Project co-financed by the European Regional Development Fund

CONSUMELESS

Consume less in Mediterranean Touristic Communities

PRIORITY AXIS 3: Protecting and promoting Mediterranean natural and cultural resources

OBJECTIVE 3.1: To enhance sustainable the development policies for more efficient valorisation of natural resources and cultural heritage in coastal and adjacent maritime areas of a sustainable and responsible coastal and maritime tourism in the MED Area

DELIVERABLE NUMBER: 3.1.3

TITLE OF DELIVERABLE: Training workshops in pilot areas: GOZO

PARTNER IN CHARGE: Ambiente Italia

PARTNERS INVOLVED: Energy and Water Agency, Ministry for Gozo, Gozo Tourism Association

Date 24/04/2017

NAME OF ACTIVITY: Guidelines, action plan and coordination for developing a consume-less model:

WP n. 3: Testing

ACTIVITY N. 3.1

Status:

Draft ☐	*Final* x	*Version n. 1*

Distribution:

Confidential ☐	*Public* x	

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1 Scope of the activity

The activity consisted in the organization of one training workshop in Gozo, targeted to project partners staff and other key actors that will support the testing phase.

The training workshop had two main objectives:

1. to provide to the staff of the partners' responsible for the pilot implementation of the CONSUME-LESS tourism model and to other key actors the know how needed to guide and support the implementation process;
2. to discuss and fine tune the Action Plan for the implementation of the CONSUME-LESS tourism model in the pilot case.

2 Planning of the training workshop

2.1 Target group of the training workshop

The training has been conceptualized for about 20 participants in each pilot area.
The participants were expected to be the following:

- Decision makers and technical staff of the project partners representing the pilot municipalities:
  - Ministry for Gozo
  - Municipalities involved in Gozo (even though they are not associated partners)
- Staff of other project partners (full partners or associated partners) in the pilot areas:
  - Energy and Water Agency;
  - Gozo Tourism Association.
- Representatives of local associations, organizations, institutions whose involvement is important for a successful implementation of the CONSUME-LESS tourism model and that could be also involved in the committee for managing the implementation of the CONSUME-LESS label. Indicative but non exhaustive list:
  - Tourism and/or Trade associations and organizations;
  - Public or private companies responsible for waste, water and energy management;
  - Public or private companies/organizations responsible for managing most relevant tourism attractions in the pilot areas (i.e. museums, natural parks etc.);
  - Environmental Protection Agencies;
  - Environmental NGOs.

2.1.1 Organization of the training workshop and logistical set up

The logistics and materials needed for delivering the workshop where defined as follows:

- seminar rooms with movable furniture and natural light: at least 1 plenary room and one secondary room, in order to have the possibility to organize participants in two separate working groups for the "interaction" sessions.
- projector, laptop/computer and wi-fi connection, at least in the plenary room;
- pin walls, pins, brown paper;
- flipchart, flipchart paper, pens, big tip markers and post-it in different colours.

3 Realization of the Training Workshop

3.1 Venue and programme of the workshop

The workshop has been held on 07/03/2017 at the Cittadella Centre for Arts and Culture in Gozo, with the following programme:

Gozo - Citadel		
08:30-09.00	Participants registration and welcome greetings	Energy and Water Agency, Ministry for Gozo
09:00-09:15	The MED Consume-less project and the pilot area specific context (Presentation)	Energy and Water Agency, Ministry for Gozo
09:15-09:30	Presentation of the participants (Interaction)	Ambiente Italia
09:30-10:45	The Consume-less tourism model: ▪ concept, components and tools, implementation approach (by Ambiente Italia) – 15 min ▪ presentation of specific issues related to the implementation of the model in the pilot area (by Ministry for Gozo) – 15 min ▪ Question & Answer and open discussion – 30 min	Ambiente Italia and Ministry for Gozo
10:45-11:00	**Coffee Break**	
11:00-12:15	Peculiarities for the implementation of the model in the pilot area ▪ participatory SWOT analysis about the implementation of the model in the pilot area and evaluation of CONSUME-LESS label criteria (Interaction / working groups) – 40 min ▪ discussion on strengths and weaknesses and label criteria (Interaction) – 30 min	Ambiente Italia and Ministry for Gozo
13:15-14:15	**Break for Lunch**	
14:15-15:00	The local action plan for the implementation of the model in the pilot area: ▪ implementation steps, tools and initiatives, roles and responsibilities (Presentation) - 15 min ▪ Question & Answers and open discussion on the proposal (Interaction) - 30 min	Ambiente Italia
15:00-16:30	Fine-tuning of the local action plan for the implementation of the model in the pilot area ▪ participatory design of the implementation strategy in the pilot area (Interaction / working groups) – 60 min ▪ presentation and discussion of the results of the working groups – 30 min	Ambiente Italia
16:30-17:00	Conclusions and next steps	Ambiente Italia and Ministry for Gozo

3.2 Attendees

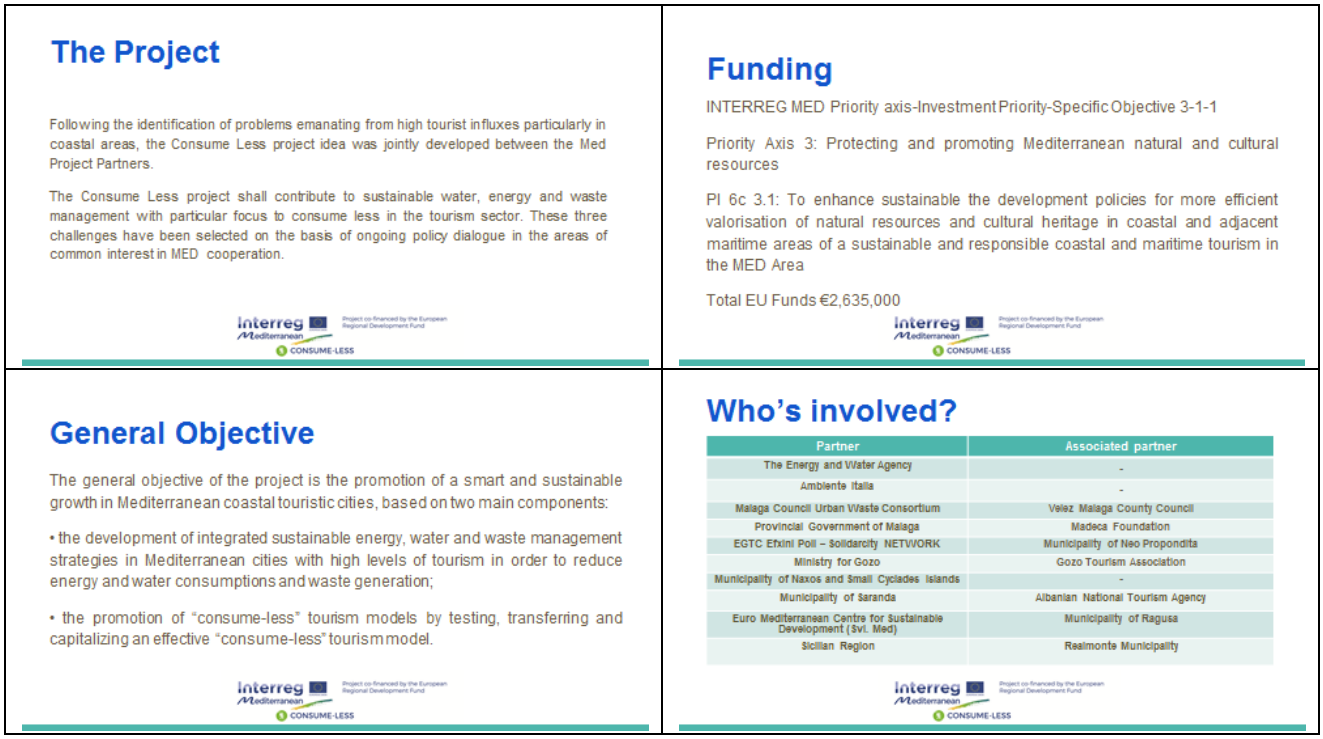
The following persons and related organizations have taken part to the workshop:

