



Joining EARTH: the Responsible choice

What is EARTH?

EARTH is a European Network based in Brussels. ASBL under Belgian Law

What does EARTH do?

We Promote Responsible Tourism through:

- Sharing and Exchanging among members
- Communication at the European level
- Networking and project development
- Media exposure
- Participation in European events
- Access to research and statistics on responsible tourism



A fantastic opportunity for growth and recognition!

A common goal

1. Tourism Watch: Current Information- Keep up to date with the most important EU news on funding and projects:

Being part of the EARTH network, you will be kept up-to-date with all the latest and most important news and information concerning responsible tourism in the EU. Stay informed through a reliable source on European events, regarding **European and National tourism policies**.

2. Strength through Unity:

Being part of a coherent European network is a chance for the members to **unite their strengths** in the ambition to collectively contribute to the same goal: *pursuing the diffusion of the principles of responsible tourism*. Being part of a Network allows for an intimate exchange of inside knowledge and ideas. Members can share their ideas, discuss common subjects and give expert insight on their experiences.

Action in numbers generate greater consequences than those endeavored alone

1. Representation our members at International and European level in Brussels

Public organisations such as the European institutions are an influential part of the political arena. Not only is EARTH's headquarters in Brussels, it's office is only a stone's throw away from the Parliament! **This location insures that its members gain frequent and valid representation in the heart of Europe and at the most important events and consultations on responsible**

tourism issues. EARTH is proud to act as an ambassador for its members, representing them in front of some of the most important European tourism institutions, divulging their message and promoting their interests.

EARTH raises political awareness on the importance of responsible tourism. It strives to spread the message that its principles can be vastly beneficial to all those involved.

2. Partnership and networking

EARTH has created a **large partnership network** in many countries with **International organisations**. All points of contact you can benefit from by joining EARTH!

3. Monitoring International projects, progress and possibilities:

Research projects involving international cooperation: EARTH's experts consistently monitor **calls for proposals** and other unique opportunities bringing them to the attention of its members. EARTH assists its members in international projects and initiatives, allowing them to gain easy access and comprehensive up-to-date details.

As an ambassador, EARTH's highest priority is to provide its members with a consistently positive reputation, gaining valuable experience through many other additional benefits.

4. A Global Communication Strategy

Communicating under **one name** provides for incomparable strength and creates a deeper impact. EARTH has a well-researched and specifically defined short, medium and long term global communication strategy with projects to increase its visibility and its member's reputation.

This strategy is directed towards:

the press (national and international) / the public / tourism professionals / all relevant institutions.

The support system:

- A consistently up-to-date and reviewed website, detailed monthly newsletters and daily publicity on social media platforms.
- dissemination material at European and International conferences; regular marketing document reviews, allowing for effective promotion

You gain:

- coherent communication: although we have the same objectives, joining EARTH will provide your organisation with a European dimension.
- greater visibility
- an undivided presence on the European scene.



5. Develop your international strategy:

If you are keen to develop your activity and broaden its international and European impact, through EARTH's professional network of members you can be assured to achieve that and more!

For more information, please contact us:

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