



Second International TouMaLi Conference

SUSTAINABLE TOURISM & THE ROLE OF LOCAL GOVERNMENTS

Françoise Bonnet, Secretary General, ACR+

ACR+ HAS BEEN SUPPORTING THE TRANSITION TO THE CIRCULAR ECONOMY FOR MORE THAN 25 YEARS



100+
members

in **22**
countries



+1,100
municipalities
represented

International network of local and regional authorities, ACR+ also welcomes public utilities, NGOs, academics, private sector actors...

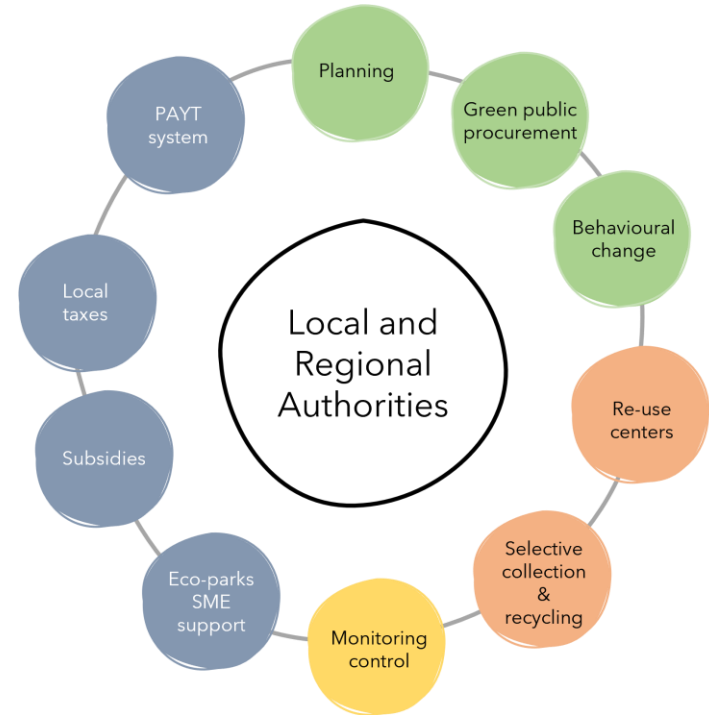


CITIES AND REGIONS ARE BRIDGING ACTORS WITH A MULTIFACETED ROLE

We believe they are a game changer to speed up the transition towards a circular and sustainable society.

They can:

- Bring together actors, interest, scales and diverse knowledge in an effort to adopt a system approach enabling the circular economy transition
- Ease companies and citizens' adaptation to new circular production and consumption models
- Boost sustainable demande through public procurement
- Increase consumers' awareness targeting behavioural change for more sustainable consumption



ACR+ PROMOTES COMMUNITIES OF PRACTICE TO HELP CITIES AND REGIONS DESIGN, IMPLEMENT AND MONITOR CONCRETE TOOLS TO SUPPORT THE CIRCULAR ECONOMY

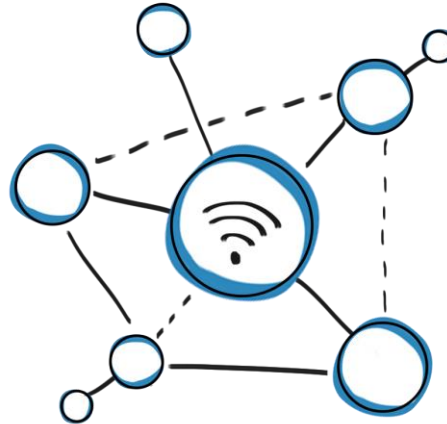
Our advices to cities and regions:

- Take the lead (to ensure sustainable consumption and production)
- Ensure the right Governance and regulatory framework with long term strategies
- Make citizens / consumers to care and participate
- Make prevention THE priority of Cities & Regions strategies
- Make recycling and recovery more attractive than landfilling and incineration

