

In accordance with Sec. 2 of its Guidelines and Procedures, Futouris supports projects jointly with its members to enhance sustainability in the tourism sector.

Projects can either include

- measures that significantly improve the sustainability performance of the tourism industry
- measures in destinations with tourism relation.

Ensuring appropriate identification of the project sponsor (the member companies) with the supported project is of general interest. The aim is to encourage as many stakeholders of the member companies as possible to support the idea and the implementation of a supported project and to spread the project results among the members of Futouris as well as in public. Results are therefore open to the public.

To maintain a strict sustainability standard, supported projects are assessed and chosen, implemented and evaluated based on the following criteria. Since not every project can meet all sustainability criteria, every project should cover at least all three aspects of sustainability, i.e. ecological, socio-cultural and economic.

Futouris catalogue of support criteria:

The basic requirement for every project support through Futouris is to comply with the non-profit goals which are outlined in Sec. 2 of the Futouris Guidelines and Procedures (see annex). Project partners must follow the scientific advisory committee's recommendations regarding adjustment and optimisation of sustainability management practices.

1. General sustainability criteria:

- Involvement of local population and/or companies and the member companies in the design, implementation and development of projects
- Provide guidance on the concept of sustainable development to stakeholders, locals and tourists by conducting awareness campaigns, providing information, teaching skills and facilitating the ability to implement change
- Produce multiplier effect in tourism destinations through the implementation of a project (encouraging the establishment of partnerships, networks and activities within the destination which correspond to the principles of sustainable development, possibly transfer the project procedures and outcome to other projects)
- Produce multiplier effect among Futouris members by devising a general set of recommendations which has been developed for tourism companies in the project and which brings about effects that are in line with the fundamentals of sustainable development and allows measures to be transferred to additional companies.

2. Ecological criteria

- Contribute to the increasing appreciation of nature and landscape (e.g. fostering environmental awareness and responsibility for nature in the destinations among regional stakeholders in general, and through local awareness campaigns aimed at agencies, staff, local tour guides, travel agencies and tourists)
- Protect and conserve biological diversity and natural habitats
- Responsible use of natural resources (by reducing the use of energy, water, raw materials and space) and reduction of environmental impacts (waste production, pollutants, emissions, immissions, noise, landscape, ...)
- Promote the use of regional material and energy cycles (e.g. renewable forms of energy, regional food offer)
- Use enhanced visitor flow management systems and low-emission or emission-free transport services.

3. Socio-cultural criteria

- Involve local key players during the planning and implementation stages when carrying out projects. Particularly welcome are project ideas that are proposed directly by locals, employees of local partner companies and/or tourists and employees of Futouris member companies. Care is taken that the local population participates in supported projects.
- Active encouragement and involvement of the local population to facilitate the continuation, appreciation and revitalization of regional customs and traditions (e.g. by supporting genuine regional handicraft, including elements of traditional local architecture and promoting characteristic landscapes).
- Conserve, protect and develop cultural heritage sites, cultural landscapes, regional diversity and specific characteristics which shape the identity of the destination based on ecological requirements and traditions.
- Raise awareness for the values of the region and the destination.
- Preserve and enhance the harmonious development of settlements in consideration of environmental and cultural aspects.
- Enhance intercultural exchange as well as foster the respect for local cultures and local ways of living by raising awareness among stakeholders, Futouris member companies, agencies, local employees and tourists for openness and conservation of cultures and other ways of living
- Improve social standards and working conditions, including training and further education.

4. Economic criteria

- Establish regional value creation cycles based on local structures and participation of locals for a greater acceptance of sustainable tourism within destinations, while allowing for a variety of added value opportunities through small-scale investments.
- Ensuring fair participation in the value creation cycles (appropriate pay levels, prevention of child labor, etc.).
- Promoting regional cooperation, local income and multiplier effects on both the upstream side and the downstream side of business sectors.
- Aspire to establish long-term economic partnerships and achieve sustainable economic success.

Annex

Purpose of the association according to Sec. 2 of the Futouris Guidelines and Procedures

The purpose of the association is to promote the sustainable development within and outside of Germany. In this regard, Futouris carries out infrastructure and development projects, awareness raising and information measures as well as education programmes and trainings which accelerate the sustainability process on a global scale and serve as a role model in the tourism sector. Cross-cutting standards for different projects and countries are also being developed in this context. These standards can be transferred to diverse projects in diverse countries. The association is particularly active in the following areas:

- Conserving environment, nature and climate
- Protecting cultural heritage
- Promoting intercultural dialogue and understanding, tolerance and respect for human rights
- Conserving biological diversity, adopting measures for the protection of species and raising awareness for resource protection
- Developing local and economically self-sufficient structures for the purposes of development cooperation and providing support to create fair working conditions, qualifications and participations
- Developing sustainable innovations and pilot projects
- Promoting and holding research events, carrying out research projects and awarding research contracts within the above-mentioned areas.