

The Rhodes Co-Lab Sustainable Destination

A project by



Creating a leading example for sustainable tourism of the future



THE RHODES CO-LAB
SUSTAINABLE DESTINATION

SOUTH AEGEAN REGION & TUI GROUP

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 sanitation 7. Affordable and clean energy 9. Industry, innovation and infrastructure 13. 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 sanitation 7. Affordable and clean energy 12. Responsible consumption and production 13. 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 Strengthening 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

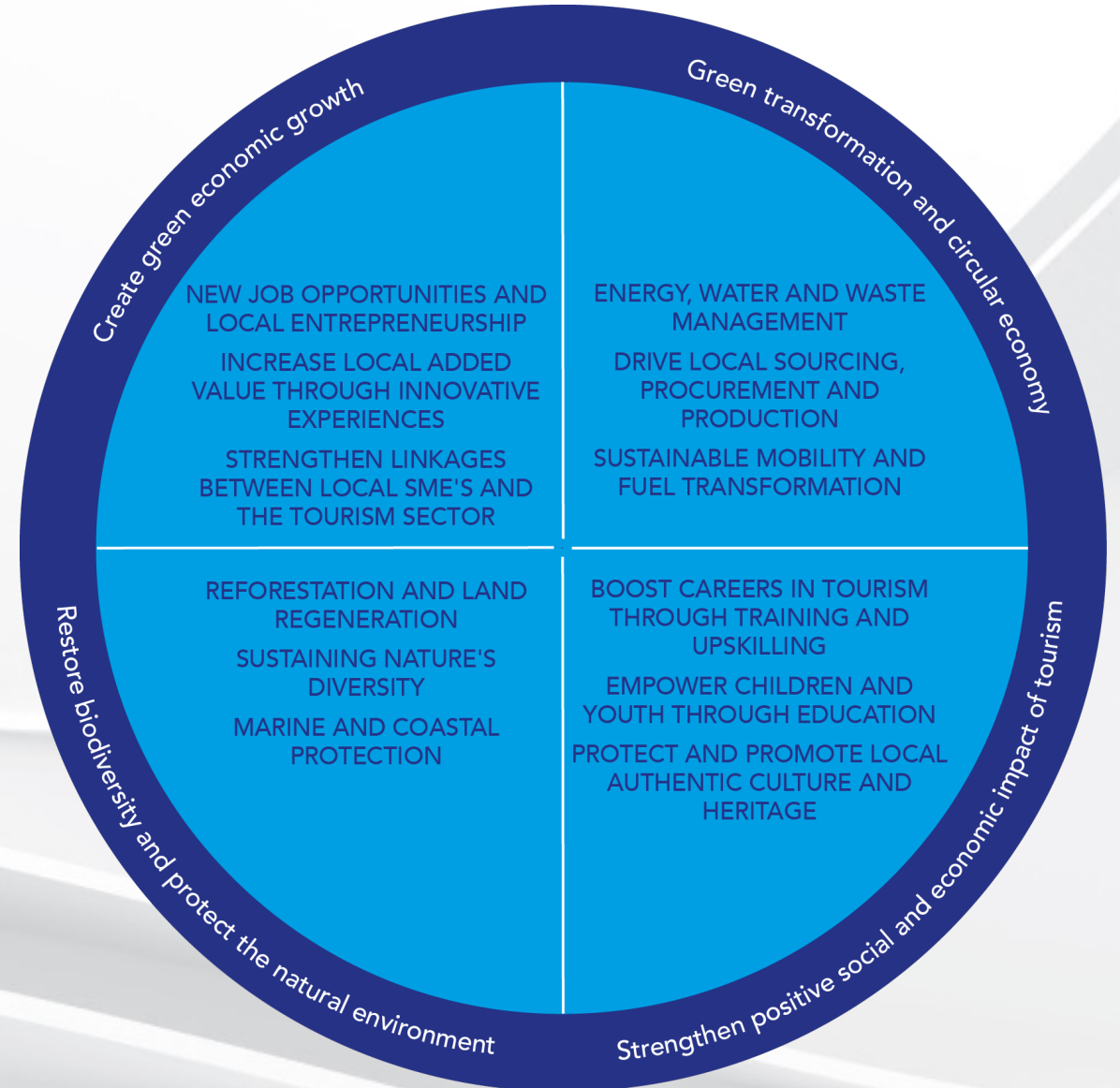
Establish the South Aegean Islands region
- and Rhodes in particular –
as the **Global Centre for Sustainable
Destination Model Development**