- Ambiente Italia – Ms Orsola Bolognani
- Ministry for Gozo – Ing Joe Portelli
- Ministry for Gozo – Mr Joseph Piscopo
- Ministry for Gozo – Mr Joseph Cutajar
- Ministry for Gozo – Ms Janice Camilleri
- Ministry for Gozo – Mr Oliver Saliba
- Energy and Water Agency – Ms Stephania Baldacchino
- Malta Competition and Consumer Affairs Authority – Mr George Cutajar
- Malta Tourism Authority – Mr John Magri
- Gozo Tourism Association – Mr Joe Muscat

The attendee list signed by the participants is provided in Annex 1.
Ms Vicky Xuereb, the director of the ecoGozo Regional Development directorate could not attend this training workshop due to other commitments related to the EU Presidency in Gozo.

3.3 Contents of the workshop

Mr Joseph Cutajar, on behalf of the Ministry for Gozo, welcomed the participants and introduced the training workshop. CONSUME-LESS. This was followed by a presentation by Mr Joseph Piscopo, CONSUME-LESS who gave an overview about the CONSUME-LESS project, its funding sources, general objectives, the different partners and also a description about the work packages.



Work Packages

Work Packages	WP Leader	Deliverabiles
WP 1: Project Management	Lead Partner – The Energy and Water Agency	Managing Administrative and financial issues; coordination of SC and TC
WP 2: Project Communication	Lead Partner – The Energy and Water Agency	Coordinate Communication Plan together with SVIMED, and promotion of Consume Less Label
WP 3: Testing	Ambiente Italia	Guidelines, Action plan and coordination for developing a consume-less model
WP 4: Transferring	Provincial Government of Malaga	Planning and training for transferring
WP 5: Capitalising	Sicilian Region –Tourism, Sport and Entertainment Region	Project Capitalisation plan and strategy

Consume Less Label

1. Develop a "consume-less" label for tourism enterprises and touristic locations;
2. Criteria will be defined within the project, based on already available references, and will be tested in the 6 pilot cities involved in the project;
3. Specific guidelines will be produced for the implementation of the "consume-less" label and their implementation in other MED touristic areas, at transnational level;
4. Label will be promoted within the project transferring and capitalisation activities.

Consume Less Model

1. Define a "consume-less" tourism model for MED touristic cities;
2. A "consume-less" touristic model manual describing a comprehensive approach will be available on-line (consume-less on-line tool), and promoted within the project transferring and capitalisation activities;
3. "consume-less" approach, beside the implementation of the "consume-less" label, the design and testing of a more comprehensive "consume-less" tourism model, where the implementation of the label by tourism service providers is accompanied by the implementation of demonstrative pilot activities.

WP 1 – Project Management

LP is responsible of the overall coordination of the project including the Administrative and Financial project management, where working methods and routes will be agreed to grant a successful completion and delivery of results with respect to budgeted costs and timing.

Day-to-day project management is secured by Technical Secretariat (TS) – Project Manager (PM), Financial Manager (FM) and Communication Manager (CM)

CM will work with Svi. MED to support the implementation of strategic communication plan for the whole project.

PM is responsible for fluent internal project communication, relations with the MA and JS and preparation of progress reporting;

External auditors will certificate interim reporting every 6 months;

Setting up of Steering Committee (SC) and Technical Committee (TC) - composed by representative from each PP and will guide the development of the project taking most relevant decisions concerning it's management;

SC will cooperate with Technical Committee (TC) - composed by one expert from each PP and one from each Associated Partners and which will deal with technical and scientific aspects

WP 2 – Project Communication

LP is responsible for the implementation of the communication plan but all partners will be closely involved in communication activities in their respective regions;

SVIMED shall be responsible of the designing of communication products;

To give more impact to the general communication of project the marketing strategy of testing phase will focus on the branding identity CONSUME LESS through visible demonstrative actions and tools.

Target Groups for CONSUME LESS communication strategy:

- Policy makers in municipalities involved, and representatives of regional/national authorities of Mediterranean with competences on tourism and natural resources management,
- Citizens of Project Partner and other Med regions

WP3 - Testing

Ambiente will work on the standard draft of Consume Less tourism model for the implementation of the Consume-Less Label and the elaoration f an integrated sustainable management strategy in each pilot area.

Pilot Areas:

Ministry of Gozo, Sicilian region, SviMed, Malaga County Council Urban Waste Consortium, Municipality of Naxos and Saranda.

Testing phase shall be based on 3 main components:

- Introduction of a territorial Consume Less label, assigned to public or public subjects which apply specific energy, water and waste sustainable management actions in their activities;
- Identification and realisation of concrete demonstrative measures with the aim to make the tourists aware of the commitment of municipalities in saving water and energy and waste reduction;
- The implementation of an awareness raising campaign

WP4 - Transferring

Malaga will be in charge of WP4.

