

Interreg 
EUROPEAN UNION

2 Seas Mers Zeeën
FACET

European Regional Development Fund



Six Strategic Steps to Support Tourism SMEs in Coastal Destinations by Local Authorities

Facilitate the Adoption of Circular Entrepreneurship in the Tourism and Leisure Sector

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Agenda

1. Introduction
2. The 2Seas Interreg project FACET
3. Six Step Strategic Framework for Local Authorities
4. Discussion

FACET project: Interreg 2Seas Programme



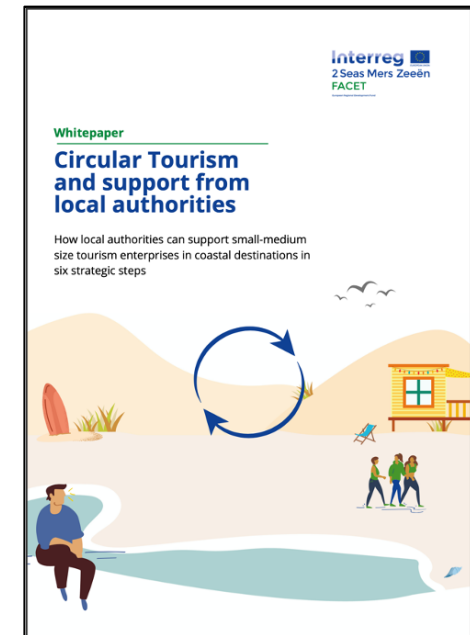
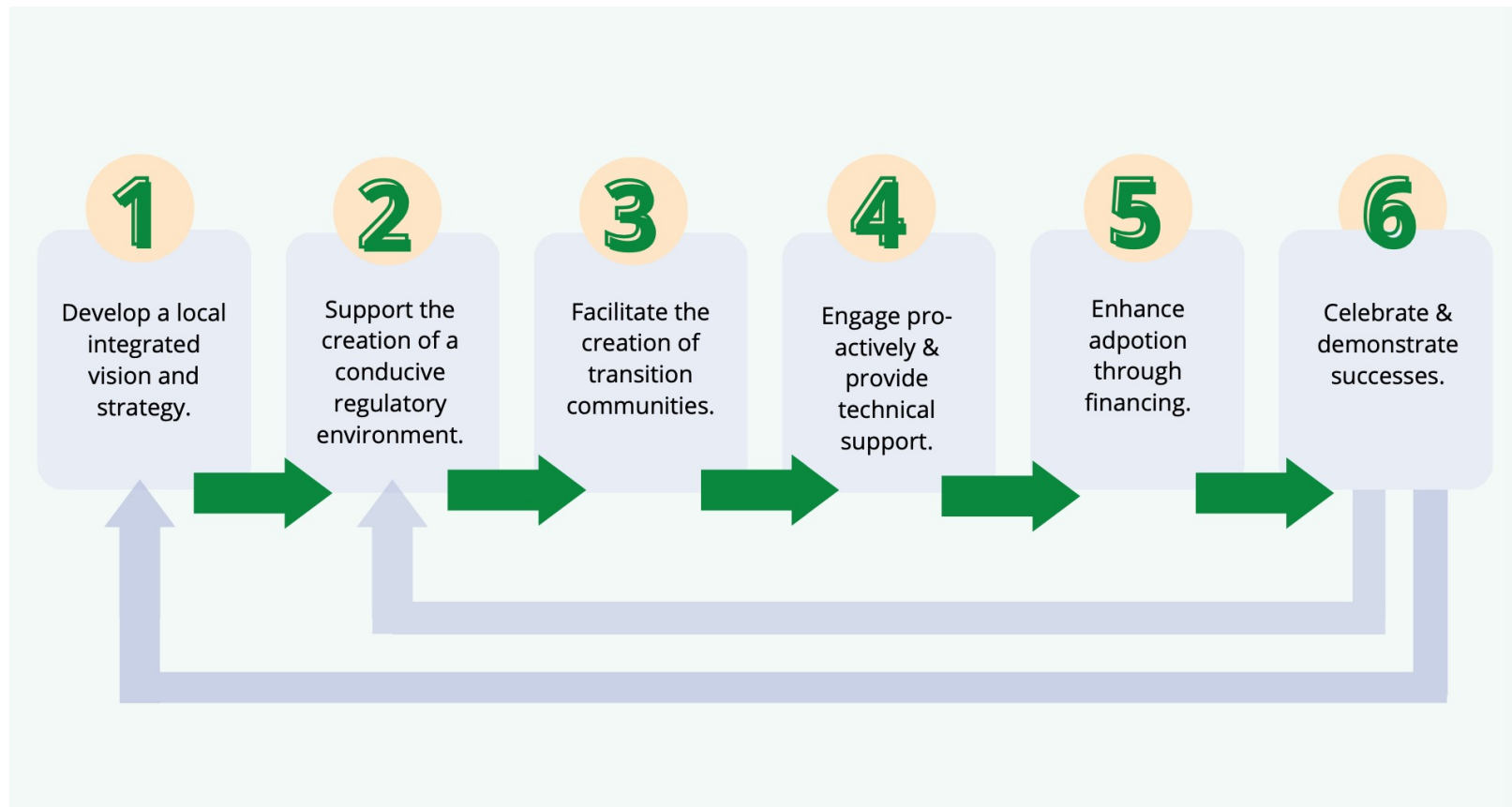
- **€4 million project co-funded by the European Regional Development Fund**
- **Facilitate the Adoption of Circular Entrepreneurship in the Tourism and leisure sector aims at increasing adoption of circular solutions in the tourism sector**
 - **Supporting entrepreneurs in shifting from linear to circular**
- **Entrepreneurs are increasingly interested in adopting sustainable practices**
 - **but they often lack knowledge and skills to implement green innovations.**
- **Developing various practical, accessible, and small-scale pilots and demonstration projects**
 - **to help entrepreneurs gain practical knowledge and experience in the transition from linear to circular practices**

