



response & ability

working for  tourism
 development
 sustainability

ASSUMING
RESPONSIBILITY.
SEIZING
OPPORTUNITIES.



It's never too late!



It's never too late for responsible action! It's never too late for dealing responsibly with people and resources.

response & ability has made it its mission to communicate the three principal dimensions of sustainability – the economic, the ecological and the social one.



response & ability was set up by Dr. Christian Baumgartner. In his capacity as long-standing Secretary General of *Naturefriends International* he provided advice and support to numerous tourism and regional development projects in Europe and on several continents. He has been active as university lecturer in Austria, Switzerland, Serbia and China and he is a member of numerous advisory bodies of NGOs, trade associations, EU and UN organisations.



response & ability is a globally interconnected know-how enterprise and knowledge platform in the field of sustainability.

Taking responsibility



response & ability assumes responsibility for the natural and the social environment and identifies opportunities and potentials for sustainable processes.

We stimulate discussions, launch projects, initiate strategies and offer advice and support during the stages of development and implementation.

We reflect on, mastermind, creatively approach and develop innovative ideas and explore new avenues for local communities, regions and destinations.

Responding

response & ability reacts to current socio-political challenges, such as climate change, social standards and equal opportunities or economic responsibility and perceives itself as a catalyst and a partner on matters relating to sustainable economic systems and ways of life.

Our business portfolio includes

- tourism
- (regional) development
- development cooperation

In geographical terms our expertise is focused on

- Europe and the Alps
- The Balkans and the Danube Region
- Central and South-East Asia



Empowering

We **provide** advice and guidance to tourism players, (regional) policy-makers and entrepreneurs on how to develop and implement sustainable tourism strategies and viable regional development processes.

We **offer advice** and support on how to implement applied research projects and we provide project monitoring and project evaluation services.

We **set up** project partnerships, organise conferences and workshops and network stakeholders.

We **facilitate** development processes, meetings, conferences and workshops.

We **teach** at universities, at universities of applied sciences and we coach multipliers.

We **network** and team up with competent partners in a wide range of fields.





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Inter-linking
thought and
action

Intersectoral
multi-stakeholder
processes

Inter-cultural
communication

Our
approach

response & ability gmbh
Dr. Christian Baumgartner
CEO

Raffelspergasse 31/4
A-1190 Vienna
+43 (0) 664 3812143
christian.baumgartner@



responseandability.com
www.responseandability.com
Skype: chrisbaumgartner