



Futures Institute
for Sustainability, CSR, ESG and Resilience
in Tourism, Events and Hospitality

Invitation for HOPE

A programme to drive
Sustainability, CSR, and Resilience

Explore risks, challenges, and opportunities to
**maximise revenues and value while
enhancing the experience business**

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TEHO FI

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About the Programme

Main Objectives of the Programme

- ✚ To contribute to the building of Resilience for the future in the Hospitality and Tourism ecosystems and to support Sustainable Development and Climate Action in times of Tourism 4.0.
- ✚ To make this programme a means of awareness and knowledge enhancement of Sustainability, CSR, ESG, and Organization Resilience.

Components of the Programme, which starts 1 Novembre:

1. **An empirical study** on Sustainability, CSR, and Organization Resilience.
2. **An awareness-raising type of events** with topical presentations and conversations on “Building Organization Resilience in Uncertain Times: From survival, through recovery to future-readiness”.
3. **A virtual event in 2022** to present a first set of conclusions from the empirical study and to strengthen TEHOFI community.

Eligibility for the programme

The HOPE programme covers the industries TEHOFI is focused on: Tourism and Hospitality. As we emphasize the ecosystem perspective, we also include in the programme industries, sectors or segments that work closely together with these industries such as manufacturing, food & beverages, and consumer goods. Therefore, we must also be focused on key players such as: hospitality real estate investment; asset management; hotel management; insurance; institutions and governmental agencies. The target audience comprises owners, top management, and decision makers who take decisions that impact how the companies operate and who are responsible for change, transformation, and development programmes.

Key benefits from joining the Programme

For decision-makers, managers, and investors:

- ✚ A snapshot of the degree or level of the organization’s maturity in Sustainability & CSR, which plays a major role to improve performance and attract investors.
- ✚ Insights into how companies operate, into the strategic challenges they are facing, and how to take advantage of the emerging opportunities for business development and revenue growth.
- ✚ Learning and leadership development opportunities.
- ✚ Access to digital platforms to network, develop business relationships and generate ideas for solving complex problems.

For the partnering institutions and corporate sponsors & advertisers:

- ✚ Access to a digital platform to develop business relationships and generate leads.
- ✚ Get an opportunity to showcase management practices, unique products & solutions.
- ✚ Boost visibility and reputation.