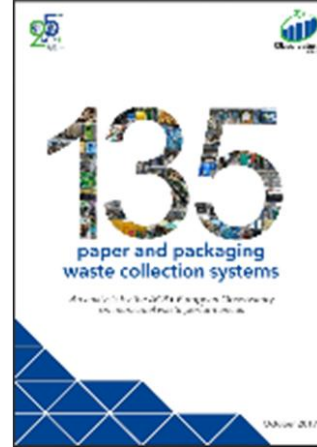
Since 1994, ACR+ helps connecting the dots of circularity



IF YOU WANT TO GO FAR, GO TOGETHER



A SHARED TREASURE OF KNOWLEDGE



Technical publications

Key points

1. Sustainable tourism and circular economy
2. Understanding the baseline (results from the URBAN-WASTE project)
3. Enabling frameworks: the role of cities and regions (case studies from the BlueIslands project)
4. Perceptions of Tourism SMEs
5. Wrap-up

The definition and key drivers

- **SUSTAINABLE TOURISM**

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities



- **CIRCULAR ECONOMY and TOURISM**

Bottom up approaches to work around key drivers



#DiscussionPaper2

Setting the scene: EU circular economy policies provide tools to directly support the improvement of sustainable management and performance of tourism enterprises and destinations

Source: European Tourism Day 2021, Discussion Paper 2

• CIRCULAR ECONOMY and TOURISM

Bottom up approaches to work around key drivers



The possibilities for closing material loops in tourism are affected by multi-faceted integration of the tourism activity into infrastructure and horizontal support in the environment

| | | | |
|----|--|--|-------------------------------|
| 1. | Mobility: sustainable forms and sharing economy | Digitalisation and new tech - Tourism 4.0 | Role of municipalities |
| 2. | Food reduction of food waste and short food-supply chains | | |
| 3. | Accommodation: efficient consumption of resources, energy and space, other types of consumption, diffused hotel | | |
| 4. | Waste: re-use of items/objects/equipment, new business models (rent-a-service, re-use centres) | | |

Source: Circe, Slovenia action plan, Association of Municipalities and Towns of Slovenia, 13/01/2020

• CIRCULAR ECONOMY and TOURISM

Bottom up approaches to work around key drivers



Drivers for tourism 'circularization':

- Circular procurement: use & buy products, materials & services that are sustainable and/or cradle-to-cradle, recycled, renewable, recyclable, biodegradable
- Circular construction including building passport for new hotels and parks
- Performance based contracting (e.g. laundry)
- Avoidance of single use items
- Maximization of digital services, maintenance, repair, refurbishment, and waste reduction, separation and management


Source: International Conference Green and accessible tourism Split, Croatia, 4/11/2018

Understanding the baseline (results from the URBAN-WASTE project)

URBAN-WASTE in a nutshell

- **11 pilot cities**, some of the most visited destinations in Europe in 8 countries (very focused on the Mediterranean), supported by experts, advisors, academia and researchers
- **Understanding the waste production, quantities and occurrences** in the function of tourism
- **Increasing the capacities of local and regional authorities** to create and implement tailor made solutions
- **OUTPUTS** (https://bit.ly/acr_reading):
 - **Guidelines for city managers**
 - **Collection of good practices and their results**



 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 690452




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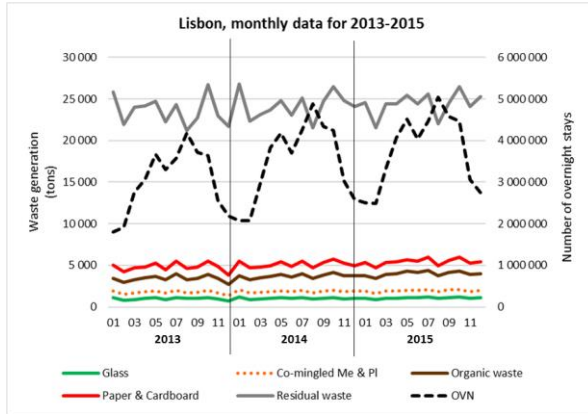


