



INTERDISCIPLINARY APPROACHES TO SUSTAINABLE TOURISM: INTEGRATING DIGITAL AND GREEN COMPETENCIES FOR IDENTIFYING AND SOLVING DEVELOPMENT CHALLENGES

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Capacity2Transform

EKONOMSKI FAKULTET SVEUČILIŠTE U SPLITU 

GREENFLUENCER ACADEMY

Educational program aims to develop digital sustainability communication skills and equip participants with expertise in content creation, campaign development, and strategic dissemination.

10-week training program - build a career and personal brand as eco-conscious influencers.
Modules: Writing for web media (SEO, content, and copywriting). Building and engaging with target audience on various digital platforms. Creating impactful content for social media and websites. Developing video content and media skills with hands-on mentorship. Learning Environment: Live classes, practical sessions, and a community of like-minded individuals working towards becoming green influencers. Mentorship: offers expert mentorship from leaders in content marketing, public speaking, digital media, and sustainable practices.

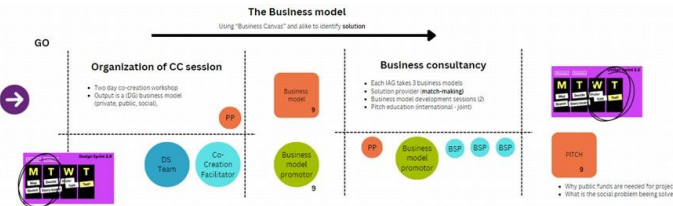


OUTCOMES: 21 participants: professionals from the cultural and creative industries (CCI), students interested in integrating sustainability into their future careers. NGO representatives focused on ecology, social responsibility and community development.

BUILDING BRIDGES

Co-creation framework with intensive design sprint workshops followed by online refinement sessions, ensuring that sustainability solutions are adaptable across various institutional contexts.

Building Bridges Workshops - Innovations in green and digital technology for sustainable rural tourism. Full-day workshop at national level + 3 online workshops at consortium level as part of the Capacity2Transform project
Objective: Development of innovative solutions for the challenges of rural tourism
Participants: Tourism & rural tourism experts, IT experts, green tech providers, experts from the creative industries, people with entrepreneurial ideas. Working methods: Idea generation and identification of key sector challenges, Competitor analysis, Customer journey mapping, Concept development and prototyping.



OUTCOMES: Solutions with the potential to improve industry, activate the transformative potential of cultural and creative industries and sustainable tourism in boosting the twin green and digital transition for the competitiveness of Central Europe.

FRAMEWORK FOR MEASURING GREEN, DIGITAL AND ENTREPRENEURIAL COMPETENCIES

Measuring green, digital and entrepreneurial competencies, based on the European competence frameworks GreenComp, DigComp and EntreComp.

The DigComp framework identifies the key components of digital competence in 5 areas (Information and data literacy, Communication and collaboration, Digital content creation, Safety and Problem solving)
The GreenComp framework identifies the key components of green competence in 4 areas (Embodying sustainability values; Embracing complexity in sustainability; Envisioning sustainable futures and Acting for sustainability)
The EntreComp framework identifies the key components of entrepreneurial competence in 3 areas (Ideas and opportunities; Resources; Into action)



OUTCOMES: methodology for measuring and improving digital, green, and entrepreneurial competences, 10% increase in digital, green and entrepreneurial competencies of 200 participants in Interreg CE Capacity 2 Transform activities

