

EcoSmart Hospitality – Newsletter 1

Edition: April 2025

A Collective Step Toward a Greener, Smarter Hospitality Sector

Welcome Message

Dear colleagues and partners,

We are pleased to share with you the very first edition of the EcoSmart Hospitality newsletter.

This project began with a shared conviction: that the hospitality sector—deeply rooted in people, service, and place—has a vital role to play in Europe’s transition toward sustainability and digital innovation. EcoSmart Hospitality supports that transition by equipping SMEs and vocational educators with the tools, knowledge, and resources they need to adapt, evolve, and lead.

We thank you for walking this path with us, and we look forward to building a strong, collaborative community around this shared purpose.

Warm regards,
The EcoSmart Hospitality Team





What is EcoSmart Hospitality?

EcoSmart Hospitality is a European cooperation project supported by Erasmus+. It brings together higher education institutions, training providers, hospitality SMEs, and innovation partners to:

- Develop a Green and Digital Competence Framework tailored to the hospitality sector.
- Create adaptable training materials that support flexible learning across different contexts.
- Launch a Digital Readiness Assessment Tool to help businesses understand where they are—and how they can grow.
- Build a Knowledge Hub, an open platform where resources can be accessed, shared, and co-created.
- Promote a culture of resilience, responsibility, and innovation within European hospitality.

We are not just producing tools—we are shaping mindsets, strengthening partnerships, and reimagining what it means to lead in this sector.
[\[ecosmartproject.eu\]](https://ecosmartproject.eu)

Where We Are Now: Building the Core of EcoSmart Hospitality

At the heart of the EcoSmart Hospitality project lies the development of a Green & Digital Competence Framework and a flexible curriculum tailored to the real needs of the hospitality sector.





Over the past few months, partners have been hard at work laying the foundations for this key pillar of the project. Here's a look at what's happening behind the scenes:

✓ The groundwork is set

We've defined a clear roadmap and agreed on the methods we'll use to identify which digital and sustainability skills truly matter for hospitality SMEs and training providers across Europe.

✓ The tools are ready

Our research instruments have been carefully designed—and translated—to gather insights from the field. We're now reaching out to professionals, educators, and businesses to better understand the challenges they face.

✓ Research is in full swing

Across partner countries, teams are currently conducting interviews and desk research. What are the gaps in green and digital competencies? What tools do SMEs really need? We're listening—and learning.





➡ What's next?

- In the coming weeks, we will analyze all collected data.
- Later we will begin drafting the **Competence Framework**, translating insights into a clear, accessible model.
- This will be followed by expert validation, regional adaptation, and multilingual translation.

This framework is much more than a deliverable—it's the compass that will guide the creation of all our training content and tools. And just like a good compass, it's being built to be practical, intuitive, and ready for real-world use.

🔊 Stay tuned—we're just getting started.

We invite you to follow us and help spread the word:

- Website: ecosmartproject.eu
- Instagram: @EcoSmartHospitality
- LinkedIn: EcoSmart Hospitality Project

Hospitality is about care. Care for people, care for place, and increasingly—care for our shared future. With EcoSmart Hospitality, we are creating space for that care to evolve, grow, and take root in practices that are both forward-thinking and grounded in purpose.

We look forward to working together.