Our websites:

- <https://www.gre.ac.uk/research/activity/faculty-of-business/facet-facilitate-the-adoption-of-circular-entrepreneurship-in-the-tourism-and-leisure-sector>
- <https://www.interreg2seas.eu/en/FACET>



Six-steps for local authorities to accelerate a circular economy in tourist destinations



**THE WHITE PAPER CAN BE
DOWNLOADED HERE:**

https://www.projectenporfolio.nl/wiki/index.php/FACET_Tool_PR_00007



Step 1: Develop a local integrated vision and strategy

- **Develop and integrate a circular economy vision** into local strategic tourism planning.
- **Support of well-defined targets** based on identified needs and local circular opportunities.
- **Local authorities can play an essential role** in orchestrating this process through organising and managing participative processes.
- **Needs and opportunities can be identified** through activities such as stakeholders workshops, meetings, surveys.
- **The strategic vision and direction need to be integrated into destination management and development plans** such as the Destination Management Plan and disseminated to relevant stakeholders.



Step 2: Support the creation of a conducive regulatory environment



- **Facilitating the removal and/or development of policies and reducing taxation barriers** to the application of circular solutions.



- **Supporting the enhancement of incentives** facilitating the application of circular solutions in the destination.



- **Conducting campaigns to increase the awareness** of regulations and guidelines for a circular economy.



- **Facilitating the adoption of national regulation** at the destination level.



Step 3: Facilitate the creation of transition communities

- **Transition communities** can be co-developed and launched, with their objectives and agreements established.
- **These transition communities** will address the needs and capitalise on the opportunities for a circular economy.
- **Transition communities** are multi-stakeholders and multi-sectoral, created with a specific objective in mind.
- **They can facilitate collaboration and innovation** for a circular economy in the tourism sector by strategically bringing together different actors to stimulate collaboration and innovation.

Examples of transition communities are:

- **Value chain communities:** support tourism entrepreneurs to create synergies along the value chain, alignment of their business models to circular values, and mitigation of financial and technical barriers.
- **Joint purchase community:** synergies on joint purchasing can allow tourism entrepreneurs to overcome barriers associated to low economies of scale due to size, location and seasonality by creating buying power.
- **Quadruple Helix community:** Brings together representative from government, civil society, academia and industry to collaborate towards a circular economy. This community can drive innovation for a circular economy.



Step 4: Engage pro-actively and provide technical support

- Local authorities should address the **technical needs of entrepreneurs**.
- Technical support **should be tailored to the differing typologies of businesses**, and to the circular solutions that they are trying to adopt.
- **Provide more information on available technologies and digital tools** through the transition communities and other events.

Step 5: Enhance circular economy adoption through financing

- Develop and/or facilitating **financing mechanisms that are tailored to the context, the sector and the requirements of a circular economy** in the tourism sector.
- **Directly design funding support** or support it through synergies with the wider finance sector.
- **Create one-stop centres** to support tourism entrepreneurs on funding applying processes.
- **Ensure the creation of more innovative financial products** such as hybrid (grants and loans) products and reward-based crowdfunding.



Step 6: Celebrate and demonstrate successes

- **Assist successful circular tourism SMEs to promote their initiatives** (e.g., creating a destination database of circular businesses and their achievements)
- **Develop a local recognition system to publicise successful achievements** (e.g., destination sustainable tourism awards)
- **Introduce sustainability or circularity into the categories of a local customer rating system** and/or encourage similar approach in global rating platforms.



References

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- FACET Project Portfolio (2022). Joint Purchase. Available at: https://www.projectenportfolio.nl/wiki/index.php/FACET_Tool_PR_00004