The objective of transferring WP is to demonstrate the transferability of the 'Consume Less' tourism model, by promoting its implementation in other coastal cities;

Based on analysis of the regional context, an exploitation plan will be produced, identifying the replication potential and defining a strategy to entice other municipalities to replicate the model (20 – 4 from each region);

Training courses will be delivered to the staff of the partners responsible of developing the transferring activities in their pilot regions

Responsible partners: **E&WA, Sicily Region, Diputacion de Malaga, EFXINI POLI, Saranda and associated partners**

Seminars will be organised to the municipalities in the pilot regions for presenting the Consume Less tourism model and related benefits

WP5 - Capitalising

Sicilian Region shall be responsible of the strategic document for the integration of the Consume Less model at regional, national and European level. (Each partner will be responsible to identify target groups.)

Malta shall be providing a training course on the integration and the possibilities of a common development of the Consume Less tourism model and the European Tourism Indicators System (ETIS), as a first step towards monitoring and enhancing the effectiveness of the local 'sustainable tourism' strategies, after the life span of the project.

Data collected, guidelines and training manuals developed during the testing phase will be made more user friendly through a free on-line tool for the development of the Consume Less model. A specific section of the networking platform will promote this tool.

On a more political level, the LP will publish a policy paper to promote incentives and entice public and private actors to replicate the Consume Less tourism model.

Thank you for the attention!

Stephania Baldacchino
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Ms Orsola Bolognani invited the participants to introduce themselves, and say what they expected to achieve from the training. The following are some of the comments from the participants:

- Mr Joe Muscat – since the Gozo Tourism Association is an Associated Partner, Mr Muscat wanted to get to know more about the CONSUME-LESS label in order to be able to present it better to the Economic Operators enrolled with GTA.
- Ms Janice Camilleri – since Ms Camilleri is the person responsible for the budget of the project her aim was to get to know more about the activities which will be organised and the budgets involved.
- Mr George Cutajar – Mr. Cutajar said that the CONSUME-LESS label can be the first stepping stone in order to achieve the EU Ecolabel. That is, if the CONSUME-LESS concept is strengthened this can also help the Ecolabel. He also explained that MCCAA also does inspections in places which have the Ecolabel, and he presented his ideas on how inspections for CONSUME-LESS label can be carried out.

Ms Orsola Bolognani, by Ambiente Italia s.r.l., then delivered the following presentation: "The Consume-less tourism model: concept, components and tools, implementation approach"

Interreg Mediterranean CONSUME-LESS — Project co-financed by the European Regional Development Fund

Consume-less Tourism Model

Implementation plan in Gozo

Training workshop

Gozo, 7 March 2017

Orsola Bolognani

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CONSUME-LESS TOURISM MODEL

concept, components and tools, implementation approach

THE IDEA COMES FROM THE WASTE-LESS IN CHIANTI PROJECT

CONSUMELESS TOURISM MODEL: implementation approach

1. **Integrated approach**, including multiple types of energy and water saving actions and waste prevention and management measures
2. **Offer of "consume-less" services** through the active involvement of tourism service providers
3. **Awareness raising and behavioural change campaigns** based on the use of innovative solutions including a mix of **Storytelling** and **SoLoMo** (Social-Location-Mobile) solutions

Implementation strategy characterized in particular by the introduction of a **territorial "consume-less" label**

CONSUMELESS TOURISM MODEL: main components

- **Consume-less label**
- **Demonstrative measures**
- **Awareness raising campaign**
- **Monitoring**
- **Consume-less marketing strategy**

CONSUME-LESS LABEL: SCOPE

The label is assigned to private or public operators (tourism service providers) which apply specific energy, water and waste sustainable management actions in their activities, offering to tourists a choice of services able to minimize the consumption of water and energy and the generation of waste and to better know and appreciate local products during their stay

DEMONSTRATIVE MEASURES
Scope of the demonstrative measure

- **Actions/installations aimed at reducing waste or saving water or energy, located in places with a high visibility**
- These measures play an **important role in communicating to tourists the commitment of the municipalities in saving water and energy and reduce waste**, becoming a part of the local awareness campaign

DEMONSTRATIVE MEASURES: some examples

AWARENESS RAISING CAMPAIGN

- **Communication initiatives and tools for a widespread information at Municipal level aimed at promoting the "consume-less" brand**
- **Communication initiatives and tools realized by the sites of tourism service providers** (hotels, B&B, camping sites, beach resorts, food and handicraft shops). **Specific communication materials and items are provided to each local facility**
- **Communication initiatives realized involving directly tourists and citizens, aimed at involving them in the promotion of the "consume-less" brand** through the collection of video and audio messages, pictures or other messages testifying that they have liked the commitment of the tourism location for a sustainable tourism, applying a **Storytelling** and **SoLoMo** (Social-Location-Mobile) approach. **Specific gadgets are given to the tourists that leave a message about the "consume-less" brand**

AWARENESS RAISING CAMPAIGN

AWARENESS RAISING CAMPAIGN
The communication kit for the label applicants

AWARENESS RAISING CAMPAIGN
Map of the participants to the label

MONITORING

- **Monitoring of the label implementation**, according to the monitoring approach defined in the consume-less label guidelines
- **Monitoring of the demonstrative measures,** according to specific monitoring procedures related to the kind of measures implemented
- **Monitoring of the sustainability level achieved by the tourism location**, based on the application of the European Tourism Indicators System (ETIS) for sustainable destination management developed by the European Commission

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CONSUME-LESS LABEL

Promoters, management criteria, implementation approach mandatory and voluntary actions

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CONSUME-LESS LABEL:

Promoters and management criteria

The promoters of the label are the **local public authorities** together with **local key actors** representing the tourist and environmental sectors.

The promoters will identify one person in charge of the management of the label that will be part of the **consume-less committee**. The committee will sign the consume-less agreement, committing itself to manage the label implementation.
The **main tasks of the committee** are:

- promoting at territorial level the label and the facilities awarded
- providing technical support
- monitoring the application of the label's criteria and the reached results

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CONSUME-LESS LABEL:

Who can apply it

- **Hotels and accommodation**
- **Camping sites**
- **Cafes and restaurants**
- **Food and handicraft shops**
- **Beach resorts**

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CONSUME-LESS LABEL:

The application process (1)

Facilities willing to apply the consume-less label should sign a **consume-less agreement** including the following commitments:

- implementation of **mandatory** and **voluntary actions** aiming to reduce waste, water and energy consumption;
- the management must ensure that the **employees are aware** of the establishment's environmental Committments
- **implementation of communication activities**: consume-less label must be displayed in a prominent place, information materials about the environmental commitment and the consume-less initiatives must be visible and accessible for guests and published on the web
- compliance with all applicable local and international legislation and regulations

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CONSUME-LESS LABEL:

The application process (2)

The **first steps** for the facilities signing the voluntary agreement are the following:

- identification of a **label manager**, a person in charge of the consume-less label implementation and (if needed) the other figures supporting him;
- the label manager, together with the responsible for purchasing, make a first **analysis on the basis of a specific monitoring check list** (one for each type of "target groups") identifying existing management activities aiming to reduce waste production, to increase separate collection, to reduce water and energy consumption (mandatory) and quantifying current waste production and water and energy consumption (voluntary) and **defining the actions to be implemented during the first year**. This analysis will be the first step for the following monitoring activities.

