

CLIMATE ACTION
PROGRAMME

FUTURE READY

ACCELERATING CLIMATE ACTION IN TOURISM

A unique **executive
leadership** programme

*Empowering Ireland's tourism leaders
to accelerate climate transformation
and seize new business opportunities.*

What is Future Ready: Accelerating Climate Action in Tourism?

As global environmental challenges accelerate, Ireland's tourism industry faces a unique imperative – and opportunity – to lead the transition to a sustainable future.

Leaders like you play a vital role in driving impactful climate action. For organisations ready to embrace this shift, the financial rewards are significant, with an increasing number of climate-conscious consumers seeking out responsible tourism providers.

Future Ready: Accelerating Climate Action in Tourism – developed by Fáilte Ireland in partnership with the world-renowned Cambridge Institute for Sustainability Leadership (CISL) – offers an exceptional platform to guide you in leading this transformation.

This expert-led, senior executive education programme will equip you with the latest insights, tools, and strategies needed to align sustainable practices with long-term business growth, setting your brand apart in a rapidly evolving market.

Take this opportunity to position yourself at the forefront of Ireland's sustainable tourism movement, creating meaningful impact, leading with purpose as you futureproof your tourism business.

CAMBRIDGE INSTITUTE FOR SUSTAINABILITY LEADERSHIP

The renowned Cambridge Institute for Sustainability Leadership (CISL), part of the University of Cambridge, UK, works with business leaders and innovators around the world to accelerate action for a sustainable future.

Established in 1988, the Institute has built up a network of over 40,000 leaders working to deliver transformational change.



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COVER PHOTO: IONAD AN BHLASCAOID, THE BLASKET CENTRE, PLATFORM VIEW, DINGLE PENINSULA, CO KERRY

Programme at a glance

The **Future Ready: Accelerating Climate Action In Tourism** programme is uniquely designed to empower climate leaders within the Irish tourism sector, combining Fáilte Ireland's local expertise with the international reach and sustainability leadership of the University of Cambridge CISL. Through an immersive curriculum encompassing the broader definition of sustainability and responding to and/or limiting climate change, the programme is tailored specifically for senior executives in the Irish tourism sector.

PROGRAMME BENEFITS

- ✔ Get insider knowledge and a unique perspective on the big-picture trends shaping the current and future business context to build on your action plan for carbon reduction through the Climate Action Programme.
- ✔ Meet global thought leaders in sustainable business and learn from their first-hand experience in transitioning to net zero.
- ✔ Develop a clear vision for integrating climate action into your business strategy, supported by CISL's rigorous and actionable framework.
- ✔ Harness sustainability as a driver of innovation, competitiveness and risk management .
- ✔ Develop business capacity to respond to sustainability-related risks and opportunities.
- ✔ Achieve a certificate of completion from Fáilte Ireland and Cambridge Institute for Sustainability Leadership.
- ✔ Enjoy peer-to-peer learning and networking opportunities with like-minded senior tourism leaders.



WHO CAN APPLY?

The programme is open only to owners, MDs, CEOs or General Managers who are active participants of Fáilte Ireland's Climate Action Programme (CAP)

- **Places are limited** – applications limited to one per business.
- **Demand is expected to be high** – sign up early to avoid disappointment.
- **Where demand exceeds capacity** – priority will be given to businesses that have demonstrated the highest level of ambition for decarbonisation and engagement in Climate Action Programme.

Future Ready: Accelerating Climate action In Tourism is delivered through a unique blend of expert led, interactive sessions and in person days on Cambridge College.



- CISL's flagship online short course
- 6 – 8 hours independent study
- Elements to be completed pre two day in person day in Cambridge College



- 1-hour online session
- Programme introduction
- CISL Keynote speaker



- Hear from industry leaders and practitioners on
 - The Changing Context and Opportunities
 - Leadership to Accelerate Business Transformation



- 2 x 2-hour online sessions facilitated by CISL
- Peer-to-peer learning and networking
- Revisit key topics and explore strategic issues

PROGRAMME FEATURES

- **Access to leading sustainability experts**
Gain invaluable insights from renowned sustainability practitioners, drawing on their real-world experience to inspire bold leadership in your own organisation.
- **Build confidence and ambition for change**
Peer-to-peer learning with a community of like-minded leaders to build the confidence to champion the sustainability agenda.
- **Practical and applicable learning**
Inspiring and actionable exercises, deep-dive into sector relevant use cases, build knowledge such as panel discussions, fireside chats and an evening event featuring a pre-dinner talk by a speaker from the Cambridge Institute for Sustainable Leadership.

“The opportunities in sustainable tourism are many, but it will require bold leadership and transformative action if companies are to reconcile their growth plans with the delivery of positive social and environmental outcomes.”

Jenny De Saulles,
Director of Sector Development, Fáilte Ireland



What we expect from you

To ensure a rich learning experience and meaningful outcomes, we ask for a firm commitment from participants to:

- ✔ **Engage fully:** Commit to attending and completing all components of the programme. This will equate to approximately 6 days including pre and post module activities.
- ✔ **Apply learning to your CAP action plan:** Work alongside your Climate Action Programme advisor to incorporate your learning into CAP action plan, driving measurable progress within your business.
- ✔ **Participate in programme evaluations:** Be part of programme reviews to help gauge impact, allowing us to continuously improve and adapt the curriculum for maximum benefit.

COST TO ATTEND

Recognising the vital role of tourism in Ireland's climate journey, Fáilte Ireland are co-funding 70% of the programme's costs to make it accessible to committed leaders.

- ✔ **Cost per participant:** TBC
- ✔ **Payment terms:** Fees are payable to Fáilte Ireland in advance of the programme start date.
- ✔ **Accommodation:** The cost includes access to CISL's online course, in person events in Cambridge College, two nights accommodation in central Cambridge and all online sessions with subject experts. Participants are responsible for arranging and funding their own travel to Cambridge.

READY TO LEAD YOUR ORGANISATION TOWARDS A SUSTAINABLE FUTURE?

Click the button below to register your interest in
Fáilte Ireland's Climate Action Programme.

Register interest