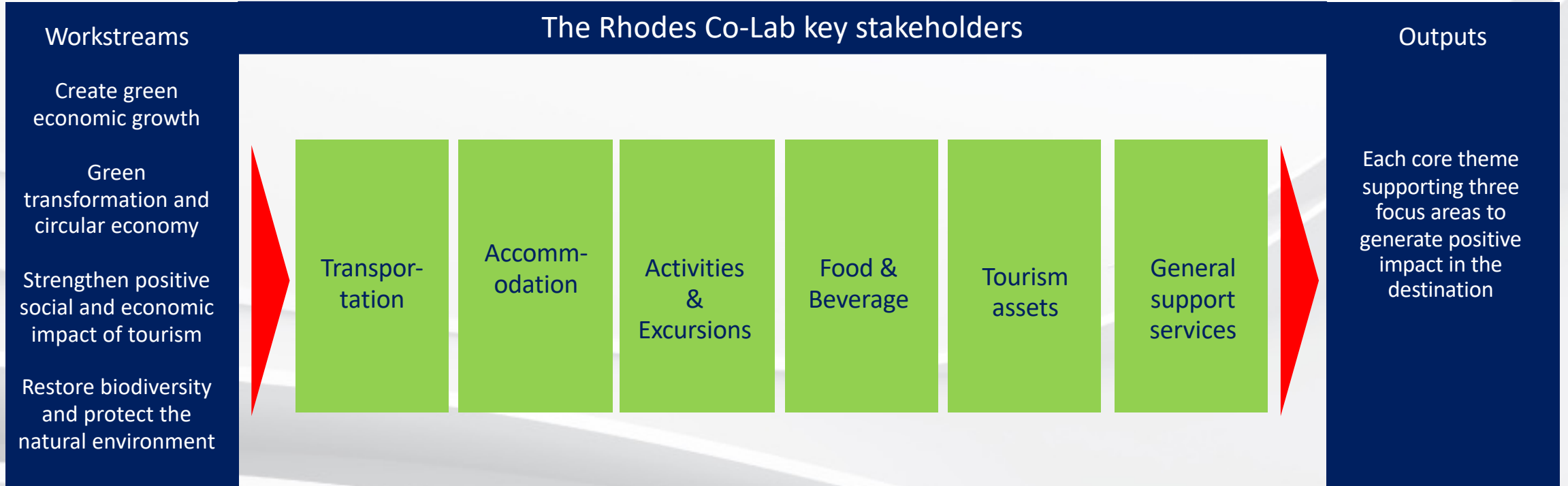
Co-Lab Workstreams

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

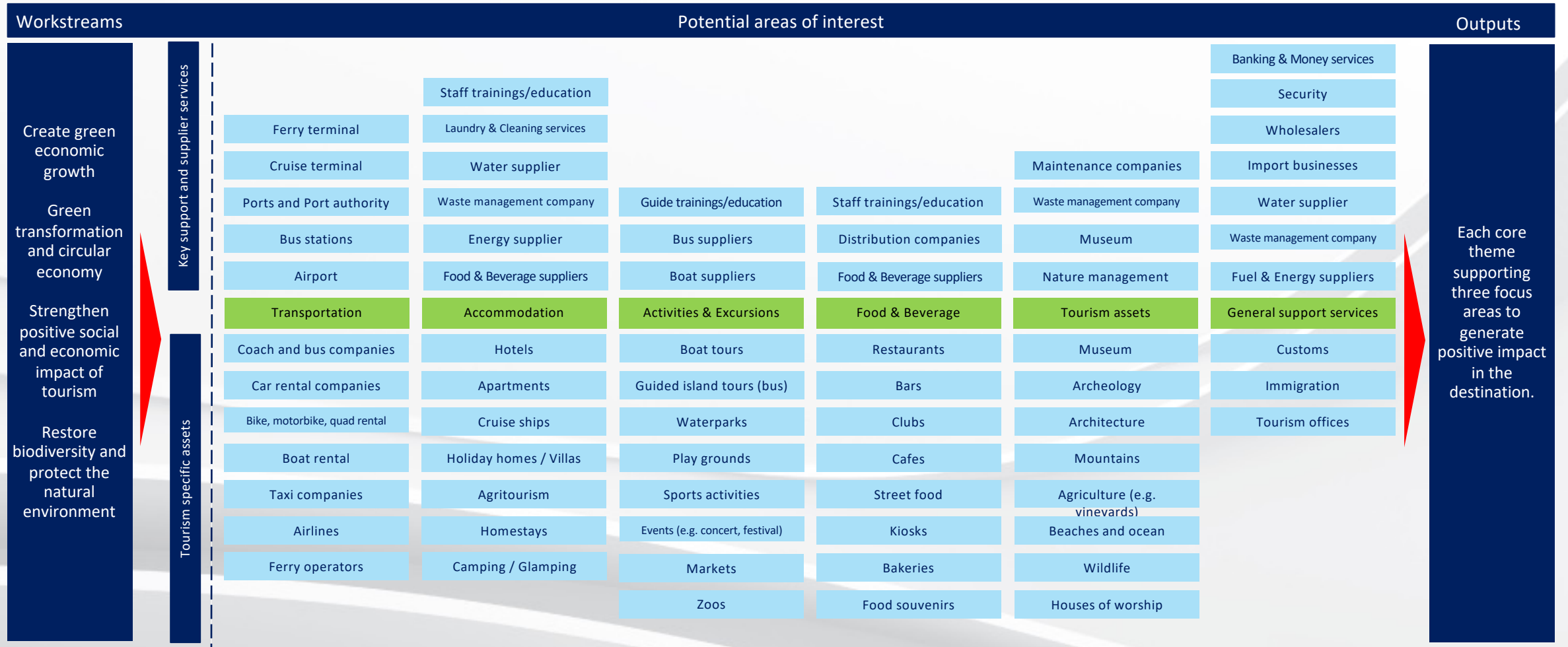
- Create green economic growth
- Green transformation and circular economy
- Strengthen positive social and economic impact of tourism
- Restore biodiversity and protect the natural environment



