

## **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: NAXOS

**PARTNER IN CHARGE:** Ambiente Italia

**PARTNERS INVOLVED:** Municipality of Naxos, Naxos Tourist Committee

*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 <input checked="" type="checkbox"/>	Final <input type="checkbox"/>	Version n. 1
---	--------------------------------	--------------

Distribution:

Confidential <input checked="" type="checkbox"/>	Public <input type="checkbox"/>	
--	---------------------------------	--

## 1 Scope of the activity

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

The training workshop has 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 is conceptualized for a maximum of 20 participants in each pilot area.

The participants are expected to be the following:

- Decision makers and technical staff of the project partners representing the Municipality of Naxos.
- Staff project partners (full partners or associated partners) in the pilot areas: Municipality of Naxos, EGTC Efxini Poli
- 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.

### 2.2 Organization of the training workshop and logistical set up

Logistics and materials needed:

- seminar room with movable furniture and natural light giving the possibility to organize participants in two separate working groups for the “interaction” sessions.
- projector, laptop/computer and wi-fi connection;
- brown paper;
- flipchart, flipchart paper, pens, big tip markers.

### 3 Realization of the Training Workshop

#### 3.1 Venue and programme of the workshop

The workshop was held on 06/04/2017 at “Naxos Town Hall”, with the following programme:

Naxos, 6 <sup>th</sup> April 2017		
09:45-10.00	Participants registration and welcome greetings	Municipality of Naxos
10:00-10:15	The MED Consume-less project and the pilot area specific context	Municipality of Naxos
10:15-10:30	Presentation of the participants (Interaction)	Ambiente Italia
10:30-11:30	The Consume-less tourism model: ▪ concept, components and tools, implementation approach	Ambiente Italia
<b>11:30-11:45</b>	<b>Coffee Break</b>	
11:45-13:00	Peculiarities for the implementation of the model in the pilot area	Ambiente Italia and Municipality of Naxos
<b>13:00-14:00</b>	<b>Break for Lunch</b>	
14:00-14:30	The local action plan for the implementation of the model in the pilot area: ▪ implementation steps, tools and initiatives, roles and responsibilities	Ambiente Italia
14:30-16:00	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)	Ambiente Italia
16:00-16:15	Conclusions and next steps	Ambiente Italia and Municipality of Naxos

### 3.2 Participants

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

- Mr Lorenzo Bono, Ambiente Italia s.r.l.;
- Mrs Margariti Katerina, CONSUME LESS Naxos Local Coordinator, Employee of Municipality of Naxos and Small Cyclades Islands
- Mrs Lida Liakopoulou, Travel Agent, Member of Municipalities' Naxos and Small Cyclades Islands Touristic Committee
- Mr Antonis Mandilaras, Hotelier, Member of Municipalities' Naxos and Small Cyclades Islands Touristic Committee
- Mrs Matina Margariti, Civil Engineer Employee of Municipality of Naxos and Small Cyclades Islands
- Mr Vathrakokoilis Stylianos, Hotelier
- Mrs Vitzilaiou Kalliope, Secretary of Mass Catering Association
- Mrs Kapouni Kyriaki, President of Hotel and Catering Employees, Municipalities' Naxos and Small Cyclades Islands Touristic Committee
- Mr Axaopoulos Iakovos, Communication Expert - External collaborator of Municipality of Naxos and Small Cyclades Islands
- Mrs Mathioulaki Maria, Employee of Municipality of Naxos and Small Cyclades Islands
- Mr Tsolakis Ioannis, Member of Municipalities' Council, Municipalities' Naxos and Small Cyclades Islands Touristic Committee
- Mrs Angeli Panagiota, Director of Tourism of Municipality of Naxos and Small Cyclades Islands
- The attendee list signed by the participants is provided in Annex 1.
- Representatives from EGTC Efxini Poli did not attend the training workshop, though participation in preparation phase, due to internal administrative issues in that period.

#### Contents of the workshop

Introduction: "The MED Consume-less project and the pilot area specific context", by Katerina Margariti – Municipality of Naxos

Consume-less presentation: "The Consume-less tourism model: concept, components and tools, implementation approach", by Lorenzo Bono – Ambiente Italia s.r.l.

