

Regenerative Tourism and Placemaking Scheme
for Ireland's Midlands 2023–2026

SCHEME F



APPLY NOW



EU JUST TRANSITION TOURISM LEARNING NETWORK PROGRAMME

Develop your tourism skills and
business capability for success



Rialtas na hÉireann
Government of Ireland



Co-funded by
the European Union



Tionól Reigiúnach Oirthir agus Láir-Tíre
Eastern and Midland Regional Assembly



Fáilte
Ireland

Tourism Learning Network Programme

To maximise the benefit of the EU Just Transition scheme for you, your business and the wider region, Fáilte Ireland has developed an EU Just Transition Tourism Learning Network Programme. This Programme is the mechanism through which all of us collectively can achieve long-term sustainable impact ensuring that capability and know-how transforms your business and the region for employees and visitors.

This **Programme** is a unique opportunity for you to gain tourism specific professional development support.

Designed for those in the EU Just Transition territory who are:

- ▶ Starting a tourism business
- ▶ Expanding a current tourism business
- ▶ Managing or working in a not-for-profit enterprise, charity, community or social tourism enterprise
- ▶ Public agency partners involved in recreation and public realm for tourists.
- ▶ Previous employees of **ESB Networks** or **Bord na Móna**, involved in electricity production or peat harvesting, planning a new career in tourism.

The Programme offers professional development by providing access to best-in-class learning and development to guide you with your EU Just Transition project or your tourism career ambitions.

The Programme offers a range of in-person informative and inspirational seminars delivered by leading experts in their field, alongside structured online learning, peer-to-peer learning and programme opportunities to support you with your business and professional ambitions, over the next 18 months.

This prospectus should be read in conjunction with the information booklet on [Introduction and approach to regenerative tourism](#).