On-site audits by the committee?

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CONSUME-LESS LABEL:
Monitoring procedures

- After one year, the **monitoring checklist** used for the preliminary analysis have to be filled in again, describing the measures adopted in order to satisfy mandatory and voluntary criteria, also using quantitative indicators (when possible) to better specify the reached results.
- The compiled checklist is **sent to the consume-less committee** that will check it through an **off-site audit**. Additional **on-site audits** should be organized by the committee on a minimum **sample of facilities** (20%-25%).
- For the **first year** of application the facilities have to report and show that at least **all mandatory criteria** have been satisfied. For the **following years** they have to add - at least - a new voluntary action or to set - at least - one yearly target improving quantitative results related to mandatory criteria (e.g. increase energy efficient light bulbs from 50% to 70%, add a new category of waste collected separately or reduce the number of single use products served at the restaurant)

CONSUME-LESS LABEL:
Benefits for the applicants

- The consume-less committee will organize a **local communication campaign** in order to promote the label and the facilities awarded
- On a broader level (regional and national), the consume-less project will develop a **marketing strategy** aiming to promote the consume-less tourist model
- The facilities can use the consume-less logo for their promotional materials and initiatives
- The consume-less committee will organize **training courses, help desk activities**, i.e. the organisation of purchasing groups in order to help facilities who want to buy specific equipment (LED light bulbs, water flow reducers, organic waste composting bins etc.) in getting better terms of payments.
- A **consume-less kit of communication materials and items** will be delivered to the facilities implementing the label.

CONSUME-LESS LABEL:
Criteria for Hotels and accommodation

ENERGY	
Mandatory	**Voluntary**
Energy efficient lighting products (LED) in public areas and guest rooms are in place (at least 30% of lights in the first year and >50% from the second year)	Outside lighting is minimised and/or has an automatic turn off sensor installed
Automatic controls are used for internal illumination of its guest rooms. (If the lighting is not switched off automatically, guests must have highly visible information reminding them to switch off all lights before leaving the room)	Hall and corridor lighting has motion detectors
Heating and air-conditioning control systems are applied according to the seasonal changes or when the establishment's facilities are not in use.	A heat recovery system for e.g. refrigeration systems, ventilators, swimming pools or sanitary wastewater is installed
Definition of a standard temperature for cooling and heating in guest rooms (cooling temperature, in particular, have not to exceed more than 8 C° outside temperature and, in any case have to be higher than 23 C°)	All windows have an appropriately high degree of thermal insulation or other energy efficient initiatives corresponding to the local regulations and climate
There is a written procedure regarding electric devices in empty bedrooms and the automatic switch to energy saving mode (TV Computers, printers and copy machines, etc.)	Newly purchased electric devices used in guest rooms, kitchen, laundry, etc. are energy efficient (the highest energy label class)
	Eco-certified and/or renewable energy is purchased
	Solar thermal or photovoltaic panels are installed
	Energy use is registered at least once a month

CONSUME-LESS LABEL:
Criteria for Hotels and accommodation

WATER	
Mandatory	**Voluntary**
The staff and cleaning personnel have a system in place to regularly check for dripping taps and leaky toilets	Toilets water consumption is decreased to 6 litres per full flush or less and newly purchased toilets have 3/6 litres dual flush
Guest room water taps and showers are equipped with water saving devices	Wash hand basins and/or showers in public areas are fitted with automatic controls
There must be signs in the rooms informing guests that sheets and/or towels will only be changed upon request	Rain water harvesting and use is practised at the hotel site
Smart flower and garden watering procedures are in place	Wastewater is re-used (after treatment)
	Regular checks show that there are no leaks in the swimming pool

CONSUME-LESS LABEL:
Criteria for Hotels and accommodation

WASTE	
Mandatory	**Voluntary**
A waste separation and management scheme for recyclable waste is in place according to the municipal selective collection system. Guests have the possibility to separate waste both in their cabins/rooms and common areas	The use of paper is reduced and the purchase of recycled and/or ecological paper increased
Disposable and consumable goods are minimised: elimination of single dose products both in rooms and restaurants; drinks served in reusable or returnable bottle or dispenser, etc.	Concentrated (or purchased in reusable containers) cleaning products and detergents are used
Batteries and waste oils are recycled in accordance with current environmental legislation	Organic waste is composted, if suitable areas are available

What about «reducing food waste» as a mandatory/voluntary action?

CONSUME-LESS LABEL:
Criteria for Hotels and accommodation

ORGANIC AND LOCAL FOOD AND OTHER ECO-PRODUCTS	
Mandatory	**Voluntary**
At least 5 of the following products are partly sourced locally (preferably organic): Milk, Eggs, Fruit, Vegetables, Oil, Pork, Beef, Lamb, Chicken, Fish, Mineral Water, Wine, Beer	Initiatives to buy seasonal products, less meat products and no products from endangered fish, seafood or other species are in place.
The menu card or the buffet highlights the products that are organic, eco-labelled, fair-trade labelled and/or locally produced	Eco-labelled cleaning products are used.
	Eco-labelled personal care products are provided for the guests

CONSUME-LESS LABEL:
Criteria for Hotels and accommodation

MANAGEMENT AND COMMUNICATION	
Mandatory	**Voluntary**
Information about and interpretation of the natural surroundings, local culture, and cultural heritage is provided to guests, as well as explaining appropriate behaviour while visiting natural areas, living cultures, and cultural heritage sites	The management has implemented a long-term sustainability management system which addresses environmental, social, and cultural issues. This management system should include a policy with specific goals (available to all staff) and the monitoring of these goals
Guests are informed about the consume-less commitments and local environmental initiatives and activities in which they can participate	The management must establish active collaboration with relevant stakeholders
Guests are informed about local public transportation systems, shuttle bus or cycling/walking alternatives.	

