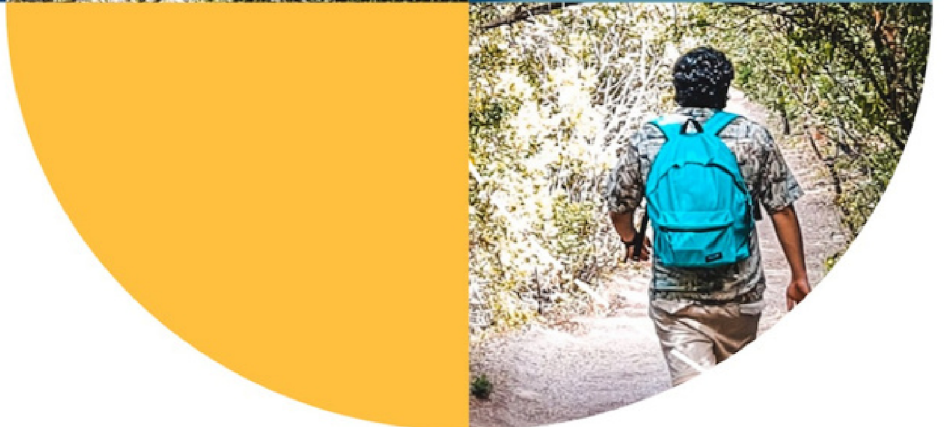




M3 Sustainability Strategy Workshop

Learning Pill 

Created by
I&F



Co-funded by
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THE LEARNING PILL



Title: Sustainability Strategy Workshop

Duration: 2:15h

Introduction: This workshop focuses on the practical application of sustainability principles in agritourism businesses. Sustainability is a critical aspect of the industry, and this workshop will enable participants to develop actionable sustainability strategies for their ventures.

Objectives of the training pill:

1. Understand the significance of sustainability in agritourism.
2. Develop practical sustainability strategies for agritourism businesses.

Key Concept:

Sustainability in agritourism.
Developing sustainability initiatives.
Strategy development and implementation.

Examples and Case Studies:

Case study: Successful sustainable agritourism initiative.
Hypothetical scenarios for strategy development.





Interactive Activities:

Sustainability Scenario Analysis

Group Formation (5 minutes):

Divide participants into small groups, ensuring diversity in each group.

Presentation (10 minutes):

Provide each group with a hypothetical scenario of an agritourism business. Include details about the type of business, location, and current sustainability practices (if any). For example, one group may receive a scenario about a rural farm stay with limited water resources, while another may receive a scenario about an eco-friendly vineyard.

Brainstorming (15 minutes):

In their groups, participants should brainstorm sustainability initiatives and strategies tailored to their given scenarios. Encourage them to consider factors such as local ecology, community engagement, and resource conservation.

Strategy Development (15 minutes):

Each group should select the most promising sustainability initiatives from their brainstorming session and develop a comprehensive strategy for implementing them in their hypothetical agritourism business. This should include a timeline, budget considerations, and potential challenges.

Group Presentation (5 minutes per group):

Each group presents their sustainability strategy to the rest of the participants. They should explain their chosen initiatives, the rationale behind them, and how they plan to execute them.

Feedback and Discussion (10 minutes):

After each presentation, open the floor for questions and feedback from the other groups. Encourage a constructive discussion about the strengths and potential improvements of each strategy.

This interactive activity allows participants to actively apply sustainability principles to diverse agritourism scenarios. It promotes critical thinking, collaboration, and the development of actionable sustainability strategies based on realistic scenarios. Participants gain practical experience in devising strategies that align with the unique needs of different agritourism businesses.

Sustainability Impact Assessment

Objective: To evaluate the environmental impact of sustainability initiatives and assess their effectiveness.

Scenario Selection (5 minutes):

Present participants with a selection of hypothetical agritourism scenarios, each with different sustainability initiatives in place. Participants can choose one scenario to work with in their groups.

Group Formation (5 minutes):

Divide participants into small groups, with each group selecting a different scenario to analyse.

Sustainability Impact Assessment (15 minutes):

In their groups, participants should assess the environmental impact of the sustainability initiatives within their chosen scenario. They can consider factors such as energy consumption, waste reduction, water conservation, and wildlife preservation. Participants are encouraged to use visual aids, charts, or diagrams to illustrate their findings.

Effectiveness Evaluation (10 minutes):

Each group should evaluate the effectiveness of the sustainability initiatives in achieving their intended goals. Participants should discuss whether the initiatives have had a positive impact on the environment, local community, and the agritourism business itself.

Group Presentation (5 minutes per group):

Each group presents their sustainability impact assessment and effectiveness evaluation to the rest of the participants. They should highlight any challenges or successes they encountered during their analysis.

Discussion and Comparison (10 minutes):

After each presentation, facilitate a discussion where participants can compare the impact and effectiveness of different sustainability initiatives from various scenarios. Encourage participants to share insights and lessons learned.

This interactive activity allows participants to critically assess the environmental impact of sustainability initiatives in different agritourism contexts. It promotes analytical thinking, teamwork, and a deeper understanding of the practical implications of sustainability efforts. Participants gain valuable insights into the effectiveness of sustainability practices and how they can make informed decisions in their own agritourism businesses.



Did You Know?

Tips and Suggestions:

During the Sustainability Strategy Workshop, participants are encouraged to embrace collaboration, fostering an environment where diverse perspectives and innovative ideas can thrive. The emphasis is placed on the importance of teamwork and active engagement, as working together often leads to more comprehensive and effective sustainability strategies. By sharing insights and pooling their collective knowledge, participants can develop well-rounded approaches to sustainability in agritourism.

Additionally, a key focus of the workshop is to underscore the need for sustainability initiatives that are not only visionary but also realistic and feasible within the context of hypothetical agritourism businesses. Participants are encouraged to tailor their strategies to the unique characteristics and challenges of their given scenarios. Emphasis is placed on the practicality of their goals, emphasizing the importance of setting achievable milestones. By grounding their strategies in practicality, participants can ensure that their sustainability initiatives are not only well-conceived but also implementable.

 **FEEDBACK**

Feedback and Adaptation:

Foster a culture of feedback by encouraging input from both customers and staff. Reviews and suggestions from customers can inform your strategies, while staff feedback helps refine processes. Scalability should be considered, ensuring your chosen tech solutions can grow with your business.

Streamline operations with integrated tech tools and invest in comprehensive staff training and support. Monitor key metrics to evaluate the impact of tech initiatives and adjust strategies based on data-driven insights. Lastly, ensure legal compliance and consider sustainability when making tech choices. Collaborative partnerships and a robust risk management plan prepare you for potential tech-related challenges.

By following these tips, agritourism businesses can effectively leverage technology to enhance their operations and deliver exceptional experiences to customers, all while staying aligned with industry values and regulatory requirements.

Summary and Recap: Summarize the key points covered in the training pill. Recap the main insights and takeaways to reinforce learning

Summary and Recap:

This workshop focuses on applying sustainability principles to agritourism businesses. Participants will develop and present sustainability strategies based on real-world scenarios, promoting hands-on learning.



Additional Resources:

- Recommended readings on sustainable agritourism.
- Sustainability organizations and networks.

Q&A and Feedback:

Participants are encouraged to ask questions, provide feedback, and engage in discussions throughout the workshop. Open dialogue is essential for a productive learning experience.

Conclusion:

In conclusion, the Sustainability Strategy Workshop underscores the paramount importance of "greening" your agritourism activity. By actively engaging in sustainability initiatives and developing practical strategies, you not only contribute to a more environmentally responsible and ethical industry but also position your agritourism venture for long-term success.





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