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



Holistic destination value chain approach for The Rhodes Co-Lab



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

Will be co-created by TUI Group and the South Aegean 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

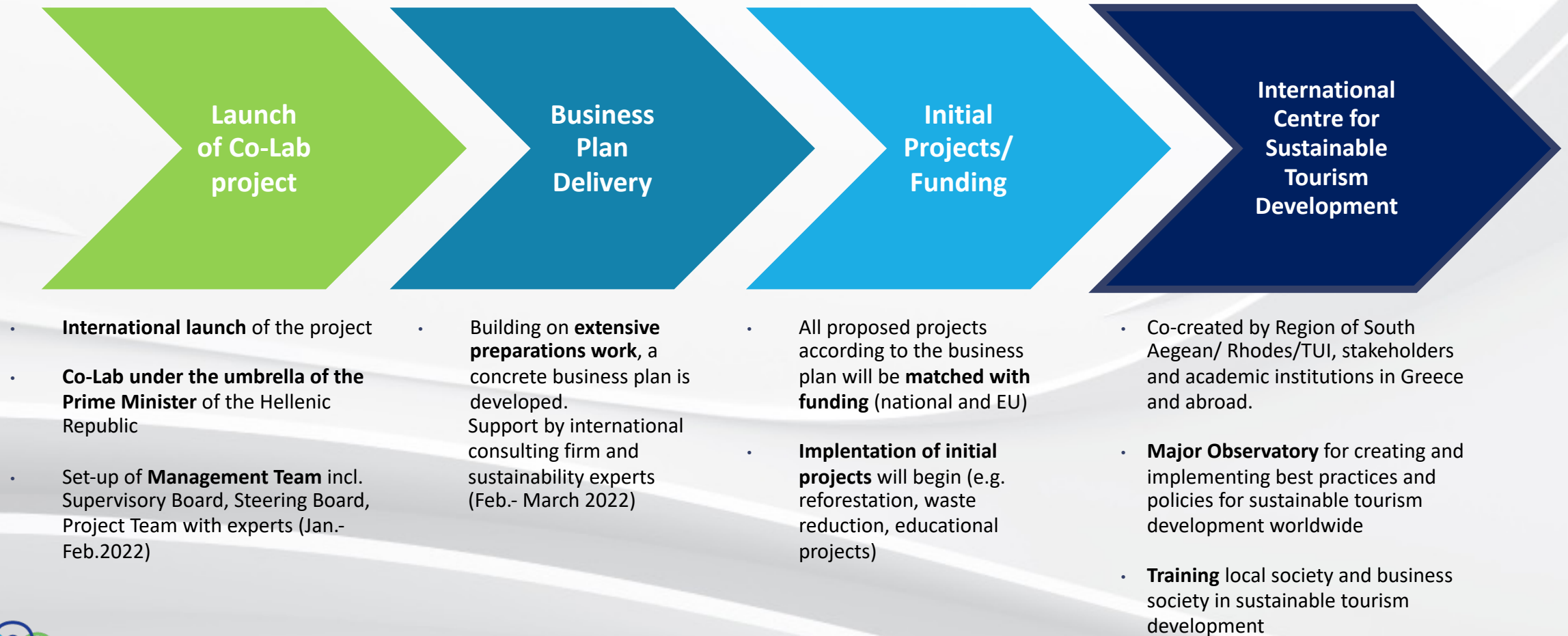
Children and youth can become impactful ambassadors for a sustainable future. In a Junior Academy programme children will be empowered to develop a deeply rooted understanding for the importance of an intact nature.

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



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Implementation Structure





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*We are entering a decade of sustainable transformation.
We want to develop leading examples of sustainable transformation
of destinations around the world.*