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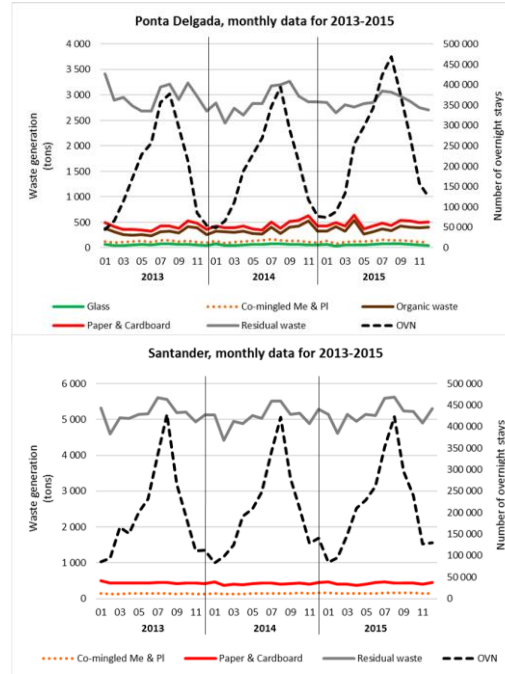


Understanding the baseline (results from the URBAN-WASTE project)

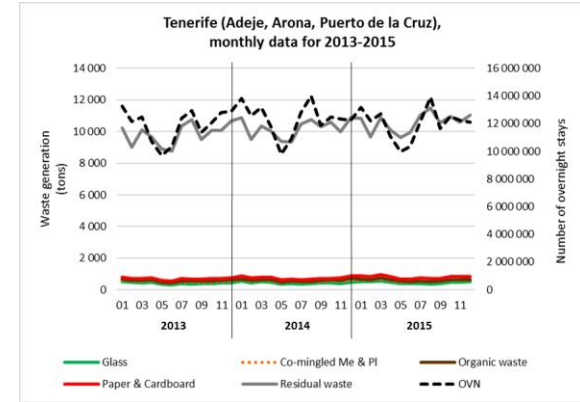
URBAN-WASTE case study: understanding the seasonality



