of Entrepreneurship and Next-Generation Skills in Coastal Tourism

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PP	Restricted to other PROGRAMME PARTICIPANTS (including the Commission Services)	
RE	RESTRICTED to a group specified by the consortium (including the Commission Services)	
CO	CONFIDENTIAL only for members of the consortium (including the Commission Services)	

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Table of Contents

1	Executive Summary.....	5
2	Introduction to CoastalPro Training Modules	6
2.1	Modules Structure	6
2.2	Cohorts.....	7
3	Module Overview (M4 – The Environment)	8
4	Lesson Breakdown (M4).....	10
4.1	Lesson 1: Introduction: Climate Change and the Paris Agreement.....	10
4.2	Lesson 2: Introduction to the UN 2030 Agenda.....	12
4.3	Lesson 3: The Environmental, Social, and Governance (ESG) Criteria	14
4.4	Lesson 4: Sustainable Tourism	16
5	Conclusions	18

Glossary

Abbreviation / Acronym	Meaning
AUTH/SJMC	Aristotle University of Thessaloniki/ School of Journalism and mass media
CINEA	European Climate, Infrastructure and Environment Executive Agency
EC	European Commission
EMFAF	European Maritime and Fisheries Fund
ENAT	European Network for Accessible Tourism
ETIS	European Tourism Indicators System
GA	Grant Agreement
GEJI	Global Environmental Journalism Initiative
IKO	International Kitesurf Organisation
PC	Project Coordinator
PO	Project Officer (EC)
PSB	Project Steering Board
QA	Quality Assurance
UAG	User Advisory Group
UC	Usage Cases
WPL	Work Package Leaders

1 Executive Summary

ACRONYM	COASTALPRO
PROPOSAL TITLE	CoastalPro: Game-based Learning of Entrepreneurship and Next-Generation Skills in Coastal Tourism
GA No.	101124745
CALL	EMFAF-2023-BlueCareers / EMFAF-2023-BlueCareers
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The CoastalPro Training Program’s **Module 4: The Environment: Sustainability and ESG** is designed to equip participants with essential skills and knowledge in coastal tourism. This module delves into the critical aspects of environmental sustainability, focusing on climate change, sustainable development, and the United Nations 2030 Agenda. Emphasizing the importance of ESG (Environmental, Social, and Governance) criteria, the module provides a comprehensive learning experience through a blend of webinars, asynchronous training videos, presentations, quizzes, and interactive assignments. Participants will explore the interplay between coastal tourism and environmental conservation, analyse the threats to coastal ecosystems, and develop strategies to implement sustainable tourism practices, fostering a practical understanding of sustainability in coastal tourism.

The program is tailored to **four distinct cohorts**: undergraduate students, recent graduates from hospitality-related fields, young professionals and entrepreneurs, and aspiring entrepreneurs. Each cohort receives content and exercises adapted to their specific needs, ensuring a relevant and impactful learning experience.

This module covers the fundamentals of climate change, sustainable development goals (SDGs), and ESG criteria, emphasizing their relevance to everyday life and coastal tourism activities. Participants will learn about the UN 2030 Agenda and how sustainability can be integrated into daily practices to achieve global goals. The module also highlights the complex relationship between coastal tourism and environmental conservation, addressing the various threats to coastal ecosystems, such as pollution, habitat destruction, and climate change. By applying the principles of responsible tourism, participants will be able to develop and implement strategies that minimize environmental impact and promote sustainability in coastal settings.

2 Introduction to CoastalPro Training Modules

2.1 Modules Structure

Our training program is built upon a solid foundation provided by the vast experience of 4 partners: 01-SCK, 02-AUTH, 04-EPLO and 09-ELC in defining the necessary skills for professionals, implementing successful business models in tourism and working in and with the hospitality industry. The core of our program is a set around 6 Training Modules, each one focusing on a key element of Coastal Tourism giving emphasis on both building the much necessary skills for the existing personnel but also attracting new talent and promoting a new generation of entrepreneurs.



