

GRASSROOTS Competence Framework





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The Grassroots Eco-Health Tourism project promotes sustainable tourism practices, social inclusion, and entrepreneurial thinking in the green economy. It equips youth workers, mentors, and young entrepreneurs with the tools to address environmental challenges while empowering communities through cultural preservation and eco-tourism development.

The project includes comprehensive training modules, tools, case studies, and a structured competency framework to ensure participants can innovate and contribute effectively to the ecotourism sector.





- **Environmental Stewardship**: Building awareness and capacity to address planetary boundaries.
- **Social Inclusion**: Creating opportunities for marginalized groups to actively participate in eco-health tourism.
- **Entrepreneurship**: Supporting the development of sustainable businesses aligned with eco-tourism principles.







2. About the Grassroots Competence Framework

Nip.

The Grassroots Competence Framework is designed to equip young people with the knowledge, skills, and attitudes necessary for thriving in the dynamic field of sustainable ecotourism. Aligned with the entrepreneurial competence framework EntreComp, it provides a structured approach to developing the skills, knowledge, and attitudes required in eco-health tourism. It serves as a guide for mentors, youth workers and young people to collaboratively build competencies that align with global goals for sustainability and local cultural values.





- Promote environmental stewardship and sustainable tourism practices.
- Foster social inclusion by empowering marginalized groups to participate in ecotourism initiatives.
- Encourage entrepreneurial thinking in the green economy, enabling participants to innovate and create value.
- Build resilient communities through cultural preservation, education, and collaborative growth.

3. How It Works

Key pillars



The Grassroots Competence Framework operates through four key pillars:

Education and Training Courses

- Thematic modules covering sustainability, community dynamics, and entrepreneurial skills.
- Workshops on digital tools, eco-tourism business development, and safety.

Practical Experiences

- Fieldwork and case studies provide hands-on opportunities to apply learned competencies.
- Role-playing exercises simulate real-world challenges in eco-health tourism.

Certification and Recognition

• Micro-credentials are awarded for specific competencies like eco-tourism project management.

Collaborative Learning

- Peer-to-peer mentoring and networking opportunities enhance collaboration and knowledge sharing.
- Community-driven approaches ensure the framework is inclusive and adaptive to local contexts.

4.The Competence Framework

To five

The competence framework is divided into five thematic areas (four subject-specific and one pedagogical, thus integrating the Mentor's Guide), each outlined in detailed tables. It is designed to guide participants through a learning journey that balances theory with practice, emphasizing both individual growth and community impact.



(1) Sustainability and Environmental Awareness





Knowledge: Participants understand the principles of sustainability, planetary boundaries, and climate change impacts on ecosystems.



Skills: Practical application of conservation techniques, eco-friendly tourism practices, and environmental education.



Attitudes: Advocacy for sustainability and a commitment to reducing environmental footprints.

(2) Social Inclusion and Community Engagement





Knowledge: Frameworks for social inclusion, cultural heritage preservation, and community empowerment.



Skills: Designing inclusive tourism projects and fostering intercultural communication.



Attitudes: Empathy, respect for diversity, and dedication to equity.

(3) Technical & Vocational Expertise in Ecotourism





Knowledge: Eco-tourism principles, adventure tourism and eco-health tourism sectors.



Skills: Designing eco-friendly tourism activities, managing logistics, and guiding groups effectively.



Attitudes: Attention to safety, innovation, and customer-centric approaches.

(4) Entrepreneurial and Project Management Skills





Knowledge: Principles of eco-health tourism, market analysis, and sustainable business models.



Skills: Developing eco-tourism ventures, financial management, and employing digital tools for marketing and outreach.



Attitudes: Creativity, resilience, and a problem-solving mindset.

