

CONSUME-LESS

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: REALMONTE

PARTNER IN CHARGE: Ambiente Italia

PARTNERS INVOLVED: EuroMediterranean Center for the sustainable development, Municipality of Ragusa, Municipality of Realmonte, Regione Sicilia

Date 27/04/2017

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

WP n. 3: Testing

ACTIVITY N. 3.1

Status:

<i>Draft</i> <input type="checkbox"/>	<i>Final</i> <input checked="" type="checkbox"/>	<i>Version n. 3</i>
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Distribution:

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1 Scope of the activity

The activity consisted in the organization of one training workshop in Realmonte, 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 Municipality of Realmonte;
- Staff of the project partner responsible for supporting the pilot municipality in the implementation process: Regione Sicilia
- Staff of other project partners of reference for the pilot area: SVI.MED;
- 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

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

- seminar rooms with movable furniture and natural light, in order to have the possibility to organize participants in 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 08/03/2017 in Realmonte, with the following programme. The first part of the workshop has been realized by visiting the main tourist attractions of the pilot area, accompanied by the Municipality staff and decision makers. The second part of the workshop has been held at the city Council hall.

Realmonte – 08/03/2017		
10.00-13.00	Site-visit for analysing the peculiarities of the pilot area for the implementation of the Consume-less tourism model	Svi.med, Municipality of Realmonte Ambiente Italia
13:00-14:00	Break for Lunch	
14:00-14:15	Welcome greetings and introduction of the MED Consume-less project (Presentation by Svi.med) Presentation of the participants (Interaction)	Municipality of Realmonte Svi.med
14:15-15:15	The Consume-less tourism model and local action plan for the implementation of the model in the pilot area <ul style="list-style-type: none"> The model: concept, implementation approach, components and tools (Presentation) - 20 min The action plan: activities, roles and responsibilities, time plan (Presentation) - 20 min Question & answers on the proposal (Interaction) - 20 min 	Ambiente Italia Svi.med
15:15-16:30	Peculiarities for the implementation of the model in the pilot area <ul style="list-style-type: none"> Participatory SWOT analysis about the implementation of the model in the pilot area (Interaction) – 45 min Discussion on strengths and weaknesses (Interaction) – 30 min 	Ambiente Italia
16.30-17.45	Fine-tuning of the local action plan for the implementation of the model in the pilot area <ul style="list-style-type: none"> participatory design of the implementation strategy in the pilot area (Interaction) – 45 min presentation and discussion of the results of the working groups – 30 min 	Ambiente Italia
17:45-18:00	Conclusions and next steps	Ambiente Italia and Svi.med

3.2 Participants

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


- Orsola Bolognani, Ambiente Italia s.r.l.;
- Emilia Arrabito, Svi.med onlus;
- Giovanni Iacono, Svi.med onlus;
- Francesco Terlizzi, Italkali SpA;

- Paolo Salemi, Pro Loco Scala dei Turchi;
- Stefano Tesé, I.C. Scuola “G. Garibaldi”;
- Emanuele Fiorica, Assessore Comune di Realmonte;
- Maria Frumusa, Presidente Consiglio Comunale di Realmonte;
- Alessandro Bufano, Federalberghi e Confcommercio.

The attendee list signed by the participants is provided in Annex 1.

3.3 Contents of the workshop

First presentation: “Introduction of the MED Consume-less project”, by Emilia Arrabito – Svi.med Onlus

