

GreenHost Project's Successful Second Transnational Meeting in Vila do Conde, Portugal

The GreenHost Project held its second Transnational Project Meeting (TPM2) on 28-29 January 2025 in the charming city of Vila do Conde, Portugal. Hosted at the School of Hospitality and Tourism (ESHT), the meeting provided a perfect setting for partners to discuss progress, share updates, and plan the next steps for the project. The mix of Vila do Conde's cultural heritage and ESHT's modern facilities fostered a productive and collaborative environment.



The ESHT, part of the Polytechnic Institute of Porto, is a leader in hospitality education, with state-of-the-art facilities like application restaurants and a show cooking amphitheater. These resources are key to supporting the GreenHost project's goals of advancing sustainable tourism and environmental practices.

During TPM2, partners successfully aligned on future tasks and deliverables. In addition to providing valuable in-person discussions, the meeting emphasized the importance of collaboration and coordination as the project continues to progress.

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THE SECOND PROJECT MEETING

Located between Porto and Póvoa de Varzim, Vila do Conde is known for its beautiful coastline, rich history, and cultural landmarks. This picturesque setting offered an ideal backdrop for a meeting that included 19 partner organizations from 7 countries working together to improve hospitality management and promote sustainability.



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Looking ahead, the 3rd TPM in Reggio Emilia, Italy will be crucial for refining strategies and finalizing reports. With strong cooperation and shared objectives, GreenHost is on track to achieve its goals of promoting sustainable hospitality practices across Europe.

The meeting concluded with a networking dinner in Vila do Conde, offering participants a chance to unwind and further strengthen partnerships. As the project moves forward, the focus remains on creating lasting impacts in the hospitality sector through innovation, training, and collaboration.



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Building an Online Repository of Good Practices

The project partners have successfully collaborated to establish an initial pool of Good Practices for the online Repository of Good Practices. This repository aims to serve as an observatory of industry best practices, offering valuable insights for the hospitality and tourism sectors.



With all data collected and reports finalized, the consolidated results will soon be accessible to VET providers, policymakers, and industry professionals, providing proven strategies to enhance sustainability and innovation in the sector.

Key activities already completed include:

- Desk Research: Literature reviews and case studies were conducted to gather foundational knowledge.
- Field Research: Surveys, interviews, and focus groups collected real-world data.
- Report Synthesis: Findings were analyzed, written up, and shared for partner evaluation.
- Finalization: Reports were refined based on feedback and are now ready for inclusion in the repository.



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Innovative Training Programs for Sustainable Hospitality Management

As part of the GreenHost Project, the consortium is progressing with the development of tailor-made training programs and assessment methodologies for hospitality professionals. This work package (WP4) is central to the project's success, as it aims to deliver practical resources for VET providers across Europe to promote the upward convergence of vocational education and training excellence.



One of the key innovations in WP4 is the integration of the European Commission's Recommendation on Environmental Footprint Methods (2021) into the curriculum. This will empower students, graduates, and professionals in the hospitality industry to assess and improve their environmental performance. By combining green skills with digital competencies, the project will equip the workforce to meet growing demand for more sustainable practices in the sector.

So far, the following deliverables have been implemented:

- Training materials for teachers and trainers, focusing on sustainability, entrepreneurship, and aligning curricula with labor market needs.
- Guidance on how to effectively link the classroom to the labor market and incorporate sustainability education into hospitality management training.



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