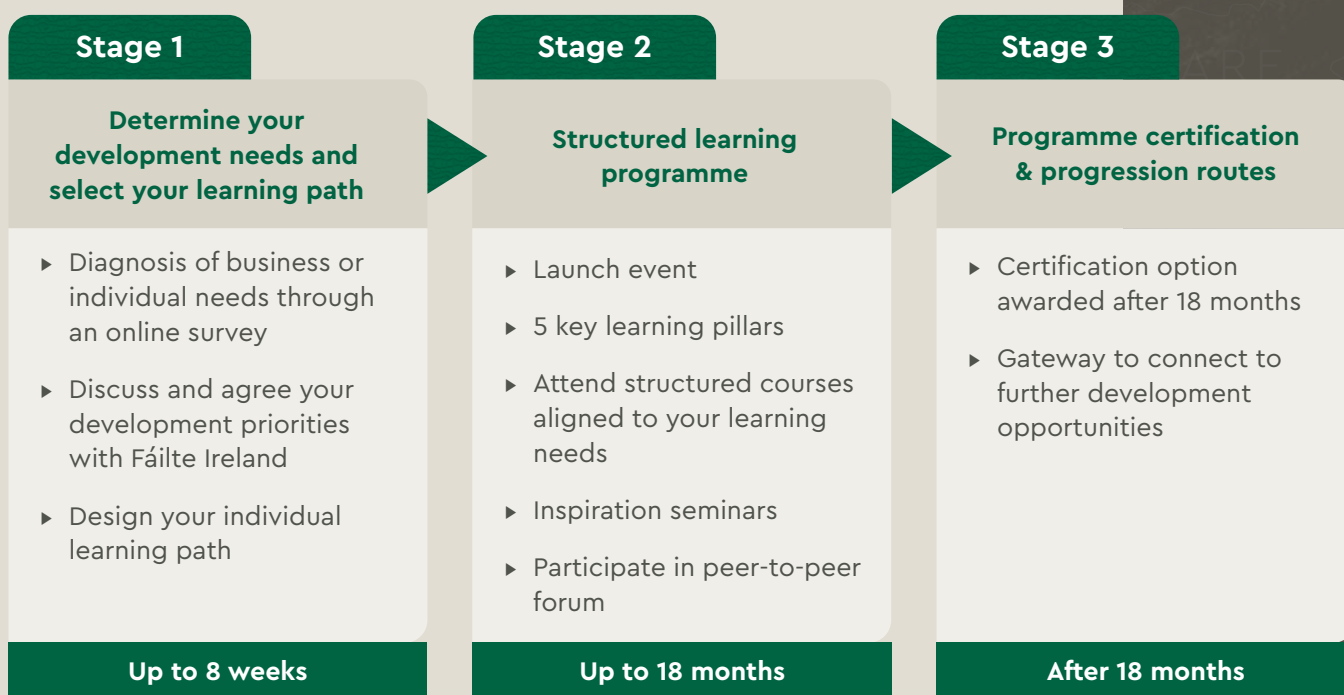


Benefits of our Programme



Programme Approach and Timeline

3 key stages in the Programme



Tailoring our learning supports to your specific needs is at the heart of this programme. Whether you are new to the world of tourism or have spent many years of your career in this great sector you will be personally guided through the supports within the learning programme that are most relevant to you.



Structured Learning Modules

There are 5 key learning pillars. Each pillar will offer a suite of online and face-to-face learning modules.

You can choose different modules from across different pillars. The most relevant modules for you and your business over the course of your learning journey will be guided by: your learning diagnostic survey results undertaken on commencement of the Programme; any Scheme B SME grant funding award criteria around capability building (if you are also a Scheme B applicant); your own evolving learning experience throughout the programme.

 1. UNDERSTANDING TOURISM	 2. BUSINESS FOR GROWTH	 3. DIGITAL AND TECHNOLOGY*	 4. ACCESS AND INCLUSION	 5. SUSTAINABILITY
This learning pillar will guide those who are new to tourism and provide an excellent grounding in all aspects of the tourism marketplace, share the latest visitor motivations framework and show best in class tourism promotion strategies	This learning pillar will support building capability in business planning, finance and in assisting the development of a winning sales and marketing strategy	This learning pillar will guide you in developing your digital presence to reach more visitors and will guide you on driving efficiencies with the use of new technologies	This learning pillar will provide an increased understanding in accessibility and inclusion for all. It will also guide infrastructure improvements, accessible customer information and inclusive customer service	This learning pillar will guide you to benchmark and monitor your carbon footprint while informing priority actions to improve responsible use of energy and water while reducing waste. It will also increase understanding and adoption of practices that contribute to regenerative tourism to support our climate action goals

**Note: Businesses that are currently participating in the Fáilte Ireland Digital that Delivers programme or applying to the Just Transition Scheme B – Digital Transformation will have their digital learning comprehensively provided for within these programmes. Therefore, Pillar 3 – Digital & Technology, will not be relevant to those businesses.*

Who Should Apply?

This programme is open to:

1. Existing and new tourism enterprises

Commercial and not-for-profit enterprises, sole traders, charities, community and social enterprises engaging or diversifying into tourism in the EU Just Transition territory.

2. Public sector partners

Management, staff and agents of the following public agencies in the Just Transition territory; Bord na Móna, Coillte, Local Authorities, Office of Public Works (OPW) and Waterways Ireland.

3. Individuals

Previous employees of **Bord na Móna** or **ESB Networks** involved in peat or electricity production in the EU Just Transition territory seeking to transition into a career in tourism.

Programme Commitment

Core Programme

To join the Programme you will need to be able to commit to the following:

- ▶ Attendance at the Tourism Learning Network Programme launch event
- ▶ 2 x in-person Tourism Learning Network Programme events
- ▶ 3 x online learning modules

**A minimum of 50 hrs professional development is advised, reflecting circa 20 hours structured learning and 30 hours self-development and application of learning.*

Certification

To maximise the opportunity of your Tourism Learning Network Programme it is recommended you consider aiming for Learning Programme certification. This will allow participants and your business to optimise their access to Fáilte Ireland national promotions.

To achieve the **EU Just Transition Certificate of Achievement**, you will be required to commit to:

- ▶ Attendance at the Tourism Learning Network Programme launch event
- ▶ 3 x in-person Tourism Learning Network Programme events
- ▶ 7 x online learning modules
- ▶ Participation in the online peer-learning forum

**90 hrs professional development is required for certification, reflecting 40 hours structured learning and a recommended 50 hours for self-development and application of learning*

CORE
PROGRAMME
COMMITMENT

20 HOURS*

Structured
Learning

CERTIFICATION
COMMITMENT

40 HOURS*

Structured
Learning

Hear what people have said about the programme....