<p>  Project co-financed by the European Regional Development Fund  <b>CONSUME-LESS</b> </p> <h2>Consume-less Tourism Model</h2> <h3>Implementation plan in Naxos</h3> <h3>Training workshop</h3> <p>Naxos</p> <p>Lorenzo Bono</p> <p><b>AMBIENTEITALIA</b></p> <p>   </p>	<p> <b>CONSUME-LESS</b>  <b>TOURISM MODEL</b>          concept, components and tools,          implementation approach       </p> <p>   </p>
<h3>THE IDEA COMES FROM THE WASTE-LESS IN CHIANTI PROJECT</h3>  <p>   </p>	<h3>CONSUMELESS TOURISM MODEL: implementation approach</h3> <ol style="list-style-type: none"> <li><b>Integrated approach</b>, including multiple types of energy and water saving actions and waste prevention and management measures</li> <li><b>Offer of "consume-less" services</b> through the active involvement of tourism service providers</li> <li><b>Awareness raising and behavioural change campaigns</b> based on the use of innovative solutions including a mix of <b>Storytelling</b> and <b>SoLoMo</b> (Social-Location-Mobile) solutions</li> </ol> <p>Implementation strategy characterized in particular by the introduction of a <b>territorial "consume-less" label</b></p> <p>   </p>
<h3>CONSUMELESS TOURISM MODEL: main components</h3> <ul style="list-style-type: none"> <li>Consume-less label</li> <li>Demonstrative measures</li> <li>Awareness raising campaign</li> <li>Monitoring</li> <li>Consume-less marketing strategy</li> </ul> <p>   </p>	<h3>CONSUME-LESS LABEL: SCOPE</h3> <p>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</p>  <p>   </p>



**AMBIENTEITALIA**

Interreg  
Mediterranean  
CONSUME-UE13



**AMBIENTEITALIA**

**AMBIENTEITALIA**

## 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



## CONSUME-LESS LABEL

Promoters, management criteria, implementation approach mandatory and voluntary actions

## 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

## CONSUME-LESS LABEL: Who can apply it

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



## 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 commitments
- **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

## 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?**



## 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, kitchens, 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

ORGANIC AND LOCAL FOOD AND OTHER ECO-PRODUCTS	
Mandatory	Voluntary
Local food (preferably organic) and wine is purchased whenever possible.	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

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

Local action plan presentation: “The local action plan for the implementation of the model in the pilot area: implementation steps, tools and initiatives, roles and responsibilities”, by Lorenzo Bono, 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 Naxos

#### Timing

- Consume-less agreement defined by the end of April 2017, starting to work on its content soon after the training workshop  
→ **Mid of May?**
- Launch event organized by the mid of May 2017 → **June?**

## 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 standard kit available by the end of April, need to be customized and printed by the end of June 2017  
→ **July?**

## 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 Naxos (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 measures and preliminary feasibility analysis by the end of April 2017 → **May, June?**
- Executive design of the demonstrative measures finalized by the end of June 2017 → **July, August?**

## 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

- Initiatives for involving tourism service providers by Mid May 2017 → **June?**
- Training workshops for the different categories by Mid June 2017 → **July?**
- Subscription of the consume-less agreement by Mid June 2017 → **July, August?**
- Set up of the help-desk by June 2017 → **July?**
- Full implementation of the Label starting from July 2017 (testing phase until March 2018) → **August, September?**

## 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 raising campaign starting from the beginning of July 2017 (testing phase until March 2018) → **August, September?**

## ACTION PLAN – Activity 6

<b>Activity 6 – Implementation of the action plan: the demonstrative actions</b>
<b>Objectives of the activity</b> Realize the demonstrative measure, as defined in the feasibility analysis and the related executive design (see previous activity 3)
<b>Timing</b> <ul style="list-style-type: none"> <li>Procurement procedures for the purchase and installation of the equipment launched in July 2017, realization of the installation by March 2018 → <b>August, September?</b></li> </ul>

