

Project description

“Train to change“

Training for supporting the implementation of Corporate Social Responsibility



What is CSR?

Businesses respecting Corporate Social Responsibility (CSR) incorporate their social, ecological and economic environment into their business strategy and particularly into their daily routines. For instance, they implement environmentally sound operational procedures (production, transportation, waste separation, energy generation etc.). The economic revenues should benefit the region and regional providers. Working conditions for employees are socially acceptable and the work-life balance is taken into consideration.

Project description

“Train to change“ is a European project that fosters the implementation of CSR in accommodation businesses (Naturefriends: Naturefriends houses, Naturefriends travel agencies). For this purpose, a few trainers and many (house) managers are trained in order to deal with the sustainability of their houses or travel agencies as well as to implement CSR standards such as environmental performance, regional products, climate justice etc. In quite a few houses or travel agencies, standards are already implemented - this constitutes a good basis. The project, which is supported by the EU, is based on the collaboration of KATE (GER), Naturefriends International (AUT), Universitat Autònoma de Barcelona (ESP), Associazione Italiana Turismo Responsabile (ITA) and the Croatian Youth Hostel Association (CRO).

Implementation in Naturefriends houses

- Training of a minimum of 2 CSR trainers (training in English)
- Training (in German and English) of at least 10 CSR managers in Naturefriends houses/Naturefriends travel agencies by the above-mentioned Naturefriends CSR trainers
- Support for CSR managers by Naturefriends CSR trainers
- Elaboration of a Naturefriends CSR mission statement, improvement plan and sustainability report

Benefits for Naturefriends houses

- Association practices are reviewed in terms of sustainability
- Evaluation of ecological, economic and social criteria
- Cost-cutting and improvement opportunities can be identified
- Effective publicity
- Higher employee satisfaction is achievable
- The implementation of the measures DOES NOT form part of the project, but it lays the foundation for a future CSR certification

Time horizon:

Training of the trainers: 25th – 27th June 2012; 15th – 17th October 2012

Training of the managers of Naturefriends houses/travel agencies: beginning of 2013

Contact and further information on the project:

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