Figure 1: CoastalPro Training Modules gamified flow

The COASTALPRO ACADEMY creates a new curriculum that consists of 6 modules:

Module	Description
M1 - The Stay: Tourism & Hospitality	This module aims to provide knowledge and inspiration about various types of tourism that exist around the world, and how different types of tourism may be combined to produce tailor-made products and services for each destination, while utilizing game-based hands-on activities to explore their seaside destination, conduct field research, and promote the destination in their online learning community.
M2 - The Experience: Entertainment & Recreation	The module examines various sectors, such as accommodation, food and beverage, transportation, and recreation and entertainment, and their interdependence, while also covering the positive and negative impacts of domestic, inbound, and outbound visitors on nearby communities and the environment.
M3 - The Adrenaline: Water Sports & Water-related activities	This module covers water sports tourism, including extreme sports and beach-based activities, with a focus on safety and inclusiveness, and also includes health and wellness components.
M4 - The Environment: Sustainability and ESG	This module covers important ESG (Environmental, Social, Governance) topics, such as environmental and social challenges, stakeholder roles, and material ESG characteristics for corporations.
M5 - The Brand: Branding & Marketing	This module covers destination branding, marketing tactics, and storytelling methods for effective communication with targeted audiences, with an emphasis on developing a nonfiction story to promote a place and planning awareness campaigns.

M6 - The Business: Entrepreneurship & Strategy	This module covers a recap of business tools and theory, with special attention given to strategy and foresight as a tool for risk mitigation.
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The curriculum includes micro-credentials and certificates based on industry demands. We believe that these modules will provide participants with practical and usable knowledge on a wide range of topics, including ideation, hospitality management, activity design, branding, digital tools, sustainability and ESG, crisis management, and foresight.

WEEKS	1	2	3	4	5	6	7	8	9	10	11	12
SUGGESTED DATE	23-Sep	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec
MODULE	1-STAY	2-EXPERIENCE	RECAP	3-ADRENALINE	PEER REVIEW	4-ESG	5-BRAND	RECAP	PEER REVIEW	6-BUSINESS	RECAP	FINAL WEEK
WEBINAR	Welcome to the Course		Masterclass (KEROS Story)			Masterclass (ESG)	Masterclass (Branding)			Masterclass	Masterclass	
ASYNC TRAINING VIDEOS	X	X		X		X	X			X		
PRESENTATIONS	X	X	X	X		X	X			X		
QUIZ	X	X		X		X	X			X	X	
GAME (ASSIGNMENT)			Assignment 1		Peer Review		Assignment 2		Peer Review	Assignment 3 Capstone		Peer Review

Our 10- to 12-week training programme is presented in a concise but engaging manner through a gamified platform based on Moodle. Its foundation is playful interactive learning, which also includes co-design and ideation exercises that simulate actual instances. All modules are delivered through a combination of webinars, asynchronous training videos, presentations, and quizzes. After every two modules, participants engage in a game assignment, applying the concepts they've learned to practical scenarios. Peer reviews of these assignments foster collaboration and deeper understanding.

2.2 Cohorts

The CoastalPro Training Program is designed to serve four distinct cohorts: Cohort 1, students from any discipline; Cohort 2, focusing on upskilling recent graduates from hospitality and related fields; Cohort 3, aimed at reskilling young professionals and entrepreneurs early in their careers; and Cohort 4, inspiring young entrepreneurs eager to start their own businesses. While the core content of the program remains consistent across all cohorts, ensuring a solid foundation of essential skills and knowledge in coastal tourism, we will adapt the material and the game-based exercises to meet the specific needs of each group. These adjustments will make the learning experience more relevant and impactful, allowing participants to effectively apply their knowledge and advance in their respective professional journeys within the coastal tourism sector.

Skilling: New generation	Up-skilling: Young Graduates	Re-skilling: Professionals	Inspiring: Young Entrepreneurs
Focus on undergraduate students that look for further skills and opportunities. Target	Target graduate students from the hospitality and related industries who believe	Young professionals and entrepreneurs, with some experience, in the start of their career, independent	Inspiring young entrepreneurs. Focus on young professionals and aspiring entrepreneurs

students across sectors, disciplines interested in expanding their career horizons.	they need additional skills to boost their job prospects.	of sector that would like to advance their career.	that are interested in creating their own businesses
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3 Module Overview (M4 – The Environment)

Module	The Environment: Sustainability and ESG
Aim	Equip participants with a comprehensive understanding of sustainability principles and Environmental, Social, and Governance (ESG) criteria within the tourism and hospitality sectors. This module focuses on the critical intersection of these principles, emphasizing responsible practices to ensure long-term environmental stewardship and ethical leadership in coastal tourism.
Objectives	<ul style="list-style-type: none"> To understand the Sustainable Development Goals (SDGs) and how sustainability is an integral part of our daily lives. To introduce the challenges of climate change, sustainable development, and the UN 2030 Agenda as means to address these challenges. To comprehend the importance of ESG practices and their integration into business operations.

