

Greening sports for achieving participative and contributory circular communities: skills and know-how for getting there



Skills for sustainable, resilient, and socially fair communities



3-11 June 2023

**#EUGreenWeek
PARTNER EVENT**

Key points

- ① Circular tourism: (lack of) definition and key drivers
- ② Perceptions of Tourism SMEs
- ③ Enabling frameworks: the role of decentralized authorities
- ④ Triggering questions & wrap-up



Key points

- ① (lack of) definitions 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 TOURISM/1

Lack of a definition, 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 TOURISM/2

Lack of a definition, 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 TOURISM/3

Lack of a definition, 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: Arthur ten Wolde, International Conference Green and accessible tourism Split, Croatia, 4/11/2018



Rather than defining **CIRCULAR TOURISM**,
it is worth looking at interactions between
CIRCULAR ECONOMY and **TOURISM**



② Perceptions of Tourism SMEs



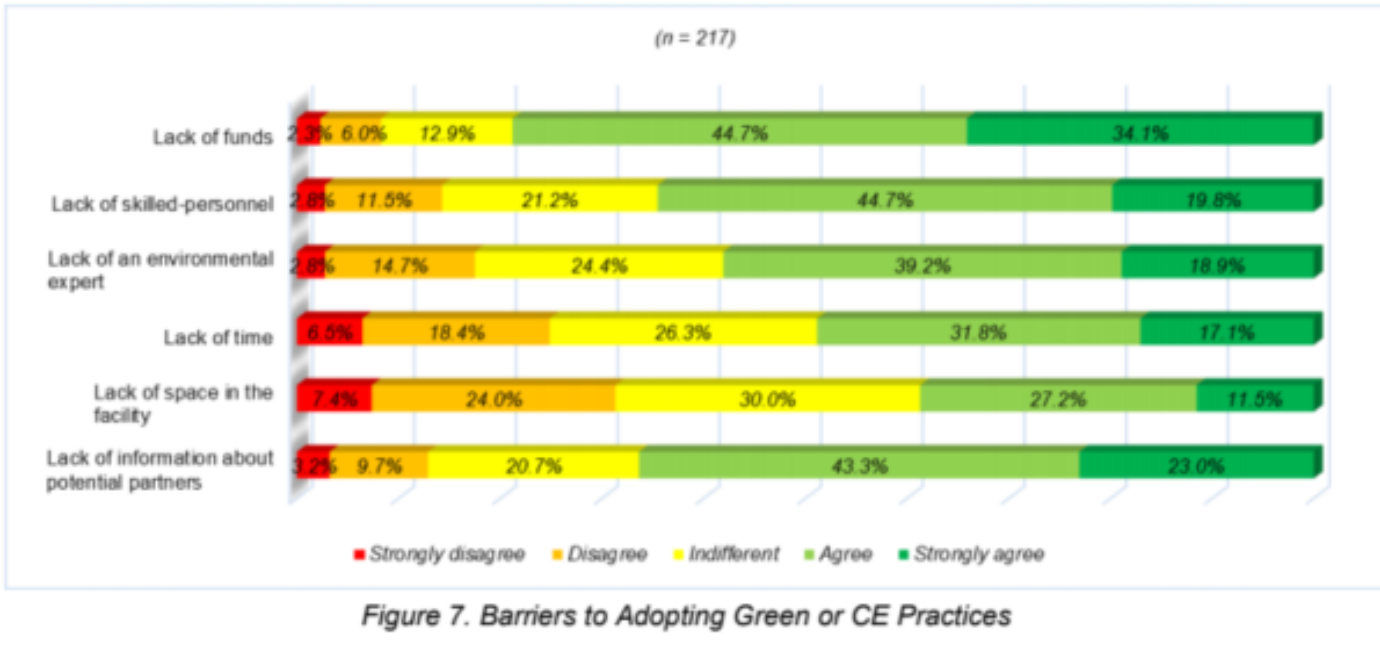


Improving sustainable tourism development and capacity of tourism SMEs through transnational cooperation and knowledge transfer

