



# CE4RT TRAINING PROGRAMME

## WELCOME TO THE CE4RT TRAINING PROGRAMME

Thank you for joining our training programme. This document provides an overview of the programme plus a detailed list of modules and masterclasses with dates, times and contents. Hopefully this will give you an idea of what to expect throughout the sessions. Should you have any further questions before we get started, please let us know.

**OVERVIEW OF CE4RT TRAINING PROGRAMME FOR SMEs**

The programme will run from November 2023 to March 2024  
 The time commitment is usually 1 hour per week\*  
 All sessions will be **LIVE** and **ONLINE**  
 The programme is **FREE** of charge and open to **ALL** SME applicants to the CE4RT programme plus any interested parties.

**ACCESS INFORMATION**

Any queries to: [Kristin.brogan@mtu.ie](mailto:Kristin.brogan@mtu.ie)  
 Before the programme begins, participants will be provided with information on

- How to access the virtual learning environment
- How to use the discussion forum within the virtual learning environment

**CONTENTS OF CE4RT PROGRAMME FOR SMEs**

The programme consists of **CORE** sessions plus **ELECTIVES**.  
 In order to receive the DIGITAL BADGE, participants must:

- complete ALL of the sessions within the core programme
- complete 3 out of the 5 electives available
- complete the activities related to each session.

SMEs chosen to participate in the full CE4RT programme and avail of the funding for coaching/certification **MUST** complete all requirements for the DIGITAL BADGE.

Training Programme	Contents	SME Participation
<b>Core Training Programme</b>	<ul style="list-style-type: none"> <li>• 2 induction modules conducted on the same day November 21<sup>st</sup> as one session</li> <li>• 6 core modules</li> <li>• 6 masterclasses</li> </ul>	SMEs complete ALL sessions
<b>Electives</b>	<ul style="list-style-type: none"> <li>• 3 modules</li> <li>• 2 masterclasses</li> </ul>	SMEs choose 3 sessions out of the total of 5 to complete

**MODULES & MASTERCLASSES**

CORE modules will consist of a presentation section and a discussion/interaction/feedback section. Please note that the presentation section of each module will be recorded and uploaded to the virtual learning environment for later access/reference by SMEs and partners.  
 MASTERCLASSES will be primarily interactive and as such will generally NOT be recorded.  
 Participants will be informed at the beginning of each session where recording is taking place.



## TIMING OF SESSIONS

The first session will take place on November 21<sup>st</sup> 2023 at 11am CET. \*This first session will be approximately 1.5-2 hours long in order to provide sufficient time for SMEs to ask questions.

Subsequent sessions will be 1 hour long, each session will take place on Tuesday mornings at 11am CET.

## NOTE ON TIME ZONES:

**Please note that all session times will be quoted in CENTRAL EUROPEAN TIME (CET).** Please check your country's time zone below:

Central European Time CET	Greenwich Mean Time GMT	Eastern European Time EET
11am CET	10am GMT	12noon EET
Poland The Netherlands	Iceland (for winter 2023-2024) Ireland	Finland



CORE TRAINING PROGRAMME NOVEMBER – DECEMBER 2023				
SCHEDULE	SESSION	TYPE	DELIVERY	SESSION DESCRIPTION
NOV 21 11am CET	WELCOME TO CE4RT	INDUCTION	MTU	Overview of CE4RT, introduction of partners and SMEs, course layout & calendar, accessing content, Intro to coaching, Finance information
			SAMIEDU	Presentation of CE4RT measurement framework survey and how to complete the survey
NOV 28 11am CET	CIRCULAR ECONOMY	CORE MODULE 1	MTU	Overview of circular economy, tourism and the circular economy, spotlight on best practice
DEC 5 11am CET	REGENERATIVE TOURISM	CORE MODULE 2	MTU	Introduction to regenerative tourism, taking a regenerative approach to tourism, examples and next steps.
DEC 12 11am CET	<b>MASTERCLASS:</b> PRACTICAL INITIATIVES IN SUSTAINABILITY	MASTERCLASS 1	CLEANTECH	Presentation from Colum Gibson <a href="https://ctc-cork.ie/">https://ctc-cork.ie/</a> Practical initiatives around water, waste and energy for your business.
PLEASE NOTE THAT THIS PROGRAMME MAY BE SUBJECT TO CHANGE IN CONTENT AND/OR SCHEDULING				