	<ul style="list-style-type: none"> • To explore ocean challenges, including marine plastic pollution, and their impacts on coastal tourism. • To examine the concept of sustainable tourism and identify strategies for implementing eco-friendly practices in coastal areas. • To apply principles of responsible tourism, including minimizing environmental impact, promoting cultural sensitivity, and supporting local communities.
Total duration	1 week
Learning Outcomes	<p>On successful completion of this module, the participants will be able to:</p> <ul style="list-style-type: none"> • Understand the Sustainable Development Goals, the UN Agenda 2030, ESG criteria and how sustainability is an integral part of our daily lives. • Understand the complex relationship and interplay between Coastal Tourism, the SDGs and their impact on the environment. • Identify Threats to Coastal Ecosystems and Biodiversity, such as pollution, habitat destruction, and climate change. • Evaluate, critically assess and Implement Sustainable Tourism Practices and strategies in Coastal Areas including eco-friendly infrastructure, community involvement, and conservation initiatives. • Apply Principles of responsible tourism, including minimizing environmental impact, promoting cultural sensitivity, and supporting local communities, to real-world coastal tourism scenarios through case studies and practical exercises.
Study material	<ul style="list-style-type: none"> • Presentations & Video Lectures • Notes, Reports and Infographics
Assessment	<ul style="list-style-type: none"> • Self-Assessment Quizzes • Game Assignment (After Module 2) • Peer Reviews

Before the start of the course, a masterclass on sustainability and coastal tourism of one hour duration could take place, organized by the Institute for Sustainable Development and delivered by an industry expert. Ideally, for each cohort, a different industry expert will be invited to ensure diversity and cater to the needs of the four different cohorts.

- 1 Introduction to Climate Change, Sustainable Development and the SDGs/UN 2030 Agenda
- 2 The ESG criteria
- 3 Sustainable Tourism

4 Lesson Breakdown (M4)

4.1 Lesson 1: Introduction: Climate Change and the Paris Agreement

Lesson	1 – Introduction: Climate Change and the Paris Agreement
Duration	1 hour
Learning Objectives	<ul style="list-style-type: none"> • Understand the concept of climate change, its origins, and its impacts on Earth, animals, and humans. • Gain insights into the Paris Agreement and its role in combating climate change. • Explore the Sustainable Development Goals (SDGs) and their significance in promoting global sustainability. • Analyze the challenges posed by climate change and the strategies to address them through sustainable practices.
Prerequisites	<ul style="list-style-type: none"> • Basic understanding of environmental concepts and sustainability.
Study material	<ul style="list-style-type: none"> • Presentations • Video Lectures • Links to videos, case studies, and supportive materials (infographics, articles, reports, studies)
Assessment	<ul style="list-style-type: none"> • Self-Assessment Quiz on key concepts on Climate Change. • Participation in discussions and reflection activities. • Assignment on developing strategies to address challenges in coastal tourism.
Feedback and Support	<ul style="list-style-type: none"> • Learners can receive feedback on their progress through the Moodle platform's discussion forums and assignment submissions. • For technical support or content-related questions, learners can contact the course instructor via email or through the Moodle messaging system.

Content Outline

1. Introduction (10 minutes)

- 1.1. Welcome to the “Environment” module of the CoastalPro training.
- 1.2. Overview of sustainable development and its importance.
- 1.3. Introduction to the critical intersection of sustainability and ESG principles in tourism and hospitality.

2. Section 1: Introduction to Sustainable Development (20 minutes)

- 2.1. Presentation on Sustainable Development.
- 2.2. Discussion on challenges addressed by sustainable development, including climate change.

3. Section 2: Climate Change (30 minutes)

- 3.1. Welcome to the Island of Sustainability! Introduction to Climate Change.
- 3.2. Discussion on the origins and effects of climate change.
- 3.3. What is climate change and GHGs.

4. Section 3: The Paris Agreement (40 minutes)

- 4.1. Introduction to the Paris Agreement and its significance.
- 4.2. Video: "The Paris Agreement"

5. Conclusion (10 minutes)

- 5.1. Recap of the key concepts covered in the lesson.
- 5.2. Emphasize the importance of understanding and addressing climate change through sustainable practices.

