

SUSTOUR-MED

2021-2-EL01-KA210-VET-000048093

KA210-VET - Small-scale partnerships in vocational education and training



Good Practices: *Education In Progress*

Practice number	1.1
Name of the Practice	Hotel Rifiuti Zero®
Theme	1. Waste Management
Type	3. Case Study (protocol)
Developer / initiator	Università della Cucina Mediterranea – Relais & Chateaux – Chasins Sirens
Short description	<i>“HOTEL RIFIUTI ZERO®” is a strategy aimed at accommodation facilities that allow you to safeguard the environment by reducing the waste produced.</i>
Goal	<p><i>Our experience shows that the accommodation facilities that apply Hotel Rifiuti Zero³ get the following results:</i></p> <ul style="list-style-type: none"> - <i>Reduction of costs;</i> - <i>Increase in customer satisfaction;</i> - <i>Increase in green reputation;</i> - <i>Increase in attendance.</i>
Detailed description	<p><i>The “Hotel Rifiuti Zero®” protocol, born from an intuition of Antonino Esposito, is aimed at stimulating innovation in accommodation facilities (not only hotels but all kinds of tourist accommodation) and promoting environmental sustainability in the tourism sector so that the concept of “sustainable tourism” can be considered an acquired result and no longer a goal to be achieved.</i></p> <p><i>The strategy was born in the wake of the international movement ZERO WASTE whose creator and founder is the American Paul Connett, professor emeritus of Saint Lawrence University, and</i></p>

	<p>spread in Italy by the meritorious activity of Rossano Ercolini, President of Zero Waste Italy and winner of the 2013 Goldman Environmental Prize. The Zero Waste philosophy is inspired by the functioning of nature in which nothing is destroyed or burned and everything is transformed and recycled!</p> <p>Hotel Rifiuti Zero® intervenes with a training plan for the staff of the facilities and an information plan to communicate and disseminate the correct waste management practices to its guests, monitor and measure the right performance and the natural sustainable management of the member structures, with timely inspections and a report of the reference structure.</p> <p>If a tourist enterprise is interested in integrating the protocol "Hotel Rifiuti Zero® into its management, it can contact the partners directly +via the official website and receive free advice!</p>
Innovativeness	<p>TECHNOLOGY AND INNOVATION: HOTEL ZERO WASTE. combines social, environmental and economic objectives of a sustainable growth path aimed at achieving the goal of "zero waste".</p>
Financial aspect	<p>free</p>
Country	<p>Italy</p>
Target Group	<p>Small hotels, business activities.</p>
Transferability	<p>For the participating businesses, the strategy proposes the completion of some steps through the definition of operational guidelines, aimed at implementing concrete policies to reduce waste and waste. The necessary condition for the success of the program is to obtain management and training of staff in line with the inspiring principles of environmental sustainability; thanks to the adoption of a training paradigm, driven by the awareness of new tourists and entrepreneurs and supported by efficient monitoring of initiatives, it can give impetus to a change of values and priorities, accompanied by measurable savings in the consumption of resources, Undoubtedly an important incentive that goes to join others of an exclusively environmental nature.</p>

Website and/or relevant links	http://www.hotelrifiutizero.it/it/home/
Contact information	http://www.hotelrifiutizero.it/it/contatti/