

*Trans*CSR

Transparency of CSR skills through ECVET in European tourism

Work Package 5

R10 “MEMORANDUM OF UNDERSTANDING”

Vienna, August 24th, 2015

Responsible for work package and result

BEST Institut für berufsbezogene Weiterbildung und
Personaltraining GmbH (BEST), (A)



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TransCSR Memorandum of Understanding (MoU)

1 Background to the general context of this MoU

On the current European labour market the acknowledgement and transparency of qualifications becomes of increasing importance due to the demand for higher mobility of professionals. Additional skills are necessary for employability and future requirements on the demanding European labour market. Corporate Social Responsibility (CSR) is a growing area of concern in society and the European Union intends to establish sustainable economic development through the Europe 2020 strategy. Especially for small and medium-sized enterprises (SME) the implementation of CSR is a quality feature that allows meeting future market requirements and enhancing their competitiveness. This requires qualified employees, who are able to drive and lead this change.

However, complexity and a lack of cooperation between different providers/authorities and between different national systems weaken its impact. One of the most important challenges to be faced is the diversity, even fragmentation of education, VET (vocational education and training) and qualifications systems in Europe. So, EU member countries have a national framework (National Qualification Framework) defining levels of qualifications or a classification for these levels. These frameworks may or may not be geared towards the organisation of education or training cycles. Moreover, depending on the systems, qualifications may be obtained either after only one type of formal training programme or following several kinds of learning processes. A wide range of providers may also be involved: ministries, agencies, occupational sectors, companies, social partners, chambers, non-governmental organisations, and so forth. In some cases, a national authority may accredit or empower training providers or other actors to prepare and issue qualifications, points, etc. In other cases, these functions can be devolved to the regional level, or to the providers.

These barriers hinder individual citizens from accessing education and training and from combining and accumulating learning outcomes achieved in different learning contexts. They make it difficult for citizens to move within the European Vocational Education and Training (VET) area and the European labour market and to pursue genuine lifelong learning without borders. What is needed, therefore, is a way of enabling people to pursue their learning pathway by building on their learning outcomes when moving from one learning context to another, and from one country to the other.

In line with the identified challenges of the European Commission on the European labour market *TransCSR - Transparency of CSR skills through ECVET in European tourism* (referred to later as *TransCSR*¹) aims at the transparency and acknowledgement of CSR skills in the tourism sector of at least six European countries using the tools of the ECVET (the European Credit System for Vocational Education and Training)² system and the European Qualification Framework (EQF)³. *TransCSR* transfers the results of the Leonardo da Vinci (LdV) project *Train to Change*⁴ and other CSR trainings into a broader systemic and geographic environment.

¹ www.adam-europe.eu/adam/project/view.htm?prj=11038#.VebK02fmQ3E

² <http://www.ecvet-team.eu/en>

³ https://ec.europa.eu/ploteus/search/site?f%5B0%5D=im_field_entity_type%3A97

⁴ Reference code: DE/11/LLP-LdV/TOI/147 443

2 Objectives of this MoU

ECVET is a technical framework for the transfer, recognition and, where appropriate, accumulation of individuals' learning outcomes with a view to achieving a qualification according to the 2009 EU Recommendation. ECVET tools and methodology comprise the description of qualifications in terms of units of learning outcomes with associated points, a transfer and accumulation process and complementary documents such as learning agreements, transcripts of records and ECVET users' guides. ECVET is intended to facilitate the recognition of learning outcomes in accordance with national legislation, in the framework of mobility, for the purpose of achieving a qualification.

The *TransCSR* transfer of innovation project (ToI), funded within the EU Lifelong Learning Programme 2007-13 in the Leonardo da Vinci strand was designed to achieve the general objectives mentioned above with particular reference to CSR skills in the tourism sector offering ECVET learning outcomes and an assessment tool to achieve transparency of related knowledge, skills and competences.

The project consortium is composed of nine European partners: The German consulting organization KATE with expertise in the field of CSR, tourism and adult education, the Italian association of tour operators AITR, the Latvian Country Tourism Association, the educational partner BEST Institut für berufsbezogene Weiterbildung und Personaltraining GmbH in Austria, the University College Birmingham in the United Kingdom, the German University for Sustainable Development HNE Eberswalde, both with experiences in the recognition and validation of skills, Diesis in Belgium and the Italian association LEGACOOOP, both with extensive networking experiences. The European Alliance for Responsible Tourism and Hospitality EARTH supported the project as associated partner.

