



# From Certification to Transformation

SKÅL EUROPE – 22 MAY  
MEETING | SECOND PART

# ESG is a Signal



ESG Certification  
shows we are serious.



It's not the goal — it's  
the foundation.



We want to connect  
it to service, to Clubs,  
to future.

# Strategic Mandate – A New Vision



Club-driven reform: bottom-up, not top-down.



From symbolic governance to practical support.



We present a mandate based on 7 strategic areas.

# What This Mandate Proposes

- ▶ Representation at UNWTO, OECD, EU, etc.
- ▶ Trade show visibility for Clubs.
- ▶ Professional Congresses with real value.
- ▶ ESG Certification for SI and then for Clubs.
- ▶ Modern tech tools for transparency, voting, visibility.



# The Survey – Why It Matters

- ▶ We don't want a top-down plan.
- ▶ We want your input, your priorities.
- ▶ This is your mandate. Your voice.



# Survey Content – What We Ask

- ▶ Is this a priority for your Club?
- ▶ What do you expect from SI?
- ▶ Would you contribute to this area?
- ▶ Do you have best practices to share?



# Examples from the Survey

- ▶ Would your Club join a shared stand at ITB or FITUR?
- ▶ Do you need tools for remote voting?
- ▶ Would you like help certifying your Club?
- ▶ What visibility do you need in your market?
- ▶ Would you want a SI calendar of online B2B focused events?

# Final Call to Action

- ▶ This is not just a mandate — it's co-creation.
- ▶ From reform to relevance.
- ▶ Please complete the survey and shape our future.