EcoSmart Knowledge Hub Brings Green and Digital Learning Within Reach of Europe's Hospitality Sector

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EcoSmart Hospitality is bringing together its training, practical tools and real-world learning resources in a new Knowledge Hub designed to support the green and digital transformation of Europe's hospitality sector.





The Hub provides a common point of access for hospitality businesses, vocational education and training providers, educators and professionals looking for practical ways to build sustainability and digital capability. Rather than approaching the green and digital transitions as separate challenges, the Knowledge Hub connects them. It helps users move from understanding what needs to change to identifying the competences, tools and actions that can make that change possible in everyday hospitality operations.

Co-funded by the European Union

From project results to practical action

Over the course of the project, the EcoSmart partnership has developed an interconnected set of resources addressing the needs of hospitality SMEs and the organisations that train and support them.

The Knowledge Hub brings these results into one learning environment, including:

- The EcoSmart Green and Digital Competence Framework and Curriculum.
- Seven modular training programmes covering sustainable operations, circular economy, customer experience, artificial intelligence, data literacy, organisational change and responsible digital marketing.

- More than 21 hospitality case studies illustrating how businesses across Europe are responding to green and digital challenges.



- A Digital Toolbox containing more than 30 practical audits, checklists, planners and decision-support resources.

- The EcoSmart sustainability and digital readiness self-assessment.

- The Train the Trainer Methodology and Tutor Guide for VET educators, professional trainers and in-company mentors.

- The EcoSmart Glossary, which explains 90 green, digital, data, AI and education-related terms in plain language and connects each one to a hospitality example.

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All resources have been designed to be used flexibly. A hospitality manager may begin with the self-assessment and follow the recommendations towards a relevant module or tool. A VET educator can integrate a complete module into an existing programme or select a case study, classroom activity or transfer task for a shorter session. An SME team can use a checklist or planner to begin making changes immediately.



Built around the realities of hospitality SMEs

Small and medium-sized enterprises make up the overwhelming majority of Europe's hospitality sector. They are also expected to respond to changing customer expectations, rising operating costs, environmental pressures and rapid technological development, often with limited time and specialist capacity.

The EcoSmart Knowledge Hub has therefore been designed around the realities of smaller organisations. Its resources begin with recognisable situations: a hotel seeking to reduce energy use, a restaurant trying to manage food waste, a business considering an AI-supported service, or a team that collects data but is unsure how to use it in decisions.

The emphasis throughout is on achievable progress. Sustainability is connected to daily routines, digitalisation to a clear operational purpose, and learning to actions that can be tested in the workplace.

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Tested by the people expected to use it

The resources brought together in the Knowledge Hub were reviewed during an extensive pilot-testing cycle involving 50 participants from hospitality businesses, VET and higher education, training organisations and specialist fields across the project countries, with additional international reach.

The EcoSmart Competence Framework and Curriculum achieved an average agreement rate of 91.8% across 42 evaluation statements. The WP3 training resources, case studies, Digital Toolbox and VET Packages achieved 97.4% average agreement across 20 ratings, with every evaluation dimension exceeding the project's 95% stretch target.

Participants particularly valued the practical case studies, the modular structure and the possibility of applying the resources in existing courses, professional-development programmes and hospitality workplaces.

Their feedback also shaped the final resources. Indicative learning times, facilitator guidance, assessment rubrics, monitoring templates and clearer explanations of specialist terminology were strengthened or added as a direct result of the pilot.

A shared space for learning and exchange

The Knowledge Hub is more than a collection of downloadable materials. It has been conceived as a shared European space where knowledge can continue to circulate between education and industry.

For VET providers, it offers adaptable resources aligned with GreenComp, DigComp and EntreComp. For hospitality businesses, it provides a practical route from self-assessment to targeted learning and workplace action. For sector organisations and policymakers, it offers a transferable model for supporting the twin green and digital transition in a sector dominated by SMEs.

Discover the EcoSmart Knowledge Hub

Hospitality businesses, educators, trainers, students and sector organisations are invited to explore the resources and use them in their own workplaces and learning environments.

🌐 Website: www.ecosmartproject.eu
📸 Instagram: @EcoSmartHospitality
💼 LinkedIn: EcoSmart Hospitality Project

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