The *TransCSR* project activities have until now allowed the definition of this trans-national document, shared by all the participating European partners aiming to form the framework for cooperation between competent institutions. It aims to establish mutual trust between the partners. In this Memorandum of Understanding partner organisations mutually accept their respective criteria and procedures for quality assurance, assessment, validation and recognition of knowledge, skills and competence for the purpose of transferring the qualifications of **'CSR- assistant', 'Operational CSR', 'CSR- specialist/ CSR-manager' in tourism** which are based on the learning outcome matrix for CSR in tourism (see Appendix 2 of this MoU).

This MoU establishes that each participating party:

- accepts each other's status as interested actors and/or competent institutions;
- accepts each other's quality assurance, assessment, validation and recognition criteria and procedures as satisfactory;
- agrees the conditions for the operation of the partnership, such as objectives, duration and arrangements for review of the MoU;
- agrees on the comparability of qualification concerned for the purposes of a future credit transfer, using EQF to establish the reference levels;
- each organisation is responsible for its own funding.

Are other objectives agreed on? Please tick as appropriate

No

Yes – these are: please specify here:

3 Information about the qualifications of 'CSR- assistant', 'Operational CSR', 'CSR- specialist/ CSR-manager' in tourism covered by this MoU

Based on the analysis of key competences (in CSR) in the tourism industry and best practice examples of ECVET processes, a learning outcome matrix (LOM) for CSR-related knowledge, skills and competences for the job profiles of 'CSR- assistant', 'Operational CSR', 'CSR- specialist/ CSR-manager' in tourism was developed in the *TransCSR* project. The descriptors are assigned to several CSR-topics, which are listed in the matrices in the appendices (Appendix 2 - Learning Outcome Matrix for CSR in Tourism available in English). The 'CSR- assistant' is embedded on EQF level 3, the 'Operational CSR' on EQF level 4 and the 'CSR- specialist/ CSR-manager' in tourism on level 5.

4 Evaluation and review process to this MoU

The agreement is ongoing subject to periodic review by a Joint governance committee, chaired by:

kate - Ecology & Development (Germany).

4.1 Rules and procedures to monitor and enforce the MoU

The Joint governance committee is established to facilitate the implementation of this MoU, to oversee administrative processes, and to monitor the performance of all parties who have agreed to be bound by the terms and conditions of this MoU to ensure, insofar as it may, that any issues or disagreements arising hereunder are resolved promptly and in a manner consistent with the intent of this MoU.

The Joint governance committee will also monitor the processes to implement this MoU in an effective and non-discriminatory manner, and continue information exchange by whatever means are considered most appropriate, including regular communication and sharing of information.

The Joint governance committee should meet at least annually or as often as required in teleconferences in order to effectively perform its duties and assist in the resolution of eventual disputes.

Each organisation undersigning this MoU is represented in the Joint governance committee by one (1) representative. The organisations represented in the Joint governance committee are the initial contracting parties of this MoU and all the authorities and organisations which undersign it afterwards.

The organisations interested to participate in this MoU must undersign it and send a copy of the undersigned MoU to the Joint governance committee which will deliberate unanimously, during its subsequent meeting, in a new adhesions to this MoU.

The organisations interested to the adhesion at this MoU have also the possibility to undersign it without participation to the Joint governance committee. At this aim, the organisation must specify this wish in the framework of the sending of the undersigned MoU to the Joint governance committee.

The Joint governance committee is based, till a different decision will have been taken, on the Applicant coordinator of the *TransCSR* project, kate - Ecology & Development (Germany).

There are no fees. Each organisation is responsible for its own funding.

4.2 Mechanisms for dialogue and administrative co-operation

The Joint governance committee will mechanisms and procedures put in place which will include:

- To review periodically the concerned contents of this MoU;
- To establish the rules and procedures necessary for the application, evaluation and monitoring of the provisions in this MoU. Member of the Joint governance committee will keep in regular contact as mentioned earlier in this document;
- Acting as an information source for the concerned professionals within the participating countries;
- A means for dispute resolution for the implementation of this MoU;
- Additional tasks as determined by the Joint governance committee.

