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## **Destination Poland Green Academy**

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**The “Destination Poland Green Academy” is launched - a nationwide educational program of the Polish Tourist Organization (POT) in cooperation with the SITE Poland Association. The aim of the project is to support the MICE industry in building competencies, implementing good practices, and consciously designing events in accordance with the principles of sustainable development and ESG.**

As the project creators emphasize, in an era of growing climate, social, and economic pressure, environmental responsibility is no longer an option but an obligation. That is why the initiative's slogan is “All aboard!” and encourages joint action, regardless of the size of the organization, scope of services, or region of operation.

The project includes, among other things: a series of practical educational workshops in selected regions of Poland, which will be conducted by experts from SITE Poland (this is a transfer of knowledge based on the original Sustainable Tourism Manifesto, which is the legacy of two editions of the Responsible Incentive Travel Day conference), Green Talks, i.e., interviews with representatives of the regions after each workshop, the publication of an e-book with specific examples of good practices from the regions, to be used by the entire industry, promotion of the initiative and the Polish MICE offer on the SITE Global forum.

The Destination Poland Green Academy is intended to be an impetus for changing mindsets and practices across the industry. Building awareness of sustainable development is key to competitiveness in today's global market. Customers and partners increasingly expect events and travel to be carried out responsibly, with care for the environment, local communities, and future generations.

“It's time to speak with one voice and act together – all aboard! Let's build a strong, modern, and responsible Destination Poland brand together,” emphasize the organizers and authors of the project, Grażyna Grot-Duziak and Beata Koziarska from SITE Poland.

The project is addressed to local convention bureaux, city and region promoters, representatives of tourist attractions, organizers of meetings, incentive trips, and conferences, as well as industry media.

– Every year, more and more Polish cities are taking concrete steps towards sustainable development. Low-emission transport strategies are being introduced, cycling and walking infrastructure is being developed, and events are increasingly being organized according to the principles of less waste. Awareness is also growing among local communities and representatives of the tourism industry, which has a positive impact on the quality and credibility of the initiatives undertaken. We look to the future with hope, counting on more cities and regions, represented by local convention bureaux, to become the driving force behind responsible change. With the so-called second and third choice cities in mind, the Poland Convention Bureau POT, in cooperation with experts from SITE Poland, has



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prepared an educational program called "Destination Poland Green Academy," says Aneta Książek, manager of the Poland Convention Bureau – Meetings and Events Office of the Polish Tourist Organization.

Workshops under the program will be held at the end of 2025 and in the first half of 2026 in Bydgoszcz, Kielce, Łódź, Katowice, Lublin, and Poznań.

The aim of the initiative is to promote sustainable practices in the organization of incentive events and to support more responsible promotion of cities and regions. Changing the approach to tourism management and the meetings and events industry is no longer a choice – it is a necessity, resulting from both climate change and the growing expectations of visitors," concludes Aneta Książek.

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