The Rhodes Co-Lab Sustainable Destination

A project by





Creating a leading example for sustainable tourism of the future





Why Greece, South Aegean and TUI - Longstanding Partners are Perfect Match for Trailblazing Co-Lab

Reliable Partners

TUI and the Region of the South Aegean/ Rhodes have been partners for many decades – and they share the same vision for what is core to the tourism model of the future:

Sustainability, inclusion and local participation.

Especially, during the last two years, a very strong cooperation was established between TUI and Greece/Rhodes for the restart of tourism.

Strong Alignment

The local government of Rhodes is aligned with the Greek Government in the priorities for the sustainable tourism industry.

Precondition is a joint understanding of what sustainability means and how to become a more sustainable destination.

TUI Group, TUI Care Foundation and the Southern Aegean Region follow a joint holistic approach.

Full Travel Value Chain

TUI as the world's leading integrated tourism business is covering the entire tourism value chain of the island — from hotels and resorts, airline operations to cruising, activities and excursions to local transfers. TUI brings more than 600,000 holidaymakers to Rhodes — with a booking volume of €500m.

Together, Rhodes and TUI will use this unique position and its wide ranging links to the local sector to drive sustainable transformation.

Aligning Strategies

	EU Green Deal	UN SDGs	South Aegean/Rhodes Action Plan	TUI Group Sustainability Strategy	
Create green economic growth	Eliminating pollution Sustainable mobility Climate action Clean energy	6. Clean water and sanitation7. Affordable and clean energy9. Industry, innovationand infrastructure13. Climate action	Moving to green/renewable energy Sustainable mobility and fuel transformation Water conservation Waste management	Circular economy Fuel transformation Green energy Zero waste Efficiency in water management	
Green transformation and circular economy	Sustainable industry	6. Clean water and sanitation7. Affordable and clean energy12. Responsible consumption and production13. Climate action	Waste and food waste reduction Sustainable sourcing and procurement Adopting models and standards of circular economy	Circular economy Fuel transformation Green energy Zero waste Efficiency in water management	
Strengthen positive social and economic impact of tourism	EU "Build back better" program	8. Decent work and economic growth 9. Industry, innovation and infrastructure	365-day destination model Digital transformation of tourism Create new sustainable jobs Strenghtening entrepreneurship Upgrade infrastructure	Circular economy Fuel transformation Green energy Zero waste Local sourcing and procurement	
Restore biodiversity and protect the natural environment	Biodiversity Climate action Eliminating pollution Clean energy	13. Climate action 14. Life below water 15. Life on land	Reforestation and land regeneration Marine and coastal protection Transforming marine infrastructure Sustaining Rhodes' biodiversity	Circular economy Fuel transformation Green energy Zero waste Efficiency in water management	





The Co-Lab Positioning

The Co-Lab is a creative collaboration that brings together a variety of key stakeholders in a destination, where together we will co-create solutions that fundamentally (re)shape and (re)design a

Holistic Sustainable Business Model for Tourism Destinations worldwide

The Rhodes Co-Lab Model

GOAL

Establish the South Aegean Islands region - and Rhodes in particular – as the Global Centre for Sustainable Destination Model Development

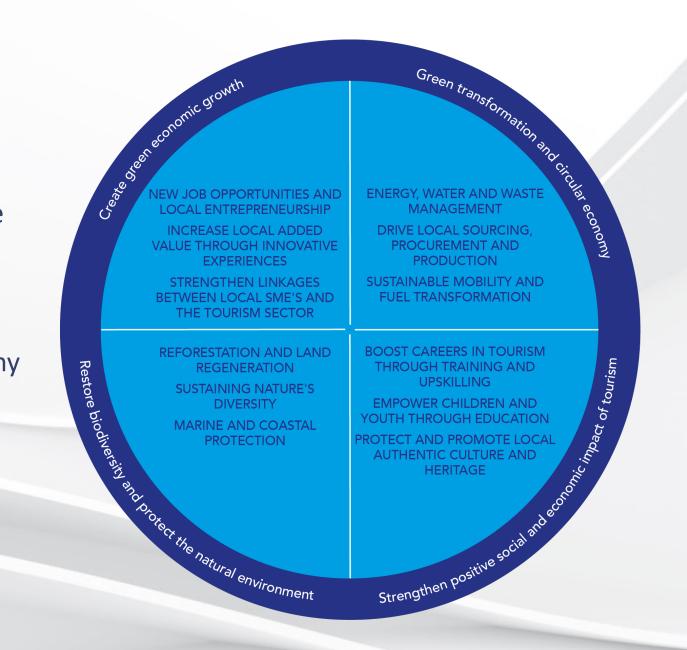




Co-Lab Workstreams

Focus on **four workstreams** each supporting three focus areas to generate positive impact and sustainable development in Rhodes:

