

Program of Activities 2025–2027

Paolo Bartolozzi – Candidate for President of Skål Europe

A Vision of Continuity and Growth

Over the past two years, Skål Europe has strengthened its visibility, its communication, and its role as the most dynamic regional committee within Skål International. I have had the privilege of contributing to this progress as Vice President, working side by side with the Board and with many dedicated Skålleagues across our continent.

The next phase of Skål Europe's journey should be one of continuity, consolidation, and intelligent growth — ensuring that every member and club benefits from tangible opportunities for collaboration, learning, and recognition. My program builds upon the collective results achieved and seeks to provide a clear framework for the years 2025–2027.

1. Strengthening Skål Europe's Value to Members

Skål Europe must continue to be useful and visible to its Clubs. Our members expect services that enhance their professional network, promote their expertise, and increase opportunities for business and collaboration.

My goal is to consolidate and expand our member services through:

- Continued publication of high-quality editorial content that highlights member initiatives, innovations, and events.
- A streamlined digital infrastructure that supports Clubs and National Committees in their communication.
- Enhanced newsletters and direct updates, ensuring that information is always relevant, practical, and accessible.

This effort will be coordinated in close partnership with the new Board and with the support of all National Committees, ensuring that every club's activity finds its place in the European conversation.

2. Expanding the Skål Europe Awards

The Skål Europe Awards have become one of our defining initiatives. Since 2021, the Sustainability Awards have showcased the very best of European tourism innovation, joined in 2023 by the Special Awards honouring individual Skålleagues, and in 2025 by the Tourism Technology Awards that recognise excellence in digital innovation.

These Awards will continue to grow in visibility, transparency, and impact. They will remain a tool to:

- Promote exemplary practices across Europe.
- Give visibility to clubs and members who make a difference.
- Strengthen the bridge between Skål's values and real-world achievements in tourism.

Our goal is to make the Awards an even stronger pillar of the European identity within Skål International.

3. Developing the Skål Europe Academy

The Skål Europe Academy has established itself as a practical and inspiring platform for professional development, bringing together experts, entrepreneurs, and institutions. Since its launch in 2023, it has

hosted numerous webinars on ESG standards, sustainable tourism, circular economy, AI, gender equality, and European programs like Erasmus+.

As President, I will ensure the Academy's continuity and growth by:

- Expanding its partnerships with universities, EU projects, and private sector innovators.
- Offering practical training sessions and case studies relevant to the hospitality and travel industries.
- Creating opportunities for Clubs to host Academy events, ensuring broad participation and visibility across Europe.

The Academy is not just a communication tool — it is a concrete opportunity for learning, networking, and professional excellence within Skål.

4. Governance, Inclusion, and Cooperation

A stronger Skål Europe means a stronger community. During my mandate, I will prioritise clear governance, transparency, and inclusive cooperation among Clubs and National Committees.

This includes:

- Regular coordination meetings with National Committees and Club Presidents.
- Simple, transparent reporting on initiatives, budgets, and communication.
- Encouraging inter-club cooperation and twinning projects, with Skål Europe acting as facilitator.

We will ensure that every member — whether from a large or small club — feels represented, informed, and involved.

5. Commitment to ESG Principles and European Leadership

Skål Europe operates within a European framework guided by Environmental, Social, and Governance (ESG) principles. These principles are not just regulatory obligations; they are the foundation for the responsible, innovative, and competitive tourism model we wish to promote.

Under my leadership, Skål Europe will:

- Align its programs and awards with the European ESG objectives for tourism.
- Provide educational and communication support to Clubs and businesses integrating ESG reporting.
- Collaborate with European institutions and networks to position Skål as a credible voice in sustainable tourism development.

Conclusion

My vision for Skål Europe is simple and realistic: a European community that leads by example, offers genuine value to its members, and contributes actively to shaping a more sustainable and innovative tourism industry.

Continuity, cooperation, and credibility will guide every step of my Presidency. Together, we will ensure that Skål Europe continues to inspire progress — for our Clubs, our members, and for the tourism community we proudly serve.

Paolo Bartolozzi

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