

EcoSmart Hospitality – Newsletter 2

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EcoSmart Hospitality Competence Framework Spotlight

Empowering the Green and Digital Future of Hospitality

As the hospitality sector embraces transformation, EcoSmart Hospitality has developed a Competence Framework to guide small and medium-sized enterprises (SMEs), VET educators, and professionals through the green and digital transition. Grounded in the European GreenComp, DigiComp, and EntreComp models, our framework offers a practical roadmap for building skills that matter.

What is the EcoSmart Competence Framework?

Ready to meet hospitality's digital and sustainable future? Our EcoSmart Hospitality Competence Framework brings together the essential skills and knowledge hospitality professionals need to meet the sector's biggest challenges head-on.

Modular and adaptable, it's built to seamlessly support VET curricula, training programmes, and practical, on-the-job learning.

Rooted in reality, it reflects the real needs of SMEs, combining insights from sustainability, digital innovation, and hospitality management experts.

Ready to use, it underpins a flexible curriculum that can be integrated into existing programmes or delivered as standalone training.

This framework is more than just theory, *it's a practical roadmap for building the green and digital competences* that will define tomorrow's hospitality leaders.



Six Modules. One Goal: Future-Ready Skills

The framework is structured into six core modules:

- **Integrating Sustainability in Daily Hospitality Operations:** Embed green practices in routine operations, from energy use to waste management.
- **Circular Economy & Resource Efficiency:** Rethink resources by implementing circular models and minimizing environmental impact.
- **Sustainable Customer Experience Design:** Deliver eco-conscious guest experiences without compromising satisfaction.
- **Digital Tools for Hospitality SMEs:** Adopt digital solutions for bookings, communication, and management tailored to SME needs.
- **Data-Driven Decision Making in Hospitality:** Leverage data to make smarter, more efficient operational and strategic decisions.
- **Leading Green and Digital Change:** Empower managers and staff to lead transformation with purpose and resilience.

Why This Framework Matters

Hospitality SMEs make up 99% of Europe's hospitality sector. Yet, they often lack access to structured training for green and digital skills.

The EcoSmart Competence Framework is a practical, accessible toolkit for transformation. It takes ambitious European strategies and turns them into hands-on learning tailored to the real needs of hospitality professionals.



Whether you're running a boutique hotel, managing a training center, or leading a sustainability initiative, this framework equips you with what truly matters:

- **For hospitality professionals:** Upskill your team with the digital and green competences today's market demands and tomorrow's guests expect.
- **For VET providers:** Align your programs with the EU Green Deal and Digital Decade goals while keeping training dynamic and relevant.
- **For trainers and educators:** Bring your sessions to life with ready-to-use, modular content that empowers learners and strengthens career paths.

What's Next?

The modules will soon be available on the EcoSmart Knowledge Hub, accompanied by real-life case studies, training activities, and self-assessment tools.

Stay tuned as we prepare to pilot the full framework this autumn across Europe!



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

 **Website: ecosmartproject.eu**

 **Instagram: [@EcoSmartHospitality](https://www.instagram.com/EcoSmartHospitality)**

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