CONSUME-LESS LABEL:
Criteria for cafes and restaurants

ENERGY	
Mandatory	**Voluntary**
Energy efficient lighting products (LED) are in place (at least 50% of lights for the first year and >70% from the second year)	Outside lighting is minimised and/or has an automatic turn off sensor installed.
Doors are always closed with functioning air conditioning system.	A heat recovery system for e.g. refrigeration systems, ventilators, swimming pools or sanitary wastewater is installed
Definition of a standard temperature for cooling and heating (cooling temperature, in particular, have not to exceed more than 8 C° outside temperature and, in any case have to be higher than 23 C°)	All windows have an appropriately high degree of thermal insulation or other energy efficient initiatives corresponding to the local regulations and climate
	Newly purchased electric devices are energy efficient (the highest energy label class)
	Eco-certified and/or renewable energy is purchased
	Solar thermal or photovoltaic panels are installed
	Energy use is registered at least once a month

CONSUME-LESS LABEL:
Criteria for cafes and restaurants

WATER	
Mandatory	**Voluntary**
Water taps are equipped with water saving devices	Newly purchased toilets have 3/6 litres dual flush
Toilets are equipped with water saving devices (e.g. a dual flush system)	Newly purchased cover or tunnel dishwashers must not consume more water than 3.5 litres per basket.
	Instructions for saving water and energy during operation of dishwashers must be displayed near the machine

CONSUME-LESS LABEL:
Criteria for cafes and restaurants

WASTE	
Mandatory	**Voluntary**
A waste separation and management scheme for recyclable waste is in place according to the municipal selective collection system	Concentrated (or served in reusable containers) cleaning products and detergents are used
Single-dose packaging, whenever possible, are minimized (e.g. sugar bowls instead of single dose packets)	Organic waste is composted, if suitable areas are available
Waste oils are recycled in accordance with current environmental legislation.	
Durable dishes, glasses and cutlery are used	
Tap water is served or a deposit-refund system is applied to bottled water	

What about «reducing food waste» as a mandatory/voluntary action? i.e. offering to clients to take home the leftover food (doggy bag)

CONSUME-LESS LABEL:
Criteria for cafes and restaurants

ORGANIC AND LOCAL FOOD AND OTHER ECO-PRODUCTS	
Mandatory	**Voluntary**
At least 5 of the following products are partly sourced locally (preferably organic): Milk, Eggs, Fruit, Vegetables, Oil, Pork, Beef, Lamb, Chicken, Fish, Mineral Water, Wine, Beer	Initiatives to buy seasonal products, less meat products and no products from endangered fish, seafood or other species are in place
The menu card highlights the products that are organic, eco-labelled, fair-trade labelled and/or locally produced	Eco-labelled cleaning products are used

CONSUME-LESS LABEL:
Criteria for cafes and restaurants

MANAGEMENT AND COMMUNICATION	
Mandatory	**Voluntary**
Customers are informed about the consume-less commitment and local environmental initiatives and activities in which they can participate	The management has implemented a long-term sustainability management system which addresses environmental, social, and cultural issues. This management system should include a policy with specific goals (available to all staff) and the monitoring of these goals
Customers are informed about local public transportation systems, shuttle bus or cycling/walking alternatives	The management must establish active collaboration with relevant stakeholders

Mr Joe Portelli, by the Ministry for Gozo, delivered the following presentation: "The Consume-less tourism model: presentation of specific issues related to the implementation of the model in the pilot area"

CONSUME-LESS

Implementation of the model in the pilot area – specific issues

Issues related to Procurement

•Public procurement procedures are time consuming

•Decisions need to be taken on the specifications related to the type of communication material to be procured – such as stickers, brochures, etc (specifications would be required asap so as to proceed with procurement – requires immediate action)

•Same applies for equipment to be supplied to economic operators

•Can the public awareness campaign be implemented through procurement of a tender for such services?

IDEAS FOR PUBLIC ACTIONS

IDEAS FOR PUBLIC ACTIONS

Envisaged problems

•These items are not off-the-shelf products for the local market and this may create a problem in the procurement process.

•Placing these items in public spaces may require PA permits which in themselves are time-consuming. The worst cases are refusals whereby this will further lengthen the implementation of public actions.

•The suggested ideas have electrical connections which are highly prone to corrosion and batteries which will need periodic replacement. Can this be covered by the project through a maintenance agreement, say for 10 years?

CONSUME-LESS LABEL

•Should accreditation of economic operators in relation to the CONSUME-LESS label be against a yearly fee?

•Given that some of the criteria of the CONSUME-LESS label are in common with the EU ecolabel, should the CONSUME-LESS label be the first step to achieve the EU ecolabel?

CONSUME-LESS Label Eligibility in PILOT AREA

As part of the implementation of the pilot project, MGOZ is considering:

•Opening the CONSUME-LESS label to hotels (~10) and restaurants (~95) in Gozo;

•Only licensed establishments can apply for the CONSUME-LESS label;

•Renewal of CONSUME-LESS label will be subject to a yearly review;

TRAINING

- Set up the committee
- Identify a person heading the committee on a local and EU basis to ensure same criteria are applied across the med-area.

Thank you for the attention!

Ing. Joe Portelli
joe.a.portelli@gov.mt

The final presentation, about "The local action plan for the implementation of the model in the pilot area: implementation steps, tools and initiatives, roles and responsibilities", has been finally delivered by Ms Orsola Bolognani, Ambiente Italia

The local ACTION PLAN for the implementation of the model in the pilot area

ACTION PLAN – Activity 1

Activity 1 – Consume-less agreement for the implementation of the model and launch of the implementation phase
Objectives of the activity Formally approve the agreements with key local stakeholders for the implementation of the Action Plan and launch within a public event the implementation phase of the Consume-less model in Gozo
Timing ▪ Consume-less agreement defined by the end of April 2017, starting to work on its content soon after the training workshop planned on March, the 7th ▪ Launch event organized by the mid of May 2017

ACTION PLAN – Activity 2

Activity 2 – Design of the communication campaign and related tools
Objectives of the activity Detailed design of the communication initiatives and tools to be realized at local level, based on the communication kit described in the general guidance of the Consume-less tourism model, but personalized according to the local specific needs, printing/purchasing of the communication materials and tools
Timing ▪ Communication materials available by the end of June 2017

ACTION PLAN – Activity 3

Activity 3 – Selection and design of the demonstrative measures
Objectives of the activity Selection of the demonstrative measures to be realized in Gozo (they can be one or more measures and they can be related to the management of one or more resources – i.e. water, energy, waste) & executive design of the needed infrastructures and/or purchase of the needed equipment
Timing ▪ Selection of the demonstrative measure and preliminary feasibility analysis by the end of March 2017 ▪ Executive design of the demonstrative measures finalized by the end of June 2017

