



# REBUILDING TRAVEL AND TOURISM: A SOCIAL INNOVATION HUB FOR SMEs

November 2021

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FOUNDATION



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The purpose of our CSR strategy is to bring our technology and our people to build a more responsible, inclusive and sustainable travel and tourism industry

# Our CSR purpose is to bring Amadeus' people and technology together to build a more responsible, inclusive and sustainable travel and tourism industry

## 01. Social Innovation Powers Good

Promote product **innovation** and service development with **social purpose**

## 02. Powering Good with Partners

Join forces with our **stakeholders** in collaborative initiatives to co-generate solutions with a positive social impact for our industry and our communities

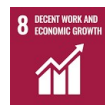
## 03. Empowering Communities

Engage **our employees** in supporting social initiatives with a positive impact on the **local communities** where we operate

## 04. Skills to Empower Good

Facilitate **specialized free education** to promote talent and address unemployment within the travel and tourism industry

**Generating *shared value*:** meeting **social** goals while delivering **corporate** value







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— To rebuild travel we need to rebuild our communities too and support the people and organizations that rely on travel to survive and thrive

— Let's rebuild travel and our communities through a SOCIAL INNOVATION HUB for SMEs



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**Collaborative project to improve the competitiveness and positive impact (social and environmental) of SMEs from the travel and tourism ecosystem through the creation and support of a network of small companies that see digitalization and sustainability as key elements of their value proposition**



# Objectives

## Help rebuild our industry and our society

Supporting the recovery of SMEs in the travel and tourism ecosystem, the backbone of our industry and of society.

Capillarity to generate social impact at the local level.

## Rebuild better: a more responsible, inclusive and sustainable travel and tourism industry

Promoting and showcasing the positive impact that travel and tourism can generate.





# Key elements

## Digitalization

**Digital transformation** as a key element for their recovery and competitiveness

## Sustainability

Give visibility to the tourism sector as a key actor in the economy and society, enhancing its **social and environmental impact (UN's SDG)**.

Sustainability as a **lever of growth**. Respond to a more conscious traveler looking for more sustainable and responsible travel options and with a positive impact on society