 <p>CONSUME LESS IN MEDITERRANEAN TOURISTIC COMMUNITIES 08 Marzo 2017</p> <p>interreg Mediterranean</p> <p>Project co-financed by the European Regional Development Fund</p> <p>CONSUME-LESS</p>	<h3>Obiettivi</h3> <p>L'obiettivo del progetto è definire e strutturare un "modello turistico CONSUMELESS" in 6 territori pilota. Il modello si basa su 4 principali componenti:</p> <ul style="list-style-type: none"> • Introduzione di un marchio territoriale CONSUME-LESS, a cui aderiranno soggetti privati e/o pubblici che intendono applicare azioni per la gestione sostenibile di energia, risorse idriche e per la riduzione dei rifiuti nelle loro attività. • Identificazione e realizzazione di concrete azioni dimostrative con l'obiettivo di comunicare ai turisti l'impegno del Comune di risparmiare acqua, energia e ridurre i rifiuti prodotti. • Sviluppo di una campagna di sensibilizzazione estensiva volta a coinvolgere sia le strutture private che hanno aderito al marchio sia le strutture pubbliche, informando anche delle azioni dimostrative. • Sviluppo di una campagna di marketing turistico innovativo per promuovere il marchio CONSUME-LESS come brand territoriale e turistico (story telling, workation, APP, atypical events) <p>interreg Mediterranean</p> <p>Project co-financed by the European Regional Development Fund</p> <p>CONSUME-LESS</p>																															
<h3>Who's involved?</h3> <table border="1"> <thead> <tr> <th>Partner</th> <th>Associated partner</th> </tr> </thead> <tbody> <tr> <td>Ambiente Italia eri</td> <td></td> </tr> <tr> <td>Malaga Waste Consortium</td> <td>Velez Malaga City Council</td> </tr> <tr> <td>EuroMediterranean Center for the sustainable development</td> <td>Municipality of Ragusa</td> </tr> <tr> <td>Provincial Government Of Malaga</td> <td>Madeira Foundation</td> </tr> <tr> <td>EGTC Etnini Pori - Solidarity NETWORK</td> <td>Neo Proportida Municipality</td> </tr> <tr> <td>Energy and Water Agency (SEWCU)</td> <td></td> </tr> <tr> <td>Ministry for Gozo</td> <td>Gozo Tourism Association</td> </tr> <tr> <td>Municipality Of Navios And Small Cyclades Islands</td> <td></td> </tr> <tr> <td>Municipality of Saranda</td> <td></td> </tr> <tr> <td>Regione Siciliana</td> <td>Realmonte Municipality</td> </tr> <tr> <td>Albanian National Tourism Agency</td> <td></td> </tr> </tbody> </table> <p>interreg Mediterranean</p> <p>Project co-financed by the European Regional Development Fund</p> <p>CONSUME-LESS</p>	Partner	Associated partner	Ambiente Italia eri		Malaga Waste Consortium	Velez Malaga City Council	EuroMediterranean Center for the sustainable development	Municipality of Ragusa	Provincial Government Of Malaga	Madeira Foundation	EGTC Etnini Pori - Solidarity NETWORK	Neo Proportida Municipality	Energy and Water Agency (SEWCU)		Ministry for Gozo	Gozo Tourism Association	Municipality Of Navios And Small Cyclades Islands		Municipality of Saranda		Regione Siciliana	Realmonte Municipality	Albanian National Tourism Agency		<h3>Pilot territories</h3> <table border="1"> <thead> <tr> <th>PILOT TERRITORY</th> </tr> </thead> <tbody> <tr> <td>Municipality of Ragusa</td> </tr> <tr> <td>Municipality of Realmonte</td> </tr> <tr> <td>Municipality of Velez-Malaga</td> </tr> <tr> <td>Municipality of Saranda</td> </tr> <tr> <td>Island of Gozo</td> </tr> <tr> <td>Municipality of Naxos</td> </tr> </tbody> </table> <p>interreg Mediterranean</p> <p>Project co-financed by the European Regional Development Fund</p> <p>CONSUME-LESS</p>	PILOT TERRITORY	Municipality of Ragusa	Municipality of Realmonte	Municipality of Velez-Malaga	Municipality of Saranda	Island of Gozo	Municipality of Naxos
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<p>Tourism profile</p>   <p>Principali attrazioni:</p> <p>Scala dei Turchi (The Turkish Staircase)</p> <p>Villa Romana</p>  <p>interreg Mediterranean</p> <p>Project co-financed by the European Regional Development Fund</p> <p>CONSUME-LESS</p>	<p>Tourism profile</p>  <p>A 150 mt dal livello del mare e per 30 mt sotto il livello del mare si trovano le "Miniere di Sale" un'attrazione singolare.</p> <p>Principale stagione turistica: estate</p> <p>Visitatori per anno: 600.000 turisti</p> <p>Problemi ambientali: aumento di produzione di rifiuti e carenza idrica.</p> <p>Membro del "G.A.L. Sicani".</p>  <p>interreg Mediterranean</p> <p>Project co-financed by the European Regional Development Fund</p> <p>CONSUME-LESS</p>
<p>Experience to capitalize</p>   <p>Membro del "G.A.L. Sicani".</p> <p>It is equipped with an innovative regional marketing plan that works through the dissemination and promotion of a territorial brand of quality, that is a recognizable image of the area that aims to promote local and traditional products, natural resources and craft, tourist and business activities; an important opportunity to contribute to the protection of the environment, start a development and innovation policy and support a widespread qualification of human resources.</p> <p>interreg Mediterranean</p> <p>Project co-financed by the European Regional Development Fund</p> <p>CONSUME-LESS</p>	<p>Grazie</p> <p>Emilia Arrabito e.arrabito@svimed.eu</p> <p>SVIMED onlus Ragusa</p> <p>interreg Mediterranean</p> <p>Project co-financed by the European Regional Development Fund</p> <p>CONSUME-LESS</p>

