New Self-Assessment Tool Empowers Small Hospitality Businesses to Embrace the Green and Digital Shift

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EcoSmart Hospitality, the Erasmus+ project driving the green and digital transformation of Europe's hospitality sector, continues to make progress with a new milestone: **the development of its Assessment Questionnaire.**

The tool will be freely available for hotels, restaurants and cafés that wish to understand where they stand in terms of sustainability and digital competence. By completing the test, businesses will receive tailored recommendations on which **EcoSmart training modules** best suit their needs, helping them plan effective upskilling and staff development.

This initiative aims to make the green and digital transition more accessible to small and medium-sized enterprises across Europe's hospitality industry.



Co-funded by the European Union

FROM ASSESSMENT TO ACTION

More than a diagnostic, this self-assessment is a practical entry point into transformation. It doesn't just tell SMEs where they stand, it shows them exactly how to move forward. Each recommendation is matched with one of six hands-on learning modules, turning insights into real, actionable progress.

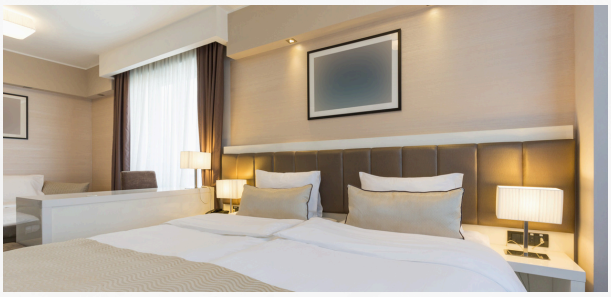
♻️ 1. Integrating Sustainability in Daily Hospitality Operations

Starting Point: Many SMEs understand that sustainability matters but struggle to connect it to daily routines or feel it requires costly investments.

What this module does: It helps businesses identify quick wins and long-term habits like reducing energy use, sourcing locally, and managing waste, embedded in everyday workflows. It builds a green mindset through practical actions, showing that sustainability doesn't have to be overwhelming or expensive.

🔄 2. Circular Economy & Resource Efficiency

Starting Point: Few SMEs are familiar with circular economy principles. Most think in terms of consumption, not regeneration.
What this module does: It introduces the basics of circular thinking, from reusing and upcycling to smarter inventory and resource use. SMEs learn to minimize waste, extend product life, and rethink procurement in ways that lower costs and environmental impact.



🌿 3. Sustainable Customer Experience Design

Starting Point: While some SMEs offer eco-friendly options, they often don't know how to make them visible or appealing to guests.
What this module does: It equips businesses to design guest experiences that reflect sustainability values and communicate them in ways that resonate. SMEs learn how to align customer touchpoints with authentic, ethical brand storytelling, enhancing loyalty and reputation.

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💻 4. Digital Tools for Hospitality SMEs

Starting Point: Many small hospitality providers rely on manual systems or fragmented software, feeling overwhelmed by digitalization.

What this module does: It provides a non-technical, SME-friendly introduction to key tools: reservation systems, contactless check-in, CRM, and task automation. SMEs gain confidence to adopt tools that save time, improve service, and support sustainable growth.

📊 5. Data-Driven Decision Making in Hospitality

Starting Point: Data is often collected but not used or not collected at all. Decisions are based on habit, not evidence.

What this module does: It builds data literacy and shows how to make smarter decisions using simple metrics. From tracking occupancy trends to guest satisfaction and waste, SMEs learn how to use data to improve operations, reduce costs, and tailor offerings.

🚀 6. Leading Green and Digital Change

Starting Point: Leadership in SMEs is often hands-on and reactive. Long-term planning, especially for green/digital transition, feels secondary.

What this module does: It fosters an entrepreneurial mindset and future-ready leadership skills. Managers and owners learn how to lead by example, motivate their teams, and embed sustainability and digital innovation as part of their identity.



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What's next? Pilots, refinement, and real-world feedback

In early 2026, the tool will enter pilot testing across partner countries. Selected hospitality businesses will use the platform and provide feedback to ensure the system is easy to use, impactful, and aligned with operational realities. Based on this testing, the tool's feedback system and resource recommendations will be fine-tuned.

Once finalized and translated into partner languages, the self-assessment will become a key feature of the EcoSmart Knowledge Hub - a digital platform offering free access to training modules, case studies, toolkits, and expert guidance.



For updates:

🌐 Visit the project website: www.ecosmartproject.eu
📸 Instagram: @EcoSmartHospitality
💼 LinkedIn: EcoSmart Hospitality Project

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