(5) Educational and Mentorship Skills





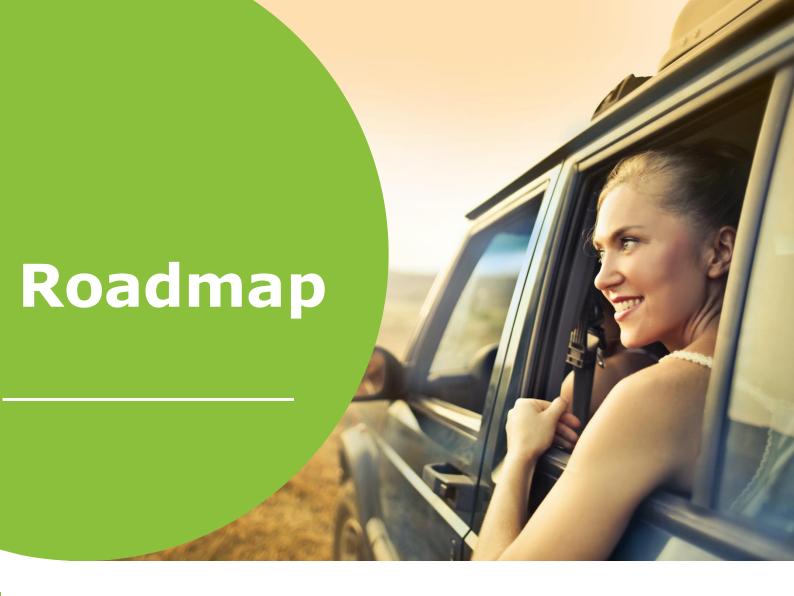
Knowledge: Adult learning principles, mentorship frameworks, and reflective practices.



Skills: Facilitating workshops, mentoring participants, and guiding reflective learning.



Attitudes: Supportiveness, adaptability, and fostering self-confidence.





Sustainability and Environmental Awareness



Social Inclusion and Community Engagement



Technical & Vocational Expertise in Ecotourism



Educational and Mentorship Skills



Entrepreneurial and Management Skills

A clear roadmap to develop competencies

The competence framework is divided into thematic areas, each outlined in detailed tables. Each table describes the competency domain, its elements, the corresponding learning outcomes, and levels of achievement. This structured framework provides a clear roadmap for participants to develop their competencies, ensuring they are well-equipped to thrive in the eco-health tourism sector while driving meaningful social and environmental change.

4.1 Sustainability and Environmental Awareness



| Competency Domain | Elements | Learning Outcomes | Level 1 (Assisted Competence) | Level 2 (Autonomous Competence) | Level 3 (Collaborative Competence) |
|---------------------------------|---|---|--|--|--|
| Understanding Sustainability | Knowledge of sustainability principles, planetary boundaries, and climate change impacts. | Participants can articulate key sustainability concepts and their relevance to eco-tourism. | Understands concepts with guidance from a mentor. | Independently applies concepts in projects. | Leads discussions and collaborates to integrate concepts widely. |
| Conservation Practices | Skills in applying conservation techniques and minimizing environmental footprints. | Participants implement practical conservation measures in eco-tourism projects. | Assists in implementing basic conservation tasks. | Plans and executes conservation efforts independently. | Leads teams to design innovative conservation strategies. |
| Advocacy for Stewardship | Attitudes promoting environmental advocacy and sustainable thinking. | Participants inspire others to adopt eco-friendly practices through effective communication and leadership. | Supports advocacy initiatives under supervision. | Develops advocacy campaigns independently. | Mobilizes community efforts for environmental change. |