ACTION PLAN – Activity 4

Activity 4 – Implementation of the action plan: the consume-less label
Objectives of the activity Involve and support tourist service providers in the implementation of the consume-less label and to start its implementation: organize **informative initiatives** for collecting their expressions of interest and specific **training workshops** for presenting and discussing the label criteria, set up of an **helpdesk** to support the tourism service providers in applying the label
Timing ▪ Informative initiatives for involving tourism service providers by Mid May 2017 ▪ Training workshops for the different categories by Mid June 2017 ▪ Subscription of the consume-less agreement by Mid June 2017 ▪ Set up of the help-desk by June 2017 ▪ Full implementation of the Label starting from July 2017 (testing phase until March 2018)

ACTION PLAN – Activity 5

Activity 5 – Implementation of the action plan: the awareness raising campaign
Objectives of the activity Realize the awareness raising campaign, by implementing the initiatives and disseminating the tools identified in the related communication plan
Timing ▪ Implementation of the awareness raining campaign starting from the beginning of July 2017 (testing phase until March 2018)

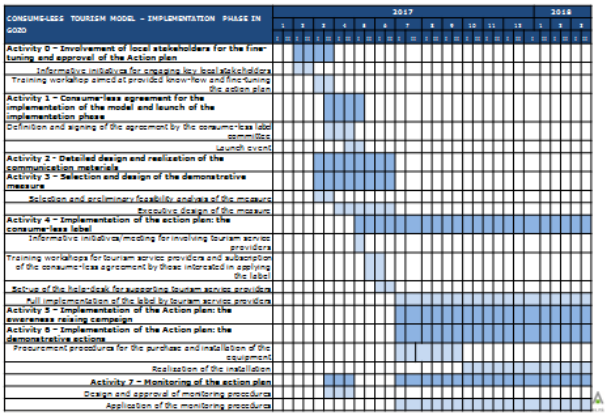
ACTION PLAN – Activity 6

Activity 6 – Implementation of the action plan: the demonstrative actions
Objectives of the activity Realize the demonstrative measure, as defined in the feasibility analysis and the related executive design (see previous activity 3)
Timing ▪ Procurement procedures for the purchase and installation of the equipment launched in July 2017, realization of the installation by March 2018

ACTION PLAN – Activity 7

Activity 7 – Implementation of the action plan: the demonstrative actions
Objectives of the activity Monitor the implementation of the Action plan and evaluate the effectiveness of the Consume-less tourism model in promoting a sustainable tourism in the pilot area of Gozo
Timing ▪ Design and agreement of the monitoring procedures by April 2017 (monitoring procedures to be included in the consume-less agreement) ▪ Application of the monitoring procedures starting from the beginning of July 2017 (testing phase until March 2018)

ACTION PLAN – Timeline



THANK YOU FOR YOU ATTENTION!

orsola.bolognani@ambienteitalia.it

3.4 Main issues discussed during the workshop and results of the discussion

3.4.1 The CONSUME-LESS label and model: introduction

In her presentation, Ms Orsola Bolognani explained what is the difference between the CONSUME-LESS label and the CONSUME-LESS tourism model; that is that the tourism model is the framework which supports the label.

She explained that the idea for the CONSUME-LESS project came after the success of the Waste-less project in Chianti, which started in 2013, and to date new Economic Operators are still joining the project. The implementation approach of the CONSUME-LESS model will be an integrated one by offering a CONSUME-LESS service and holding awareness raising and behavioural change campaigns through storytelling and SoLoMo solutions. The main components of the CONSUME-LESS tourism model are:

- CONSUME-LESS label
- Demonstrative measures
- Awareness raising campaign
- Monitoring
- CONSUME-LESS marketing strategy

3.4.2 The CONSUME-LESS label

Ms Bolognani said that the CONSUME-LESS label will be assigned to private or public operators which apply specific energy, water and waste sustainable management actions as specified in the CONSUME-LESS label criteria. The three main references for these criteria were The Green Key, EU Ecolabel and ECO Certification (Malta). The aim of the CONSUME-LESS label will be to complement these labels.

As part of the project, each pilot area will take a number of Demonstrative Measures to promote the COMSUME-LESS model. These measures should be installed in places of high visibility to promote the label and model. These will be important tools for communicating to tourists the commitment of the area and the economic operators in the tourism sector to save water, save energy and reduce waste. Some examples of practical demonstrative measures were shown.

The marketing strategy of the project will also include an awareness raising campaign. This will include specific communication materials and items which will be provided to each local facility. There will also be communication initiatives which include atypical events, storytelling and specific gadgets which will be given to tourists who leave a message about the CONSUME-LESS brand.

Ms Bolognani also mentioned that there is the possibility that the name "CONSUME-LESS" will be changed because one of the partners raised a concern that this name might affect negatively economic operators, since they might understand to consume (therefore buy and spend) less at the establishment they are in. She said that there are ongoing discussions about this and a decision will be taken shortly.

3.4.3 Peculiarities for the implementation of the model in the pilot area

3.4.3.1 Communication Materials

Ing Portelli raised an issue about the sugar bowls and carafes with the CONSUME-LESS logo that will be provided to the Economic operators who subscribe to the label. His concern was that Hotels would probably be reluctant to use these items since this might create a conflict with their own branding.

Mr Muscat from GTA also agreed with this idea.

Ms Bolognani said that the idea behind these items is to promote less consumption and show that the establishment has been awarded the CONSUME-LESS label.

Mr Muscat also stressed that there should be guidelines given to establishments having the CONSUME-LESS label (like the graphical layout and information about the label) so that it will be ensured that all the guests are exposed to the label. He also suggested that the label should be displayed in certain places which are most visible to tourists (like the Gozo Channel ferries). He also voiced his concerns how the CONSUME-LESS label will integrate with the other labels.

3.4.3.2 Monitoring and Management

Ms Bolognani continued the presentation by explaining that there should be Monitoring of the label implementation, demonstrative measures and of the sustainable level achieved by the tourism location. She also specified that the local public authority together with local key actors should be the promoters and managers of the label. The promoters need to identify one person in charge of the management committee. The committee would sign the agreement and promote the label at territorial level, provide technical support and manage the label.

