

## CIRCLE TO INNOVATE circular solutions for tourism business

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### Project objectives

- to increase the innovativeness of businesses from the tourism industry
- to implement selected elements of **the circular economy (CE)** – into services, products and business models
- to support sustainable development strategies (*blue and green growth*) in the South Baltic Area

### Who for?

- **SMEs operating in the tourism industry, providing the following services to individual tourists (also in business tourism – MICE):** accommodation, food and beverage, SPA, rental of conference facilities with associated services
- organisations supporting development and innovation in the tourism
- other entities from the business environment

### The circular economy (CE) is an economy:

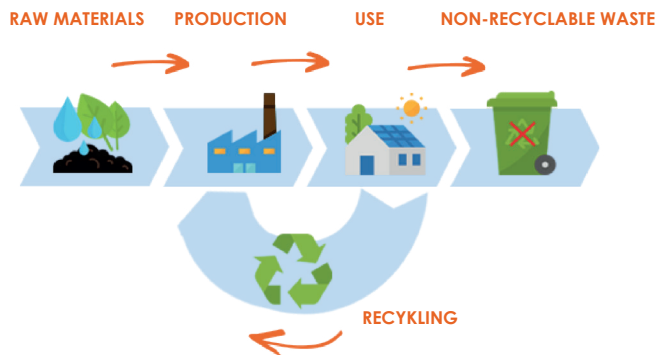
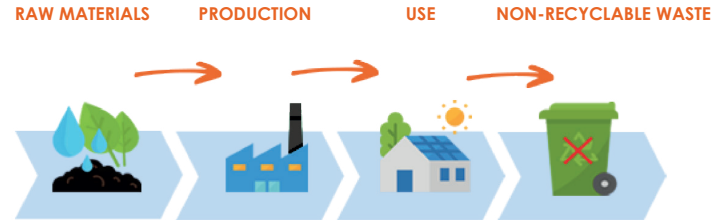
- based on operating principles such as recycling, eco-design, regeneration, reduction and recovery to help close the circuits both on the product life-cycle level and on the scale of the economy as a whole
- inspired by the laws of nature – perpetual processing and recovery of materials
- which offers a radical change of the dominant linear economy
- aimed at achieving sustainable economic, social and environmental development to the benefit of present and future generations

### Benefits of the CE for the tourism industry

- energy savings – use of renewable energy, energy-efficient buildings and equipment, etc.
- reduced resource consumption – optimised use of water and materials
- reduced waste generation
- reducing dependence on growing energy prices, e.g. use of own sources of renewable energy
- entry onto new markets by offering products/services which satisfy the expectations of environmentally-aware customers
- reinforcing the company's brand – building a positive image based on the CE
- creating sustainable operating standards for the industry

## The Linear Economy –

is the dominant model in modern market economies. Production, distribution and consumption are organised as a one-way action sequence – from acquisition of assets to disposal of waste. In such a ‘take-make-use-dispose’ regime, value creation mainly results from (extensive or intensive) exploitation of natural and human resources. Due to the regulative framework that promotes the linear economy, economic agents do not have to consider or calculate the total costs of this economic model’s negative impact on the environment. In most cases, there are no restrictions on access to natural resources besides the limits of financial power. This results in excessive use of natural resources, increase of their value and uncontrolled waste production.

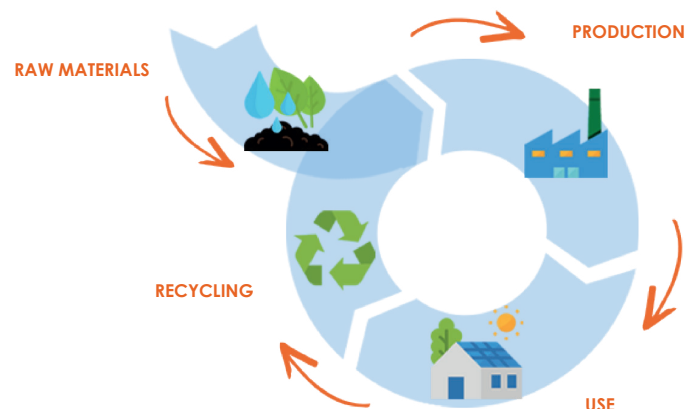


## The Green Economy –

is a transitional economic model between the linear and the circular economy models. In this model, resource-effective and environment-friendly technologies are applied to individual links of the supply chains. This allows for exploitation of circular principles such as recycling, regeneration, composting and energy recovery. However, the system as a whole still generates “waste” of natural and human resources, which are disposed of without being restored or brought back into economic circuits (or human use).

## The Circular Economy –

applies principles of production and consumption which differ radically from the linear economy and go further than the green economy solutions. The CE strictly requires comprehensive implementation of alternative solutions over the entire life-cycle of products – from design, resource acquisition, manufacture and consumption to recovery of materials for further processing. The closed-loop principles are adopted throughout the entire economic system. In the CE, value is created through restoration, regeneration and reuse of resources, as well as by continuous multi-level and multi-directional flows.



## OFFER – We invite you to use the online materials at [www.cirtoinno.eu](http://www.cirtoinno.eu) and to contact us about organising workshops and provision of advisory services

### Gain knowledge



#### Destination: A Circular Tourism Economy. A Handbook for transitioning toward a circular economy within the tourism and hospitality sectors in the South Baltic Region

The handbook is a source of inspiration for the tourism business in the South Baltic Region with regard to the CE and describes:

- existing CE solutions used in services, mainly in tourism
- assessment of CE solutions in terms of their application in seaside tourism
- best CE practices for SMEs from the tourism industry

### Consider



#### Recommendations

The publication:

- presents the benefits of applying elements of the CE
- indicates lines of action and implementation
- presents the micro- and macro-economic dimension as well as the short- and long-term time scale

### Self-assess your business



#### A tool for self-assessment of businesses from the tourism sector in terms of compliance with the principles of the CE

The tool facilitates the assessment of:

- the current business model and activity in terms of compliance with the CE principles
- areas for potential implementation of new or modified solutions aimed towards the CE

### Develop your knowledge



#### Training Programme Model

The modular training programme develops the ability of businesses to benefit from:

- innovative solutions or business models consistent with the CE
- creating innovative products and services
- building the company's brand based on the CE

### Implement practical solutions

#### Advisory Services Model

The model directly supports implementation of the solutions in businesses. It features CE advisory service provision scripts, available to advisers, which help businesses:

- with regard to energy efficiency
- and in other non-technological areas (e.g. innovation in the business model, product life-cycle management, supply chain management, marketing innovation, etc.)

**The Circular Economy Tools to Support Innovation in Green and Blue Tourism SMEs – CIRTOINNO project is co-financed by the European Regional Development Fund under the Interreg South Baltic Programme 2014-2020**

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