

**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.

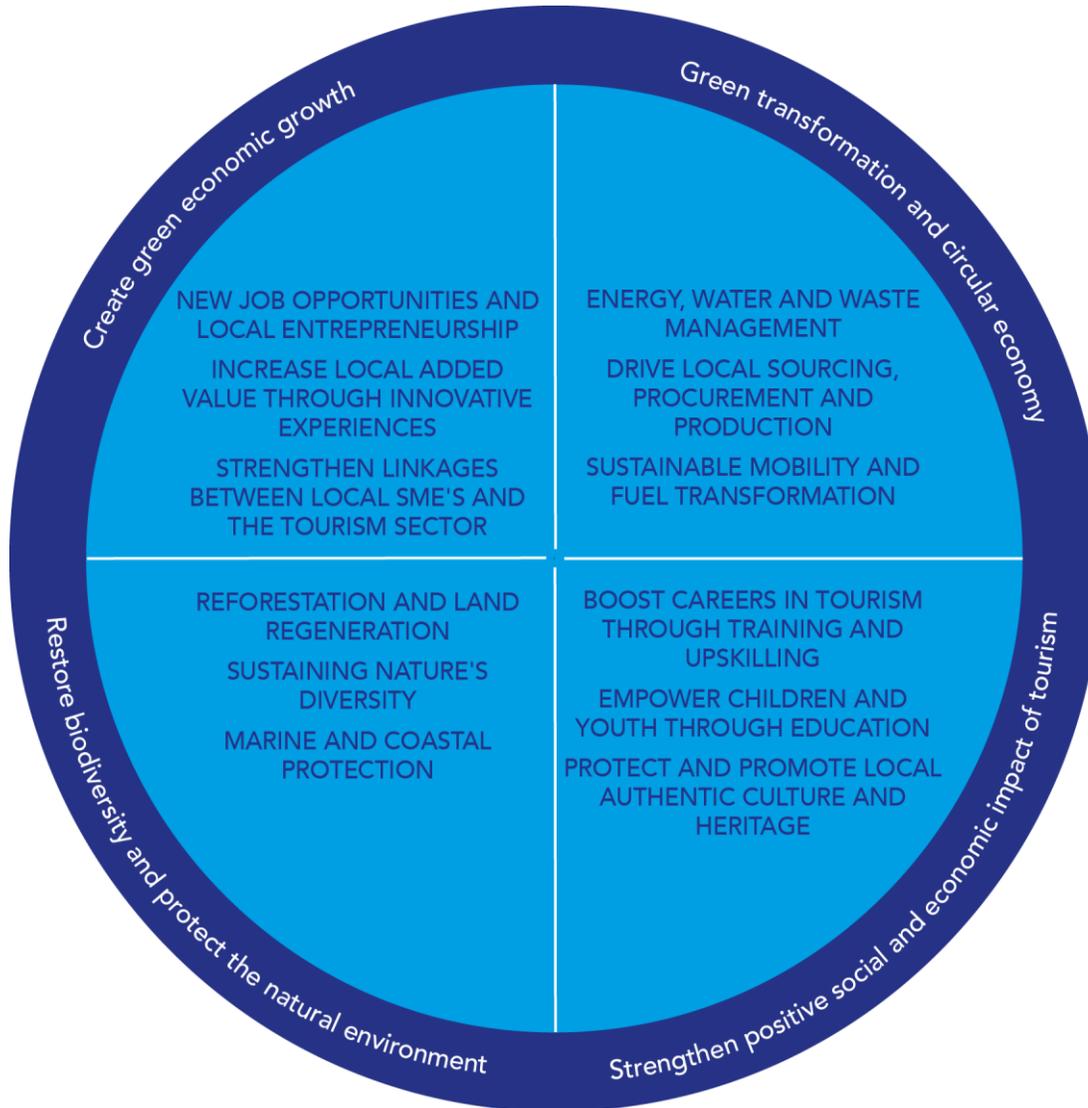
- Five year project
- Alignment between EU Green Deal, SDGs, South Aegean & Rhodes Action Plan and TUI's Sustainability Agenda



# 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.*

