

THE RHODES CO-LAB
SUSTAINABLE DESTINATION
SOUTH AEGEAN REGION & TUI GROUP

The Rhodes Co-Lab Sustainable Destination

Creating a leading example for
sustainable tourism of the future

A project by



DESTINATION CO-LAB DEFINITION



Destination, Collaboration, Laboratory.

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 next generation sustainable business model for tourism that is scalable and duplicable for tourism destinations worldwide.

The Rhodes Co-Lab Concept

GOAL: Establish the South Aegean Islands region - and Rhodes in particular - as the global centre for sustainable destination model development.

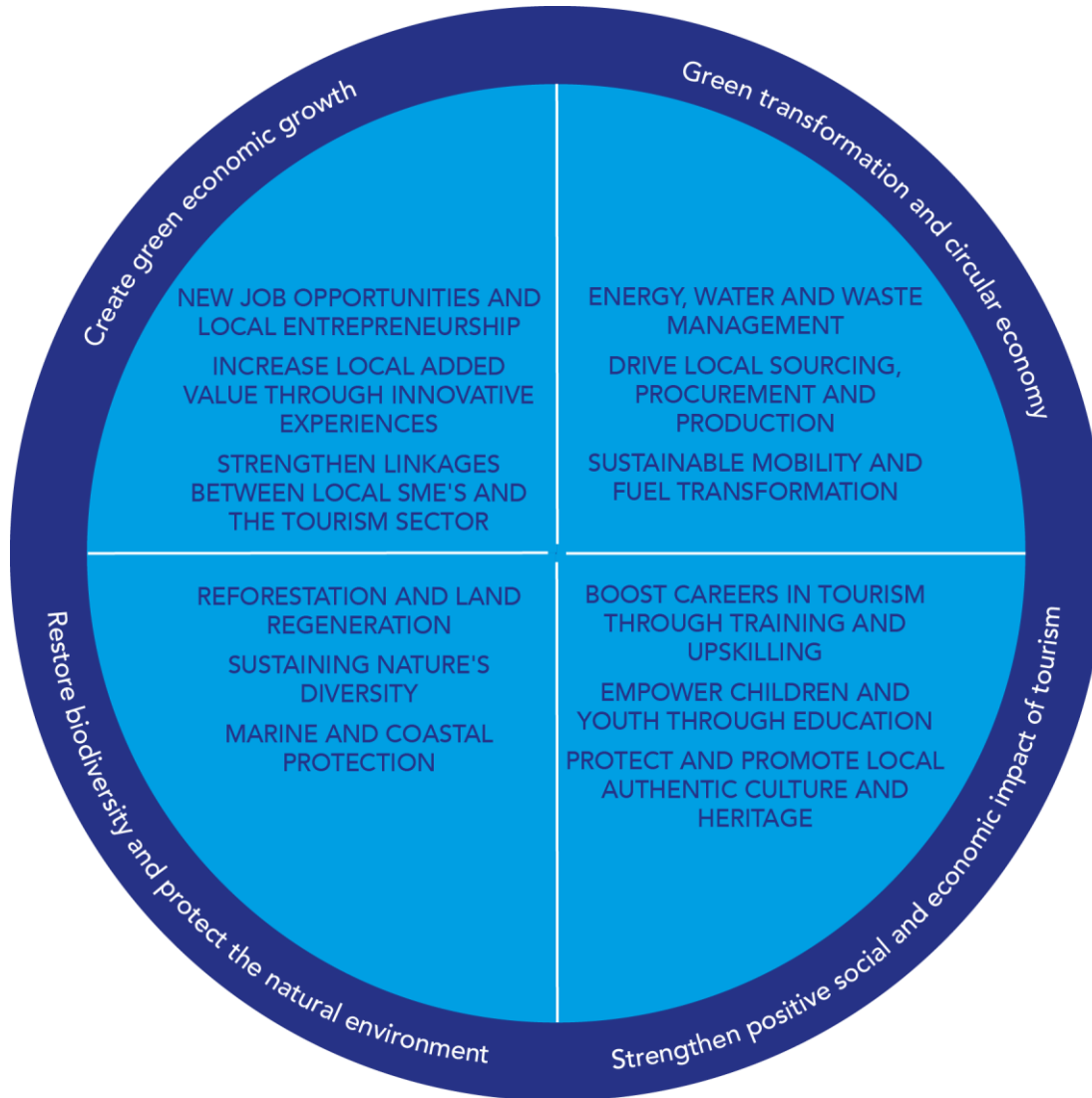
- Five year project
- Alignment between EU Green Deal, SDGs, South Aegean & Rhodes Action Plan and TUI's Sustainability Agenda



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



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.



*We are entering a decade of sustainable transformation.
Together with Greece, we want to develop solutions in the Co-Lab
that serve as leading examples of sustainable transformation of
destinations around the world.*