4.2 Social Inclusion and Community Engagement

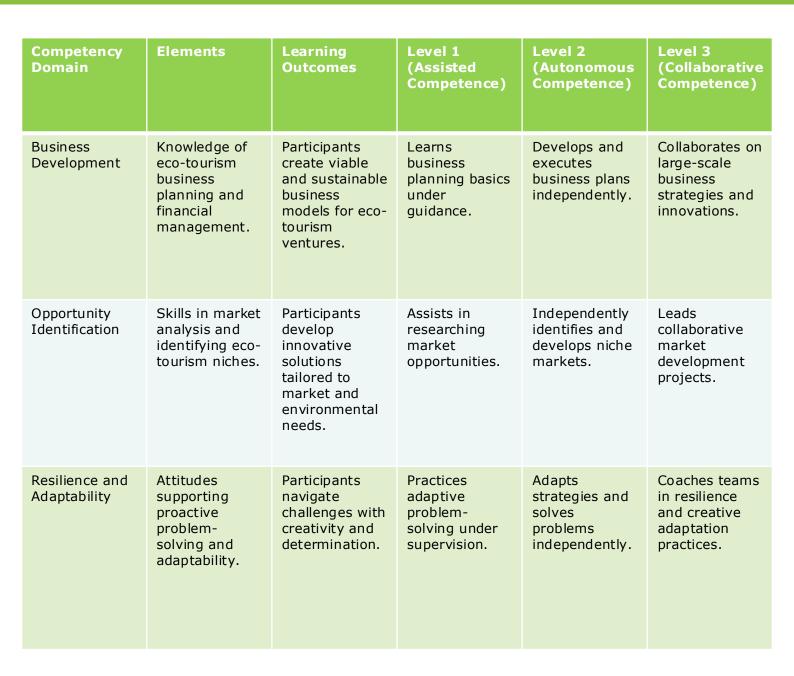


| Competency Domain | Elements | Learning Outcomes | Level 1 (Assisted Competence) | Level 2 (Autonomous Competence) | Level 3 (Collaborative Competence) |
|----------------------------|---|--|---|---|--|
| Principles of Inclusion | Knowledge of IKIGAi concepts (purposedrivem living) and Inner Development Goals (IDG) like empathy and awareness. | Participants integrate inclusion practices that align personal purpose with community needs. | Learns inclusion practices and personal purpose under guidance. | Aligns personal values with inclusive practices autonomously. | Co-creates initiatives with diverse stakeholders. |
| Community Facilitation | Skills in participatory approaches and fostering intercultural dialogue. | Participants engage diverse communities in collaborative tourism planning. | Assists in facilitating small group discussions. | Plans and leads community engagement sessions. | Builds networks for sustained community collaboration. |
| Empathy and Equity | Attitudes of respect for diversity and commitment to social equity. | Participants demonstrate culturally sensitive approaches in their eco- tourism projects. | Observes and models respectful interactions. | Independently practices culturally sensitive approaches. | Promotes equity and mentors others on inclusive practices. |

4.3 Technical and Vocational Expertise in Ecotourism

| Competency Domain | Elements | Learning Outcomes | Level 1 (Assisted Competence) | Level 2 (Autonomous Competence) | Level 3 (Collaborative Competence) |
|---------------------------|--|---|---|--|--|
| Eco-Tourism Principles | Knowledge of eco-tourism and adventure tourism foundations. | Participants design and deliver eco- friendly tourism experiences. | Learns basic eco-tourism concepts with supervision. | Independently designs ecotourism activities. | Leads collaborative development of comprehensive eco-tourism programs. |
| Operational Skills | Proficiency in logistics, safety management, and customer service. | Participants ensure smooth and safe operation of eco-tourism activities. | Performs basic operational tasks with support. | Manages logistics and safety for eco- tourism independently. | Trains and leads teams in optimizing operations. |
| Innovation in Tourism | Attitudes fostering creativity and customer-centered innovation. | Participants develop unique, engaging, and sustainable tourism offerings. | Assists in brainstorming innovative ideas. | Independently develops and tests innovative offerings. | Facilitates innovation labs and mentors creative practices. |

4.4 Entrepreneurial and Management Skills



4.5 Educational and Mentorship Skills



| Competency Domain | Elements | Learning Outcomes | Level 1 (Assisted Competence) | Level 2 (Autonomous Competence) | Level 3 (Collaborative Competence) |
|------------------------------|--|---|---|---|---|
| Adult Learning Principles | Knowledge of mentorship frameworks and adult education techniques. | Participants support learners with diverse needs through tailored educational strategies. | Observes and supports mentor-led strategies. | Designs and delivers tailored educational sessions. | Guides peers and mentors others in applying learning strategies. |
| Facilitation Techniques | Skills in coaching and fostering reflective learning. | Participants create empowering learning environments for eco-tourism training. | Assists in facilitating reflective exercises. | Independently facilitates reflective and coaching sessions. | Leads coaching initiatives and develops advanced facilitation models. |
| Encouraging Growth | Attitudes of patience and encouragement for self-directed exploration. | Participants inspire confidence and resilience in their mentees. | Provides support under mentor guidance. | Encourages and fosters mentee autonomy. | Develops frameworks for sustained mentee growth. |