Large European metropole



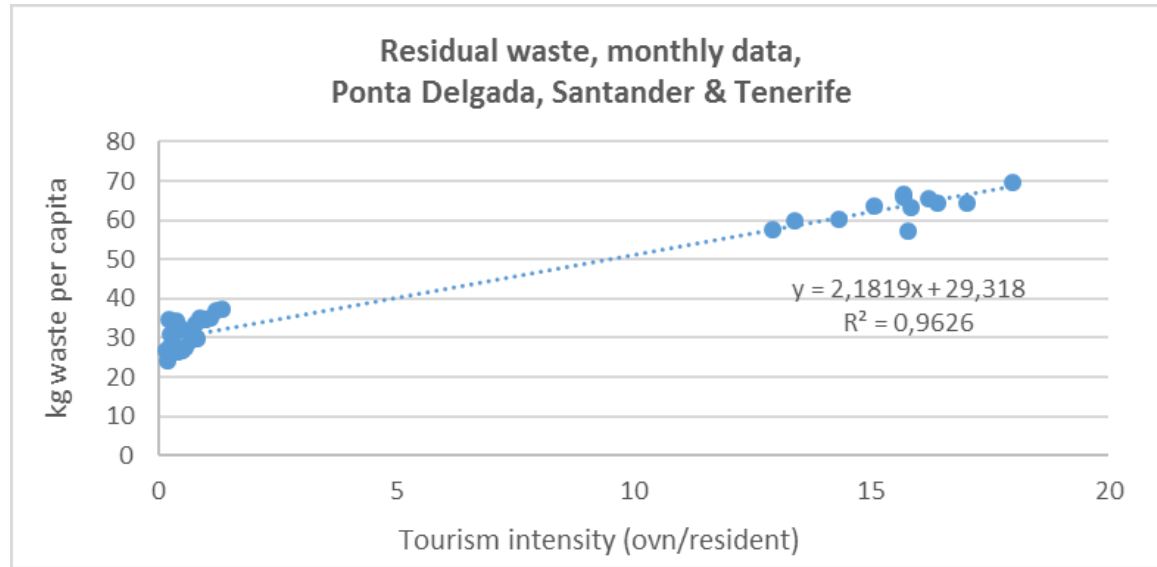
Seasonal destination



Year-long destination

Understanding the baseline (results from the URBAN-WASTE project)

URBAN-WASTE case study: understanding the seasonality



What is evident is that tourism intensity (overnight stays/resident population) considerably affects the waste production in touristic destinations.

Understanding the baseline (results from the URBAN-WASTE project)

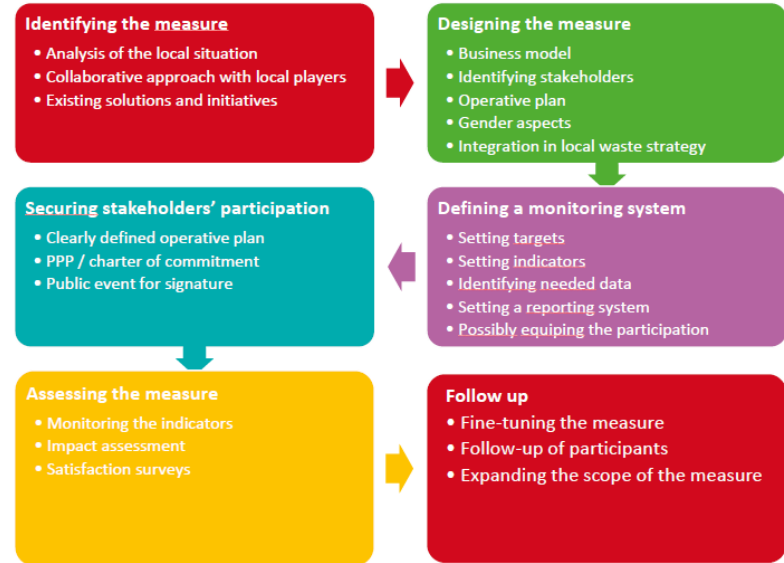
URBAN-WASTE case study: understanding the seasonality



Defining or replicating tailor-made solutions



Parameters influencing the definition of eco-innovative strategies tackling tourism waste



Main steps to implement or transfer a measure

Enabling frameworks: the role of cities and regions (case studies from the BlueIslands project)

BLUEISLANDS in a nutshell

- 14 partners from 8 countries (CY, GR, IT, ES, MT, HR, BE, FR), 9 islands
- systematic effort to properly **identify, address** and **mitigate** the effects of the **seasonal variation of waste generation on MED islands**



<https://blueislands.interreg-med.eu/>

Enabling frameworks: the role of cities and regions (case studies from the BlueIslands project)

BlueIslands Case Studies: regional waste management in Sardinia



- **Compulsory separate collection of biowaste**, including staged capture rates targets, An **increase of the landfill tax** from the minimum set up in Italian law back then (10€/t) to the maximum (70€/t by 2025).
- The introduction of a **bonus/malus system on the cost of residual waste** management, to reward or penalize municipalities on the basis of their performance.
- The promotion of **door-to-door** as the preferred model for separate collection of waste, along with pay-asyou-throw schemes and home composting
- A comprehensive regional **strategic public procurement plan**

From 2003 to 2021: Separate collection rates increase from **3.4%** to **72.15%**

Residual waste decreased from **500 kg** to **176 kg** per inhabitant



REGIONE AUTÓNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA



Enabling frameworks: the role of cities and regions (case studies from the BlueIslands project)