5 Validity in time

This MoU has been duly executed and signed by an official representative of each of the signatories. It shall come into effect for each party from the date of its signature. This MoU and its Appendices shall be executed in English.

This MoU includes two Appendices:

Appendix 1 - Identification of organisations signing the *TransCSR* MoU;

Appendix 2 - "Learning Outcome Matrix for CSR in tourism".

The *TransCSR Memorandum of Understanding* is valid for the signatories until they wish to withdraw from this MoU and inform the chair of the Joint governance committee of this decision in writing. The Joint governance committee shall be informed by the next Joint governance committee meeting.

Other changes to contents of this MoU have to be provided in writing and approved by signature of the Joint governance committee within one month upon suggested change; all members have to be informed in writing subsequently on the new MoU version within a month time.

6 Organisations covered by this MoU

The MoU is an agreement open to all interested organisations, specifically to public authorities competent in tourism/ VET and/ or CSR, to social partners and VET providers operating in the tourism sector and to other interested parties that can help implement the *TransCSR* MoU at European, national, regional, local and sectoral level starting with the partners of the Leonardo da Vinci Tol project "*TransCSR*" and by the organisation adhering and collaborating to this MoU.

The interest to joining this MoU shall be addressed to the chair of the Joint governance committee, Kate - Ecology & Development (Germany) in writing. Upon approval of the interested party, the signed *TransCSR* MoU of the legal representative(s) will be added to the list of organisations covered by this MoU in the appendices.

Chair of the Joint governance committee:



KATE - Kontaktstelle für Umwelt und Entwicklung e.V.

Address: Blumenstraße 19, 70182 – Stuttgart, Germany

Telephone/fax: ++49- (0)711-248397-0

Website: <http://www.kate-stuttgart.org/>

7 Appendices

Appendix 1 - Identification of organisations signing the TransCSR MoU

Organisation 1

Country: Germany

Name of organisation: KATE - Kontaktstelle für Umwelt und Entwicklung e.V.

Address: Blumenstraße 19, 70182 Stuttgart, Germany

Telephone/fax: +49 711 248397-0

E-mail: info@kate-stuttgart.org

Website: www.kate-stuttgart.org

Contact person

Name: Lena Detel

Position: Project coordinator

Telephone/fax: +49 711 248397-16

E-mail: lena.detel@kate-stuttgart.org

Signatures

Organisation / country

Organisation / country

Name, role

Name, role

Place, date

Place, date

(remove if not necessary)

Please tick for which qualification this applies to:

- 'CSR- assistant', 'Operational CSR', 'CSR- specialist/ CSR-manager' in tourism

Organisation 2

Country: Latvia

Name of organisation: Latvian Country Tourism Association "Lauku celotajs"

Address: Kalnciema 40, Riga

Telephone/fax: +371 67617600

E-mail: asnate@celotajs.lv

Website: www.celotajs.lv

Contact person

Name: Asnate Ziemele

Position: director

Telephone/fax: 371 29285756

E-mail: asnate@celotajs.lv

Signatures

Organisation / country

Organisation / country

Name, role

Name, role

Place, date

Place, date

(remove if not necessary)

Please tick for which qualification this applies to:

'CSR- assistant', 'Operational CSR', 'CSR- specialist/ CSR-manager' in tourism

Organisation 3

Country: Austria

Name of organisation: BEST Institut für berufsbezogene Weiterbildung und Personaltraining GmbH

Address: Mariahilferstr. 8, 1070 - Vienna

Telephone/fax: ++43-1-585 50 50

E-mail: office@best.at

Website: www.best.at

Contact person

Name: Mag. Karin Kronika

Position: Member of Management Board

Telephone/fax: ++43-1-585 50 50

E-mail: office@best.at

Signatures

Organisation / country

Organisation / country

Name, role

Name, role

Place, date

Place, date

(remove if not necessary)

Please tick for which qualification this applies to:

- 'CSR- assistant', 'Operational CSR', 'CSR- specialist/ CSR-manager' in tourism

Organisation 4

Country: Belgium

Name of organisation: DIESIS European Research and Development Service for the Social Economy

