

# Studiosus

A woman in traditional Indian attire, including a purple and yellow sari and a purple turban, is shown from the side, holding a large, decorated earthenware pot. The pot is adorned with intricate patterns in red, yellow, and brown. She is standing in front of a river that reflects the surrounding landscape. In the background, there are rugged, rocky mountains under a clear blue sky. The overall scene is bathed in a warm, golden light, suggesting a sunset or sunrise. The image is framed with a blue border on the right and bottom.

## Invitation to the Studiosus Debate

Project Sponsoring in Tourism –  
Nothing but Greenwashing?

Intensiver**leben**

## Dear Friends of Studiosus, ladies and gentlemen,

Educational projects, women's projects, climate protection projects – tour operators and other companies in the tourism industry are broadening their social and environmental commitments. Many critics have denigrated this as nothing but greenwashing aimed solely at diverting attention from the negative effects of the industry's core business. Is this really so?

At the now traditional Studiosus Debate at this year's ITB we are going to follow up this greenwashing accusation and take a closer look at various aspects of project sponsoring by tourism companies. Why do they accept these commitments and what criteria do they use when selecting projects for sponsorship? What does their commitment actually achieve on the ground and how should it be organised, in order to ensure that the help gets to the right place and isn't just greenwashing?

But we don't want to leave it at that. The agenda for this year's CSR Day includes two events dedicated to the subject of 'Human Rights in Tourism'. They will take place immediately before our debate. This is one of the balls we propose to pick up and discuss from the aspect of the contribution that project sponsorship is already making towards promotion of human rights and what it could achieve in the future.

The names of the experts from politics, business and society who have agreed to join our panel promise a lively discussion. So you can look forward to an informative and wide-ranging debate which you are cordially invited to attend.

Yours

A handwritten signature in black ink, appearing to read 'PMK', with a large, stylized flourish above it.

Peter-Mario Kubsch

# Project Sponsoring in Tourism – Nothing but Greenwashing?

## **2 pm**            **Welcome address and start of expert discussion**

Prof. Dr. Ines Carstensen,  
Member of the Full Governing Board of  
Futouris e.V. – the sustainability initiative

Barbara Glanz,  
General Manager Central Europe,  
Intrepid Group

Peter-Mario Kubsch,  
General Manager,  
Studiosus Reisen

Dr. Nicole Maldonado Pyschny,  
Deputy Head of Economic Policy,  
Financial Sector at the Federal German Ministry  
for Economic Cooperation and Development

Dr. Christine Plüss,  
Manager of the Swiss tourism and  
development working committee  
arbeitskreis tourismus & entwicklung, Basel

Chairperson:  
Daniela Wiesler-Schnalke,  
Deutsche Welle

## **3 pm**            **Close of proceedings**

## **The 29<sup>th</sup> Studiosus Debate**

**This year's Studiosus Debate entitled Project Sponsoring in Tourism – Nothing but Greenwashing? will be part of the CSR Day at the ITB Berlin Congress. It will be held from 2 pm to 3 pm in Hall 7.1c (Saal Paris) on Friday, 7 March 2014.**

**The latest information on the event is available online at [www.itb-kongress.de](http://www.itb-kongress.de).**

**ITB Berlin  
You will find Studiosus  
at Stand 108  
in Hall 25.**

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