BlueIslands Case Studies: engaging tourists in Krk



Households and hotels

- Provide necessary bins for the rented accommodations
- Introduce the waste collection system to tourists
- Take care about separate waste collection timetable

#bluebagKrk

- Tourists and sailors are called to collect a bag of garbage during the course of a season, participate to a photo competition and encourage their friends to do the same

Perceptions of Tourism SMEs

Improving sustainable tourism development and capacity of tourism SMEs through transnational cooperation and knowledge transfer



- **Duration:** 30 months (16/09/2020 – 16/03/2023)
- Total budget: EUR 1,322,050.93
- Funding rate 75%: EUR 991,535.50
- 8 partners from Spain, Belgium, Italy, France and Cyprus
- Development of literature review, compendium of good practices, benchmarking
- 62 Tourism SMEs engaged in:
 - *trainings Italy, Spain, France, and Cyprus*
 - *6 international matchmaking events*
 - *Support to get environmental certifications*

Perceptions of Tourism SMEs

Sustainability requires more than just financial investment

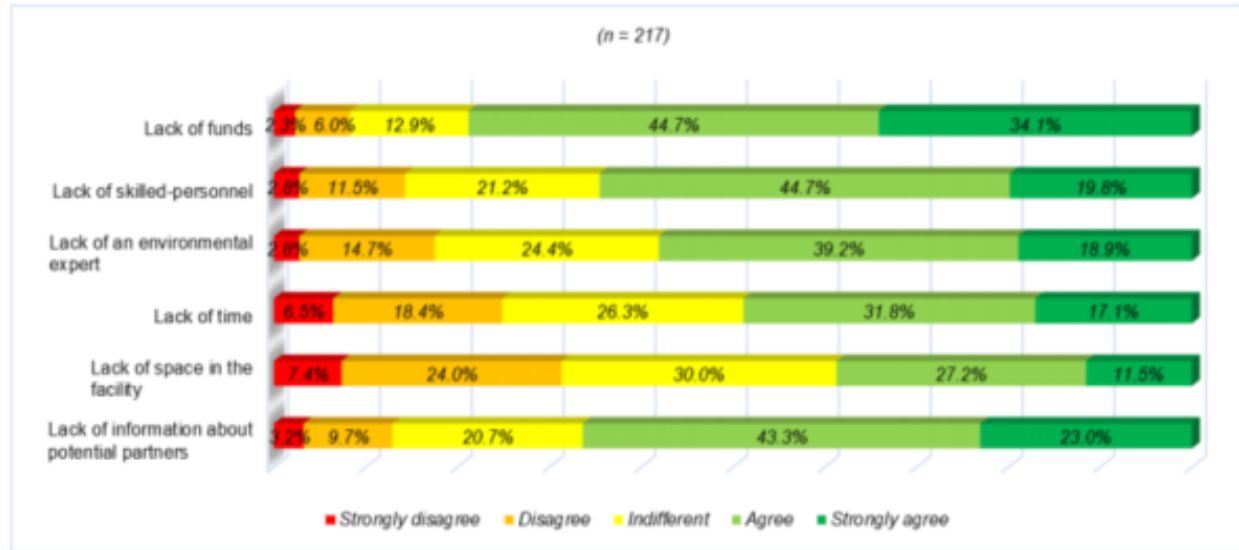


Figure 7. Barriers to Adopting Green or CE Practices

Responses of 256 tourism SMEs extracted from ORBIS database

Perceptions of Tourism SMEs

Improving sustainability is not necessarily about getting new customers

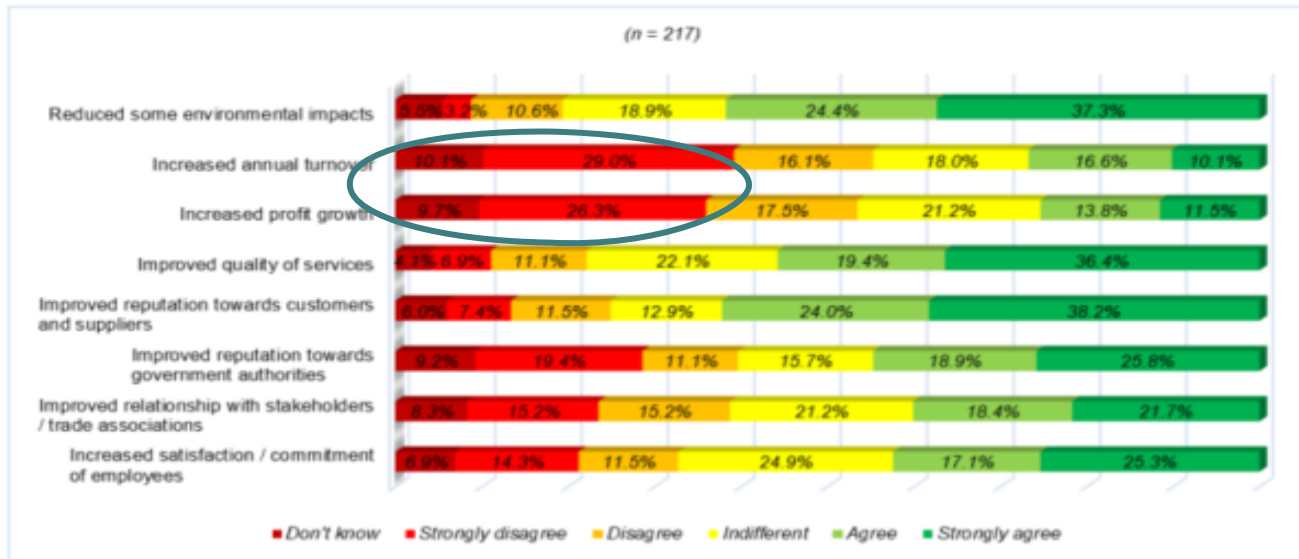


Figure 9. Outcomes of Green or CE Practices Adoption

Responses of 256 tourism SMEs extracted from ORBIS database

Perceptions of Tourism SMEs

Sustainability is a choice, rather than a competitive advantage



Co-funded by the COSME programme of the European Union

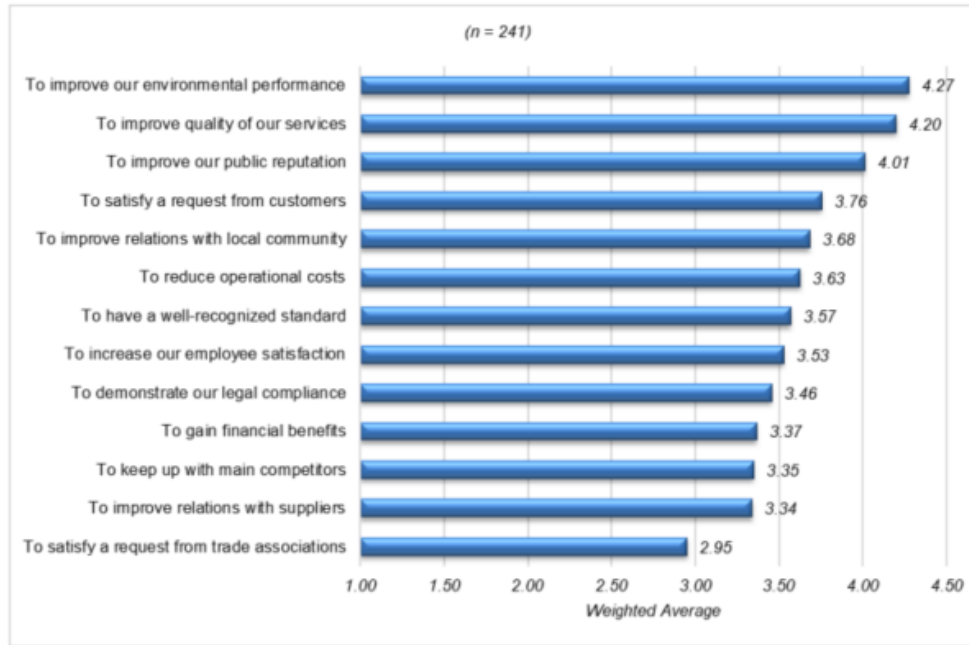


Figure 6. Drivers for Adopting Green or CE Practices

Responses of 256 tourism SMEs extracted from ORBIS database

Perceptions of Tourism SMEs

Have we properly perceived the needs and key levers that drive tourism operators towards sustainability?



