

# Circular Economy in Tourism

# CENTOUR



## NEWSLETTER VOL. 1 - FEBRUARY 2021

### THE PROJECT

**CEnTOUR** - Circular Economy in Tourism is a project funded by the COSME programme that implements a **capacity building and support scheme for Small and Medium-sized Enterprises (SMEs)** of the tourism sector in 5 European countries (Italy, Spain, North Macedonia, Moldova, Greece), leading them to reach different levels of circular economy innovations within a transition system perspective, especially through reverse supply chain and symbiosis.

### OBJECTIVES

CEnTOUR aims to support SMEs in the development and implementation of circular businesses within an integrated system for local development. More specifically, this project seeks to accelerate and support the capacity of SMEs in tourism to uptake sustainable solutions, proposing a **focus** on waste in food sector, plastic free offer and rethinking the packaging, and collaborative consumption.

**START DATE:** 16 September 2020

**END DATE:** 15 September 2023

### THE CONSORTIUM

The Consortium of the project consists of **10 partner entities**:

#### • **Chamber System:**

1. Marche Chamber of Commerce (Italy) - Lead Partner
2. Xanthi Chamber of Commerce (Greece)

3. Forum of the Adriatic and Ionian Chambers of Commerce (Italy)

4. Chamber of Commerce of Cantabria (Spain)

#### • **Training and Consultancy:**

5. Project Arcadia (Italy)

6. Ecores (Belgium)

7. Business & Innovation Center (North Macedonia)

8. Center for Social Innovation Ltd. (Cyprus)

#### • **Academic Partner:**

9. Polytechnic University of Marche (Italy)

#### • **Business Association:**

10. Organization for the development of small and medium-sized enterprises "ODIMM" (Moldova).

### FIRST TRANSNATIONAL PARTNER MEETING

On October 15<sup>th</sup>-16<sup>th</sup> 2020, instead of meeting face to face as initially planned, due to Covid-19 circumstances, partners decided to meet online. The aim was to set the framework, that the Consortium will follow during the next period so that the goals of the project are achieved. More specifically, the partners discussed the project, its objectives, and working packages, as well as their roles and obligations.

### SURVEY AMONG SMEs

As part of the first work package of the CEnTOUR project, the consortium conducted a survey among SMEs in the selected target regions of the project. Its



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ODIMM  
ORGANIZATION FOR SMALL AND MEDIUM  
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Business &  
Innovation  
Center



CHAMBER OF COMMERCE  
AND INDUSTRY OF XANTHI



Center for Social  
Innovation



PROGETTO  
ARCADIA



objective was to get a better understanding of the current skills gap tourism SMEs face when willing to shift to circular economy.

*“It is necessary to boost the circular transition with trainings and to develop it across the whole supply chain. We design and operate tours which are clean, with regards to the environment, and fair in respect of local communities and the travellers alike. Although we play a small part in the national and international travel industry, we constantly thrive to implement new, good, sustainable practices to make the world a better place to live and to travel. We are convinced that change, to happen and be fully participated, needs to be shared with all industry stakeholders. It's often too much an effort to change alone the routine within the whole supply chain.”*

*“I only have basic knowledge, I did not follow any training in circular economy and do not know how to apply it to my company. After reading the information contained in this survey, I can think of some improvement in sustainable mobility, but it requires an investment that I cannot assume alone at the moment.”*

Many SMEs are facing several challenges in the transition towards a circular economy: financial barriers, the lack of knowledge and the importance of achieving a systemic change to make the transition as effective as possible. Given these insights, offering trainings with a tailored curriculum will answer some of these challenges.

### TRAINING PROGRAMME FOR SMEs

The results of the survey will contribute to develop a capacity building and training programme for tourism SMEs in order to provide them with the necessary skills, knowledge and the appropriate mindset and resources to develop innovative solutions towards a circular economy, increasing their capacity to rethink their business models, products and services.

The training curriculum emerging from the results is structured around **8 modules**, covering the following themes: *general introduction to circular economy,*

*circular economy transition in tourism organisations, energy and water management in tourism organisations, food waste management in tourism organisations, plastic-free and sustainable packaging in tourism organisations, collaborative consumption in the tourism sector, environmental certification, communicating circularity.*

Moreover, the survey results will enable the consortium to frame the content and the activities of the upcoming **Community of Practice** centred around circular tourism: sharing of *successful best practices*, organisation of *webinars, online courses and collective coaching*.

### CALL FOR SELECTION

The project will soon announce via a **Press Conference**, as well as its official website and social channels a call for selection for small and medium-sized enterprises of the tourism sector. The **68 selected beneficiaries** (18 SMEs in Italy, 14 in Spain, 12 in Moldova, 12 in North Macedonia, 12 in Greece), directly financed by the project, will be given the opportunity to foster their capacities and skills through the training programme of CEnTOUR.

### CIRCULAR TOURISM IN THE NEWS



This section offers an insight into the latest updates in circular tourism:

- **World Economic Forum**

[How we can prioritize sustainability in rebuilding tourism](#)

- **The Fifth Estate**

[We have a chance to rebuild a thriving, circular tourism industry](#)

- **Hospitality Net**

[Global Tourism Plastics Initiative Welcomes 26 New Signatories](#)

- **UNCTAD**

[Life after lockdown: Rebuilding tourism globally, sustainably](#)

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