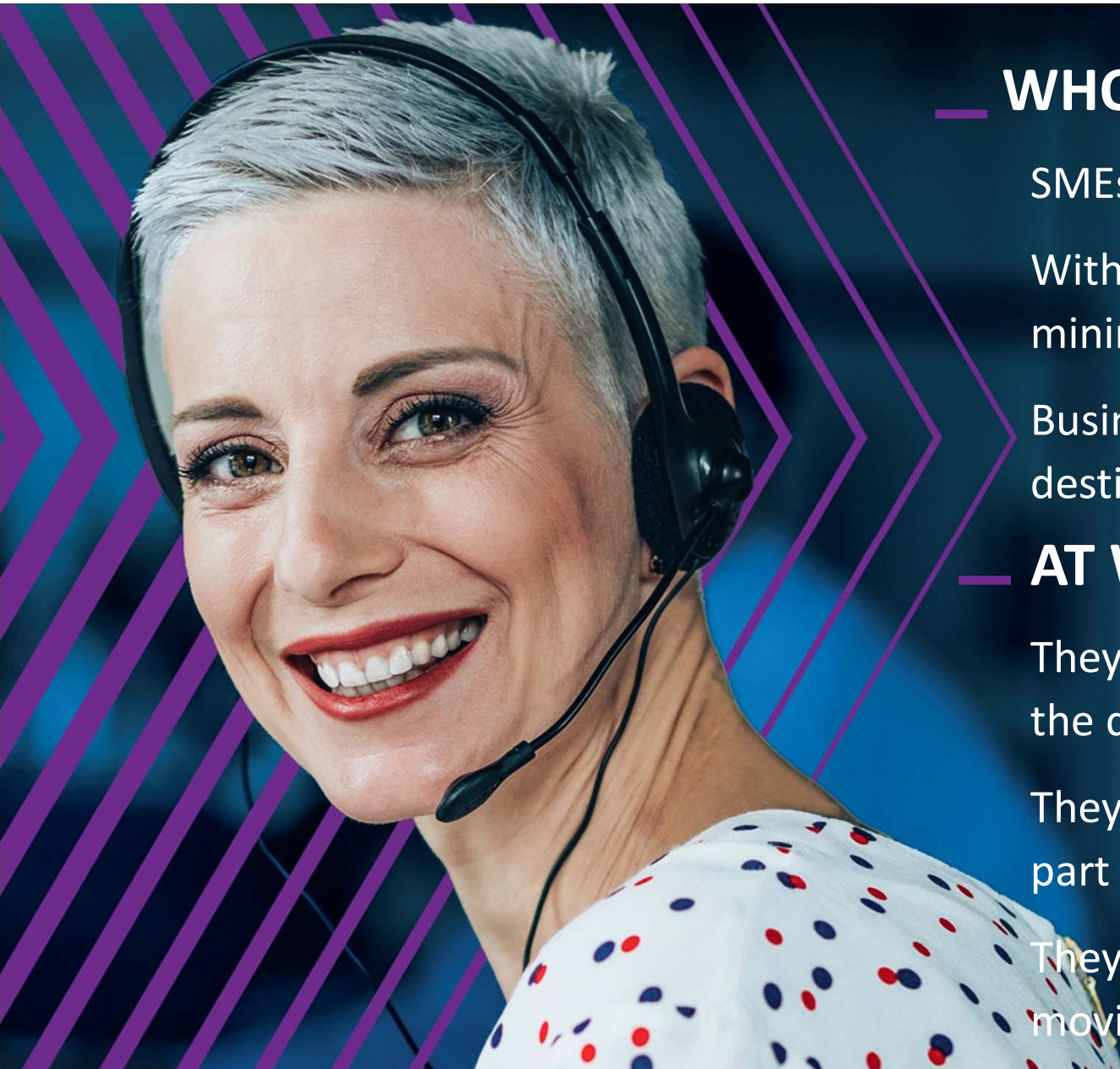
## Collaboration across the industry

Powered by **Amadeus and IE University** as an academic partner, in collaboration with UNWTO, Travel Advisors, CEAV, Mesa de Turismo and CEHAR-ITH

**Multiplier effect** through **external collaboration** (incorporating key industry players as collaborators) and **internal** (network of beneficiaries, exchanges of experiences, shared learning)







## **WHO ARE THE BENEFICIARIES?**

SMEs of the tourism and travel ecosystem

With more than two years in the market +  
minimum 2 employees

Business footprint in Spain: origin and / or  
destination

## **AT WHAT STAGE ARE THEY IN?**

They have already taken their first steps in  
the digitalization of their business

They see the potential of sustainability as  
part of their value proposition

They need outside help and support to keep  
moving forward



# First edition 2021

## SMEs participants

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# What's in it for SMEs?

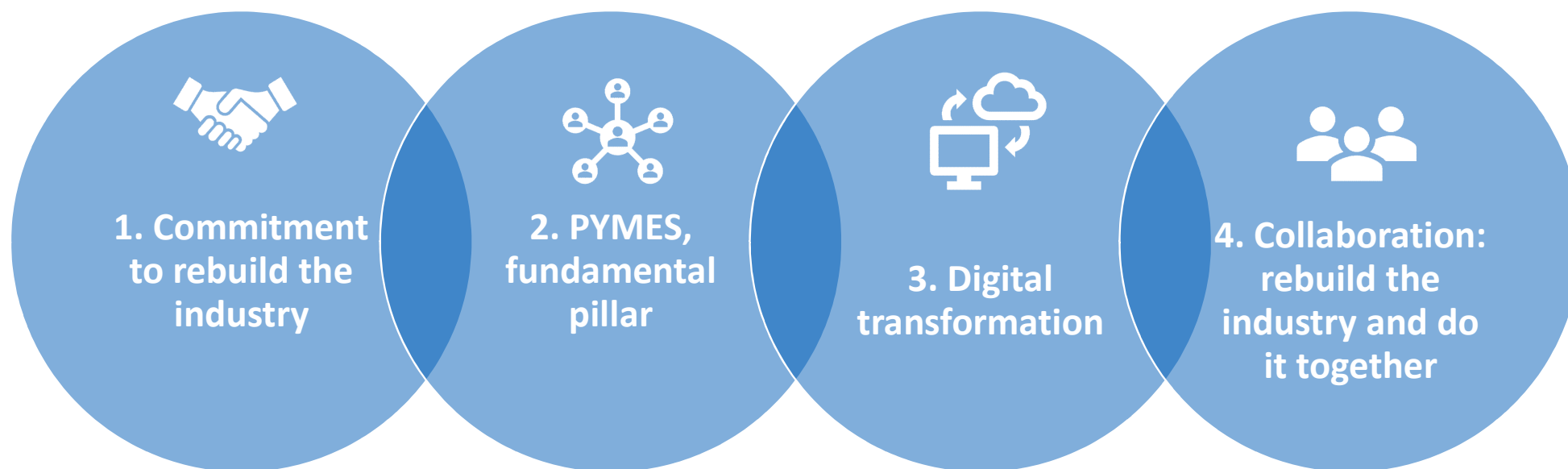
A network of SMEs that we will provide with the tools, capabilities and knowledge to boost their digitalization and increase the value that their activity can bring to society and the environment.

- **Training by leaders** of the travel and tourism industry and experts in business training, sustainability and innovation.
- **Specialized advice** for SMEs in the network.
- **Exchange of knowledge and experiences** with other participants.
- Be part of a **community of companies sponsored** by Amadeus and IE University
- **Visibility**
- **100% subsidized**





# Why is this important to Amadeus?





# Gracias



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