



# TouMaLi Side Events

**TouMaLi 2025: Project Insights and Forward Paths on Sustainable Tourism, Waste Solutions and Litter Prevention**

Hammam Sousse, 27th November 2025

## Topic 4: The Strategic Role of Business Support Organisation (BSOs) for Sustainable and Zero-Waste Tourism

# Synthesis of the Workshop

## Topic 4: The Strategic Role of Business Support Organisation (BSOs) for Sustainable and Zero-Waste Tourism

### Workshop Overview

- Objective: Highlight the strategic role of ESOs in advancing sustainable tourism
- Focus: Zero-waste tourism and green transition
- Rich exchanges leading to concrete action levers
- Based on Green Forward program context

## Topic 4: The Strategic Role of Business Support Organisation (BSOs) for Sustainable and Zero-Waste Tourism

# Session Flow

### Key Components:

- Introduction to the Green Forward programme
- Testimonies from two eco-tourism startups
- International benchmark on eco-tourism practices
- Group work to identify actionable best practices for BSOs

## Topic 4: The Strategic Role of Business Support Organisation (BSOs) for Sustainable and Zero-Waste Tourism

### Key Action Levers Identified

1. Technical and methodological support
2. Standards, compliance and eco-label assistance
3. Facilitation of green financing
4. Local ecosystem building and coordination
5. Innovation and social value promotion

# 1. Technical and Methodological Support

- Training modules on sustainable business models
- Consulting to reduce environmental footprint
- Support for zero-waste and circular economy integration

## 2. Standards, Labels & Certification

- Support towards Green Key, Blue Flag and other labels
- Environmental certification pathways
- Understanding & translating regulatory requirements

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- Support towards Green Key, Blue Flag and other labels (Travelife : Tunisian Label ?)
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## 3. Green Financing Facilitation

- Connecting enterprises to existing financial instruments
- Support preparing green investment proposals
- Partnerships with donors & eco-tourism funds

## 4. Building Local Ecosystems

- Developing networks linking municipalities, NGOs, tourism actors
- Territorial approaches and collaborative projects
- Synergies for resilience and sustainable development

## 5. Innovation & Social Impact

- Projects valuing natural & cultural assets
- Community involvement in tourism activities
- Nature-based & inclusive solutions

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# Final Recommendations

- Develop stronger expertise in sustainable tourism & green finance
- Strengthen national and local networks for value chain building
- Embed environmental & social dimensions in BSO support programmes

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# Conclusion

- This synthesis reflects the collaborative spirit of the workshop.
- It will inform the next steps of the Green Forward programme and strengthen the role of ESOs in accelerating zero-waste tourism.



**Thank you for your attention!**