CORE TRAINING PROGRAMME - JANUARY TO MARCH 2024				
SCHEDULE	SESSION	TYPE	DELIVERY	SESSION DESCRIPTION
JAN 9 11am CET	MEASURING FOR SUCCESS	CORE MODULE 4	BehaviorSMART	How behavioural change can help your sustainability journey, an introduction to the FIRST MILE programme, how to choose what to focus on.
JAN 16 11am CET	<b>MASTERCLASS:</b> REGENERATIVE TOURISM WORKSHOP	MASTERCLASS 2	THE TOURISM SPACE	Interactive Workshop on Regenerative Tourism by Tina O'Dwyer <a href="https://www.thetourismspace.com/">https://www.thetourismspace.com/</a>
JAN 23 11am CET	CELEBRATING SUCCESS – MARKETING AND STORYTELLING	CORE MODULE 3	MTU	Marketing your business, telling your sustainability story, how to build your "story", spotlight on best practice
JAN 30 11am CET	<b>MASTERCLASS:</b> STORYTELLING WORKSHOP	MASTERCLASS 3	THE TOURISM SPACE	Interactive Workshop on Storytelling, start the process of building your story by Tina O'Dwyer <a href="https://www.thetourismspace.com/">https://www.thetourismspace.com/</a>
FEB 06 11am CET	GREEN CERTIFICATION	CORE MODULE 5	MTU	Pros and cons of certification, demystifying the jargon, types of certification, choosing a certification system
FEB 13 11am CET	BIODIVERSITY AND NATURE INTERPRETATION	CORE MODULE 6	MTU	Introduction to biodiversity and nature interpretation, threats to biodiversity and actions for SMEs, benefits & types of nature Interpretation, spotlight on best practice
FEB 20 11am CET	<b>MASTERCLASS:</b> NATURE AND HEALTH	MASTERCLASS 4	SAIMAALIFE	Mari from SAIMAALIFE will talk about her personal and business journey – where health and nature intersect: <a href="https://www.saimaalive.com/">https://www.saimaalive.com/</a>
FEB 27 11am CET	<b>MASTERCLASS:</b> BIODIVERSITY, NATURE AND TOURISM	MASTERCLASS 5	MOUNTALLEN ECO TOURS	<a href="https://www.mountallenecotours.com/">https://www.mountallenecotours.com/</a>
MAR 5 11am CET	<b>MASTERCLASS:</b> DIGITAL TRANSFORMATION	MASTERCLASS 6	DANMAR	Digital Readiness & Digital Transformation, what it means for your business and practical examples.
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ELECTIVES				
PLEASE REGISTER FOR AT LEAST 3 OF THESE SESSIONS BEFORE DECEMBER 12th 2023				
SCHEDULE	SESSION	TYPE	DELIVERY	SESSION DESCRIPTION
TBC	<b>MASTERCLASS:</b> COUNTRY SPECIFIC CERTIFICATION	MASTERCLASS 7	By country	Country specific session inviting local certification bodies to present to SMEs
MAR 12 11am CET	COMMUNITY TOURISM	MODULE 8	MTU DPTA	Tourism as a regenerative force for communities, co-creation, challenges, local awareness, collaboration, case studies
MAR 12 12noon CET	<b>MASTERCLASS:</b> CULTURE & COMMUNITY	MASTERCLASS 8	John Hummel Researcher/Consultant Sustainable Tourism and Local Development BHUTAN/NEPAL	Conscious culture, stakeholder engagement, community & your business
MAR 19 11am CET	CITIZEN SCIENCE	MODULE 7	ICELAND TOURISM	Introduction to citizen science, benefits and examples, how to promote citizen science projects in your area
MAR 19 12noon CET	VISITOR IMPACT LEAVE NO TRACE	MODULE 9	MTU	<a href="https://www.leavenotraceireland.org/">https://www.leavenotraceireland.org/</a>
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