- **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*



Sustainability requires more than just financial investment



Responses of 256 tourism SMEs extracted from ORBIS database



Improving sustainability is not necessarily about getting new customers

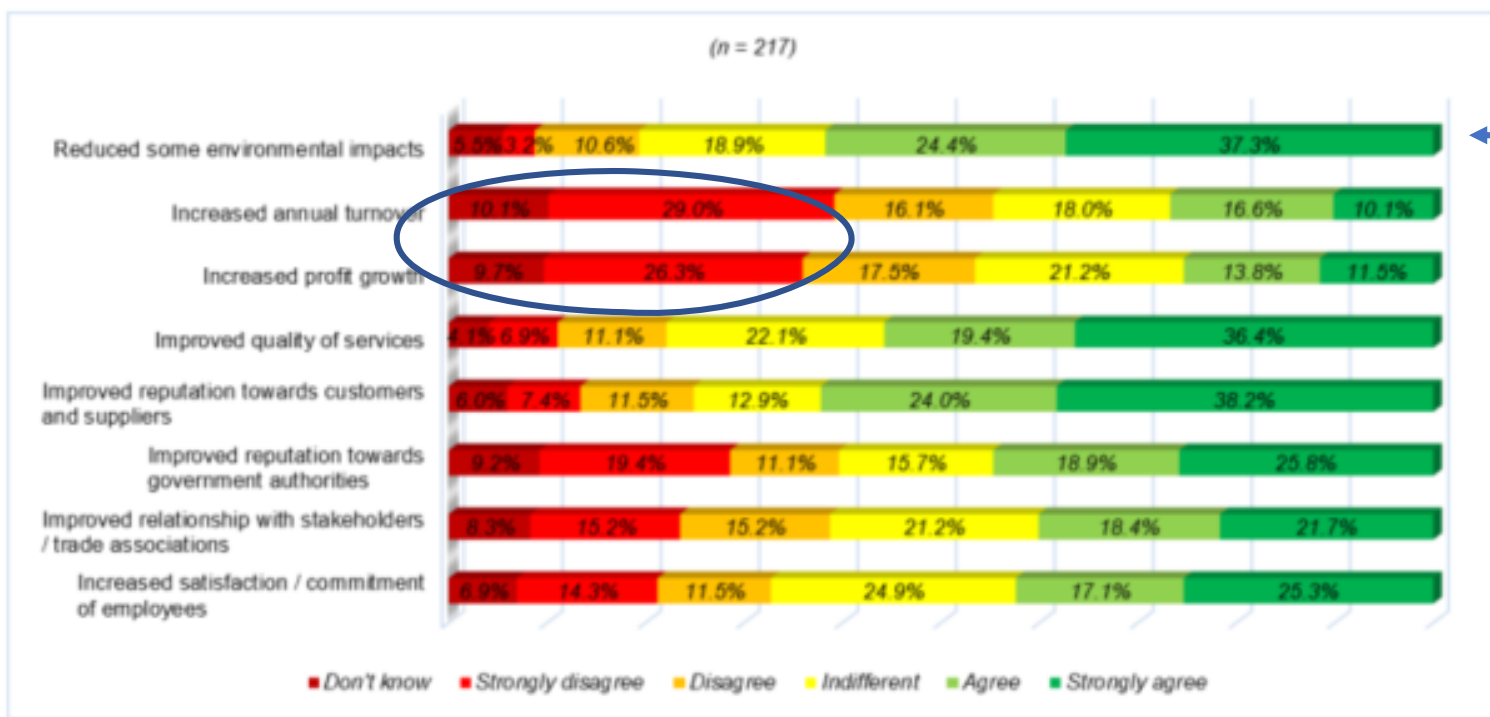


Figure 9. Outcomes of Green or CE Practices Adoption

Responses of 256 tourism SMEs extracted from ORBIS database



Sustainability is a choice, rather than a competitive advantage

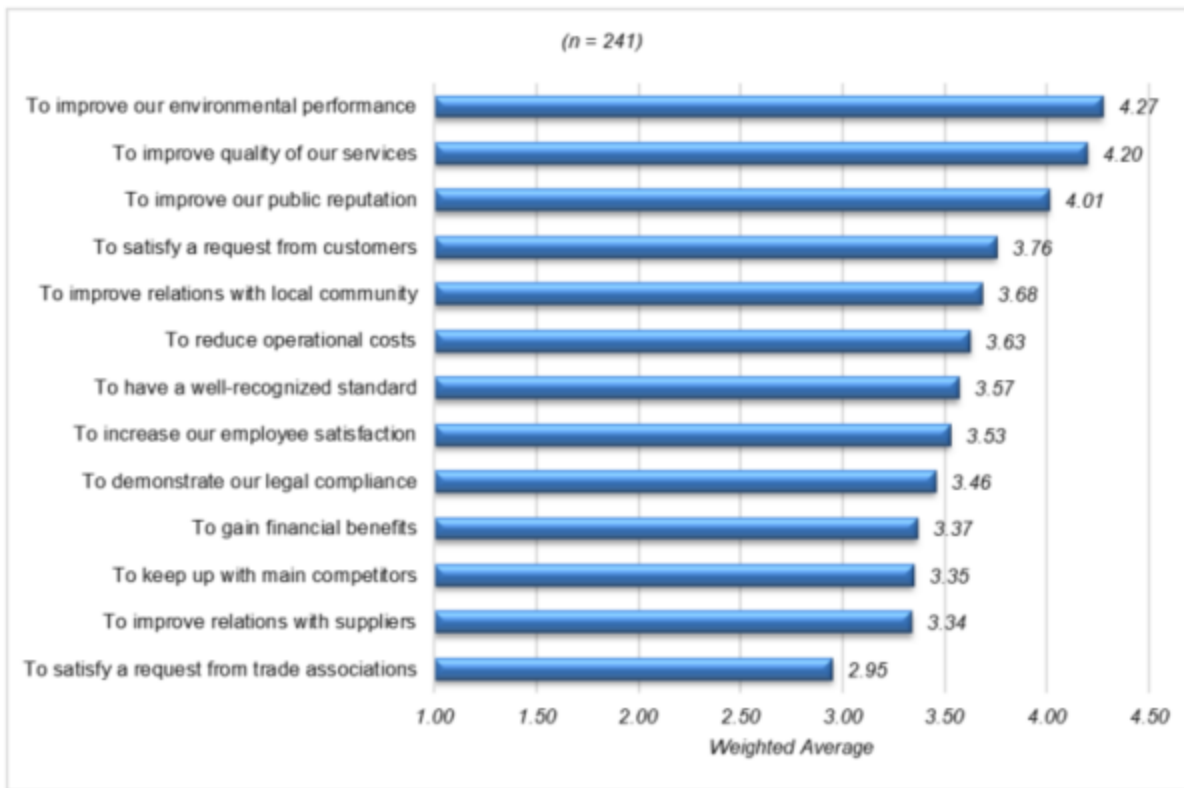


Figure 6. Drivers for Adopting Green or CE Practices

Responses of 256 tourism SMEs extracted from ORBIS database





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



Immagine nell'immagine

TOURISME

1st

Matchmaking Event and Project Meeting

La Tinaia and International Sisley Tours

Tenerife, 28th & 29th April 2022

Project co-funded by the European Commission under the COSME programme 2020 - 2023

<https://youtu.be/nDR06MWpK64>



3

Enabling frameworks: the role of cities and regions (some examples)



Coordination of regional and local policies

- ▶▶ **Compulsory separate collection of biowaste**, including staged capture rates targets, aiming at collecting, at least 105 kg of biowaste per inhabitant by 2018.
- ▶▶ An **increase of the landfill tax** from the minimum set up in Italian law back then (10€/t) to the maximum (25.8€/t).
- ▶▶ 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 2016: Separate collection rates increase from 3.4% to 60.15%

Residual waste decreased from 500 kg to 176 kg per inhabitant



Local enabling frameworks: an integrated approach

- 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)



Local enabling frameworks

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



④ Triggering questions & wrap-up



- ▶▶ **what does the EU agenda offer to support sustainable tourism models? What should it offer?**
- ▶▶ **national/regional level: how to improve enabling frameworks for sustainable tourism?**
- ▶▶ **have we properly perceived the needs and key levers that drive tourism operators towards sustainability?**




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







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!



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.)