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

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THE IDEA COMES FROM THE WASTE-LESS IN CHIANTI PROJECT



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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**

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CONSUMELESS TOURISM MODEL: main components

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

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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



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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**

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DEMONSTRATIVE MEASURES: some examples



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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

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AWARENESS RAISING CAMPAIGN



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AWARENESS RAISING CAMPAIGN

The communication kit for the label applicants



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AWARENESS RAISING CAMPAIGN

Map of the participants to the label



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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

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.	

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

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 Realmonte (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 raising 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
<ul style="list-style-type: none"> 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 Realmonte
Timing
<ul style="list-style-type: none"> 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

CONSUMELESS TOURISM MODEL – IMPLEMENTATION PHASE IN Realmonte	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																								
Informative initiatives for the awareness by local stakeholders																								
Training workshops for local stakeholders 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 (lab) 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																								
Activity 4 – Implementation of the action plan: the consume-less label																								
Informative initiatives/monitoring for involving tourism service providers																								
Training workshops for tourism service providers and submission of the consume-less agreement by those interested in applying the label																								
Active of the local-scale for supporting tourism service providers																								
Full implementation of the label by 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 procedure for the purchase and installation of the demonstrative 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!
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3.4 Main issues discussed during the workshop and results of the discussion

After the presentation of the project and the action plan a debate was opened for understanding the interest of the invited key actors on the application of the label and their possible role. Everybody express its interest to promote the label in Realmonte.

During the meeting there was an interest in the project and above all in the development of the Label.

The main issues arisen were:

- Confcommercio and Federalberghi asked what are the main advantages for economic operators-
- The school was very interested to organize info-days involving the students of the school for promoting the label and the participation in the project;
- In summer the Municipality organises the Costa Bianca Festival and in that occasion there is the possibility to promote the label with events and communication campaign.
- The Municipality of Realmonte has already a label, that is: “Realmonte Città della Scala dei Turchi” and asked if there is the possibility to insert in the ConsumelessMed label an image of the territory. However since it is an European label, there is no possibility to do so. There is the possibility to tailor the communication campaign in Realmonte emphasizing the associations participating in the local Managing Committee. So all the participants asked to add in the logo of the label in Realmonte also their logos.

- There is also the Community of the “Realmontese food” that could be interested in participating in the activities of the project;
- Realmonte is part of the District of Valle dei Templi, that can be a vehicle for further promotion of the project label.
- A discussion was opened about the monitoring system, but the decision has been postponed after the testing phase.

Next steps:

- To receive as soon as possible a draft of the MoU to sign with the main role of each partner. In a first phase the Managing committee will be formed by the partners project and the local associations, and after the first year to update the commitments for the future management of the label
- Svimed will mail to everybody a draft of the MoU for the signature, a draft of the call for the facilities which want to adopt the label with annexed the draft of the guidelines, the criteria and a questionnaire for the facilities. The call should be launched at the end of April and the proposed candidacies can be analysed each 15 days until the end of the testing phase, and in case direct meeting will be organized for checking the criteria or giving more information. By the 15th of May there will be a meeting with economic operators;
- All these activities will be developed in cooperation with the members of the managing board.
- The logos of the member of the managing board will be placed whenever possible in the communication material at local level (as posters and brochures). The member of the label managing board will give the larger promotion of the label by means of their institutional channels.
- The communication kit has been planned to be given at the first 50 structures (budget approved at project level), after these the facilities will receive the window films with the label, the brochures, the posters and in case other communication tools if available. Svimed has committed itself to cover the largest possible number of structures in Realmonte.
- For demonstration activities to be placed in Realmonte from the Regional Department of Tourism, there is the preference for the Local committee, to buy some electric bikes for summer period for tourists or to place dome Street lamp with solar energy.

3.5 Photo gallery

Participatory site-visit





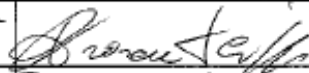



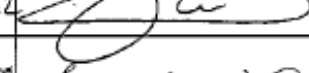
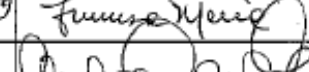

Meeting in the City Council Hall





ANNEX 1

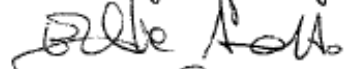
WORKSHOP FORMATIVO REALMONTE 08/03/2017

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