4.2 Lesson 2: Introduction to the UN 2030 Agenda

Lesson	2 – Introduction to the UN 2030 Agenda
Duration	1 hour
Learning Objectives	<ul style="list-style-type: none"> • Understand the UN 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals (SDGs). • Comprehend the historical context and definition of sustainable development. • Explore the progress and challenges in implementing the SDGs. • Analyse the role of gender in SDG implementation within the tourism sector.
Prerequisites	<ul style="list-style-type: none"> • Successful completion of Lesson 1 quiz.
Study material	<ul style="list-style-type: none"> • Presentations • Video Lectures • Notes
Assessment	<ul style="list-style-type: none"> • Quiz on coastal tourism products and sustainability practices. • Participation in discussions and reflection activities. • Assignment on developing a sustainable tourism product or service.
Feedback and Support	<ul style="list-style-type: none"> • Learners can receive feedback on their progress through the Moodle platform's discussion forums and assignment submissions. • For technical support or content-related questions, learners can contact the course instructor via email or through the Moodle messaging system.

Content Outline

1. Introduction to the UN 2030 Agenda (10 minutes)

- 1.1. Overview of the UN 2030 Agenda for Sustainable Development.
- 1.2. Presentation #1 on the Sustainable Development Goals (SDGs) and their importance.

2. Definition of Sustainable Development (15 minutes)

- 2.1. Historical context: The Brundtland Commission and its impact on sustainability.
- 2.2. Discussion on the definition of sustainable development from the Brundtland Report.
- 2.3. "Our Common Future".

3. UN and Sustainable Development (20 minutes)

- 3.1. Detailed overview of the 17 SDGs and their 169 targets.
- 3.2. "Transforming our World: The 2030 Agenda for Sustainable Development"

4. Understanding the SDGs (15 minutes)

- 4.1. "The Sustainable Development Goals: 17 Goals to Transform Our World"
- 4.2. Overview of the progress towards the 17 Goals based on the 2022 SDG Report.
- 4.3. "The Sustainable Development Goals Report 2022"

5. SDG Implementation and Gender in Tourism (15 minutes)

- 5.1. Blue Economy Forum discussion on SDG Implementation and Gender

5.2. Sustainable Development Goals Report 2023

6. Sustainable Development Goals (SDGs) and Sustainable Development Quiz (15 minutes)

6.1. Quiz to assess understanding of the SDGs and sustainable development principles.

4.3 Lesson 3: The Environmental, Social, and Governance (ESG) Criteria

Lesson	3 – The Environmental, Social, and Governance (ESG) Criteria
Duration	1 hour
Learning Objectives	<ul style="list-style-type: none"> • Understand the concept and evolution of Environmental, Social, and Governance (ESG) criteria. • Comprehend the importance of ESG factors in addressing global challenges and societal expectations. • Explore the transition from Corporate Social Responsibility (CSR) to ESG and its implications for business practices. • Analyse the impact of ESG factors on corporate performance and investment decisions.
Prerequisites	<ul style="list-style-type: none"> • Basic understanding of sustainability and corporate social responsibility (CSR).
Study material	<ul style="list-style-type: none"> • Presentations • Video Lectures • Notes
Assessment	<ul style="list-style-type: none"> • ESG (Environmental, Social, and Governance) Quiz • Participation in discussions and reflection activities
Feedback and Support	<ul style="list-style-type: none"> • Learners can receive feedback on their progress through the Moodle platform's discussion forums and assignment submissions. • For technical support or content-related questions, learners can contact the course instructor via email or through the Moodle messaging system.

Content Outline

1. Introduction to ESG Criteria (20 minutes)

- 1.1. Overview of ESG (Environmental, Social, and Governance) factors.
- 1.2. Historical context: How the ESG concept was created.
- 1.3. Overview of ESG

2. Environmental Concerns (15 minutes)

- 2.1. 2.1. Discussion on the environmental aspect of ESG.
- 2.2. 2.2. Key topics: Climate change, pollution, resource depletion.

3. Social Responsibility (15 minutes)

- 3.1. Exploration of the social dimension of ESG.
- 3.2. Key topics: Labor practices, human rights, diversity and inclusion, community engagement, product safety.

4. Corporate Governance (15 minutes)

- 4.1. Examination of the governance aspect of ESG.