- Create green economic growth
- Green transformation and circular economy
- Strengthen positive social and economic impact of tourism
- Restore biodiversity and protect the natural environment





Holistic destination value chain approach for **The Rhodes Co-Lab**





Holistic destination value chain approach for The Rhodes Co-Lab

Workstreams			Potential areas o	of interest			Outputs
8	SS I					Banking & Money services	
	Services	Staff trainings/education				Security	
Create green	Ferry terminal Cruise terminal	Laundry & Cleaning services				Wholesalers	
economic growth	Cruise terminal	Water supplier	Maintenance companie			Import businesses	
Green	Ports and Port authority	Waste management company	Guide trainings/education	Staff trainings/education	Waste management company	Water supplier	Each core theme
transformation and circular	Ports and Port authority Bus stations	Energy supplier	Bus suppliers	Distribution companies	Museum	Waste management company	
economy	Airport	Food & Beverage suppliers	Boat suppliers	Food & Beverage suppliers	Nature management	Fuel & Energy suppliers	supporting three focus
Strengthen	Transportation	Accommodation	Activities & Excursions	Food & Beverage	Tourism assets	General support services	areas to generate positive impact
positive social and economic	Coach and bus companies	Hotels	Boat tours	Restaurants	Museum	Customs	
impact of tourism	Car rental companies	Apartments	Guided island tours (bus)	Bars	Archeology	Immigration	in the destination.
Restore	Bike, motorbike, quad rental	Cruise ships	Waterparks	Clubs	Architecture	Tourism offices	
piodiversity and protect the	Boat rental	Holiday homes / Villas	Play grounds	Cafes	Mountains		
natural	Bike, motorbike, quad rental Boat rental Taxi companies Airlines	Agritourism	Sports activities	Street food	Agriculture (e.g.		
environment	Airlines	Homestays	Events (e.g. concert, festival)	Kiosks	vinevards) Beaches and ocean		
	Ferry operators	Camping / Glamping	Markets	Bakeries	Wildlife		
			Zoos	Food souvenirs	Houses of worship		



Co-Lab: Recognizing that education plays a key role in the sustainability transformation, these initiatives will be launched:

Will be cocreated by **TUI Group** and the South **Agean Region** building on their local, regional and international networks of stakeholders and capabilities to create a think tank with lasting impact.

THINK TANK FOR SUSTAINABLE TOURISM DEVELOPMENT

Launching a think tank that brings together national and international experts from private sector, academics, administration and civil society to strengthen global expertise on sustainable tourism transformation.

UPSKILLING TOURISM PROFESSIONALS

Development of training courses and a cutting-edge learning platform to upskill tourism professionals in sustainable tourism practices to ensure that transformation is driven on all levels.

VOCATIONAL TRAINING FOR YOUTH

Opening up new career opportunities for youth from disadvantaged backgrounds through cutting-edge dual education programmes with combined theoretical and practical courses.

ENVIRONMENTAL EDUCATION AND AWARENESS RAISING FOR CHILDREN

Children and youth can become impactful amabassadors for a sustainable future. In a Junior Academy programme children will be empowered to develop a deeply rooted understanding for the importance of an intact nature.

TUI Care
Foundation
has vast international
experience in
running such
initiatives and
will work with
regional
stakeholders
to implement
them on
Rhodes.



Implementation Structure

Launch of Co-Lab project

Business Plan Projects/ Funding

Initial Centre for Sustainable Tourism Development

- International launch of the project
- Co-Lab under the umbrella of the Prime Minister of the Hellenic Republic
- Set-up of Management Team incl. Supervisory Board, Steering Board, Project Team with experts (Jan.-Feb.2022)
- Building on extensive preparations work, a concrete business plan is developed.
 Support by international consulting firm and sustainability experts (Feb.- March 2022)
- All proposed projects according to the business plan will be matched with funding (national and EU)
- Implentation of initial projects will begin (e.g. reforestation, waste reduction, educational projects)

- Co-created by Region of South Aegean/ Rhodes/TUI, stakeholders and academic institutions in Greece and abroad.
- Major Observatory for creating and implementing best practices and policies for sustainable tourism development worldwide
- Training local society and business society in sustainable tourism development





We are entering a decade of sustainable transformation.

We want to develop leading examples of sustainable transformation of destinations around the world.



