

# Beyond the Eco-Niche: Mainstreaming Sustainable Tourism for the Mass Market

27<sup>th</sup> and 28<sup>th</sup> September 2005 Brussels

German Federal Ministry of Education and Research (BMBF)

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# Funding Measure

## ***Challenges and Limitations of New Product Use Strategies***

*– Part B: Areas of Need*

Event



- **8 Research Projects**
- **18 Partners from Industry, Universities, Research Institutes**
- **Duration: 3 Years 2002-2005**
- **Total Costs: 5.7 mill euros**
- **Funding by BMBF: 4.8 mill euros**

# Main Project Topics



- **Product Use – Product and Service Innovations**  
Product life cycle management. Development of new products, methods of product design as well as new service concepts.
- **Marketing for Sustainable Business**  
Development of marketing concepts for sustainable products and services taking consumer needs, lifestyles and value systems into account.
- **(Strategic) Management for Product Use Strategies**  
The re-orientation of business – from product manufacturing to managing products or services – has effects upon business organization and processes which have to be adapted.

# Main Research Activities

- **Information and Communication Technologies - New Media.**
- **Sustainable (Re) Design for Bicycles, Prefabricated Houses, Furniture, Offices.**
- **Sustainable Event Management.**
- **Sustainable Product Use Strategies in the Mechanical Engineering and Plant Construction Sector.**
- **Innovative Marketing Concepts for Sustainable Products**



## *Framework programme “Research for Sustainability”*

2004 – 2009: total funding volume of approx. 800 mill. euros,  
4 main areas:

- **Concepts for Sustainability in Industry and Business**  
Technology and business models
- **Sustainable Use-Concepts for Regions**  
Land use in urban and rural areas
- **Concepts for Sustainable Use of Resources**  
Water, biological resources
- **Social Action geared to Sustainability**  
Globalization, demographic change

Homepage: [www.fona.de](http://www.fona.de)




## *Concepts for Sustainability in Industry and Business*

- **Areas of Need and Corresponding Value Chains**  
Nourishment, food and agriculture
- **Production Systems Close to Resources**  
Forestry, metal production, chemistry
- **Key Technologies for System Transformation**  
Cross-sectional technologies, funding mainly for SME's
- **Successful Sustainable Business Models**  
Product life cycle management, business processes
- **Climate Protection Strategies**  
Reduction of emissions (mitigation) and adaptation strategies



# Conclusion

## *Research for Sustainable Development / Sustainable Tourism:*

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- Has to cover technologies, products, social questions, management / organization;
  - Must include non-scientific players;
  - Involves not only invention but also innovation, which means:
    - Result implementation has a key role;
    - International thinking and acting is essential.



**INVENT**  
TOURISMUS