Co-funded by the COSME programme of the European Union

A promotional poster for the "TOURISME 1st Matchmaking Event and Project Meeting". The word "TOURISME" is written in large, bold, black letters with a white outline, set against a background of overlapping colored squares (green, orange, yellow, purple, blue). To the right, "1st" is written in a large, white, outlined font. Below this, the text "Matchmaking Event and Project Meeting" is written in a smaller, blue font. At the bottom, the event details "La Tinaia and International Sisley Tours" and "Tenerife, 28th & 29th April 2022" are displayed in blue and orange. The poster also includes logos for the European Union, the COSME programme, and various partner organizations like CONSULTA EUROPA, ACR+, itc, Gobierno, and others. A video player interface is visible at the bottom of the poster.

<https://youtu.be/nDR06MWpK64>

- **URBAN-WASTE Key takeaway messages**

- Know your tourists and their behaviour and habits – observations, data, surveys/interviews will help you understand the issue and react appropriately
- Don't think you are alone – consult your local stakeholders – tourism agencies, hotel and restaurant associations, tourism service providers, tourism offices and more are an untapped pool of skills, resources and experience
- Defining and implementing a proper monitoring system allowing to assess the results of the measures and involving the organisations implementing the measures is mandatory to optimise the general strategy and improve the strategy.
- Assessing the environmental, economic, and social impact is also a good way to promote more tangible results to decision makers, potential participants, and the general public.

- **BLUEISLANDS Key takeaway messages**

- **Data collection** is the pillar of punctual policy making. Especially when it comes to waste prevention
- **End-users engagement** is the key. **Decentralized authorities** have a key role in community engagement
- **Tourists produce** on average **more waste** than local beachgoers. **Targeted awareness campaigns** can make them feel an integral part of local communities
- Marine litter is mostly the result of **consumption and production models** and **waste management systems**
- **Smaller local waste treatment plants** (e.g. composters, reverse vending machines) can **increase community engagement** and **improve resiliency of waste management systems**

• TOURISME Key takeaway messages

- Tourism to be acknowledged across EU environmental policies (Green Deal; CEAP)
- Environmental certifications are paths of empowerment of tourism operators, they should not be marketing!
- Tourists produce on average more waste than local beachgoers. Targeted awareness campaigns can make them feel an integral part of local communities
- Tourism sector needs support (capacity building, technical assistance) to define sustainability strategies
- Decentralized authorities can improve enabling frameworks for sustainable tourism by integrating sector policies in wider sustainability strategies (waste management plans; food policies; sustainable mobility; public procurement; etc.)

Sustainable tourism is based on policies able to create relationships and produce synergies among local government, local community, private sector, nonprofit organizations, academic institutions (Edgell, 2006)



‘Circularization’ of tourism products can transform heterogeneous interests in a co-evolutionary process to a positive sum game



Thank you!
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Enabling frameworks: the role of cities and regions (case studies from the BlueIslands project)

BlueIslands Case Studies: Brussels Region promoting sustainability performances of tourism SMEs



- Exchange platform to promote B2B dialogue and sustainable supply for tourism businesses
- Sustainable destination thematic kit
- Labels: 'Green Key' (international) and 'Ecodynamic Company' (regional)
- Large scale projects: sustainable mobility; sustainable city district and neighborhoods
- Platform for participatory tourism
- Incentive to sustainable consumption/production (be.circular)