## ACTION PLAN – Activity 7

<b>Activity 7 – Implementation of the action plan: the monitoring procedures</b>
<b>Objectives of the activity</b> 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 Naxos
<b>Timing</b> <ul style="list-style-type: none"> <li>Design an agreement of the monitoring procedures by Mid May 2017 → <b>July?</b></li> <li>Application of the monitoring procedures starting from the beginning of July 2017 (testing phase until March 2018) → <b>September?</b></li> </ul>

## ACTION PLAN – Timeline

	2017												2018											
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Activity 0 – Involvement of local stakeholders for the fine-tuning and approval of the action plan																								
Informational initiatives for engaging stakeholders																								
Training workshops aimed at providing knowledge and fine-tuning the action plan																								
Activity 1 – Consume-less agreement for the implementation of the model and launch of the implementation phase																								
Definition and signing of the agreement by the consume-less local committee																								
Launch event																								
Activity 2 – Detailed design and realization of the communication materials																								
Activity 3 – Selection and design of the demonstrative measure																								
Selection and preliminary feasibility analysis of the measure																								
Executive design of the measure																								
Activity 4 – Implementation of the action plan: the consume-less label																								
Informational initiatives: meeting formulating tourism service providers																								
Training workshops for tourism service providers and adoption of the consume-less agreement by those interested in adopting the label																								
Setting up of the help-desk for supporting tourism service providers																								
Full implementation of the label to tourism service providers																								
Activity 5 – Implementation of the action plan: the awareness raising campaign																								
Activity 6 – Implementation of the action plan: the demonstrative actions																								
Procurement procedures for the purchase and installation of the equipment																								
Realization of the installation																								
Activity 7 – Monitoring of the action plan																								
Design and approval of monitoring procedures																								
Application of the monitoring procedures																								

THANK YOU FOR YOUR ATTENTION!

[lorenzo.bono@ambienteitalia.it](mailto:lorenzo.bono@ambienteitalia.it)

### 3.3 Main issues discussed during the workshop and results of the discussion

The presentation of Mr Lorenzo Bono gave the participants the opportunity to understand the idea and the implementation procedures of CONSUME-LESS project.

Lorenzo Bono explained that the idea for the CONSUME-LESS project came after the success of the WASTE-LESS project in Chianti, started in 2013. He also described in details the difference between the CONSUME-LESS model and the CONSUMELESS label.

Most of the participants were members of the Tourist Committee of the Municipality and all of them were people related with the touristic product of Naxos. Everybody accepted with enthusiasm the idea of CONSUME-LESS project. During the discussion, it has been revealed that the concept of CONSUME-LESS model arrives in Naxos and small Cyclades in a time that the major part of entrepreneurs in tourism have already developed the idea of responsible tourism, with less consumption of water and energy, with waste recycling, with promotion of the natural and cultural heritage of the islands, and mostly with the preservation of the natural environment of Naxos and small Cyclades.

Between the participants, there were some people willing to participate to the committee for the CONSUME-LESS label.

Lorenzo Bono presented the local action plan for the implementation of the model in the pilot area of the Municipality of Naxos and Small Cyclades islands and its fine tuning:

- the agreement has to be defined before the end of June 2017,
- the press conference as launch event has to be done by the same time,
- 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-June 2017,
- the communication kit has to be completed by the end of August 2017,
- about 20 facilities should be awarded with the CONSUME-LESS label, by the end of August 2017 and about 50 by the end of March 2018.

Considering that this training workshop took place a little before the Orthodox Easter, the preparation period for all the facilities for the high season, and also the difficulties of the municipality to hire quickly people for the technical support for the implementation of the project, the participants were not optimists about the timeline of the project as it was presented by Mr Bono, as regards the actions during high season.

They explained that during high season the owners have already decided about the operation of their facilities, for example the menus of the restaurants, the breakfasts in hotels, the air –conditioning, the waste management etc., and because of that it would be difficult for the facilities to be awarded with label in the summer 2017.

They explained also that this would be easier and achievable from September 2017, after the end of high season.

Everybody found very attractive the idea to participate to a network about eco/sustainable tourism and serve as educational tool to disseminate knowledge on energy and water conservation and waste management as well, to employees in the tourism sector.

