



Institut des Futurs  
pour la Durabilité, la RSE, l'ESG et la Résilience  
en Tourisme, Evènementiel et Hospitalité

# Invitation for the HOPE programme

**Build Resilience and  
Accelerate Sustainability & CSR  
In the Hospitality & Tourism ecosystems**

2022

TEHO FI

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# TEHOFI and its partners are pleased to invite you to participate in the HOPE programme

## Objectives of the Programme

- **To help companies understand the most critical hotspots, barriers and challenges** they face in the wake of a regenerative hospitality industry, of climate change and the circular economy.
- **To explore paths to a more resilient and sustainable future**, through the cross-fertilization of ideas and opinions of the participants. We take into consideration the interests and aspirations of consumers and investors, legal constraints, and the emerging opportunities for business development.
- **To accelerate understanding and learning about perspectives** that are shaping the future and about which there is much confusion and misunderstanding. We aspire to make this programme a means of awareness and practical knowledge enhancement of Sustainability, CSR, and Resilience using technologies of industry 4.0.

## Components of the Programme

- **An empirical study** about the degree of Sustainability, CSR, and Resilience of companies such as Resorts, Hotels, SPAs, Thalasso, and Thermal Springs.
- **Learning, training, and leadership development types of events** such as presentations; workshops to working on real case problems; Q&A sessions and exclusive discussions among peers in a think-tank type of environment that will help businesses innovate, invest, and develop.
- **An event in 2022** to present a first set of conclusions from the empirical study, and to create a ground for discussion through Q&A sessions.

## Why the HOPE Programme ?

- The difficulty in managing relations between stakeholders holds back the development of sustainability and resilience in Hospitality. **We are committed to bringing together decision-makers with different aspirations in a think-tank type of environment** that will help businesses innovate, invest, and develop.
- While survival and recovery are still the priority concern of many today, especially in the luxury hotel & SPA industries, it is also important to prepare for the medium and long-term. It is crucial to look beyond while taking steps to learn from the crisis, which has revealed flaws in government and industries preparedness and response capacity. **The HOPE programme brings practical guidance to help** create and develop alternative business models to **better prepare for the future**.
- **To stimulate the use of digital technologies and software to manage Sustainability, CSR, and Resilience**. They offer a faster practical path to these fields. They can also improve a company's long-term outlook. Participants can learn about integrated solutions for stronger security, streamlined business operations, and flexible work scenarios.

## Key Benefits from Participating

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

## About the Programme of Events

The programme with exclusive events and workshops is entitled:  
*Building Resilience in the Hospitality companies and ecosystems:  
Survival, Recovery, Transitions and Scenarios for the Future*

- The first **virtual event** will take place on the **2<sup>nd</sup> February 2022**
- The first **workshop** will take place on the **3<sup>rd</sup> March 2022**

**consideration**

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<https://consideration.io/>

<http://www.expedita.com/>

<https://www.isis-papyrus.com/>



<https://www.picc-solution.com/>

<https://www.questionsactions.com/>

## How to Participate

To participate you just need to contact TEHOFI

by email [contact@tehofi.com](mailto:contact@tehofi.com)

or by QR code



We hope that this programme will be of interest to you  
and we will be happy to answer any questions you may have.