- 4.2. Key topics: Board composition, executive compensation, shareholder rights, transparency, ethics.

5. Transitioning from CSR to ESG (15 minutes)

- 5.1. Explanation of the transition from Corporate Social Responsibility (CSR) to Environmental, Social, and Governance (ESG).
- 5.2. ESG Revolution: Crafting a Sustainable Future

6. ESG Quiz (10 minutes)

- 6.1. Quiz to assess understanding of ESG principles and their application in business practices.

7. Conclusion (10 minutes)

- 7.1. Recap of the key concepts covered in the lesson.
- 7.2. Emphasize the importance of integrating ESG factors into corporate strategies for long-term sustainability and ethical leadership.

4.4 Lesson 4: Sustainable Tourism

Lesson	4 – Sustainable Tourism
Duration	1 hour
Learning Objectives	<ul style="list-style-type: none"> • Understand the concept and importance of sustainable tourism. • Explore the relationship between the Sustainable Development Goals (SDGs) and tourism. • Analyze the impact of sustainable tourism on environmental, economic, and social aspects. • Examine case studies of sustainable tourism practices and initiatives.
Prerequisites	<ul style="list-style-type: none"> • Basic understanding of environmental sustainability and tourism principles.
Study material	<ul style="list-style-type: none"> • Presentations • Video Lectures • Notes
Assessment	<ul style="list-style-type: none"> • ESG (Environmental, Social, and Governance) Quiz • Participation in discussions and reflection activities
Feedback and Support	<ul style="list-style-type: none"> • Learners can receive feedback on their progress through the Moodle platform's discussion forums and assignment submissions. • For technical support or content-related questions, learners can contact the course instructor via email or through the Moodle messaging system.

Content Outline

1. Introduction to Sustainable Tourism (10 minutes)

- 1.1. Overview of sustainable tourism and its significance.
- 1.2. Definition by the World Tourism Organization.

2. The SDGs and Tourism (15 minutes)

- 2.1. Discuss the relationship between tourism and the Sustainable Development Goals (SDGs).
- 2.2. "The Sustainable Development Goals: 17 Goals to Transform Our World"

3. Case Study: Just Go Zero Tilos (20 minutes)

- 3.1. Introduction to Tilos, the first zero-waste island in Greece.
- 3.2. "Just Go Zero Tilos"
- 3.3. "Lessons from the first zero-waste island"

4. Environmental Impact of Tourism (20 minutes)

- 4.1. Importance of Posidonia Oceanica (Neptune grass) in the Mediterranean ecosystem.
- 4.2. Video: "Posidonia Oceanica"
- 4.3. Discussion on single-use plastics and new EU rules.
- 4.4. Video: "Single Use Plastics"

5. Sustainable Practices in Tourism (15 minutes)

- 5.1. Study: "Staying sustainably at hotels"

5.2. Article: "Say goodbye to everyday room cleaning"

5.3. Article: "The impact of private jets and yachting"

6. Sustainable Tourism Quiz (10 minutes)

6.1. Quiz to assess understanding of sustainable tourism practices and their impacts.

7. Conclusion (10 minutes)

7.1. Recap of the key concepts covered in the lesson.

7.2. Emphasize the importance of implementing sustainable tourism practices.

7.3. Encourage participants to reflect on their role in promoting sustainable tourism.

5 Conclusions

Module 4: The Environment: Sustainability and ESG provides participants with an in-depth understanding of environmental sustainability and the integration of Environmental, Social, and Governance (ESG) criteria within the tourism and hospitality sectors. Through a combination of theoretical knowledge and practical exercises, learners have explored critical topics such as climate change, the Sustainable Development Goals (SDGs), and sustainable tourism practices. They will gain insights into the importance of ESG practices, strategies to minimize environmental footprints, and ways to promote conservation efforts. By examining case studies such as Tilos, the first zero-waste island in Greece, and other material shared participants will see firsthand how sustainable initiatives can be successfully implemented and managed.

Upon completing this module, participants will be encouraged to apply their newly acquired knowledge and skills to real-world scenarios in their professional and personal lives. The emphasis on sustainability and ESG integration ensures that they can promote responsible tourism practices that benefit the environment, local communities, and the economy. Through implementing the principles learned in this module, participants will be well-equipped to contribute to the long-term sustainability of coastal tourism, fostering a commitment to environmental stewardship and ethical leadership in the industry.