### 3.4 Photo gallery



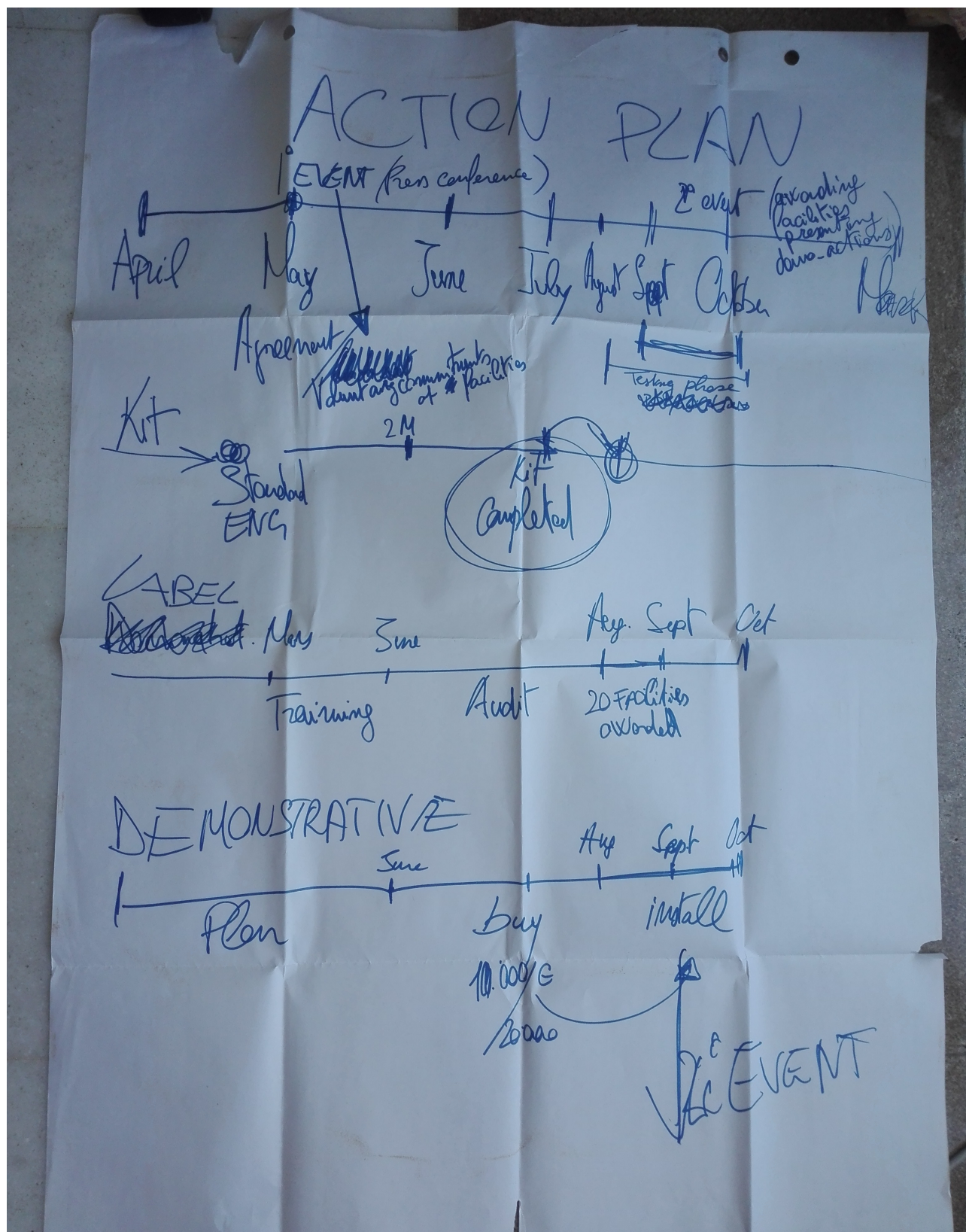




Please, make a photo of the flipchart with the  
action plan timetable discussed and copy it  
here

If you have other photos, please put them here





[illegible]