3.4.3.3 Application

Ing Portelli stated that for the pilot, in Gozo the CONSUME-LESS label will be open to hotels and restaurants. He asked if the application for the label should be against a fee, and also said that rather than signing an agreement it would probably be more appealing to Economic operators if they had to fill in an application instead.
Ms Bolognani specified that the idea was to have it free.
Mr Muscat said that a fee would help to keep a better control on the label.

3.4.3.4 Auditing

Mr Muscat mentioned that for the 'Quality Assured' label they use mystery shoppers (a person who goes to the establishment as a client and takes note of the measures which are being implemented). Mr Muscat stated that using a mystery shopper makes the auditing process easier because there are no forms to fill etc…
There was also a discussion whether the auditing should be in the form of self-audits or if auditors should go to the establishments.
It was also mentioned that a way to incorporate both these auditing methods would be to have the Economic Operators do the auditing online and then a random audit will be done in 20% of the establishments.
Mr Joseph Cutajar added that the idea of a mystery shopper would not make sense in this case. He iterated that the measures undertaken by the economic operators would be on a permanent or semi-permanent basis and it would not make sense for the economic operators to revert back to old habits. Hence, the need to use mystery shoppers would be useless in this case.

3.4.3.5 Label Criteria – Mandatory and Voluntary actions

"Definition of a standard temperature for cooling and heating in guest rooms (cooling temperature, in particular, have not to exceed more than 8 C° outside temperature and, in any case have to be higher than 23 C°)" – Ing. Portelli specified that this is not applicable to Malta during the hot summer temperatures.
"Energy efficient lighting products (LED) in public areas and guest rooms are in place (at least 30% of lights in the first year and >50% from the second year)" – Mr Magri said that it would be better to change LED to CFL.
"Hall and corridor lighting has motion detectors" - Mr Muscat said that another option to motion detectors would be dimmable light fittings.
"Eco-certified and/or renewable energy is purchased" – Ing Portelli said that this is not applicable to Malta.
"Guest room water taps and showers are equipped with water saving devices" – Mr Magri said that these outlets should be equipped to calculate the L/min flow.
"A waste separation and management scheme for recyclable waste is in place according to the municipal selective collection system. Guests have the possibility to separate waste both in their cabins/rooms and common areas" – Ing Portelli said these waste separation bins could be some of the communication material that can be provided to hotels.
Mr Muscat also commented that it can be specified that the collection of waste has to be done by a licensed operator. He also said that as a voluntary action it can be included to optimize waste management.

3.4.3.6 Specific issues in relation to application of CONSUME-LESS

Ing Portelli delivered a presentation about issues relative to the implementation of the CONSUME-LESS model in Gozo. The following are the main points which stemmed from this presentation:

- Issues related to Procurement: Procurement procedures are time consuming and a lot of actions have to be done within the first few months of the project.
- Ideas for Public Actions:
  - Recycling bins can be procured for hotels if there are funds left from the demonstrative actions.
  - Since the Demonstrative actions being proposed are not found locally there can be no bidders (which would further lengthen the procurement process) and these actions might also require planning authority permits which would further lengthen their implementation.
  - Another problem could be that they might be easily prone to corrosion, and batteries would need periodical replacement. Mr. Portelli also asked if it would be possible to ask for a maintenance agreement with the tender call.
- CONSUME-LESS label:
  - Should it be against a yearly fee? - Ms Bolognani answered that this won't be the case.
  - Can this be a stepping stone for the EU Ecolabel? - Ms Bolognani said that they were hoping that the CONSUME-LESS label would serve for this purpose.
- Training:
  - A committee which will do the training needs to be set up and a person heading the committee needs to be identified.
  - After a discussion it was concluded that the committee should be composed of a member each from the following organisations: Ministry for Gozo, Gozo Tourism Association, Malta Tourism Authority, Malta Competition and Consumer Affairs Authority and the Energy and Water Agency.

3.4.4 The local action plan for the implementation of the model in the pilot area and its fine tuning

The following is the timeline for implementation in the pilot area Gozo:

- The agreement has to be defined by the end of April 2017;
- The launch event has to be done by mid-May 2017;
- Informative initiatives for Economic Operators have to be done by mid-May 2017;
- The training workshops for the different categories have to be done by mid-June 2017;
- Subscription to the CONSUME-LESS agreement has to be done by mid-June2017;
- A helpdesk has to be set up by June 2017;
- Full implementation of the label has to start from July 2017.

Mr Magri suggested that the Economic Operators should be contacted via an official letter, followed by an email including the application form. He also said that to obtain a good feedback, economic operators should be constantly reminded by calling them.

Mr Magri also said that there should be certain deadlines for the intakes of participants (not a continuous intake). He suggested doing the first intake before summer and then another one after summer.

Ms Bolognani and Mr Magri agreed that the only readily printed material provided to Economic Operators should be the stickers. Other than that only graphics should be provided so then they can integrate them with their menu cards etc… in the way that they think it is best for them.
Mr Portelli mentioned that as a replacement for the brochures we could create a mobile app which will continuously updated with the participants which join the CONSUME-LESS model. All participants agreed with this.

3.4.5 Conclusion and next steps

Ing Portelli said that the training committee needs to be set up as soon as possible so that they can have time to meet and discuss before starting the training sessions.
It was also established that as soon as the decision is taken on whether the brand name 'CONSUME-LESS' will be changed or not, the procurement process for the demonstrative measures and communication materials will start in the pilot area of Gozo.

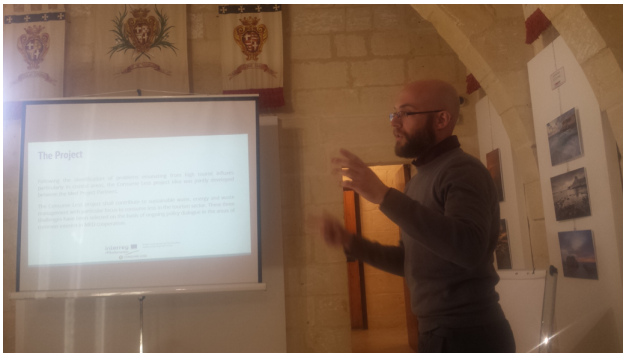
3.5 Results of the participatory SWOT Analysis