Address: Square de Meeûs 18, 1050 Brussels, Belgium

Telephone/fax: +32 254310 43

E-mail: diesis@diesis.coop

Website: www.diesis.coop

Contact person

Name: Gianluca Pastorelli

Position: Manager

Telephone/fax: +32 254310 46

E-mail: luca.pastorelli@diesis.coop

Signatures

Organisation / country

Organisation / country

Name, role

Name, role

Place, date

Place, date

(remove if not necessary)

Please tick for which qualification this applies to:

- 'CSR- assistant', 'Operational CSR', 'CSR- specialist/ CSR-manager' in tourism

Organisation 5

Country: Italy

Name of organisation: AITR –Associazione Italiana Turismo Responsabile

Address: Viale Aldo Moro 16, 40127 Bologna, Italy

Telephone/fax: +39 051 509842

E-mail: info@aitr.org

Website: www.aitr.org

Contact person

Name: Francesco Marmo

Position: Coordinator

Telephone/fax: +39 051 509842

E-mail: marmo.aitr@gmail.com

Signatures

Organisation / country

Organisation / country

Name, role

Name, role

Place, date

Place, date

(remove if not necessary)

Please tick for which qualification this applies to:

- 'CSR- assistant', 'Operational CSR', 'CSR- specialist/ CSR-manager' in tourism

Organisation 6

Country: United Kingdom

Name of organisation: School of Tourism, University College Birmingham

Address: Summer Row, Birmingham, B3 1JB

Telephone/fax:+44 (0)121 604 1000

E-mail: registry@ucb.ac.uk

Website: www.ucb.ac.uk

Contact person

Name: Jacob Walker

Position: Employer Contracts Officer

Telephone/fax: +44 (0) 121 232 4480

E-mail: j. walker@ucb.ac.uk

Signatures

Organisation / country

Organisation / country

Name, role

Name, role

Place, date

Place, date

(remove if not necessary)

Please tick for which qualification this applies to:

- 'CSR- assistant', 'Operational CSR', 'CSR- specialist/ CSR-manager' in tourism

Organisation 7

Country: Italy

Name of organisation: Legacoop – Lega Nazionale delle Cooperative e Mutue

Address: Via Guattani 9, 00161 Roma, Italy

Telephone/fax: +39 06 844391

E-mail: info@legacoop.coop

Website: www.legacoop.coop

Contact person

Name: Massimo Gottifredi

Position: Legacoop tourism sector chair person

Telephone/fax: +39 06 844391

E-mail: m.gottifredi@legacoopromagna.it

Signatures

Organisation / country

Organisation / country

Name, role

Name, role

Place, date

Place, date

(remove if not necessary)

Please tick for which qualification this applies to:

- 'CSR- assistant', 'Operational CSR', 'CSR- specialist/ CSR-manager' in tourism

Organisation 8

Country: Belgium

Name of organisation: EARTH – European Alliance of Responsible Tourism and Hospitality

Address: Square de Meeûs 18, 1050 Brussels, Belgium

Telephone/fax: +32 25431042

E-mail: info@earth-net.eu

Website: www.earth-net.eu

Contact person

Name: Maurizio Davolio

Position: President

Telephone/fax: +32 25431042

E-mail: presidenteaitr@aitr.org

Signatures

Organisation / country

Organisation / country

Name, role

Name, role

Place, date

Place, date

(remove if not necessary)

Please tick for which qualification this applies to:

- 'CSR- assistant', 'Operational CSR', 'CSR- specialist/ CSR-manager' in tourism

Organisation 9

Country: Germany

Name of organisation: Eberswalde University for Sustainable Development

Address: Friedrich-Ebert-Straße 28, 16225 Eberswalde, Germany

Telephone/fax: +49-3334-657-0

E-mail:

Website: www.hnee.de

Contact person

Name: Dr. Wolfgang Strasdas

Position: Professor

Telephone/fax: +49-3334-657-304

E-mail: wolfgang.strasdas@hnee.de

Signatures

Organisation / country

Organisation / country

Name, role

Name, role

Place, date

Place, date

(remove if not necessary)

Please tick for which qualification this applies to:

'CSR- assistant', 'Operational CSR', 'CSR- specialist/ CSR-manager' in tourism

Appendix 2: Learning Outcome Matrix for CSR in Tourism

“R05_WP3_P0_Learning outcome matrix”

Learning Outcome Matrix of

‘CSR- assistant’, ‘Operational CSR’, ‘CSR- specialist/ CSR-manager’ in tourism