

SUSTOUR-MED

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



Good Practices: Green Village

Practice number	2.1
Name of the Practice	CIRTOINNO - Circular economy tools to support innovation in green and blue tourism SMEs
Theme	2. Energy Efficiency
Type	1. Installation/Equipment 2. Service
Developer / initiator	EU project: CIRTOINNO
Short description	The CIRTOINNO project published "A Handbook for transitioning toward a circular economy within the tourism and hospitality sectors in the South Baltic Region". It analyzes the specific implications of the circular economy for tourism SMEs with a focus on accommodation services, food services, and spas.
Goal	To provide a HANDBOOK with concrete practices and interventions for tourism SMEs in order to promote circular economy and sustainable energy efficiency
Detailed description	<p>Within the accommodation services sector the authors provide internal/external and short/long-term opportunities for five areas: building and construction, energy, materials inside the building, materials used in accommodation services, practices among staff and guests.</p> <p>Internal short scope innovation opportunities:</p> <ul style="list-style-type: none"> • Implementing monitoring systems for energy and water use, waste treatment systems, and staff managing systems concerning use of amenities and waste handling. <p>External short scope innovation opportunities:</p> <ul style="list-style-type: none"> • Building relationships with upstream suppliers of products that are re-usable and remanufactured and downstream buyers that redistribute the hotels' discarded products. • Implementation of renewable and circular energy sources. <p>Internal long scope innovation opportunities:</p>

	<ul style="list-style-type: none"> • Building new and refurbishing hotel buildings using existing circular technologies. • Expanding supply chain management for accessing all materials used in the hotel from furniture to soaps and accessing leasing rather than ownership based business models. • Investing in or leasing various smart energy and water monitoring systems connected to booking systems. • Investing in greywater systems. <p>External long scope innovation opportunities:</p> <ul style="list-style-type: none"> • Expanding on all of the above opportunities in collaboration with up- and downstream suppliers and buyers.
Innovativeness	It is a handbook providing concrete examples, practices and procedures for hotel SMEs to promote circular economy and sustainable energy efficiency
Financial aspect	<p>€€ = Moderate investment</p> <p>€€€ = considerable investment</p>
Country	South Baltic region
Target Group	small hotels
Transferability	Since the handbook was developed for the South Baltic region, some of its practices and procedures need to be adapted to the realities of the Mediterranean context. However since waste management is a common challenge for all hotels regardless of the local environment, it can still act as a concrete guide for hotel SMEs in the Mediteranean region
Website and/or relevant links	<p>https://southbaltic.eu/-/cirtoinno-circular-economy-tools-to-support-innovation-in-green-and-blue-tourism-smes</p> <p>https://circulareconomy.europa.eu/platform/sites/default/files/cirtoinno-handbook_eng-rev.-4.pdf</p>