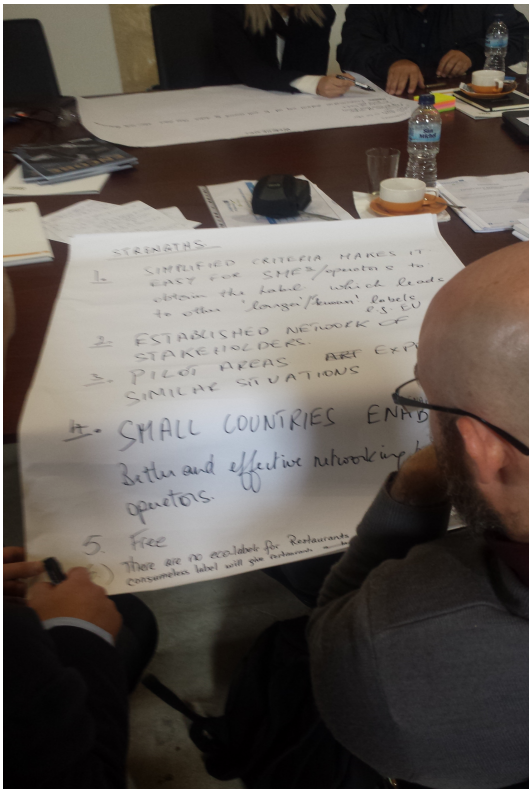
The participants were divided into groups of two and each group had to carry out a SWOT Analysis about the CONSUME-LESS model and Label. The results of the participatory SWOT Analysis are summarized in the table below. The issues felt as most relevant by the participants to the workshop are highlighted in bold.

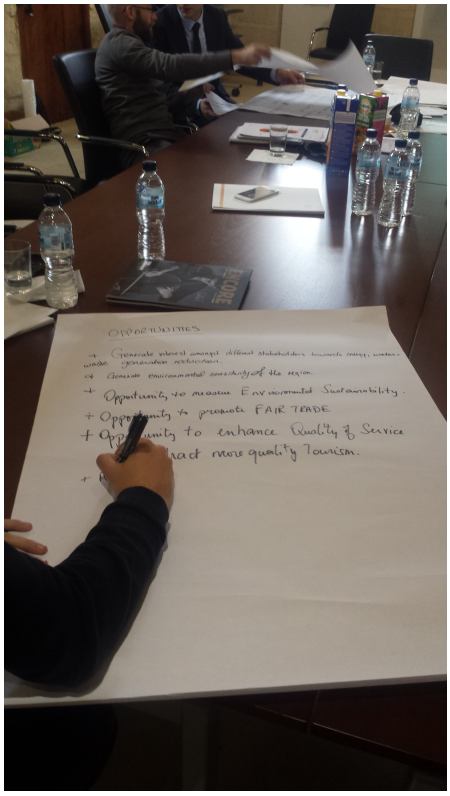
STRENGTH	WEAKNESSES
▪ **Simplified criteria makes easy for SMEs/operators to obtain the label which leads to other "larger/known" labels (es. Ecolabel)** ▪ Established network of stakeholders ▪ Pilot areas experience similar situations ▪ Small Countries enable better and effective networking between operators ▪ Free ▪ **There are no eco-labels for restaurants so the introduction of the consume-less label will give restaurants the opportunity to apply** ▪ May create a new niche for eco-tourists ▪ The project will provide the initial exposure needed to start implementing the consume-less label ▪ Label may serve as a way of promoting tourist establishments thus increasing clients ▪ **Label will eventually result in financial savings for the establishment**	▪ **There are already two other eco-labels for hotels** ▪ **Administration and will-power of the owners (small operations): the label might prove difficult to manage for small restaurants** ▪ Communication with tourist to the general public ▪ Communication material may not be well received by hotels that have their own branding ▪ **Maintenance costs at operator side**
OPPORTUNITIES	**THREATHS**
▪ **Generate interest amongst different stakeholders towards waste generation**	▪ **If not managed well (and kept simple), this may be seen as an added burden to**

reduction ▪ **Generate environmental sensitivity of the region** ▪ Opportunity to measure Environmental Sustainability ▪ Opportunity to promote FAIR TRADE / Local products ▪ Opportunity to enhance Quality of Services and attract more quality tourism ▪ Opportunity for EcoGozo to promote as part of its action plan for the island ▪ **Opportunity to serve as educational tool to disseminate knowledge on energy, water conservation to employees in the tourism sector as well** ▪ With the saved money more investment can be done ▪ Opportunity to attract high quality ECO Tourism	**economic operators** ▪ Economic operators may not see all the benefits that this consume-less label may bring to their business ▪ Attention to detail is important since tourists may complain ▪ Burocracy with Regulators ▪ **If on-going funds are not suitable the scheme will not last long** ▪ **Without a good awareness campaign the scheme will not have enough participants**

3.6 Photo gallery




STRENGTHS
1. SIMPLIFIED CRITERIA MAKES IT EASY FOR SMEs/operators to obtain the label which leads to other 'longer/human' labels e.g. EU
2. ESTABLISHED NETWORK OF STAKEHOLDERS.
3. PILOT AREAS ARE EXP SIMILAR SITUATIONS
4. SMALL COUNTRIES ENAB Better and effective networking operators.
5. Free


OPPORTUNITIES
+ Opportunity to measure Environmental Sustainability.
+ Opportunity to promote FAIR TRADE
+ Opportunity to enhance Quality of Service

ANNEX 1

TRAINING WORKSHOP - INTERREG MED CONSUME-LESS PROJECT

Tuesday, 7th March 2017
Cittadella Centre for Arts and Culture, Gozo

	Last Name	First Name	Organisation	E-Mail	Signature
1	Baldacchino	Stephania	Energy + Water Agency	stephania.b.baldacchino@gov.mt	S Baldacchino
2	Bolognani	Orsola	AMBIENTE ITALIA	orsola.bolognani@ambienteitalia.it	[illegible]
3	Camilleri	Janice	M GOZ	janice.camilleri@gov.mt	Camilleri
4	Cutajar	George	MCCAA	george.a.cutajar@mccaa.org.mt	[illegible]
5	Cutajar	Joseph	MGOZ	joseph.g.cutajar@gov.mt	Joseph Cutajar
6	Magri	John	MTA	john.magri@visitmalta.com	[illegible]

TRAINING WORKSHOP - INTERREG MED CONSUME-LESS PROJECT

Tuesday, 7th March 2017
Cittadella Centre for Arts and Culture, Gozo

	Last Name	First Name	Organisation	E-Mail	Signature
7	Muscat	Joe	GTA	ceogta@iskandolgozo.org	
8	Piscopo	Joseph	MGOZ	joseph.d.piscopo@gov.mt	J. Piscopo
9	Portelli	Joe	MGOZ	joe.a.portelli@gov.mt	
10	Saliba	Oliver	MGOZ	Oliver.Saliba@gov.mt	
11	Xuereb	Vicky			