“ I am very pleased with the in-depth and broad range of resources available to me on the learniFI platform, from Business Planning to Financial Planning, to Sustainability to Human Resource Management, to mention just a few. I found the workshops on Digital and Visitor Accessibility a real revelation and I have been awakened to the significance of the actions I now need to take. ”

Sean O'Farrell, Cloncannon Biofarm



“ Participating in the learning programme has been incredibly valuable to date. The content on accessible and inclusive tourism has provided me with essential insights that are directly enhancing my boat trip business. In addition, the networking opportunities with other tourism business owners have been immensely beneficial, especially in terms of collaboration and the sharing of ideas, plans and best practices. ”

Clifford Reid, BoatTrips.ie



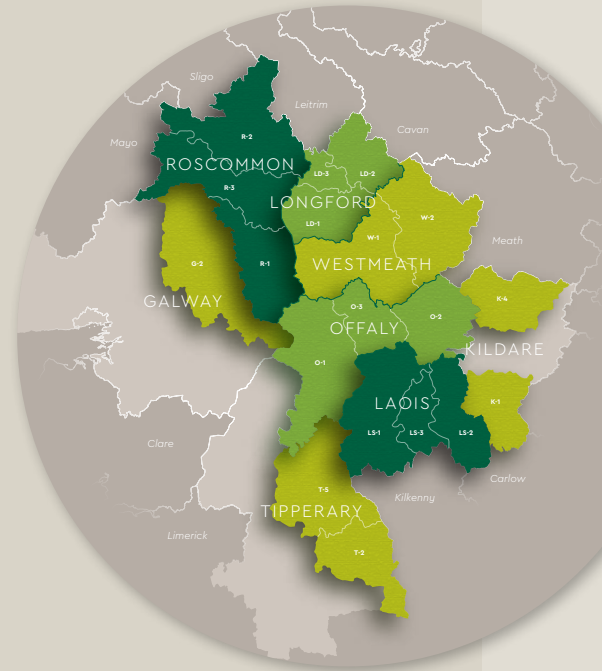
“ The content is easy to follow, guided by knowledgeable trainers/experts with vast experience in their fields, and supported by superb examples of Irish tourism businesses. We have already adapted some of the learnings and expertise from the programme to our business, especially those taught during the Business for Growth pillar. Both in-person events and online breakout rooms have provided valuable collaboration and learning opportunities for us. ”

Vika Gailite, Shamrock Squad CLG



EU Just Transition Tourism Learning Network Programme

Under the EU Just Transition Fund, Fáilte Ireland has been appointed as an intermediary body which acts under the responsibility of EMRA, tasked with the administration of the EU Just Transition **Regenerative Tourism and Placemaking Scheme**. The EU Just Transition Fund is co-funded by the Irish Government and European Union to facilitate a just transition towards a low-carbon economy in the Midlands over the 2023–2026 period (**"the Scheme"**). Through the Scheme, Fáilte Ireland will invest in the sustainable development of tourism in the Midlands with the aim of diversifying the regional economy, supporting job creation and securing net benefits for communities and for nature. As part of that sustainable development commitment, Fáilte Ireland has developed an EU Just Transition Tourism Learning Network Programme for businesses and individuals working in or planning to transition to work in tourism from previous fossil fuel electricity and peat generation employment with ESB Networks and Bord na Móna.



EU Just Transition Tourism Learning Network Programme

To join our **EU Just Transition Tourism Learning Network Programme**, you or your business/employment must be based in one of these areas in the [EU Just Transition territory](#).

For further information: www.failteireland.ie

To access the Application Form you must have an account on Fáilte Ireland's Trade Portal. Follow the below link and enter your email to log in or sign up a new user.

APPLY NOW 

The EU Just Transition Tourism Learning Network Programme is co-funded by the Government of Ireland and the European Union through the EU Just Transition Fund.

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