



**EMBEDDING SUSTAINABILITY SKILLS IN TOURISM
EDUCATION AND TRAINING**

Project No. : 2020-1-PL01-KA202-081845

ESTET Learning Block	Green Skills for the Economy		
Service Learning Project Title	Look for Local	SLP Code	SLP 3.3.
Type of resource	Service Learning Project (SLP)	Type of learning	Self-directed learning
Duration of Activity (in minutes)	60 Minutes	Learning Outcome	Theoretical knowledge about green initiatives that promote local purchasing
Aim of Service Learning Project?	The aim of this activity is to give you a practical example of a green initiative that promotes the local products and purchasing. The following case study is an example of the benefits of buying locally. This works to benefit employers, consumers, and the environment. The following case study will allow you to affiliate a story to the information covered in the subtopic Green Skills for the Economy: Local Products and Purchasing.		
Introduction	<p>Local products and purchasing gives people an opportunity to support their local community whilst also looking after the environment.</p> <p>Max Borchardt gives an empowering TEDx Talk on ‘The Impact of Buying Local Food’: https://www.youtube.com/watch?v=pC8V78nCVg4</p> <p>Borchardt explains how it will take time to redesign current systems. After watching this video, we can see how buying local keeps jobs and money in the community, it is more sustainable, and it advocates for the environment.</p>		
Challenge	<p>In Ireland, <i>The Local Enterprise Office</i> set up an initiative that encourages the general public to “Look for Local”. This initiative provides a database of local services and stores where they can alternatively shop, rather than purchasing from large companies and enterprises. The database is divided into Irish regions, where people can identify the goods or services they need, and shop locally.</p> <p>Take a look at the following short video: https://www.youtube.com/watch?v=xJugvVMQNQw&t=15s</p> <p>This provides the public with an opportunity to source local goods and services. This promotes sustainability, local economies, and Irish businesses.</p> <p>For more information on the ‘#lookforlocal’ initiative, click on the following link: https://www.localenterprise.ie/lookforlocal</p>		
Assignment	<p>Questions for reflection:</p> <ul style="list-style-type: none"> • How can buying local reimagine the tourism industry and influence consumer behaviour? • Can you think of the benefits of local products and purchasing? Can you think of where you could buy locally? 		

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| | <ul style="list-style-type: none">• In what way could buying local benefit society if it became popular within larger companies and businesses?• In your job, would you be interested in buying locally? Why? Why not? |
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